



Contact: Chris Chaffin

Governor Michelle Lujan Grisham

Chris.Chaffin@edd.nm.gov

Cabinet Secretary Rob Black

(505) 490-7962

Deputy Cabinet Secretary Isaac Romero

Creative Industries Division Director Shani Harvie

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State launches NM CreativeCon series to boost creative economy

SANTA FE – New Mexico is investing in its creative economy with a new statewide event series, *NM CreativeCon*, offering business workshops and networking opportunities to creative professionals across the state.

Hosted by the New Mexico Economic Development Department’s Creative Industries Division, NM CreativeCon will bring together creative entrepreneurs and community leaders for a series of full-day events through education, networking, and hands-on learning. Beginning in March 2026, the NM CreativeCon lineup includes five regional events, culminating in a statewide convening in June.

The regional events will highlight local creative assets, including historic theaters, connect attendees with state and local resources, and strengthen networks within each region’s creative ecosystem. Current sponsoring partners include the New Mexico Marketing Center of Excellence, Meta, New Mexico Arts within the Department of Cultural Affairs, New Mexico Tourism, Department of Workforce Solutions, Triad National Security LLC, Regional Development Corporation of Northern New Mexico, and several local Mainstreet organizations.

“New Mexico’s creativity is one of our most powerful economic assets,” said **Shani Harvie**, director of the Creative Industries Division. “CreativeCon is about helping people find the tools that can turn their ideas and artistry into opportunity, whether they’re just starting out or are already a part of the fabric of our creative economy.”

2026 NM CreativeCon Schedule:

- March 7 – Carlsbad, NM (Southeast) – Cavern Theater
- March 28 – Raton, NM (Northeast) – Shuler Theater
- April 25 – Silver City, NM (Southwest) – WNMU Fine Arts Theater
- April 11 – Gallup, NM (Northwest) – El Morro Theater
- May 30 – Pueblo of Pojoaque (Northcentral) – Buffalo Thunder Casino
- June 6 – Albuquerque (Central) – National Hispanic Cultural Center

All events will feature creative industry panels and region-specific programming tailored to local strengths and opportunities.

Set for Saturday, June 6, the final CreativeCon event in Albuquerque will feature immersive workshops, networking and three learning tracks for:

- **Creative makers and hobby artists** – turning passion into profession.
- **Creative businesses and support organizations** – growing and collaborating for impact.
- **Local governments, developers, and policymakers** – leveraging creative industries for community and economic development.

Registration is open for the five regional events and will open soon for the statewide convening at edd.newmexico.gov/creativecon.

To learn more about the Creative Industries Division and sign up for updates, visit edd.newmexico.gov/creative and follow @NMCreativeDiv on social media

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Media can use this [Q&A with Shani Harvie](#), director of the Creative Industries Division, about the CreativeCons.

NEW MEXICO CREATIVE INDUSTRIES DIVISION
NM CreativeCon
Save the Date
Coming Soon to a Community Near You

MAR 7	CreativeCon Carlsbad Cavern Theater
MAR 28	CreativeCon Raton Shuler Theater
APR 11	CreativeCon Gallup El Morro Theater
APR 25	CreativeCon Silver City WNMU Fine Arts Theater
MAY 30	CreativeCon Pueblo of Pojoaque Buffalo Thunder Resort & Casino
JUN 6	CreativeCon Albuquerque National Hispanic Cultural Center

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EDD's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD's programs contribute directly to this mission by funding workforce training and infrastructure that supports business growth, helping every community create a thriving economy.

New Mexico Economic Development Department

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