

January 2024

Progress and projections for the

## CREATIVE INDUSTRIES DIVISION

**Investing  
in New Mexico's  
heart and soul**



**EDD**

ECONOMIC  
DEVELOPMENT  
DEPARTMENT



**creative  
startups**

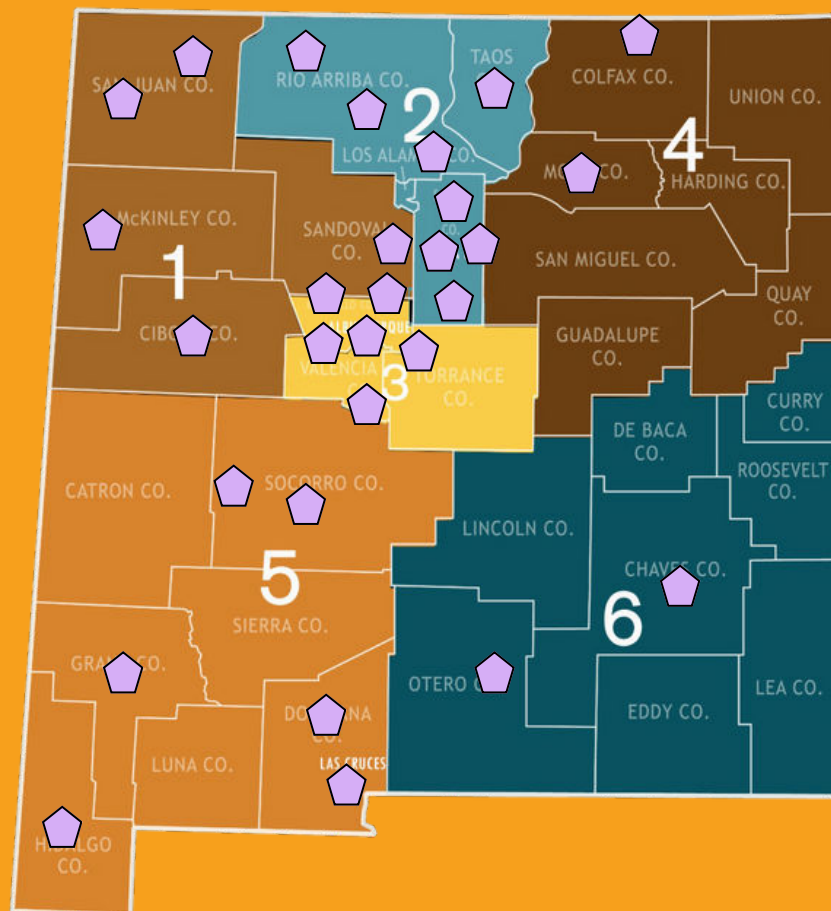


**POEH  
CULTURAL  
CENTER**

# Creative Industries Grant Awards

CREATIVE  
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30 applications were received for the competitive  
Call for Projects across New Mexico

