



STATE-TRIBAL COLLABORATION ACT

FY2020 Agency Activity Report

Alicia J Keyes
Cabinet Secretary

Tim T. Hagaman
Tribal Liaison

Mark Roper
Economic Development Division
Director

Sara Gutierrez
Economic Development Division
Deputy Director



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www.GoNM.biz

Executive Summary

New Mexico has never experienced a year like this one. The Economic Development Department (EDD) began the fiscal year with tremendous momentum. Then, as the 2020 calendar year began something unprecedented appeared on the horizon – coronavirus. Thus began the slow slide from momentum until EDD changed its focus entirely from helping to relocate new businesses and grow local, to helping our business community survive the pandemic. In response to this immediate need, EDD created two loan programs, and other supportive efforts, to specifically assist businesses facing revenue losses before the first Federal CARES Act was passed.

First, the agency retooled the Collateral Assistance Program (CAP), using about \$4 million in federal funds, into a loan guarantee program offering loan guarantees up to 80% of principal or a maximum of \$50,000 per business assisted. Thus far, EDD has guaranteed \$1.7 million with a total loan value of \$2.2 million.

The second loan program was created from Local Economic Development Act Funds (LEDA) in the form of no-interest loans. The loan period is up to two years, and is available to companies who qualify under the provisions of the LEDA statute. To date, EDD has provided \$1.7 million in no-interest LEDA loans.

A third effort is the “Buy for Tomorrow Today” website where businesses can register and refer their customers. These customers can, in turn, purchase gift certificates for use now or for when businesses reopen. 658 businesses have registered on the site thus far.

EDD has also been hosting a series of webinars addressing resources available to businesses and communities, which can be found on the agency website. Weekly newsletters provide regular updates of available state and federal resources, including loans, grants, upcoming and previously recorded webinars, and related article links and are distributed via email every Friday.

Agency Highlights

Despite the unprecedented events of FY20, EDD reported a total of 2,670 new jobs supported statewide, 460 were in rural areas.

- Fourteen business development projects (1,600 new jobs) were supported by LEDA investments totaling \$12.9 million, including five projects in rural communities.
- The Job Training Incentive Program (JTIP) trained 2,202 individuals including 137 film trainees and 750 rural trainees.
- New Mexico MainStreet (NMMS) reported 306 building rehabilitations and \$24.6 million in private investment in districts statewide. This includes 98 net new businesses, 19 business expansions and 298 net new jobs.
- The New Mexico Film Office (NMFO) experienced a complete shut-down of filming and production in mid-March that lasted for the duration of the fiscal year. Before the pandemic closed production, \$257 million was spent in the state. About one-half of the FY19 amount of \$505 million.



The NM Industrial Development Executives Association (NMIDEA) hosted a legislative meeting at Picuris Pueblo's Hotel Santa Fe.

Agency policy promoting state-tribal relations: In accordance with the State-Tribal Collaboration Act (STCA), the EDD policy to promote and assist Native American entities is to utilize the Regional Representative Program. The Regional Representative, who has Native American tribes within his or her service area, will assist with economic development projects and initiatives; and then report to the Primary Tribal Liaison (PTL). The PTL will communicate with the Cabinet Secretary through the proper chain of command. The Regional Representative will also consult with other EDD programs to determine how best to assist with a Tribal project.

Programs and Services

EDD has many programs and services that facilitate economic development projects statewide. Communities can succeed in a variety of economic growth areas, from recruiting new business with the assistance of the New Mexico Partnership, to revitalizing a downtown commercial district with the help of New Mexico MainStreet.

[New Mexico Partnership \(NMP\)](#)

The New Mexico Partnership, the business recruiting arm of EDD, generates leads from companies interested in expanding to New Mexico through its sales and marketing efforts. These leads are distributed statewide and are called "Potential Recruitment Opportunities" (PROs). The Tribal Liaison provides assistance with local incentives, buildings, utilities, and workforce questions to Tribal Economic Development staff to respond with the goal of a site visit from a company.

