

CREATIVE INDUSTRIES DIVISION

FY24

Inaugural Grantees Outcomes Report

**New Mexico
Creative Industries Division**

February 2025



A division of the

EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

FY24 Creative Industries Grant Awards

The divisions initial investment of **\$1.8 million** provided **18 awards** across the state creating capacity for **82 partnerships** with community organizations, industry associations, educational institutions, and other agencies. Through these efforts we assisted **1,158 entrepreneurs** and small businesses, and supported **34 programs**.



Museum Assistants meet with UNMAM staff to discuss grant projects

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Project	Project Outcome Summary	Partners & Programs	Returns on Investment/ Significant Outcomes	Future Opportunities
City of Gallup	<p>Gallup-McKinley County Fine Arts & Makerspace Expansion (FAME) Project created specialized spaces within the Octavia Fellin Public Library's (OFPL) Youth & Children's branch, including a MakerSpace lab, digital teaching lab, fine arts studio, and an infusion of new equipment. The spaces empower users to schedule time for hands-on activities to invent, create, prototype, and scale production to assess market potential. Additionally, the MakerSpace offers education, training, and certifications, enabling workers to upskill while providing entrepreneurs and artists with valuable new techniques to expand their creative reach and access new markets.</p>	<p>Partners: COG Behavioral Health, El Morro Theatre, gallupARTS, Gallup Business Improvement District, Google, Lois A. Becenti, Navajo Technical University, Culinary Department, New Mexico Grown, NMSU, Northwest NM Council of Governments, UNM-Gallup. Programs: UNM-Gallup hosted a 2-day 'Business of Art Bootcamp'</p>	<p>ROI for the OFPL is \$4.24 per dollar, increasing the EDD \$100,000 investment to \$212,000. https://www.everylibraryinstitute.org/library_funding_map Number of users – OFPL 39,563 registered users, '22-23 door count - 73,732. Hours of use: Makers average three hours per week in the MakerSpace, totaling 120 hours of use. Not including print and processing times. Hours of instruction: The MakerSpace Educator provides an average of 12-15 hours of instruction during regularly scheduled programs</p>	<p>One in four residents earn a livelihood from a sector of the creative industries in McKinley County. With continued investments into the OFPL MakersSpace and other creative industry programming offered, the amount of access and utilization is expected to increase. Continued partnerships and creative opportunities provide space for McKinley County and Gallup residents to utilize their creative talents to contribute to their community, economic, and individual wellbeing.</p>
Doña Ana County	<p>The Counties program trained staff from various departments that interact with county businesses and support economic development to integrate the creative industry into workflows and policy. The project provided 3 training workshops, and a celebratory event for project participants and partners. The project also resulted in a public art brochure, a self-guided Virtual Tour for the County Government Center Public Art Collection, a Doña Ana County Creative Industries Website, and Digital Documentary.</p>	<p>Partners: Doña Ana County Community Centers: • Butterfield • La Mesa • Vado • Chapparal • Doña Ana Programs: Doña Ana County Staff Training program.</p>	<p>57 Creatives employed 46 Creatives as presenters 8 Organizations /Institutions engaged 20 Doña Ana County Staff trained 580 Doña Ana County Community Participants https://www.donaanacountycreativeindustries.com</p>	<p>Dona Ana County is considering an additional \$100,000 investment as a 2nd phase of the Creative Industries project for next fiscal year in July 2025. A second phase of self-guided tours to include "Micro" Destinations or a Creative Wayfinding Tour of Art, Culture, and Historic Buildings, including locations in La Union, Rincon, Mesilla, and Santa Teresa. A Doña Ana County Creativity Fest is also projected for fall 2025.</p>
Taos County	<p>Taos County's project developed local creative industry entrepreneurs through business development training and work-integrated learning opportunities for young people - high school aged and graduates. The project provided paid work-learning experiences that built capacity of local cultural institutions, and addressed needs along the entire spectrum of developing and strengthening the entire creative economy.</p>	<p>Partners: Taos Arts Council, Taos County Chamber of Commerce, Mid-America Arts Alliance, and Taos Center for the Arts</p>	<p>A total of 60 individuals attended workshops across the three across the county. Through the internship program, 4 new jobs created between Taos Center for the Arts and the 100% Community Initiative.</p>	<p>Taos County leveraged \$25,000 portion of their Creative Industries grant that led to a \$400,000 investment in the Taos Center for the Arts</p>

