



# EDD

ECONOMIC  
DEVELOPMENT  
DEPARTMENT

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## **\$110,000 awarded to fuel New Mexico's creative business economy**

**SANTA FE** — Today, the New Mexico Economic Development Department announced 11 businesses have been awarded grants to drive growth, innovation, and increase economic impact across New Mexico's creative industries.

Following a competitive process that drew 59 applications from across the state, the department's Creative Industries Division (CID) chose the recipients of its inaugural Creative Industries Business Development & Expansion Grants.

"New Mexico's creative sector is where culture meets commerce, where visionary entrepreneurs help make our state more dynamic and prosperous," EDD Cabinet Secretary **Rob Black** said. "We're proud to champion the makers, artists, and storytellers who enrich our lives and anchor our communities with jobs and opportunities."

Grants of \$10,000 will be awarded to fund expenses such as inventory, equipment, marketing, infrastructure improvements, and technology upgrades.

### **The 2025 Creative Industries Grant recipients are:**

- **TaosTechnology Inc.** in Arroyo Seco to invest in more equipment, software, marketing and infrastructure to scale up their local presence and expand their capacity-building in digital media and photography.
- **Friends of the New Mexico Mining Museum** in Grants to integrate augmented reality technology by VAEXR into their exhibits, including virtual tours, interactive holograms, and other activities providing an immersive experience for visitors.
- **Harwood Museum Alliance** in Taos to reimagine the museum's store to integrate point of sale infrastructure and develop their marketing reach through online and in-person engagement.
- **Katharsis Media Inc.** in Albuquerque to expand studio infrastructure into seven professionally designed sets, available for public use and supporting a wide range of programming, from cooking and talk shows to children's content and community news.
- **Keshet Dance Company and Center for the Arts** in Albuquerque for the Movement for Mercy, a project focused on choreographic processes with incarcerated and non-incarcerated artists and committed to fostering public dialogue, audience engagement, and workforce development for formerly incarcerated artists.
- **KMRD** radio in Madrid for strengthening their programming, providing skill-building opportunities, and facilitating creative expression through their volunteer-run, listener-supported low-power FM station.
- **Luna and Luz LLC** in Albuquerque for continuing to elevate Albuquerque as a cultural destination, expanding business offerings to develop a hub where locals and tourists gather to experience the rich traditions of New Mexico through artist-led workshops, music, and culinary experiences.

- **Paseo Pottery** in Santa Fe for building capacity to host large groups, a growing and underserved market in Santa Fe's cultural tourism ecosystem, by acquiring additional equipment and improving existing ceramics programming.
- **STEMarts Lab** in El Prado to design two immersive sci-art installations, supporting job creation for artists, creative technologists, and youth, and boost tourism and digital reach while increasing access to education and STEM careers.
- **The Enchanted Circle News LLC** in Red River to continue developing a digital presence and increase capacity of business through equipment purchases and workforce support.
- **Turquoise Skies Inc.** in Albuquerque to build a logistics and compliance platform as a participant in Ralph Lauren's Authentic Makers Program, connecting local Native artists with cultural heritage-based manufacturing opportunities, advancing cultural preservation, economic development, and authentic representation.

"These awards highlight the expansive creative entrepreneurial spirit of New Mexico's creative economy," CID Director **Shani Harvie** said. "We are excited to help these organizations grow and to inspire new opportunities across the state."

The Business Development & Expansion Grant program is part of CID's broader efforts to expand and strengthen New Mexico's diverse creative industries and drive economic opportunity across communities statewide.

Awardees are required to report on key performance indicators, including revenue growth and audience engagement, to demonstrate the economic contributions of the creative sectors across the state.

For more information about the Creative Industries Division and upcoming initiatives, visit [edd.newmexico.gov/creative](http://edd.newmexico.gov/creative).

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*EDD's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD's programs contribute directly to this mission by training our workforce, providing infrastructure that supports business growth, and helping every community create a thriving economy.*

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