<https://nmpartnership.com/>

[Office of International Trade \(OIT\)](#)

The Office of International Trade supports job creation, retention, and expansion by assisting New Mexico companies in capitalizing on opportunities in the competitive global market place. OIT promotes and facilitates the sale of New Mexico goods and services worldwide, including local tribal enterprises, through attendance at trade shows and sales missions. Other services provided by the OIT include one-on-one business consultations, a network of foreign trade offices, export promotion programs in partnership with the federal government, and workshops and seminars.

For more information or to schedule an international trade consultation, please contact Edward Herrera at 505.827.0315 or Edward.Herrera@state.nm.us.

[Job Training Incentive Program \(JTIP\)](#)

The Job Training Incentive Program (JTIP) supports economic development in New Mexico by reimbursing qualified companies for a significant portion of training costs associated with newly created jobs. The JTIP program strengthens New Mexico's economy by providing financial incentives to companies that create new economic-base jobs in New Mexico.

Training funded by JTIP also elevates the skill level of the New Mexico residents. Raytheon, located on NAPI in Farmington, has used JTIP many times since it located there in 1980. Rhino Health Inc, located in Church Rock, is investing \$49 million in a manufacturing facility and warehouse to produce nitrile gloves. The company received \$155,000 for 31 trainees. Rhino initially experienced hiring delays but the facility has been producing consistently since the pandemic outbreak.

For more information on JTIP eligibility, please contact Patrick Gannon at 505.827.2162 or Patrick.Gannon@state.nm.us

[Financial Development Team \(FDT\)](#)

The Financial Development Team assists new and existing businesses by providing financing tools available within New Mexico. Through FDT companies are provided detailed information on tax incentives, job-training reimbursements, and financial assistance programs. A customized analysis of state programs can be provided. FDT's services include:

- Financial packaging (debt or equity) and/or accessing capital
- In-depth financial analysis and client consultations concerning all aspects of doing business
- Access to financial assistance programs such as the [Local Economic Development Act \(LEDA\)](#), [New Markets Tax Credits \(NMTC\)](#), the HUD 108 Program, USDA, SBA, and IRB's
- Incentive analyses for businesses and applications for [NMFA Planning Grants](#). Jemez Pueblo received a grant for an enterprise feasibility study.

[FUNDIT](#) was created to assist communities in accessing financing from a group of agencies simultaneously. This collaboration saves time and duplication, improves the effectiveness of project review and support, and ensures strategic investments with public resources. Laguna Pueblo and Navajo Nation have utilized FUNDIT in past years.

The [New Mexico Collateral Assistance Program](#) (CAP) facilitates loans in underserved rural markets. EDD can pledge cash to cover a collateral shortfall of a loan in order to enable financing that otherwise might not be available to a small business. CAP is not limited to economic-base businesses.

Contact Juan Torres, Finance Development Team Leader, Juan.torres@state.nm.us or 505.827.0238.

Federal [Opportunity Zones](#) are designated census tracts that include tax incentives to encourage investment in low income communities. New Mexico has 63 zones which can be viewed on EDD's online [Opportunity Zone Hub](#). In addition, projects that qualify for LEDA funds which are located in an Opportunity Zone may qualify for a \$1 million LEDA bonus. The online hub exists to connect projects

with resources. *Seven designated tracts are located on Tribal lands including the Indian Pueblo Cultural Center, Navajo Nation, Laguna, Isleta, Jicarilla Apache, Sandia and Zuni. Partners hosted an implementation workshop at Pueblo Cultural Center.*

Contact Johanna Nelson, Johanna.Nelson@state.nm.us or 505.827.0264

[Community, Business & Rural Development](#) or the [Regional Reps](#) assist businesses and communities within their regions with a variety of services including access to state programs. Each has attended cultural competency training or scheduled for new Building Cultural Equity with Native Nations Training.



