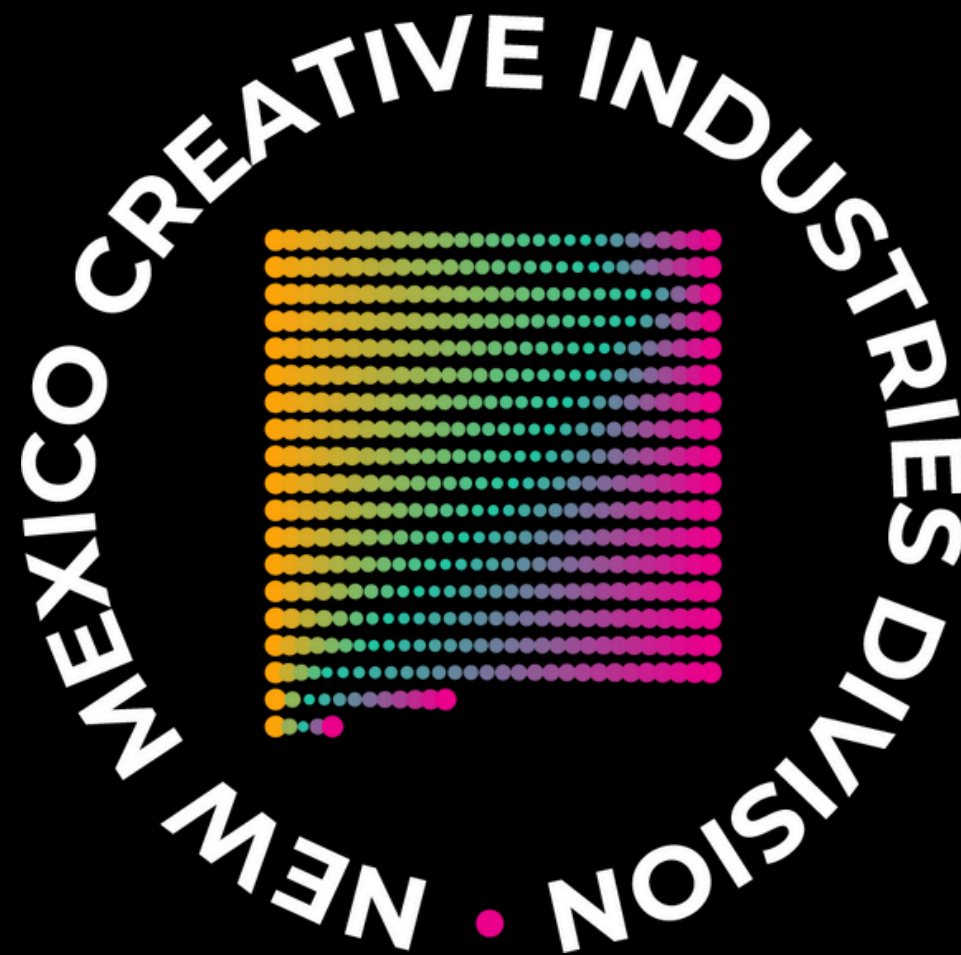




Creative Industries Division

Economic and Rural Development and Policy Committee



September 4, 2025



EDD

**ECONOMIC
DEVELOPMENT
DEPARTMENT**



Who Are We?



Our Mission:

As part of the New Mexico Economic Development Department, the Creative Industries Division enhances economic opportunities for New Mexico families by nurturing a vibrant creative economy. We support creative entrepreneurs, small businesses, and organizations through education, workforce development, public infrastructure, grants, and resource sharing.

Our Vision:

New Mexico will have a diverse and thriving creative economy that engages local talent, fuels innovation, and delivers prosperity for all New Mexicans.

● Performing Arts

● Visual Arts

● Literary Arts

● Entertainment

● Media

● Information and Broadcasting

● Applied Arts and Design

● Architecture

● Landscape Architecture

● Museum and Gallery Professions

● Promotion

● Marketing

● Graphics and Industrial Design

● Technology and Computer System Design

● Software Design

● Coding and Digital Media

● Crafts and Artisan Professions

● Metal

● Wood

● Glass

What Are the Creative Industries?



