

NEW MEXICO CREATIVE INDUSTRIES DIVISION



APRIL

11

CreativeCon Northeast: Gallup
El Morro Theater



NM CreativeCon
2026

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NATIONAL LABORATORY

OUR PARTNERS



It takes everyone to uplift the creative economy



Check out the
Creative Industries
TOOLBOX by
scanning the QR!

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

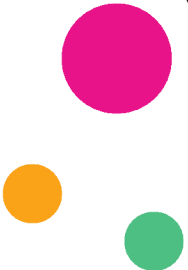


The 1928 El Morro Theater is the only example of Spanish Colonial Revival architecture in Gallup. It was designed by Carl Boller of the Boller Brothers architecture firm of Los Angeles and Kansas City. The Boller Brothers firm was responsible for designing many theaters in the Southwest, Midwest and California.

Once described as a "castle of pleasure and art", the El Morro occupies a prominent location on Coal Avenue and has been the backdrop to many Indian Tribal Ceremonial parades.



EL MORRO
THEATRE



PANELISTS

Local Government & Place-Based Resources Panel

City of Gallup

Matt Robinson, Tourism & Marketing Manager

Visit Gallup is under the umbrella of the City of Gallup and it serves as the community's tourism and marketing brand. Visit Gallup actively works with artists, jewelry makers, film makers, and other creative professionals, to enhance community and economic development, as well as support the artists themselves. This work is accomplished through a variety of programs and strategies. Much of Gallup's economy relies on the creative economy, and Visit Gallup works to support creators through hosting markets and events, and strategic marketing efforts.

www.VisitGallup.com / @VisitGallup



Zuni Pueblo MainStreet

Mario Hooee, Executive Director

Zuni Pueblo MainStreet markets and promotes Zuni as a destination to experience the culture and especially the large Native art industry in Zuni. Zuni Pueblo became the first Native American community to be designated a MainStreet Community in the United States in July of 2012. The project is centered along NM Highway 53, a State Scenic Byway, which runs through the heart of the Pueblo. As the only indigenous community to receive a MainStreet designation to date, the project has garnered increased recognition by state, federal, and tribal governments.

www.facebook.com/zuni.mainstreet/



PANELISTS

Continued

Local Government & Place-Based Resources Panel

Small Business Development Center (SBDC) Grants, NM

Jonathan Camacho, Center Director

The New Mexico Small Business Development Center (NMSBDC) provides no-cost, confidential business support to entrepreneurs and small business owners throughout New Mexico. As a statewide resource, NMSBDC helps individuals start, grow, and sustain their businesses through one-on-one advising, practical training, and connections to the tools and information they need to succeed. Our work is rooted in building strong businesses and developing skilled entrepreneurs who contribute to thriving communities and local economic growth.

www.nmsbdc.org



Creative Entrepreneurs: Local Stories & Lessons

Goldie Luxe Studio

Goldie Tom, Owner

Goldie Luxe Studio is more than a salon—it's a creative space rooted in beauty, community, and self-expression. We offer a full range of hair and makeup services tailored to each client, while also providing a welcoming environment that inspires confidence and connection. Our goal is to uplift, empower, and bring out the best in everyone who walks through our doors.

Instagram [missgoldenone](https://www.instagram.com/missgoldenone)

Instagram [goldieluxestudio](https://www.instagram.com/goldieluxestudio)

Facebook [goldie.tom](https://www.facebook.com/goldie.tom)

Web goldiehamu.wixsite.com/hamu



GOLDIE LUXE STUDIO

PANELISTS

Continued

Creative Entrepreneurs: Local Stories & Lessons

Glittering World Girl

Akilah Martinez Founder

Glittering World Girl focuses on the creation of building an Indigenous-based circular economic ecosystem that cycles on language & culture futurism through video art and XR technology. In 2018, an Immersive Technology Fellowship through Crux XR enabled Akilah to travel between NYC and LA to learn from leading POC XR technologists, social entrepreneurs and impact investors. Akilah holds a 2024 New Mexico Women in Tech Emerging Leader Award, is a guest speaker at NYU, UCLA, ASU and MIT Reality Hack. Akilah is a 1st place XR hackathon winner at MIT, Stanford and Founder's Inc. in San Francisco.