The Tribal Liaison was a speaker at the Council of Development Finance Agencies webinar series on COVID-19 resources for recovery for tribes.

Broadband connectivity is a huge issue in rural areas, including tribal lands. It's just one of the issues made more acute by the pandemic for a number of reasons, including 911 service. The primary Tribal Liaison introduced the Pueblo of Acoma to the USDA ReConnect Broadband Program that led to \$942,955 funding.

Cochiti Pueblo received \$2.9 million through the New Mexico Department of Information and Technology. During the 12-month project, workers will install nearly 41,000 feet of underground fiber optic cable and almost 32,000 feet of fiber laterals, reaching 260 endpoint locations -- homes, anchor institutions, and tribal administration in the Pueblo of Cochiti.

[Local Economic Assistance & Development Support \(LEADS\)](#)

Through the Local Economic Assistance and Development Support program (LEADS), EDD encourages and supports New Mexico communities in their efforts to grow their economies. Funding provided through LEADS is intended to create jobs, develop the tax base, and provide incentives for business development. The LEADS grants program is administered by the [Community, Business & Rural Development staff](#). Applications are accepted and projects are selected in the spring of each year, after the legislative session.

The [Business Incubator Program](#) certifies and supports business incubation facilities statewide. In October 2015, EDD certified the state's first Native American incubator, Navajo Tech Innovation Center. The Center is managed by Navajo Technical University. WESST Enterprise Center

- Santa Fe Business Incubator
- Enterprise Center at San Juan College
- South Valley Economic Development Center
- Arrowhead Technology Center
- Taos County Economic Development Center
- Navajo Tech Innovation Center

For more information about the Business Incubator Program contact Elizabeth Davis at 505.827.0333 or Elizabeth.Davis@state.nm.us.

[New Mexico MainStreet Program \(NMMS\)](#)

New Mexico MainStreet works throughout the state's downtown commercial districts to create an economically feasible business environment through the preservation of historic and cultural locations. The MainStreet staff provides non-MainStreet communities with free training sessions on promotion, town design, organization, and economic positioning.

An important rural initiative of NMMS is the Frontier & Native American Communities Initiative, which provides community economic development support for small rural communities (less than 7,500 in population) to develop a catalytic economic development project within a traditional or historic commercial district (i.e. court house square, town center or village plaza) or a historic commercial corridor.

Three projects funded in FY19 remain in process after COVID-related delays:

Picuris Pueblo is developing a plan to expand and grow tourism within the tribe as well as incorporate a cooperative, creating an avenue for economic development. The Pueblo is seeking assistance with a feasibility plan, design plan, branding, marketing, and research of funding opportunities.

Pueblo of Laguna's project will include a survey of historic buildings and a plan for redevelopment and revitalization of commercial, community, and housing development for the Laguna MainStreet area.

The Pueblo of Pojoaque will develop a revitalization plan to expand the Pueblo's existing cultural economy, entrepreneurship, and placemaking around the Poeh Cultural Center, which could potentially lead to the state authorization of a Pojoaque Pueblo Arts and Culture District.

In May 2020, **Resilient Communities Fund Grants** were announced in response to the impacts of COVID-19. Laguna Pueblo will receive a grant for its MainStreet Outdoor Market and Zuni Pueblo will receive funds for its Zuni Artisan Commerce Project.

Contact: Daniel Gutierrez Director, 505.827.0151 or Daniel.Gutierrez2@state.nm.us

[Arts and Cultural District Program \(ACD\)](#)

The program is aimed toward creating district destinations that support local cultural and arts entrepreneurs by increasing cultural and heritage tourism. ACD collaborates with the Department of Cultural Affairs, the EDD, the New Mexico Tourism Department and two statewide foundations: The McCune Charitable Trust and the Museum Foundation of New Mexico.

