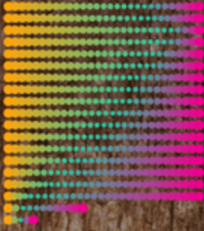


NEW MEXICO CREATIVE INDUSTRIES DIVISION



March 7

**Carlsbad
(Southeast) |
Cavern Theater**

**NM CreativeCon
2026**

OUR SPONSORS



NEW MEXICO
MARKETING CENTER
OF EXCELLENCE



MUSTANG
HOME
GOODS



OPERATOR OF  **Los Alamos**
NATIONAL LABORATORY



OUR PARTNERS



El Rito Media

Carlsbad Current Argus



— Voice of the Pecos Valley —



The Voice of the Mountain

News-Sun

CAVERN
THEATRE

It takes everyone to uplift the creative economy

AGENDA

9:00 –
9:15 AM

Welcome & Opening Connection

9:30 –
10:15 AM

Local Government & Place-Based Resources

10:30 –
11:15 AM

Creative Entrepreneurs: Local Stories & Lessons

11:30 –
12:15 PM

Your Regional Ecosystem: Who's Here to Support You

12:15 –
1:15 PM

Lunch - Provided

1:15 –
2:00 PM

Statewide Creative Economy Resources & Next Steps

2:15 –
3:00 PM

Community Q&A, Connections & Giveaways

3:00 PM

Networking

After Hours

Tours & Immersive Experiences

Select regions may offer optional studio tours or visits to local creative spaces following the event.

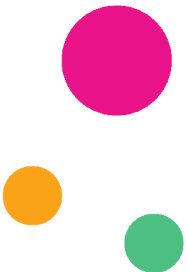
ABOUT THE VENUE



Downtown Carlsbad's beloved Cavern Theatre is shining once again after nearly a decade of restoration. Originally reopened in its new location on April 3, 1951, the theatre debuted with a screening of *Up Front*, a World War II comedy inspired by the iconic cartoons of Bill Mauldin. For the next 30 years, it remained a fixture of Carlsbad's cultural landscape, entertaining generations with the biggest films of their time.

After sitting dormant for decades, the Cavern Theatre has been reborn as a full-service cultural venue, preserving its historic legacy while welcoming a new generation of filmgoers, performers, and community events.

The theater is an excellent example of *creative industries infrastructure* and an avenue for public-private partnership in the region.



CAVERN
THEATRE

PANELISTS

Local Government & Place-Based Resources Panel

Carlsbad Department of Development

Jeff Campbell, Director of Marketing and Business Development

Carlsbad Department of Development works to create necessary connections for all businesses to thrive.

We work on developing new businesses, from start-ups to franchises to corporate stores, and we also assist existing business owners navigate the economic landscape.

www.developcarlsbad.org



City of Carlsbad

*Kat Davis,
Deputy Director of
Community Development*

The City of Carlsbad is a key partner for many organizations throughout our community, especially those related to the creative economy. The Carlsbad Public Library, and Carlsbad

Museum, are both integral parts of our local creative economy. Our department directly manages two of our community's live performance venues — the Walter Gerrells Civic Center and the Cavern Theatre — both of which are pillars of live entertainment in our community. The City also supports the creative economy in many other indirect ways through event support, outside agency financing, and lodgers tax grants.

www.cityofcarlsbadnm.com



PANELISTS

Continued

Local Government & Place-Based Resources Panel



Susan Crockett is a proud Eddy County native who served as Eddy County Commissioner for District 5 from 2012 until terming out in 2020. With more than two decades of leadership and community involvement, she continues to play an active role in shaping policy and economic development across Southeast New Mexico.

She currently serves as a Government Affairs and Community Relations consultant with Santa Fe-based Cambiar Consulting, where she works closely with state and local leaders on legislative strategy, economic development initiatives, and community relations efforts.

Susan is Chairman of the Eddy County Planning and Development Board and a member of the Mayor's Nuclear Task Force. She also serves as President of the Carlsbad Department of Development, is Past President of Carlsbad MainStreet, and is a board member and Government Affairs Chair for the Carlsbad Chamber of Commerce.

