


NEW MEXICO

CREATIVE INDUSTRY DIVISION STUDY

2024





Humans have been in what we now call New Mexico for over eleven thousand years, and it stands to reason they've been creative for just as long.

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BACKGROUND



In January of 2023, House Bill 8 was passed by the New Mexico Legislature, forming the Creative Industries Division (CID) under New Mexico EDD.

The first activity EDD undertook was to commission a study to shape the new Division's strategic plan. A synopsis of the report's methodology, findings, and resulting recommendations follows.

The report provides many recommendations; we do not anticipate the CID staff can implement them all at once! Instead, the report gives the CID an array of interconnected options. We believe a combination of these options will yield success for New Mexico's creative industries.



As New Mexico leans into the creative industries as a viable path for diversified economic and community development, we find a place of deep futures and deep pasts. We find a place where tomorrow's creatives can get their best start today.

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THE CID'S MISSION

The CID's duties are to catalyze the creative economy in New Mexico and ensure livelihoods in the creative economy are more sustainable and accessible for more people. HB8 defines these duties, specifically:

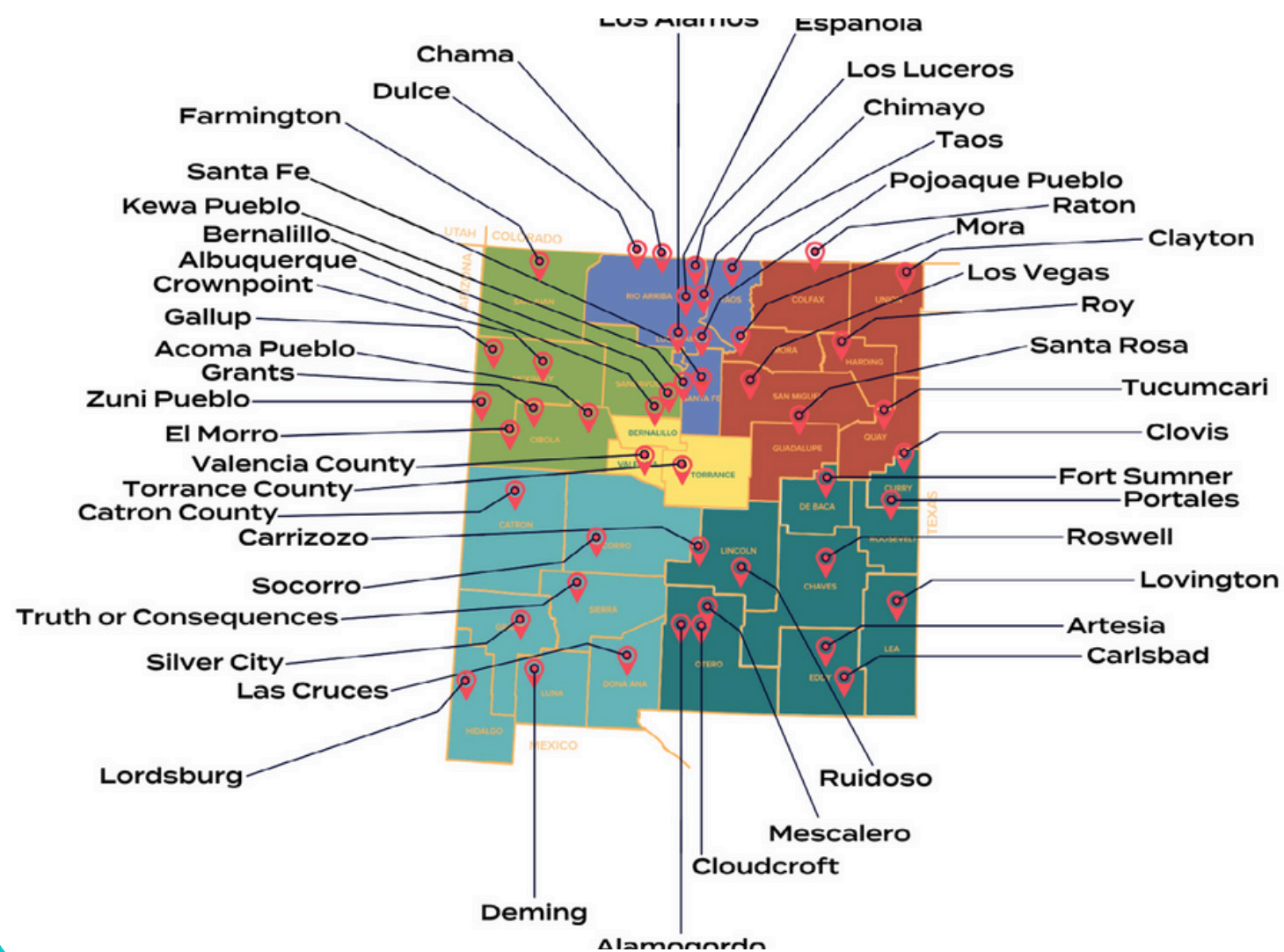
1. Increase and advance creative industry economic development
2. Support entrepreneurs and small businesses in creative industries
3. Assist organizations that support creative industry companies and workers
4. Support educational and workforce training initiatives that facilitate creative industry growth and success
5. Identify and help establish public infrastructure to support creative industries
6. Serve as an information clearinghouse by providing resources and opportunities to creative industry stakeholders
7. Act as a liaison between creative industries-related businesses and organizations

