**Arts, Film, and Entertainment**

Niches: Photography, Digital Media, Artisan Manufacturing, Fine Art, Culinary Arts, Music, Performing Arts, Museums, Film

Strategies and Measures:

* Continue to improve the quality of life so creatives want to live, work, and play in the region.
* Use entertainment centers to engage community members, especially the region’s youth.
* Increase film crew placement housing and infrastructure throughout the region to make southwest New Mexico enticing for film making.
* Support creative economy endeavors through creating a regional asset assessment and market them.
* Develop a creative co-work for artisans, business students, and other professionals to encourage creative startups.
* Create art and cultural hubs throughout the region to engage residents, especially the youth along with tourists in the region’s arts, culture, and history.
* Develop downtown artisan live/work space throughout the region.
* Support the change in New Mexico’s legislation to help historic building become rehabilitate while being occupied to help the recruitment of creatives.

Key Partners:

* NM Film Office
* WNMU
* Mimbres Arts Council
* MainStreets/Arts and Cultural District
* Silver City Art Gallery Association
* Deming Arts Center
* Grant County Arts Guild
* Deming Performing Arts
* Tumbleweed Theater
* Virus Theater
* Silver City Community Theater
* Museums
* Film Associations
* Place Sharity Children’s Museum
* Grant County Youth Mural Program
* Southwest New Mexico Clay Trail
* Southwest New Mexico Arts, Culture, and Tourism

Possible Threats

* Off the beaten path
* Economic downturn-less disposable income
* Succession Planning for artisans and event planners; might be a good time to recruit as people are wanting out of the metros
* Competitiveness good and bad; millennials are more collaborative; better to have many events together to “play” off one another; communication is key; need one place to post events