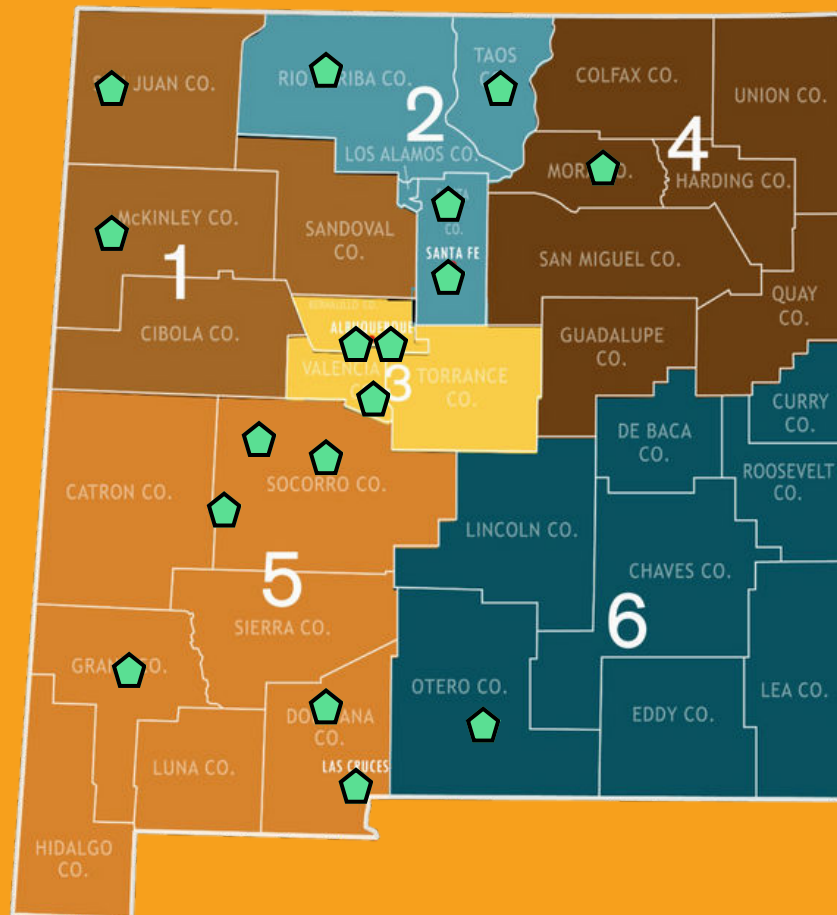


- Submitted applications covered 100% of the regions across the state
- Nearly all of the relevant projects scored highly on “the potential to stimulate community or economic development through the support of local creative industries” and “broad local support”

# Creative Industries Grant Awards

CREATIVE  
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Was the initial investment of \$1.8 million  
enough to reach all of New Mexico?



- Funds were only available for 18 projects, which were selected based on eligibility status, community served, stimulating community or economic development, support, budget, timeline, and scope
- The unfunded projects were nearly all of high merit and economically meaningful for their communities

# Creative Industries by Comparison

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How are creative industry divisions in other states driving economic growth?



**Colorado Creative Industries  
\$2.8 million annual  
budget**

**46% of grant funds  
go to rural  
communities**



**Rural creative  
economy activity  
has grown nearly  
6x since 2020**

**In Denver, direct  
government  
creative economy  
investment grew  
from \$25 million in  
2019 to \$75  
million in 2022**



**Creative economy  
economic activity  
in Denver grew  
13%, employment  
grew 1.2%, and  
wages grew 13.6%**

# Spotlight on Mora County

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How is the investment of the Creative Industries Awards helping a community recover?



- Mora banded together—with collaborations between Mora MainStreet, the Mora Creative Council, WESST, civic leaders, community organizers, and many others—to quickly plan and prepare a Downtown Market for Summer 2024
- This collective effort has already purchased a stage, tent, and PA system and planned a summer schedule of live music—with opportunities for local employment and training in live entertainment
- These weekly markets will not only feature local artisans but bring additional business training to local creative entrepreneurs
- Mora is not reinventing itself or pandering to outsiders: it is centering and celebrating its rich cultural heritage (including its popular Fiestas) to rebuild from tragedy with new creative industry opportunities
- Creative industries are resilient, creative industries are collaborative, creative industries are empowering

# 18 Projects Update (1/4)

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The 18 recipients—in 15 communities and 3 pueblos across New Mexico—are already generating meaningful community impact

