

NEW MEXICO CREATIVE INDUSTRIES DIVISION

APR
25

CreativeCon Silver City
WNMU Fine Arts Theater



NM CreativeCon
2026

OUR SPONSORS



NEW MEXICO
MARKETING CENTER
OF EXCELLENCE

n m | a

new mexico arts
public support for the arts



El Rito Media



HUTTON
BROADCASTING

STORYTELLING
HYPERLOCAL CHANNELS
SOLUTIONS



MUSTANG
HOME
GOODS



National Security, LLC



REGIONAL
DEVELOPMENT
CORPORATION

OPERATOR OF



Los Alamos
NATIONAL LABORATORY

OUR PARTNERS



WESTERN
NEW MEXICO UNIVERSITY



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



Fine Arts Center Theater

As the largest indoor performance venue in southwest New Mexico, the Western New Mexico University Fine Arts Center Theater serves as the epicenter of the region's performing arts community. It hosts the area's premier dramatic and musical productions, anchors student performances across disciplines and provides the setting for the university's fall Commencement ceremony. The Fine Arts Center Theater stands as both a cultural landmark and a central gathering place for the campus and broader community.



WNMU
Cultural Affairs



PANELISTS

Local Government & Place-Based Resources Panel

Silver City MainStreet Project

Sharla Lefkowitz-Oberg, Executive Director



Silver City MainStreet and Arts and Cultural District is an accredited New Mexico MainStreet program committed to working with our community to foster economic development in our historic downtown. We do this through collaboration and promotion of downtown events, improvements to and preservation of our historic district, creative place-making, encouraging the creative economy, and the development of new and creative uses for downtown buildings. We are proud of our downtown historic district, and encourage you to stroll about the eclectic businesses and interesting architecture.

www.silvercitymainstreet.com



WESST

Humberto Hajar, Program Director

WESST is an entrepreneurial organization that focuses on supporting business owners or prospective business owners by offering consulting, training, and access to capital through our loan programs.

www.wesst.org



PANELISTS

Continued

Local Government & Place-Based Resources Panel

SWNM Council of Governments

Priscilla C. Lucero, Executive Director



The Southwest New Mexico Council of Governments (SWNMCOG) works to strengthen the places and people of Catron, Grant, Hidalgo and Luna counties. Our programs support a safe transportation system, clean water, attainable housing, accessible outdoor places, and strong education systems.

We are a nonprofit regional planning commission formed to provide project and grant management, grant writing, and technical assistance in the areas of economic business vitality and community development. We provide legislative assistance for our member municipalities, Head Start, primary K – 12 schools, our university system, soil and water conservation districts, and other special districts in the region. We help secure funding and build everlasting partnerships to strengthen those we serve.

www.swnmcog.org

Southwest
New Mexico
Council of Governments

Strengthening Those We Serve
Hidalgo • Catron • Luna • Grant



NEW MEXICO

CREATIVE INDUSTRIES DIVISION

PANELISTS

Continued

Local Government & Place-Based Resources Panel

Main Street Las Cruces & Downtown Las Cruces Partnership

Liana Angrisani, Executive Director

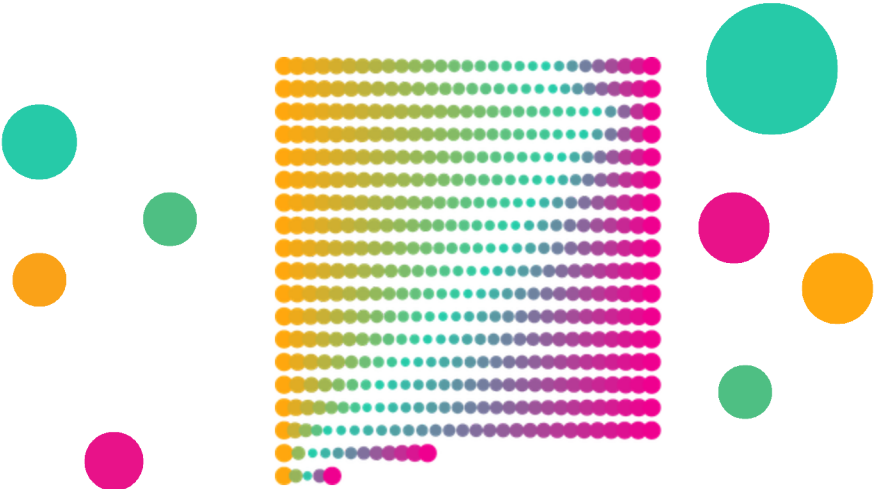


Main Street Las Cruces is a Main Street America-accredited nonprofit focused on strengthening the downtown district. It works with local businesses, property owners, and community partners to support economic activity and improve the overall environment through targeted projects and events. The program also supports the Arts and Cultural District by promoting local artists, creative spaces, and cultural programming. Its goal is to ensure downtown remains an active, authentic reflection of the community.