METHODOLOGY

180+

- Interviews completed: artists, creative entrepreneurs, nonprofit & tribal leaders

Communities Engaged



6

- NM EDD Regions
- visited in person

22

- tribal leaders
- consulted

7

- State agencies
- involved

33

- Counties
- engaged

8

- Federal data sets
- utilized

195

- Reports,
- articles,
- data sets
- reviewed

ASSET MAPPING

418

Creative economy assets statewide have been mapped. Help grow the list! Scan the QR code to add your organization.



VENUES



STUDIOS



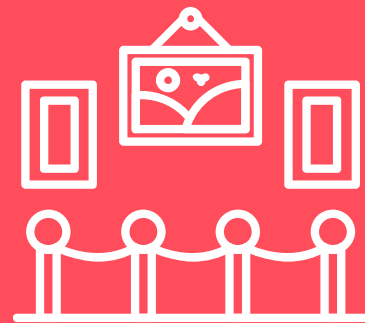
CREATIVE
BUSINESSES



CO-WORKING
SPACES



MAKER
SPACES



GALLERIES



EDUCATION ORGS



LIBRARIES



MUSEUMS

NEW MEXICO'S CREATIVE ECONOMY

\$6 billion

annual economic activity

\$1.6 billion

taxable annual wages

12%

of all GRT establishments are creative establishments

118% growth

projected for "arts, entertainment, recreation" by 2023

PRESENT NEEDS

To better understand how the CID may best meet the needs of New Mexico's creative industries, workers, and entrepreneurs, we combined our field research with an analysis of global trends. These are observed general needs:

1. Increased access to real estate for live/work

2. Improved marketing and wayfinding to serve more customers

3. Increased access to the the language of "funding and grants"

4. Better protections of intellectual properties

5. More symbiotic relationships with retail/wholesale middlemen



PRESENT NEEDS

The full report details specific needs that certain industries face as New Mexico endeavors to remain competitive. These include:

1. Technology, computer system design, software, design, coding, and digital media

2. Crafts and artisan professions

3. Visual and performing arts


4. Culinary arts

5. Applied arts including design and architecture


6. Graphic and industrial design

7. Literary arts





Communities are rethinking a “growth at all costs” mindset and recalibrating toward “right-sized” models, often drawing on older cultural traditions of synchronicity with the physical environment, creative reuse, and locally focused supply chains.




FUTURE OPPORTUNITIES

In identifying broad strategic tracks for the CID, that reflect communities' needs and concerns, we sought to define areas of excellence that have growth potential through reifying our unique cultural assets while expanding into new markets and areas of social and economic import.

These six strategic areas include:

1. Cultural heritage innovation
2. Experience economy
3. Regenerative capital for creativity
4. Environmental resilience
5. Data empowerment
6. Learning for enchantment





Creative technologies and methods for environmental resilience are major market opportunities worldwide. Forecasts suggest the sustainability market is expected to grow at a CAGR of 22.7%, reaching \$80 billion in 2030.