Project	Project Summary	Staffing actions	Project actions so far	Project actions by June 2024
<b>City of Gallup</b>	Gallup-McKinley County Fine Arts & Makerspace Expansion (FAME) Project aims to renovate and expand two key assets that assist in advancing their integral creative industries economy and provide strategic support for expansion and for creating new startups in this space.	Drafted call for MakerSpace Educator & Multimedia Specialist	Finalizing project plan	Finalizing project plan
<b>Doña Ana County</b>	The program will train staff that interact with county businesses and support economic development to integrate the creative industry into workflows and policy, create "micro" destinations with self-guided tours that integrate visual/public art and highlight culture and historic preservation, and create public art installations and wayfinding from Santa Teresa to Rincon.	Drafted call for contractors for public art installations	Finalizing project plan	Finalizing project plan
<b>Mora County</b>	Creation of the Mora Downtown Market along Main in May and June 2024, open to a wide range of artisans with training and local creative business support and opportunities during the project.	Mora Downtown Market team assembled and contracted	PA and stage materials purchased	Mora Downtown Market schedule set for Summer 2024
<b>Village of Cloudcroft</b>	The Village of Cloudcroft will pursue a "Paint The Town" project through partnerships with local small businesses to inspire economic development through creative industry and strengthen the connection with local artists in an effort to revitalize the creative economy in Southeastern New Mexico	Contracted lead artist	Completed the first mural "Welcome to Cloudcroft" on 12/15	3 more murals set to be completed by June 2024
<b>City of Belen</b>	The City of Belen plans a comprehensive initiative to energize, coordinate, and enhance the efforts of their local creative small businesses and entrepreneurs to expand the community and economic impact of the visual, performing, and heritage arts.	Identified and hired consultant and 2 high school interns, identified instructors, partnered with H2 Academic Solutions	Initial education efforts will begin in February 2023	Plan in place for all programs to come online by June 2024

# 18 Projects Update (2/4)

Project	Project Summary	Staffing actions	Project actions so far	Project actions by June 2024
<b>Diné College, Navajo Nation, Shiprock New Mexico</b>	The Diné College will establish a fellowship program, "Diné Artists/Authors Capacity Building Institute (DAACBI)," that will support the development of allying emerging and established creative entrepreneurs in New Mexico with technical and professional services and expertise.	4 mentors contracted for writing, silversmithing, and weaving	Call for applicants launched with January 23 deadline	Plan in place for all workshops and fellowships to commence by Spring 2024
<b>New Mexico Tech Performing Arts Series</b>	The New Mexico Tech Performing Arts Series within the N.M. Institute of Mining and Technology will build on existing arts education programs by providing event production training, expanding visibility, participation, and sustainability in arts, culture, and entertainment activities in central NM, and enhancing media presence and brand of Socorro County's creative strengths	Contracted 7 instructors from pool of local, alumni, and nationwide talent	Launching 9 module Live Entertainment Tech and Production course in January 2024, including discounted tuition options for community	Launching 12 live shows in conjunction with education efforts between January and June
<b>Poeh Cultural Center, Pueblo of Pojoaque</b>	The Poeh Cultural Center at Pueblo of Pojoaque will lead an "Answers Are Indigenous Project" to engage more artists and entrepreneurs to sell and/or consign their work with local year-round and seasonal sales venues, while providing entrepreneurial training to build or enhance the business skills and resources those artists and entrepreneurs already possess.	Allocated staff and identified trainers to contract	Training curriculum built and plan to sync with USDA training designed	7 or 8 trainings planned for March/April/May
<b>Village of Magdalena</b>	Village of Magdalena will host four community art events, offer partnership advertising, multiple exhibitions, and gallery programming of workshops and performances, lighting for Magdalena Stage Theater, and creative skill-building seminars.	Contracted web designer and musician, working on contracting instructors for workshops, all subawardees identified	Two successful events completed with strong art sales and community engagement	Workshops planned for June, advertising secured, collaborating with other recipients
<b>Public Education Department Community Engagement Bureau</b>	Through the Public Education Department's Community Engagement Bureau, a project to travel to three distinct counties in New Mexico will be completed to educate youth across the state about opportunities in the creative industries, including content creation and creative arts.	Contract pending	Contract pending	Contract pending