downtownlascruces.org @downtownlascruces

MAIN STREET
* LAS *
CRUCES

*Arts & Cultural
District!*



PANELISTS

Creative Entrepreneurs: Local Stories & Lessons

Southwest Art Towns LLC

Val Weston

Val Weston is the co-founder of Southwest Art Towns, a new online community for artists and their fans. It's a mission-driven project that provides a place to create connections, build community, and foster collaboration across our vast western landscape. Val and her partner, J. Brandon, founded Southwest Art Towns to address the challenges and frustrations they and their fellow artists face in building their art business in rural New Mexico.

www.southwestarttowns.com

Social Media

@SouthwestArtTowns

SOUTHWEST
ArtTOWNS



La Posada de Maria Magdalena LLC

Fritz Kapraun

La Posada de Maria Magdalena, LLC is an art gallery in Magdalena NM specializing in local Southwest art: pottery, paintings and textiles. Promotion of inclusion and diversity is part of our business model. Since we opened in 2018 we have represented artists from the local Hispanic community and the Alamo Navajo Reservation. This summer we plan to expand our business into an historic mercantile building where we can offer art workshops.

Facebook [La Posada de Maria Magdalena B&B and Art Gallery](#)



La Posada de
M. Magdalena
Art Gallery

PANELISTS

Continued:

Creative Entrepreneurs: Local Stories & Lessons

Dr. Lucky LLC

Dr. Lucky LLC is committed to bringing world-class live performance to rural New Mexico. Currently based in Las Cruces, Dr. Lucky curates and hosts shows at the historic Rio Grande Theatre. Formerly, she hosted a resident show at the Hotel Andaluz in Albuquerque for six years, a touring production (PEEKSHOW), as well as several shows and events in Truth or Consequences and other locations across the state. Dr. Lucky LLC's mission is to bring people together to celebrate the power of performance, revel in pure joy, and have some unadulterated fun.

Website: www.lynnsally.com

Instagram: [@drluckytravels](https://www.instagram.com/drluckytravels) [@blue.revue](https://www.instagram.com/blue.revue)



Leighton Moon.

Leighton Moon (Lm.)

Julia Wilde, Cam Wilde

Leighton Moon (Lm.) is a New Mexico-based brand identity and design studio that leads with casual collaboration and backs every decision with data. We work with businesses and organizations to build identities that connect with the people they're meant to reach. Our client work spans nationally, with a strong focus close to home, including organizations throughout New Mexico MainStreet's 30+ designated MainStreet districts. With experience across 60+ unique industries, we bring outside perspective to every project, helping clients stand out in ways that still feel true to who they are. www.leighton-moon.com
Instagram: [@leighton.moon](https://www.instagram.com/@leighton.moon)



PANELISTS

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

Future Forge Makerspace

Stephen Lindsey, Founder and Board Chair

Creative New Mexico

Vice President



We aim to make resources accessible to all generations to allow for exploration, innovation, entrepreneurship, and creative growth, while understanding how to work together in a productive way.

thefutureforge.org



**FUTURE FORGE
MAKERSPACE**

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

Small Business Development Center at WNMU

Jessica L. Knight, 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. The SBDC at WNMU serves Southwest New Mexico in Catron, Grant, Hidalgo, and Luna counties with offices in Silver City and Deming.

www.nmsbdc.org



WESTERN
NEW MEXICO UNIVERSITY

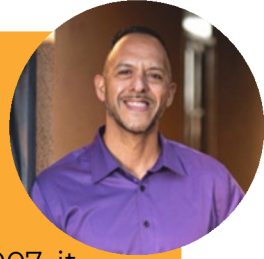


PANELISTS

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

Hutton Broadcasting

Miguel Acosta, Senior Account Executive



Hutton Broadcasting is a family-owned, integrated media and marketing company based in Santa Fe, New Mexico. Founded in 2007, it has grown from a radio-centric business into a comprehensive multimedia ecosystem serving New Mexico, Southern Colorado, and the Four Corners region. Also known as the Storytellers of New Mexico, best known for documentaries such as the La Fonda Hotel on PBS and the Burning of the Zozobra 100th anniversary last year's award winner of the Santa Fe Film Festival and Las Cruces International Film Festival.

The company is best defined by its "Integrated Advantage," providing a mix of traditional broadcast and modern digital services entirely in-house.

HuttonBroadcasting.com @huttonbroadcasting



HUTTON
BROADCASTING



NEW MEXICO

CREATIVE INDUSTRIES DIVISION

PANELISTS

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

Seedboat Collective

Brent Steinberg



The Seedboat Collective is a coworking community, event hub, and enrichment avenue where people come together to share time, gifts, and purpose. Building cohesion and adding meaning to work.

The Seedboat Collective provides space and opportunities to foster a collective spirit in Grant County.

Website: theseedboat.com

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

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



PANELISTS

Statewide Creative Economy Resources & Next Steps

New Mexico Creative Industries Division

Economic Development New Mexico

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)



SILVER CITY DAILY
PRESS

3-6 week event
marketing package print
and digital
(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

Silver Plate Catering

VOLUNTEERS

Susanna Love
Silver City MainStreet Team