IG @glitteringworldgirl
www.glitteringworldgirl.com



VP Art, LLC

Virginia Primozic

Virginia Primozic is a self-employed visual artist whose work explores nature, place, and the landscapes of the American Southwest. Through painting and mixed media, her work reflects a deep connection to environment, texture, and color, and she is actively involved in supporting arts and creative community initiatives in New Mexico.

www.virginiaprimozic.com



PANELISTS

Continued

Creative Entrepreneurs: Local Stories & Lessons

Ma'ii Productions

Anthony Chee Emerson

Ma'ii Productions, led by Anthony Chee Emerson, focuses on Navajo storytelling through folk art, children's book illustration, and animation. His work blends traditional culture and storytelling with modern creative media to educate, preserve culture, and inspire future generations.

Website: Aemerson.artspan.com

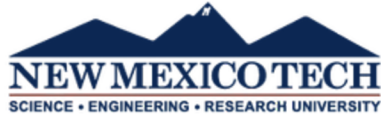
Facebook: [anthonycheeemerson](https://www.facebook.com/anthonycheeemerson)

Instagram: [@anthonyemerson63](https://www.instagram.com/@anthonyemerson63)



Ma'ii Productions

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



New Mexico Mining Museum and New Mexico Tech

The New Mexico Mining Museum and New Mexico Tech are working together to update museum exhibits through virtual and extended reality (VR/XR) technology, creating interactive experiences that connect history, technology, and storytelling. This collaborative project demonstrates how cultural institutions, higher education, and technology partners can work together to support tourism, education, workforce development, and the growing creative technology sector in New Mexico.



PANELISTS

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



Farmington MainStreet

Karen Lupton, Executive Director

Farmington MainStreet, a program of the City of Farmington, works to revitalize and strengthen the historic downtown district through business support, placemaking, and community-driven initiatives. Through events, partnerships, and economic development efforts, the program helps create a vibrant downtown that supports local businesses, culture, and community life. Downtown Farmington is a central business district of shared memory and experience where residents and visitors come together to live, work, and play. As the centerpiece of our community identity, Downtown Farmington: A MainStreet Project and the City of Farmington support transformative economic development strategies that draw new residents, businesses, and tourism to the community.

www.farmingtonnm.gov/99/Downtown-Farmington



Northwest New Mexico Arts Council

Flo Trujillo Board President

Northwest New Mexico Arts Council (NWNMAC) supports artists and cultural initiatives across the region through programming, advocacy, and community partnerships. By fostering access to the arts, creative resources, and opportunities for local artists, NWNMAC helps strengthen cultural vitality and economic development in northwest New Mexico.

<https://nwnmac.org>



PANELISTS

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

WESST

Zachariah Ben - Bidii Baby Foods

WESST's Native Women Rising (NWR) program is a vital catalyst for economic empowerment in Northwest New Mexico, specifically serving San Juan, McKinley, and Cibola counties, alongside the Navajo Nation. By providing culturally tailored business training, one-on-one consulting, and access to low-interest microloans, NWR helps Indigenous entrepreneurs bridge the gap between traditional skills and modern market demands.

In this region, the program transforms lives by fostering financial self-sufficiency and community resilience. Whether through workshops in Shiprock or the "Her Voice, Her Story" speaker series in Farmington, NWR empowers women to launch sustainable ventures—from local artisans to tech startups. By addressing unique local barriers like capital access and digital literacy, WESST ensures that Northwest New Mexico's Indigenous voices are not just heard, but lead the way in regional economic growth.

www.wesst.org



WESST
HOME TO ENTREPRENEURS



NEW MEXICO

CREATIVE INDUSTRIES DIVISION

PANELISTS

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

Southwest Native Assets Coalition (SWNAC)

My-Tegia Lee, Executive Director



Southwest Native Assets Coalition (SWNAC) is a Native-led nonprofit organization dedicated to advancing financial capability, homeownership readiness, and asset building within Tribal communities and among Native families. Through culturally grounded financial education, housing counseling, and community partnerships, SWNAC works to expand access to capital, strengthen economic resilience, and support pathways toward generational wealth in Native communities. Our work centers on practical tools, relationship-based engagement, and the belief that access, knowledge, and opportunity can transform community outcomes.

www.swnativeassets.com

Facebook: [swnativeassets](https://www.facebook.com/swnativeassets)



NEW MEXICO

CREATIVE INDUSTRIES DIVISION

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

Economic Development New Mexico

The New Mexico Economic Development Department works to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

www.edd.newmexico.gov



ECONOMIC
DEVELOPMENT
NEW MEXICO



**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

SWEEPSTAKES



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



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

Manna Al Fresco

Coffee by: Gallup Coffe Company