MAKER SPACE



OFPL MakerSpace Ribbon Cutting Dec. 2024



Artist Kayleigh Begay demonstrates and assists participants with how to use their cameras to take professional photographs of their artwork

THE UNIVERSITY OF NEW MEXICO-GALLUP PRESENTS

The Business of Art BOOTCAMP

CALLING ALL CREATIVE MEMBERS OF THE COMMUNITY!

Join our Business of Art Bootcamp designed to empower artists and students by providing essential tools to kickstart their art business.

Attend informative workshops and lectures hosted by experienced local and national artists to gain the knowledge and skills needed to succeed in the art world.

Don't miss this opportunity to maximize your potential and make your creative dreams a reality.



DATE

Friday, April 19 & Saturday, April 20

TIME

9 a.m. - 3 p.m.

LOCATION

Calvin Hall Auditorium



The event is free, but registration is required. Register in advance online or register in person on either day of the bootcamp. The first 50 people to register will receive a gas card and exclusive swag. Lunch will be provided both days for registered participants.

To see the agenda and to register for the event, scan the QR code here.



Business of Art Bootcamp Flyer



Creative Industries: Who We Are Workshop

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<p>Mora County</p>	<p>Mora County in partnership with Mainstreet Arts & Cultural Compound bolstered the Mora Market on Mainstreet initiative, and provided 8 workshops and support for creative businesses. The initiative has created new job opportunities for local artisans by transforming hobbies into viable businesses. The market events have generated income for vendors, stimulating economic growth within the community.</p>	<p>Partners:</p> <ul style="list-style-type: none"> • Mora Mainstreet Arts & Cultural Compound • WESST • David • Cargo Library • Local growers' co-op 	<p>A weekly outdoor craft market with over 300 attendees. The market boosted the local economy by and estimated \$2,000+ in sales by reporting vendors https://youtube.com/shorts/8Eww3HAM3_c?feature=share</p>	<p>The County is working with Mora Mainstreet to explore long term insurance coverage options for the equipment purchased to support the market, providing pathways of free or discounted public use of the equipment for future activities.</p>
<p>Village of Cloudcroft</p>	<p>The Village of Cloudcroft completed their "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. 17 student artists we're provided with artistic and creative business development opportunities in the areas of client management, color theory, mural design, material procurement and project bidding. Other components of the project included an Art Hike Map, scholarships to Cloudcroft Art workshops, and capstone arts projects.</p>	<p>Partners: Cloudcroft high school, Burro street exchange building, public restroom facilities</p> <p>Programs: Cloudcroft Art Workshop CAW program, Art Hike Map initiative, Mural Initiatives</p>	<p>Completed three murals throughout public spaces. Over 1,200 hours between classroom and mural creation.</p> <p>https://www.youtube.com/watch?v=PsaYj3f1Jjo</p> <p>Provided 10 scholarships to aspiring and active artists in the CAW program</p>	<p>9 student artists engaged in the apprenticeship opportunity for this mural project, which is expected to drive student interest in the creative industries. This project opened the opportunity for continued workforce and educational programs for youth, and provided opportunity to boost tourism and community art interest, promoting economic stimulation through creative industries.</p>
<p>City of Belen</p>	<p>City of Belen's Creative Industries Initiative (CII) included regular meetings, and workshops to facilitate capacity building among practitioners, facilitating large scale cultural experiences, ensured local youth see creative industries as part of their future, hiring student interns, and implementing a student art program. The project also invested \$30,000 in downtown infrastructure improvements to accommodate artists and vendors and enhance accessibility, hired two consultants with expertise in the areas of Communication and IT, and developed and implemented a wayfinding map for the Belen Arts & Cultural District</p>	<p>Harvey House Museum, MainStreet Partnership, Greater Valencia County Chamber, Belen Art League, Studio 508, Silver-Bar, Studios Silent T Productions, Smokal Smoke Local LLC, Books on Becker, +14 more</p>	<p>Over 100 participants in the trainings, workshops, and meetings. Initiated 7 large scale cultural experiences that supported over 300 creative industries opportunities. Supported twenty-one creative businesses through consulting.</p>	<p>Belenartsdistrict@gmail.com. mailing list increased six-fold allowing for future opportunities to be shared. Infrastructure improvements enhanced the ability to accommodate vendors, artists, and performers during large or small events. The partnership among businesses and organizations that support the vitality of the creative economy in Belen has never been stronger, as a result of CII collaboration.</p>