The timing is urgent. Without a strategy that aims to help make creative livelihoods work better for more people across the state, New Mexico risks losing its status as a leader in a sector that Forbes describes as “devouring” the rest of the economy.

CID SUCCESS METRICS

MEASUREABLE	2024 BASELINE	% OF NEW MEXICO	2030 GOAL	% OF NEW MEXICO
EMPLOYEES IN CREATIVE INDUSTRIES	73,059	8.54%	87,236	n/a
TAXABLE GROSS RECEIPTS GENERATED BY CREATIVE ESTABLISHMENTS	\$5.7 billion	5.99%	\$11.2 billion	9.81%
JTIP CREATIVE TRAINEES	196	9.90%	287	11.9%
JTIP DOLLARS IN CREATIVE	\$2.35 million	9.50%	\$3.44 million	11.4%
LEDA CREATIVE JOBS CREATED	266	24.36	336	25.3%
LEDA GENERATED CAPX (CREATIVE)	\$110 million	37.45%	\$140 million	38.9%
DOLLARS LEVERAGED OR RAISED BY CID PROGRAM PARTICIPANTS	n/a	n/a	\$14 million	n/a



Photo Credit: Opuntia Cafe

PILLARS FOR THE CID'S SUCCESS

1.

Ensure the CID thrives

2.

Equip communities to lead from within

3.

Invest in ecosystems

4.

Engage beyond New Mexico

The CID leaders' main task in the first few years of the CID's existence is to put the CID on a path to inevitability. Leaders need to make sure a job well done is a job well seen.

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RECOMMENDATION 1

1.

Ensure the CID thrives

GOAL: Increase CID's budget by 25% or more each year.

"Keep your **customers** coming back!" Thinking of the CID as a business helps its staff put themselves in the shoes of the people it's serving. In the CID's case, the customers are the **citizens** of New Mexico, who are represented by the **elected officials** who control the flow of taxpayers' dollars - which make up the CID's budget.

Achieving the Goal:

- Support programming and capacity building that results in clear victories for the creative entrepreneurs and organizations of New Mexico
- Lead data collection and dissemination that demonstrates the importance of the creative economy to the everyday lives of New Mexicans
- Provide compelling communication to "customers" regarding data and impact/stories

The CID should pursue a strategy that equips local communities to implement projects and plans in local variations, ensuring the coherence and relevance of those activities to the people who are devoted to living where they live.

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RECOMMENDATION 2

2.

Equip communities to lead from within

GOAL: Expand all communities' capacity to self-determine, support, and invest in their creative futures.

What's good for Los Alamos County might not be the same as what's good for Lea County. The CID will ideally pursue a strategy that equips local communities to implement projects and plans in local variations, ensuring the coherence and relevance of those activities to the people who are devoted to living where they live.

Achieving the Goal:

- Lead with diversity to ensure relevancy
- Establish a CID Regional Advisory Council
- Equip local leadership to go deep and reach wide (markets)



**We suggest the CID
invest in ecosystem solutions,
aim for clusters and hubs, and
incentivize symbiotic initiatives.**

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RECOMMENDATION 3

3.

Invest in ecosystems

GOAL: Cultivate innovation networks that transverse myriad boundaries.

Cultivating innovation networks that transverse sectors, rural and urban communities, traditional, artistic, and creative tech entrepreneurs, investors, and market channels,

Achieving the Goal:

- Increase communication through hosting collaborative newsletters, cross-sector webinars, events, conferences
- Establish a CID Regional Advisory Council
- Equip local leadership

Promoting smart circular economy practices within New Mexico creative heritage industries stimulates the conditions for competitive engagement beyond New Mexico—through refinement of product and practice and less external dependence.

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RECOMMENDATION 4

4.

Engage beyond New Mexico

GOAL: By 2030, 50% of program participants, 51% or greater revenues stem from exports.

The creative industries are export industries. Expand capacity of New Mexico's creative businesses to reach markets beyond our state borders.

Achieving the Goal:

- Aggressively lead the charge in courting outside investment for New Mexico's creative industries.
- Attend creative economy conferences, coordinate efforts with other state agencies to create attractive incentive packages.
- Work with statewide financing and business development partners to attract more impact investors to the state.