Contact Daniel Gutierrez, 505.827.0151 or daniel.gutierrez2@state.nm.us

[State Data Center](#)

By statute, the EDD is the lead agency for the Census Bureau's State Data Center (SDC) program. The SDC provides a wide range of data and data products, assists communities with strategic planning, and provides customized data products for rural communities upon request.

Contact Ryan Eustice, Economist, 505.827.2191 or Ryan.Eustice@state.nm.us

[Outdoor Recreation Division](#)

The Outdoor Recreation Division (ORD), a division of EDD, was created in statute to support tourism, access to the outdoors, and business development in this very important segment of the state's economy. ORD is focused on rural areas where residents and visitors alike are attracted to New Mexico's amazing variety of venues. Tribal representatives are involved in every aspect of planning to division's goals and priorities. Two tribal members are part of the 5-person Outdoor Equity Fund evaluation committee; and there are a number of Indigenous representatives on our National Park Service (NPS)-funded outdoor education advisory committee, including Keegan King, Acoma Pueblo, and Dustin Martin, Diné.

ORD is also working with Jemez and Taos Pueblos to sign the division's Outstanding National Resource Waters petition.

[New Mexico Film Office \(NMFO\)](#)

The New Mexico State Film Office is a division of EDD that serves the film and television industry locally, nationally, and internationally. NMFO's purpose is to market the state to this industry, service the productions, and promote jobs for New Mexico residents. NMFO offers resources to producers, film crew, and local filmmakers, and works diligently to assist with the scouting of potential filming locations. The division consults with productions regarding the financial aspects of their projects, guiding them through the incentives such as the 25% to 30% Refundable Film Production Tax Credit and the Job Training Incentive Program for Film & Multimedia. In the 2019 Legislative Session, an additional 5% incentive was added to the Film Credit for productions specifically in rural areas.

The division also supports vendor services and film liaisons with agreements at Isleta Pueblo, Jemez Pueblo, Jicarilla Apache Nation, Nambe Pueblo, Navajo Nation, Okay Owingeh Pueblo, Pojoaque Pueblo, Sandia Pueblo, Santa Ana Pueblo, Santa Clara, Taos Pueblo and Zia Pueblo.

In January 2020, the Film Office announced that applications were open for the **Senator John Pinto (SJP) Memorial Filmmakers Fund**. The Native American filmmakers grant fund was spearheaded by the late Sen. John Pinto during his work at the 2019 Legislature. Sen. Pinto worked with the Indian Affairs Committee and other lawmakers for several months to establish the grants. The \$100,000 in funding is made available through Senate Bill 536, which became law two months after Sen. Pinto's death. NMFO administrates the grants of \$5,000 each to 20 different projects.

Applicants must be a registered member of one of the tribes or pueblos of New Mexico which include – Acoma, Cochiti, Isleta, Jemez, Laguna, Nambe, Ohkay Owingeh, Picuris, Pojoaque, Sandia, San Felipe, San Ildefonso, Santa Ana, Santa Clara, Santo Domingo, Taos, Tesuque, Zia, Zuni, Jicarilla Apache, Mescalero Apache, and the Navajo Nation.

The grants can go to individual Native filmmakers and film students, who can use funds toward any aspect of production.

The following projects were approved for SJP funds:

Chindi, submitted by Robert Mesa (Navajo and Soboba)

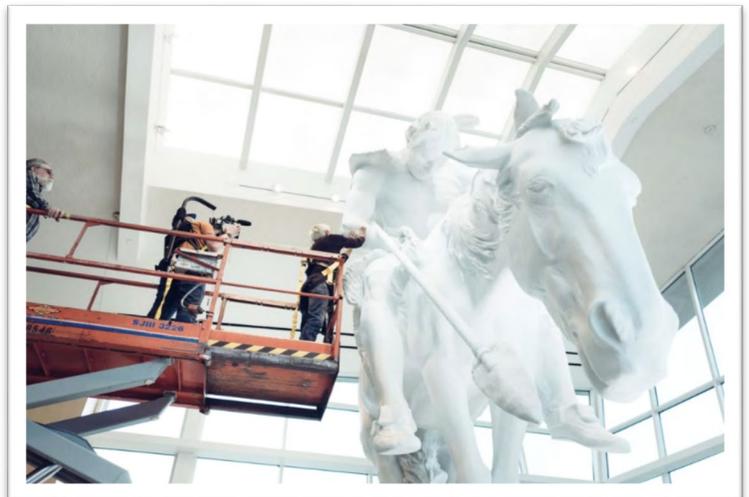
“Chindi” tells a futuristic story about a woman in the year 2050 who sends her deceased husband’s mobile devices to a company that recreates an AI version of him using his data. However, after a few days she begins to feel like something is dangerously amiss.