● Ceramics

● Paper

● Printing

● Textile

● Culinary Arts

Overview

New Mexico's Creative Economy

\$6 billion
annual
economic
activity

\$1.6 billion
taxable
annual
wages

12% of all
GRT
businesses
are creative

Employment levels in
“arts, entertainment,
and recreation” are
projected to grow 118%
by 2030

Signed into
law April 2023

CID Study
published
June 2024

Creative Industries
Season: Collaboration
in Creativity
March 2025

Innagural Grants
Awarded
October 2023

2 Division staff
hired
August November
2024

Business
Development &
Expansion Grant
Launched
April 2025

Over **\$1.94 million** in grant funding
awarded to date across 36 grantees



Reach & Impact

YEAR-IN REVIEW

Flagship Recurring Grant Programs

- Business Development & Expansion Grant
- Creative Support Organization Grant

New Initiatives

- Arts & Cultural District Pilot Grant (FY26)
- Creative Industries Ambassador Program
- Upstart Co-Lab Partnership



Significant Outcomes

- Over **865 entrepreneurs** and creatives served through grants, programming, referrals, and technical assistance
- Assisted **40 creative industry programs**
- **32 partnerships** with statewide orgs and communities
- Over **19,000 New Mexicans** engaged through Creative Industries Season events
- Grew the Creative Resource Center to **500+ listings**
- Social media reach: **26,000+ impressions**



Issues & Challenges

Total Applications Across Programs

Over 200 applications across
programs to date

Total requests of over
\$4M

High Demand vs. Limited Capacity

Operational Strain

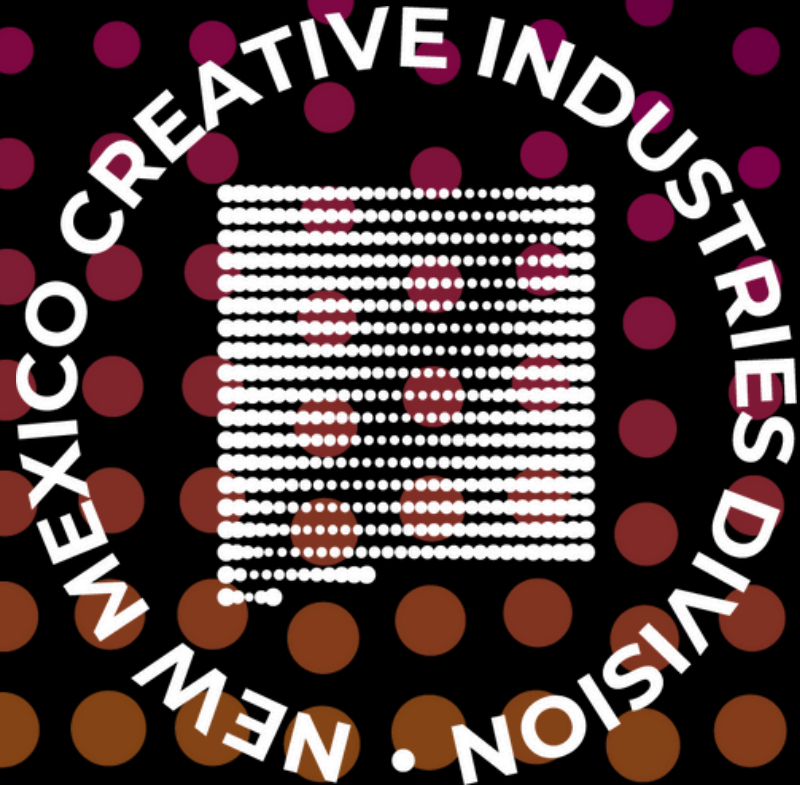
Recurring Funding Structure

FY 2026 Grant Programs

Application Period
August 4-29, 2025

State Authorized Arts and Cultural District (ACD) Pilot Grant Program

This one-time initiative, led by NM Arts, NM MainStreet, and the NM Creative Industries Division, aims to showcase the economic and cultural benefits of directly funding state-authorized Arts & Cultural Districts (ACDs). With grants ranging from \$50,000 to \$100,000, the program provides catalytic resources for ACDs to implement impactful creative industry projects that stimulate local economic growth. It also seeks to build a strong case for sustained investment through a dedicated fund outside the Creative Industries Division.



FY 2026 Grant Programs

Application Period
September 29 - October 24, 2025

Creative Support Organization Grant

This funding opportunity supports organizations with a strong track record of advancing creative entrepreneurs and industry development across New Mexico. Eligible applicants include those building networks, offering technical assistance, providing creative business incubation, or strengthening creative ecosystems. Open to local governments, Nations, Tribes, Pueblos, nonprofits, and for-profits. Anticipated awards up to \$62,500, subject to change.



Cycle 1 Application Period
December 1-26, 2025

Cycle 2 Application Period
February 2-27, 2026

Business Development & Expansion Grant

Returning and enhanced program for existing creative businesses. Eligible uses include inventory, equipment and software, marketing, digital presence, infrastructure, technology upgrades, and strengthening reporting, impact, engagement, and evaluation capacity. Grantees are encouraged to leverage funding for greater return on investment. Awards up to \$25,000, subject to change. (Eligible businesses defined by industry area and NAICS codes in Appendix C, page 206 of the 2024 Division Study.)

Connect To Our Programs



Knowledge Center



NEWSLETTER ALERT
SIGN UP TODAY
Never miss an update.

A square QR code with a light blue border, used for signing up for the newsletter alert.

The Ambassador Program



Thank You!



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Creative Industries Coordinator

Keep Up With Us!