RECOMMENDATION

GRANTS PROGRAMS

GRANT	AMOUNT	OUTCOMES
CREATIVE INDUSTRIES WEEK	\$25,000	350 attendees, 6 partner organizations, 50 speakers engaged, 30 artists/creatives engaged. \$25k match generated.
CREATIVE BUSINESS SUPPORT	\$50,000	Train 50 entrepreneurs in year 1 whose revenues grow (on average) 25% YoY and whose businesses create 100 jobs by 2027.
CREATIVE WORKFORCE TRAINING	\$50,000	Train 15 creative businesses (30 individuals). These businesses create 25 jobs in 2 years, new patents, technologies, new businesses formed.
PUBLIC INFRASTRUCTURE	\$60,000	Hundreds of people engaged with the lab. 25 creative infrastructure projects identified by 2026.
REGENERATIVE CAPITAL	\$40,000	15 participating organizations (20-25 people) complete a series of four workshops and then collectively raise \$1,000,000 within 12 months.

RECOMMENDATION

INTERNAL OPERATIONS & STAFF FOCUS

FOCUS AREA	ACTIVITIES
CREATIVES CONNECT	CID staff ideally spend 25-50% of time visiting all six NM EDD regions to hold open office hours, host meetings with visiting out-of-state businesses and meet with local creative entrepreneurs.
CID RESOURCE CENTER	Create a suite of ever-expanding and easily accessed learning content (Core Portal) in an online LMS or similar platform. Connect to DWS jobs boards.
CREATIVES TO WORK	Work with DWS to host a jobs board dedicated to creative workforce. Reach out to large creative industry firms with workforce needs to bring “remote” jobs in-state. Attract larger creative companies.
CREATIVE DATA AND STORIES	Rigorously collect and organize creative industry data. Work with the EDD’s internal web development assets to make this data more publicly accessible throughout the state.

MARKETING THE CID



SHARPEN YOUR FOCUS

Building a dedicated following on a couple of key platforms is more effective than attempting to maintain a presence on every social media channel.



MAKE MORE WITH A LITTLE

Especially with a small marketing team and budget, creating an evergreen way to reframe and reuse content is essential.



INVEST IN STORYTELLING

Develop partnerships with both niche “influencers” (aka NM’s creative business owners themselves) and impactful organizations - MainStreet orgs, universities, cultural centers.

THE PARTNERS



Creative Startups is a global leader in accelerating creative economy ecosystems and entrepreneurs.

CreativeStartups.org



Vital Spaces transforms real estate vacancies into low-cost studios, performance and exhibition venues.

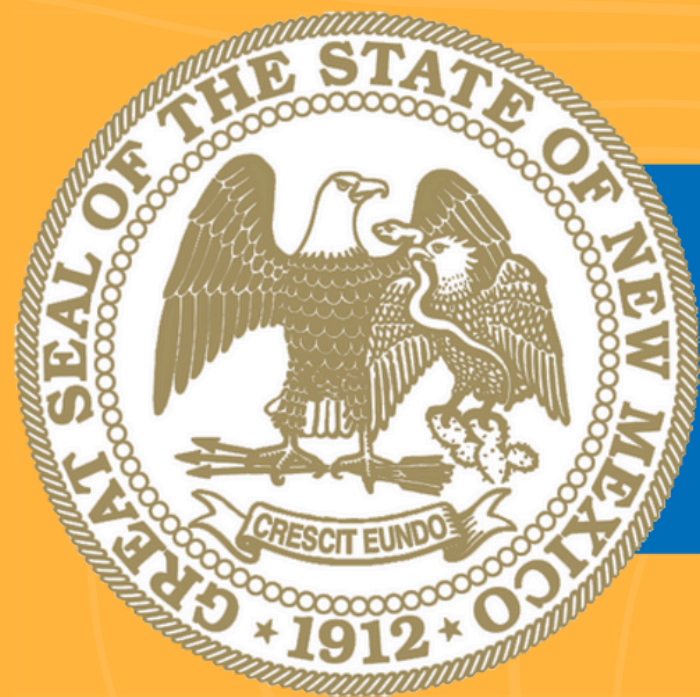
VitalSpaces.org

**POEH
CULTURAL
CENTER**

The Poeh Center is a gathering place for the respectful sustaining of Tewa traditions through being, doing and sharing.

PoehCenter.org

THANK YOU



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