Diyin ~ Holy Project, submitted by Carrie House (Diné)

“Diyin ~ Holy Project” is House’s creation of an indigenous Diné self-narrative. It is a personal and spiritual journey through the multimedia fine art of the filmmaker’s late brother, Conrad House. The film will be an experimental documentary of the deep revelations of Carrie and Conrad’s spiritual connection with the Holy People, within Navajo worldview.

Dream Touch Believe, submitted by Jenna Winters (Santa Clara Pueblo)

“Dream Touch Believe” is the story of Santa Clara Pueblo sculptor Michael Naranjo. As a young man, Naranjo lost his eyesight in the Vietnam War, but not his vision. The sculptor fought critics, social and racial stereotypes, and a disability to achieve his lifelong dream of becoming a world-renowned sculptor. Naranjo is Winters father. “For me, this is not a passion project. Preserving this story is my duty,” Winters said.



Fulfilling a lifelong dream, Michael Naranjo examines the monumental plaster sculpture, End of the Trail. A film crew captures the historical meeting as part of the documentary “Dream Touch Believe.” 2019

Feeding Po’Pay, submitted by Geoffrey Kie (Pueblo of Laguna)

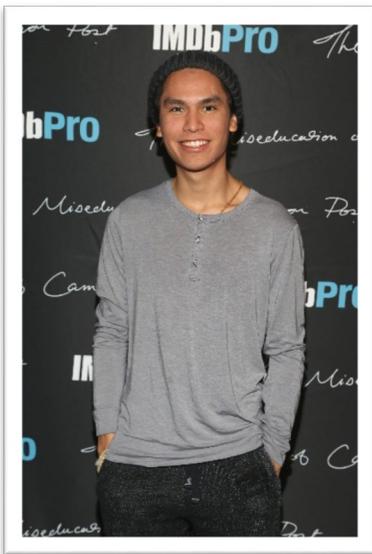
“Feeding Po’Pay” is a journey to learn of Pueblo lifeways through an Indigenous Food Revolution. This project will be an expansion upon Kie’s initial film, which was a peek into the food insecurity that exists in his community. As a Pueblo person, Kie seeks to encourage passion, fight, and resilience among his people, especially in the youth.

Heroes of the West, submitted by Lydell Mitchell (Diné)

“Heroes of the West” tells the story of two Navajo kids in 1987 Albuquerque. Jason and Donny are just two nerdy kids from the wrong side of the tracks that have been best friends since kindergarten. After discovering a precious resource in the boys’ school bathroom during lunch, they fight to keep their claim and team up with a ragtag group of kids in order to make things right. Mitchell says that his work shows modern indigenous peoples navigating an alien world.

Homeopathy for Native America (working title), submitted by Leahn Marie Cox (Navajo)

This film seeks to show Cox's view of the parallels between Homeopathy and Native American traditional healing wisdom. Understanding these parallels, Cox explains, can re-inspire interest in Native forms of healing and can help find solutions for highly traumatized and impoverished communities.



Forrest Goodluck, “Just Kids”

Just Kids, submitted by Forrest Goodluck (Diné)

“Just Kids” is a film based in Albuquerque. It follows the lives of three young men, best friends in high school, just coming back from their first year of college. It’s a coming-of-age story about culture and a look at how we form our own identity. Goodluck draws on his experience growing up in Albuquerque and the people in his life to lovingly create this film that explores the characters’ journeys.