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<p>Diné College, Navajo Nation, Shiprock New Mexico</p>	<p>The Diné Artisans + Authors Capacity Building Institute (DAACBI) Fellowship program was created - Navajo-based program intended to create equity in the cultural arts and literary publishing world. A 16 week program was created and 16 fellows were selected to participate in one artistic discipline in either Hybrid-Writing, Navajo Silversmithing, or Navajo Weaving.</p>	<p>Many Diné College programs, Abalone Mountain Press, Poetic Fire, Words of the People, and NDN Girls Book Club, 4Kinship, Rio Grande Jewelry Supply Co., Arquilino Aragon a Weaver and Loom Maker, The Many Nations team based at Pima County Library in Tucson, and Shiprock Chapter House.</p>	<p>15 fellows completed the program, a 94% completion rate (.9375)</p>	<p>Funding has inspired and motivated the fifteen alum from the DAACBI Fellowship program to further their skills and training in becoming successful artisans, creativepreneurs, and authors in the state of New Mexico.</p>
<p>New Mexico Tech Performing Arts Series</p>	<p>NM Tech Performing Arts Series project addressed the growing need for people skilled in live entertainment event production; and supported the production of live entertainment events and arts education programs. This included the creation of a 9-module beta training class, to develop a community workforce for entertainment industries.</p>	<p>AAUW - Socorro & NMT Student Chapters, Alamo Coop Art Gallery & Gift Shop, City of Socorro Tourism, Friends of the Bosque del Apache National Wildlife Refuge, Magdalena Artists and Events, Socorro Creative Economy members</p>	<p>Launched the Live Entertainment Tech and Production course in January 2024, including discounted tuition options. Reached 50+ college, high school students, and community members</p>	<p>The new course created will provide continued education and workforce development opportunities to those seeking careers in creative entertainment industries such as theaters, festivals, concerts, media, and more</p>
<p>Poeh Cultural Center, Pueblo of Pojoaque</p>	<p>The Poeh Cultural Center at Pueblo of Pojoaque 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, provided entrepreneurial training to build and enhance the business skills and resources those artists and entrepreneurs already possess.</p>	<p>Partners: Poeh Supply Company, New Mexico Community Capital, Buffalo Thunder Resort and Casino</p>	<p>Provided 6 online discussions as part of Creative Industries Week, and 4 in-person training sessions to a cohort of 11 creative entrepreneurs to start or improve their small businesses</p>	<p>Creative businesses participants continue to develop their sustainability by participating in various seasonal regional markets, and are planning for the future by setting up websites, complete with abilities to process point of sale and online transactions.</p>
<p>Pueblo of Santa Ana</p>	<p>Pueblo of Santa Ana's Department of Education provided Higher Education Scholarships to continuing education and current students in various fields including architecture, as well as provided staff training and professional development.</p>	<p>Scholarship program</p>	<p>Provided \$53,500 in scholarships</p>	<p>The Department of Education believes the scholarship recipients will enter in to competitive positions and earn compensation that can support their households in years to come.</p>