Creative Entrepreneurs: Local Stories & Lessons

The Wright School of Dance LLC

Katy Wright

A dance studio located in **Lovington** New Mexico. We have been in business since June 2013. We offer dance classes: ballet, jazz, lyrical, tap, cheer, Irish, and hip hop for both competitive students and recreational students.

www.thewrightschoolofdance.com



PANELISTS

Continued:

Creative Entrepreneurs: Local Stories & Lessons

Bridge to Art

Kaitlyn Carpenter

Bridge to Art is a creative art studio based in **Ruidoso**, New Mexico, offering fun, welcoming painting experiences for all skill levels. We host public events, private parties, and custom art projects that bring people together through creativity and connection. Our mission is to make art feel approachable, memorable, and meaningful, one brushstroke at a time.
www.bridgetoart.org



KCCC 930 AM – Chandler Broadcasting

Jonathan Chandler

KCCC 930 AM, part of Chandler Broadcasting, is a locally owned and operated radio station serving **Carlsbad and Southeast New Mexico**. With a strong focus on community news, regional events, faith, and country programming, KCCC connects listeners to the stories, businesses, and people that shape the area. Through local broadcasting and community engagement, Chandler Broadcasting plays an important role in sharing information and supporting economic and cultural growth across the region.

www.kccc930am.com

The logo for KCCC 930 AM features the call letters 'KCCC' in a large, bold, blue serif font. To the right of 'KCCC', the text '930 AM' is written in a smaller, blue, sans-serif font, slanted slightly upwards.

Classic Country in the Heart of the Permian Basin
Carlsbad – Artesia – Seven Rivers

PANELISTS

Continued:

Creative Entrepreneurs: Local Stories & Lessons

Samantha Odom Art

Samantha is a professional muralist, artist, and gallery owner in **Cloudcroft** New Mexico. She enjoys live painting, teaching and encouraging people of all ages to enjoy the process of creating art. Her bold color murals can be seen all over the southwest.



She is a member of Cloudcroft Art Society and has been featured in "Ventana's" and "The Ink" magazines and the Cloudcroft local newspaper.

www.samanthaodomart.com
[@samanthaodomart](https://www.instagram.com/samanthaodomart)



Bone Springs ART SPACE

Bone Springs Art Space

Miranda Howe

Bone Springs Art Space opened in 2018 in a renovated historic warehouse in the Industrial District of Roswell, New Mexico. The contemporary art gallery and gift shop features the work of local and regional artists and doubles as an event and gathering space. Ceramic artist, Miranda Howe, provides studio rental and multi-media art classes for youth and adults in the downstairs education studio.

www.bonespringsartspace.org
Facebook Bone Springs Art Space
[@bone_springs_art_space/](https://www.facebook.com/bone_springs_art_space/)



PANELISTS

Your Regional Creative Ecosystem: Who's Here to Support You

Southeast New Mexico College

Alexis Clements - Associate Professor & Program Coordinator, Digital Media

Southeast New Mexico College serves **Eddy County** through workforce training and academic programs designed for university transfer, entrepreneurship, or skilled employment aligned with local economic needs.

The Digital Media Technology department offers fine and creative arts education focused on multimedia production. Students complete a foundational year in design and media before specializing in video production, graphic design, web design, or photography. The program extends to early college and dual credit students throughout the county and receives funding from the New Mexico Film Commission.
www.senmc.edu



Southeast New Mexico College



DreamSpring

Emery Nez-Whitfield

DreamSpring supports artists and creative entrepreneurs as small business owners and economic contributors. By helping creatives navigate financial systems, strengthen business foundations, and access capital, DreamSpring strengthens the infrastructure surrounding creative work and contributes to a more resilient, inclusive creative economy across New Mexico.

www.dreamspring.org



DreamSpring



PANELISTS

Continued: Your Regional Creative Ecosystem: Who's Here to Support You

Carlsbad Mainstreet Project

Denise Green, Director

Carlsbad MainStreet is a community-driven downtown revitalization organization dedicated to strengthening local businesses, preserving historic character, and fostering economic vitality in the heart of Carlsbad. Through strategic partnerships, business support, placemaking initiatives, and cultural programming, Carlsbad MainStreet works to create a vibrant, walkable district where entrepreneurs, creatives, residents, and visitors can thrive. Their work plays an important role in advancing place-based economic development and supporting the region's creative ecosystem.

www.carlsbadmainstreet.com



Carlsbad Chamber of Commerce

Carlsbad Chamber of Commerce supports local businesses and drives regional economic growth through advocacy, networking, business education workshops, and strategic partnerships. The Chamber also plays a key role in promoting tourism and community engagement, helping position Carlsbad as a vibrant destination for visitors, entrepreneurs, and industry alike.