Lloyd “Kiva” New: An American Entrepreneur, submitted by Nathaniel Fuentes (Santa Clara Pueblo)

A feature documentary about Lloyd “Kiva” New, focusing on the years that established him as the first Indigenous fashion designer with the “Kiva” Brand and as an indigenous entrepreneur.

Marlon, submitted by Kevin Brown (Navajo)

“Marlon” is the heartbreaking tale of an older, sensitive Native American artist trying to find his path. It’s based on a true story, a story often overlooked in today's society, and it provides no easy answers.

Meow Loses a Button (working title), submitted by Melissa Henry (Navajo)

“Meow Loses a Button” is a short animation about a moccasin-wearing cat from New Mexico who learns to let go of possessions. When Meow loses a shiny button from his shoe, he suffers from anxiety and emotional distress while surviving many adventures in his search. Meow eventually realizes that

he can find peace by being in harmony with nature, letting go of things, and learning to share with others. Henry plans to complete this project with Navajo and English voiceovers so that she can share it under a Creative Commons License. In this way, Henry explains, the general public and educators can watch and use it at home and in the classroom for free.

Mother’s Day, submitted by Natalie Benally (Navajo)

Based on her own experience as an abuse survivor, Benally has created the short film, "Mother's Day," about Natalie, who is going on her first date with hopes that she can begin to start her life again after a long-term, abusive relationship. Through the course of the date she discovers what she needs to truly walk away.

No Love 4 Lamb, submitted by Jonathan Sims (Pueblo of Acoma)

The feature film, “No Love 4 Lamb” is the story of a “below average” Native Navajo guy who is unlucky in love. He finds a girl, but will need to be saved from her and his deathly aversion to mutton. Akin to the typical 30-year-old virgin story, but with some major cultural differences.

A Public Service Announcement Video for Missing Murdered Indigenous Women and Girls (MMIW), submitted by Cameron L. Martinez Jr. (Taos Pueblo and Laguna Pueblo)

The goal of the video is to bring awareness and information about the plight of missing and murdered indigenous women and girls, with specific focus on New Mexico and the Southwest. Martinez hopes to imbue the audience with an understanding of the magnitude and severity of the situation and move them from awareness to action. Upon completion, the PSA will be given to the MMIW Taskforce of New Mexico and the Coalition to Stop Violence Against Native Women. Martinez says that his ultimate goal is to “create film and television that would make his Ancestors proud.”

Re-Indigenizing Minds, submitted by Colleen Gorman (Diné)

“Re-Indigenizing Minds” is a series, hosted by Roger Cultee and Colleen Gorman, which teaches a unique Indigenous perspective of the cosmos using sacred calendars, geometry, art, math, science, and knowledge shared across Native cultures. Gorman brings her experience as both artist and teacher to this project.

River Bank, submitted by Charine Gonzales (San Ildefonso Pueblo)

"River Bank" is a Pueblo Narrative Short Film about two fictional characters from the San Ildefonso Pueblo. Gonzales describes it as a “Robin Hood story where Tisha and Saya give to the River and the River gives back to the people.”



Charine Gonzales, “River Bank”

Rez Dogs, submitted by Steven Tallas (Navajo)

“Rez Dogs” is a coming-of-age feature film about young people dealing with the problems of living on the reservation, and later coming to the realization that the reservation would always be home. The film was made on a low budget with funds received through a Facebook fundraising campaign. The SJP grant will be used to complete post-production on the film.

Rude Girl, submitted by Joshua Zunie (Zuni Pueblo)

“Rude Girl” tells the story of Oaklynn, a half Native American and half white teenager, dealing with self-identity issues. She connects with her grandmother in an enchanted desert called Summerland to become a superhero and face a longtime bully.