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<p>Village of Magdalena</p>	<p>The Village successfully launched four community art events and providing exhibition opportunities to over 70 artists and artisans. Including art festivals, art opening, artisan markets, music events, workshops for adults and children, and nine rotating public art installations. Launched the ART Magdalena New Mexico website as a central location to promote community art events, galleries, individual artists and creative business support as well as established a social media presence. Overall the Village increased art sales, employed musicians, web designers, curators, exhibition installers, event coordinators, youth from the local high school, photographers, caterers, sign makers and filled the rooms in local motels with visitors from around the state.</p>	<p>Stakeholders included many creatives and community from a broad variety of backgrounds including: Art gallery industry Music industry Design Industry Publishing industry Radio board cast industry Hotel and restaurant industry Venue rental Tourism industry</p>	<p>Over 900 estimated attendees across the multitude of events. An estimated \$8,560 accounted in sales across 5 creative businesses and events, supported hospitality with 14 nights of booked rooms from partners, and launched http://www.artmagdalenanm.com</p>	<p>The first six months of 2025 art events which include workshops and the ART Magdalena Gallery and Studio Tour 2025, have been completed. The Creative Industries Division Grant gave art galleries, individual artists and art- related support businesses the capacity to strengthen, advance and expand operations. The community is more organized and solidified as an arts community, and poised for the future.</p>
<p>Public Education Department - Language and Culture Division & High Plains Regional Education Cooperative</p>	<p>Funding was transferred to the Public Education Department, and a contract was initiated through the High Plains Regional Education Cooperative to conduct a series of two-day creative industries youth summits in Las Cruces and Albuquerque. The original scope of the project was modified due to organizational structure changes in the Public Education Department including the disbandment of the Community Engagement Bureau to create cohesive community engagement across the department. The events included a range of creative workshops, and participants and presenters from over 14 businesses, organizations, and partners.</p>	<p>Partners: Lead RISE facilitator Carlos Contreras, New Mexico Academy for Media Arts, Centennial High School, Boys and Girls Club of NM, Two Worlds, Central Root Studios, Barricade Culture Shop, Las Cruces ArtWalk, Arrow Soul Trading Post, Las Cruces Public Schools Migrant Education Program, Juvenile Community Corrections CYFD, James Montoya Arts, Two Gemini Crafts, Jen Jen's Tasty Treats, Bendeavors , Beyond Poetry, Art On The Rio.</p>	<p>Although this particular project experienced set backs due to scope and internal agency changes, there were 51 participants over the two events, including modifications that were made to promote participation from the Spanish-speaking community.</p>	<p>RISE facilitators were able to connect to opportunities in mural painting, Las Cruces ArtWalk vending, music production, and higher education. PED successfully connected with and built relationships with notable facilitators such as Hakim Bellamy, Damian Flores, Colin Diles, and Kelsey Wilson. Each of these facilitators has agreed to continue working with PED to serve students through</p>

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<p>Rio Arriba County</p>	<p>The county initiative established a free Business as Artists course. The program, designed as an Artists in Business Incubator, aimed to empower local artists in Northern New Mexico by teaching sustainable business practices that honor cultural heritage while fostering economic growth. The program after modifications, ran through Northern New Mexico College Continuing Education.</p>	<p>Partners: Northern Rio Grande National Heritage Area (NRGNHA), Regional Development Corporation, Los Luceros Historic Site, Northern New Mexico College, and LOKA Creative</p>	<p>Obtained an 83% course completion rate and positive feedback from participants, with twelve students enrolled. Business support also included website and logo design, social media creation, and business cards.</p>	<p>NRGNHA is tracking the long-term outcomes of this program by monitoring progress over the next two years. NRGNHA plans to expand the program and make it an annual offering in partnership with Northern New Mexico College.</p>
<p>City of Las Cruces</p>	<p>The City provided workshops for creative industry business owners, renovated the MakerSpace of the Las Cruces Public Libraries (LCPL) , and created a Library of Things for artists and the community. The project also hosted outreach events across the City to engage with creative entrepreneurs through the Ask ALICE (Arts + Libraries Innovative Collaborative Entrepreneurship) program.</p>	<p>Partners: City of Las Cruces departments, Small Business Development Center (SBDC), Cruces Creatives</p>	<p>12+ workshops and seminars across the initiative. The MakerSpace improvements including updated working surfaces, laser cutter, and 3D printer with materials. The Las Cruces Public Libraries partnership with Cruces Creatives offered 76 programs that had 342 attendees. The Las Cruces Public Art workshops totaling over 100 registrants.</p>	<p>Las Cruces creatives, arts businesses, and the general public will benefit from the improved MakerSpace facilities and Library of Things at the Las Cruces Public Libraries, allowing them to create new products and prototypes, and generally find inspiration in the process.</p>
<p>Town of Silver City</p>	<p>Silver City Museum’s project revitalized the interactive Core Exhibit, created a Local Theater Alliance, and Launched the Living HISTORY Program. They also conducted 4 workshops to build local creative industry capacity, and created full and part time positions.</p>	<p>Partners: IDEUM, Silver City Theater, The Starlight Theater, The Virus, and other consultants,</p>	<p>Test performances of the Living HISTORY Program viewed by more than 500 area residents and tourists. A ‘Living History Coordinator’ position was created, and a regional brand and exhibit promotional plan was developed.</p>	<p>There is an expected 5-10% increase in Museum attendance from the core exhibit revitalization.</p>

