



New Mexico Creative Industries Division

FY25 Creative Industries Business Development & Expansion Grant Application

Background Information

GRANT INTENTION

Overview: The Creative Industries Division is seeking to support existing creative businesses, and organizations who support creative industry companies and workers. As we work to increase and advance creative industry based economic development in New Mexico, we are seeking applications from Indigenous nations, tribes or pueblos, for-profit, and nonprofit organizations to utilize the funding for capacity building, business expansion, or program expansion.

50% of the grant awards must go to rural or underserved communities as required by [legislation](#).

Award Ceiling: Up to \$10,000 grant awards, for existing creative organizations.

****Disclaimer: Grant amounts (up to \$10,000) and total awards (7) are subject to change based on funding availability.****

WHAT ARE THE REQUIREMENTS?

Requirements:

- Must be an existing creative business or organization that has been in operation since 2021 or earlier.
- Applicants will need to provide data on where the funding went and how it help to improve the companies: Infrastructure, Sales, Leads, Outreach, KPIs.

FUNDING AVAILABILITY AND USES

Grant awards will be made for up to **\$10,000** will be awarded as tiered advance payments. We anticipate up to 1 awardee per creative Industry cluster, and 1 award for support organizations for a total of 7 grantees. Funding uses are for:

- ***Inventory***
- ***Equipment and Software***
- ***Marketing /Promotion/ Digital Presence***

- **Infrastructure**
- **Technology Improvements**
- **Existing Program**
- **Building Evaluation/Metric Capacity for Reporting, Impact, Measuring Engagement etc.**

Creative Industry Clusters

What Creative Industry do I apply under: Applicants should select the category their creative business falls into according to its main core activities, products, and services.

1. **Performing Arts, Visual Arts, & Literary Arts**
2. **Entertainment, Media, Information & Broadcasting**
3. **Applied Arts and Design, Including Architecture, Landscape Architecture, Museum & Gallery Professions**
4. **Promotion, Marketing, Graphics & Industrial Design**
5. **Technology and Computer System Design, Software Design, Coding & Digital Media**
6. **Crafts or Artisan Professions Including: Metal, Wood, Glass, Ceramics, Paper, Printing, Textile, & Culinary Arts**
7. **Or an organization that directly supports the growth and development of businesses and entrepreneurs that provide creative products or services in categories 1-6 above**

NOTES FOR APPLYING ORGANIZATIONS

Organizations are responsible for the GRT (gross receipt taxes) and other applicable taxes for the income received from this grant. For profit organizations should take this into account when applying and incorporate foreseen taxes into the budget and cost proposal part of the application.

Funding will be awarded in two advance payments tied to line items included in submitted budget. After receiving the first payment, grantees will be expected to complete a portion of the proposal, and provide a progress report accompanied by a meeting with the division before the second payment is authorized. Multiple line items can be combined into milestones as approved by the department.

All contractors with the state excluding nonprofits and local governments will receive a 1099 if they are a grantee.

GRANT DUE: End of day Sunday, March 30, 2025

APPLICATION QUESTIONS

W-9 Document Upload Information

Contact Information

Demographic

What Region are you located in?

What type of area is your business located in ?

Select what form of business you have ?

Demographic and Personal Identity Information (optional)

Application Questions *Eligibility*

1. Has your business or organization been in operation within the State of New Mexico since 2021
2. What NAICS Code is associated with your creative business or organization?
3. What Creative Industry Cluster does your creative business or organization fall under?

Section 1: Business Expansion & Growth Details - 300pts

Upload or Write a Business Plans to expand using the requested funding.

What measurable economic outcomes do you anticipate from this expansion? *(500 word limit)*

How will this expansion strengthen your business ?

(500 word limit)

Section 2: Funding Request and Budget - 150pts

What areas will the grant funds be allocated to within the eligible expenses? (check all that apply):

Inventory

Equipment & Software

Marketing / Promotion / Digital Presence

Infrastructure

Technology Improvements

Existing Program

Building Evaluation/Metric Capacity for Reporting, Impact, Measuring Engagement etc.

Upload or Write a detailed budget breakdown of funding use.

Upload a detailed budget breakdown of funding use.

If you have matching funds to use in addition to the grant funding, please describe what money you are matching it with, who is it from, and whether it is monetary or in-kind? (If there is no funding match just put N/A)

Section 3: Data Collection and Impact Evaluation - 300pts

Write our or Upload how your organization tracks business performance and Expansion.

Provide baseline data on the following Key Performance Indicators (KPIs) before receiving grant funds:

Annual Revenue (Previous Year) :

Profit Margin (%) (Previous Year) :

Number of full-time employees :

Number of part-time employees :

Number of clients/customer (Previous Year):

Briefly describe how you will measure the return on investment (ROI) for this funding. (200 words max)

Section 4: Certification and Submission

I certify that all information provided is true and accurate.

6-month Check-in and Post-Survey Requirement

The Creative Industries Division is dedicated to demonstrating the economic impact of the creative sector in New Mexico. To continue advocating for increased funding and opportunities, we require all grantees to participate in a 6-month progress check-in and a final post-survey. The collected data will be used to showcase business expansion, revenue growth, job creation, and community engagement.

REPORTING REQUIREMENTS

Grantees will be required to report on overall economic contributions including:

- **Revenue growth and financial impact**
- **New business partnerships or collaborations**
- **Increase in employees, contractors, or creatives hired**
- **Audience reach and engagement metrics**
- **Return on Investment (ROI) for grant funds used**
- **Challenges and successes in business expansion, suggestions for future programming for the division**

- **Number of businesses and entrepreneurs impacted, and their industry area if applicable**
- **Final executed budget for full the grant of \$10,000.00 including invoices, final costs, receipts, and matching funds if applicable.**
- **Other relevant measurements and determined by the division.**

If awarded this grant, I understand and agree to participate in a 6-month check-in and final post-survey. I acknowledge that this reporting will help the Creative Industries Division measure the growth and impact of the Creative Economy in New Mexico and advocate for increased funding and future opportunities for creative businesses and organizations.

Section 5: Additional Information

Here you can upload any supporting documentation that relates to the grant application. (Budget Information, Use of funds, business plan, and etc.)

RUBRIC

Eligibility	Pass/Fail
1. Business Expansion and Growth	300 points
2. Funding Request and Budget	150 points
3. Data Collection and Impact Evaluation	300 points
Total Possible Points	750 points