www.carlsbadchamber.com

PANELISTS

Statewide Creative Economy Resources & Next Steps

New Mexico Creative Industries Division

New Mexico Economic Development

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.
www.edd.newmexico.gov/creative



n m a

new mexico arts

public support for the arts

New Mexico Arts

Department of Cultural Affairs

New Mexico Arts (NMA) is New Mexico's federally authorized state arts agency and a division of the NM Department of Cultural Affairs. Serving the public as a hub for the arts and culture sector in New Mexico, NMA strives to support the organizations, artists, and culture bearers who are the creators and sustainers of the state's rich and diverse cultural past, present, and future. This support can take many forms: dedicated state and federal grant opportunities, public art acquisitions, specialized projects and programs, staff expertise in arts administration, peer convenings and conversations, honors and recognitions, technical assistance, and an ongoing commitment to ensuring New Mexicans across the state have access to the arts in their communities.

www.nmarts.org

PANELISTS

Statewide Creative Economy Resources

New Mexico Tourism Department

The New Mexico Tourism Department works alongside its partners - convention and visitors bureaus, local chambers of commerce, hospitality organizations and private travel-related businesses.

www.newmexico.org/industry

NEW MEXICO  **TRUE**



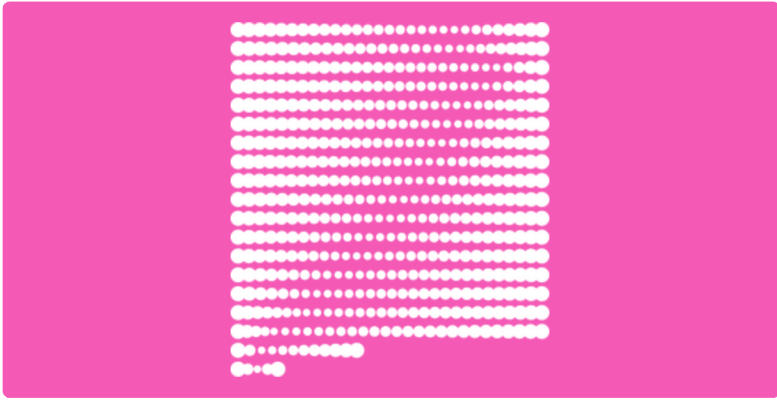
New Mexico Department of Workforce Solutions

The New Mexico Department of Workforce Solutions (NMDWS), whose mission is to Educate, Empower, Employ, and Enforce, is committed to being a leader in and a facilitator of a competitive workforce for the benefit of all New Mexico. The department's goals are: to be a business-driven department, understanding the needs of employers with a focus on the employability of all New Mexicans; to be an integral part of all economic development and education initiatives; to be efficient and responsive to the diverse needs of New Mexico's employers and workforce; and to be a "gateway" to employment.

www.dws.state.nm.us

PANELISTS

Statewide Creative Economy Resources



NEW MEXICO FINANCE **AUTHORITY**

NMFA has become a reliable source of financing for a broad range of projects and offers different financing programs for communities and businesses to improve the quality of life in New Mexico. With a mission-driven philosophy, low interest rates, and no loan fees, NMFA helps its clients successfully finance the projects that make their communities stronger, safer, and more prosperous. NMFA believes in and follows its mission of being “New Mexico’s partner in building economic prosperity and stronger communities.”

www.nmfinance.com



SWEEPSTAKES



El Rito Media

Carlsbad Current Argus

6 months of free ads in a market of choice (one winner)



\$100 of sponsored ads on Meta platforms in market of choice (six winners)



Roswell Daily Record®

— Voice of the Pecos Valley —

Free UFO Package 21-day ad package (one winner)



One month of 30 second ads with production (one winner)

Full page feature for your business for one month (one winner)

New Mexico
MAGAZINE

MUST BE PRESENT TO WIN

Sweepstakes are open to registered creative businesses. Event survey participation is required to enter during the event

REVIEW THE FULL ELIGIBILITY DETAILS AT EDD.NEWMEXICO.GOV/CREATIVECON

Q & A

Ready to join the conversation?

Use the online form and QR code displayed throughout the event to submit your questions

ACTIVITIES

After the event there's more to do!

Stay in town a for the weekend and stop by these featured locations for a special deal and more creative activations

Tell them NM CreativeCon sent you



CATERING BY

K & P Catering

Coffee by: Hot Shot Espresso