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<p>The University of New Mexico Art Museum</p>	<p>The UNM Art Museum Creative Industries award supported their ongoing Museum Assistant program, and supported professional development opportunities. They also supported students in developing their own workshops and programs, provided investments in infrastructure, engaged 14 student employees over the life of the grant and established 4 partnerships. The project also led to the creation of a symposium, “Exploring Pathways in Museum Careers.”</p>	<p>Partners: CABQ Public Art Urban Enhancement Division, the Museum of International Folk Art, local photographer, and CNM faculty member Stefan Jennings Batista.</p>	<p>There were 86 attendees across 8 professional development programs. The symposium featured 20 speakers representing 15 museums and creative organizations across New Mexico. The event also provided to raise awareness about a wide variety of careers in the museum and galley professions of creative industries.</p>	<p>The investments into the UNM Art Museums infrastructure will provide better production opportunities for social media and museum content creation, allow data collection from visitors and evaluation, and provide dedicated space for a museum student lounge and resource center. The museum plans to continue fostering mentorships between student employees and creative professionals in New Mexico.</p>
<p>City of Santa Fe Office of Economic Development</p>	<p>The City of Santa Fe Office of Economic Development contracted a program manager to implement a hub for technical support programs for entrepreneurs and businesses in the creative industries. This includes services for creative industries businesses in need of entrepreneurial technical assistance and resources, financing services, industry specific support, workforce and education services, and nonprofit support for a variety of creative industries stakeholders.</p>	<p>Main collaborator Creative Startups was selected via procurement through RFQ</p>	<p>This project is in process and the City’s timeline was delayed due to processing time. The project is expected to impact creative communities across Santa Fe including the Southside/ Airport, Siler Rufina, Midtown, and Downtown areas.</p>	<p>Regular public convenings for entrepreneurs, peer learning opportunities, and networking events are projected throughout 2025. A navigator hub, data collection, and monthly working groups, creative industry specific training programs and convenings are also included in the expected deliverables.</p>
<p>City of Albuquerque Department of Arts and Culture</p>	<p>The City of Albuquerque Department of Arts and Culture (DAC) and the Urban Enhancement Trust Fund (UETF) utilized funds for the support of the UETF Resiliency Residency Program, which funded fourteen selected artists out of the thirty four, the Department’s Poet Laureate Program encouraging outreach to the local Albuquerque literary community, and the Department’s City Maker’s Program wherein one artist completes an art engagement project.</p>	<p>Partners: FUSION, Katharsis Media, Keshet Center for the Arts, the National Institute of Flamenco, and Working Classroom. UETF supported at 15 artists and 13 organizations through partnership.</p>	<p>The UETF Resiliency Residency offers \$5,000 grants to artists of any discipline or medium so they are able to pursue and achieve their creative goals. At least 7 of the participants across programs contracted additional creatives to support their projects.</p>	<p>The City of Albuquerque Department of Arts and Culture (DAC) residency program, poet laureate program, and City Makers program are ongoing established initiatives that will continue to cultivate well rounded creatives who actively participate in the creative economy ecosystem. Supporting artists who use their creative talent to support their economic livelihood.</p>