# 18 Projects Update (3/4)

Project	Project Summary	Staffing actions	Project actions so far	Project actions by June 2024
<b>Rio Arriba County</b>	Rio Arriba County will establish an arts program at the Rio Arriba County and the Northern Rio Grande National Heritage Area, offering comprehensive training, mentorship, and resources to individuals seeking careers in culturally appropriate arts.	Partnered with other economic development organization, recruiting instructors	Developing curriculum for entrepreneurial training for artists program	Advertising and enrollment scheduled for late Feb with cohort classes beginning on June 1st
<b>City of Las Cruces</b>	The City of Las Cruces Economic Development Department will partner with local businesses and the city's Quality of Life Department to enhance business through educational seminars and workshops, one-on-one coaching, or availing themselves of the special entrepreneurial lending collections and services provided by the Las Cruces Public Libraries.	Most instructors and presenters contracted, agreement in place with Cruces Creatives	12+ workshops and seminars scheduled and on track to launch in late January	Full schedule of seminars and workshops in place through June 2024
<b>Taos County</b>	Taos County will work in partnership with the Taos Arts Council, Taos County Chamber of Commerce, and Taos Center for the Arts to conduct a synergistic, two-part project that develops local creative entrepreneurs through business development training workshops and provides educational and work-integrated learning opportunities for young people - high school aged and recent graduates.	Identified 8 person volunteer board to administer grant	Launching 3 business workshops across Taos County	Plan to launch youth internship program that places participants in creative technology opportunities by June
<b>Pueblo of Santa Ana</b>	Pueblo of Santa Ana's Department of Education will utilize its Higher Education Scholarship process to provide career interest workshops and training to high school students through, CNM, IAIA, Silver Bullet Productions, and other organizations that specialize in the creative industry field.	Staffer for communication outreach assigned, partner organizations contacted	\$10,000 in scholarships already awarded	Plan in place to award all scholarships by June 2024
<b>Town of Silver City</b>	The Town of Silver City's Museum will bring together multiple community partners to build the attraction of Silver City as an authentic tourist destination, serving underserved and rural audiences, and building local capacity.	Preliminary planning meetings completed, finalizing project plan	Preliminary planning meetings completed, finalizing project plan	Preliminary planning meetings completed, finalizing project plan to launch "Silver City 101" by June 2024



# 18 Projects Update (4/4)

Project	Project Summary	Staffing actions	Project actions so far	Project actions by June 2024
<b>The University of New Mexico Art Museum</b>	The UNM Art Museum will support their ongoing Museum Assistant program by supporting professional development opportunities, implementing needed equipment, and educating their community and stakeholders on the museum and gallery professions.	All program participants and staff members identified and assigned	5 trips to conferences and museums planned, equipment purchase in progress to be completed by February	Plan in place to host 4 workshops and a jobs symposium panel by June 2024
<b>City of Santa Fe Office of Economic Development</b>	The City of Santa Fe Office of Economic Development will create a community navigator hub to develop and organize the creative industries ecosystem and address existing challenges and gaps.	Agreement completed to work with Arts and Culture Department, RFQs for service providers drafted and launching January 2024	Community survey drafted and launching in January 2024	Finalizing project plan based on RFQ contracts and survey results
<b>City of Albuquerque Department of Arts and Culture</b>	The City of Albuquerque Department of Arts and Culture will support and increase three existing programs that further the creative industries division objectives: the Resiliency Residency Program, the City Makers Program, and the Poet Laureate Program.	CityMaker selected and contracted, Poet Laureate identified and contracted, 14 grant-funded Resilience Residency Program artists selected	All 3 programs have launched expanded programming and activities	Plan to launch youth internship program that places participants in creative technology opportunities by June

- Recipients were grateful for the straightforward application structure
- Recipients were extremely happy that the funds were upfront and not in the form of reimbursements: everyone expressed that this was structure made it much easier for them to quickly stand up programming
- Recipients did express some stress at the tight completion timeline, but many recipients interviewed had some plan in place to sustain programming beyond the end of June 2024

We are off to a great start, let's see where New Mexico's innate creativity can take us next!