Three Generations: A Family of Artists, submitted by Dawning Pollen Shorty (Taos Pueblo/Sioux and Diné)

Dawning Pollen Shorty was raised at Taos Pueblo in the shadow of the Taos Mountain. Her mother (Track family) is Taos Pueblo/Sioux and her father (Shorty family) is Diné. “Three Generations” is a short documentary film that chronicles the lives and histories of the Track/Shorty family through almost one hundred years. The family still continues a tradition of inspiration and creation that has stretched through three generations working as models, potters, sculptors, painters, and musicians.

Together, submitted by Stanley Bain Jr. (Navajo)

“Together” follows Kelly and Mason, both alcoholics, one in recovery and the other still falling prey to his deadly addiction. When Mason reaches out for help, they reconnect one night after months apart. Bain explains his approach as a filmmaker: “Being a filmmaker provides the opportunity to tell a good story with great characters to provide that escape, or even make an impact beyond that escape, on someone’s life, as it did for me.”

Yazhi Boy, submitted by Daniel Edward Hyde (Navajo and Belizean)

“Yazhi Boy” is a comedy about an unemployed Navajo millennial who sets off on a spiritual quest in the Chuska Mountains as civilization crumbles in the world down below. Exploring the unique experience of the Navajo Millennial, "Yazhi Boy" considers how one might find their own path toward traditional culture, while still following the time-honored tradition of adaptation.

The applications were reviewed by judges Chris Eyre, Nanobah Becker, Ramona Emerson, and Beverly Morris.



Mescalero Economic Development Director Ben Martinez and Thora Padilla tour Old Wood

[Training and Employee Notification](#)

In 2009 the IAD and the State Personnel Office (SPO) coordinated research and planned and developed training as required by the STRC. In 2010 the training curriculum and materials were refined and a training model was designed to train state employees on culture and protocols for working with Native American communities.

[State-Tribal Consultation, Collaboration, and Communication Policy](#)

The policy of EDD is to communicate with Native American communities and entities for economic development via the Regional Representatives under the leadership of the Primary Tribal Liaison. Native American entities have also been added to the various mail/email and electronic distribution lists of the department. Primary Liaison maintains an open dialogue with IAD staff and compiles the State-Tribal Leaders Smart Goal Accomplishments through the Cabinet Secretary. This is a not all inclusive, but a catalyst to move a project forward. Many of these are presented at The Infrastructure Conference held in October.

About NMEDD

New Mexico Economic Development Department 1100 South St. Francis Drive
1st Floor, Joseph Montoya Building Santa Fe, New Mexico 87505
505.827.0300

[Online Staff Directory](#)

Alicia J Keyes, Cabinet Secretary
505.827.0305

Alicia.Keys@state.nm.us

Jon Clark, Deputy Cabinet Secretary
505.476.3747

jon.clark@state.nm.us

Amber Dodson, Director, Film Office
505.476.5656

amberl.dodson@nmfilm.com

Mark Roper, Director
Economic Development Division
505.827.0323

Mark.roper@state.nm.us

Sara Gutierrez, Deputy Director
Economic Development Division
505.827.0249

sara.gutierrez@state.nm.us

Axie Navas, Director
Outdoor Recreation Division
505.660.5992

Alexandra.navas@state.nm.us

Community, Business & Rural Development Team

(Refer to the map below)

Primary Tribal Liaison & Region 4: Tim Hagaman 505.862.2322 or Tim.Hagaman@state.nm.us

Region 1: Lorraine Ruggles

505.490.7662 or lorrainel.ruggles@state.nm.us

Tribal Liaison: Acoma, Laguna, Zuni, Cochiti, Jemez, Zia, Santa Ana, San Felipe, Kewa (Santo Domingo), Navajo Nation

Region 2: Peter Mitchell

505.827.2199 or Peter.Mitchell@state.nm.us

Tribal Liaison: Pojoaque, Tesuque, Nambe, Taos, Picuris, Santa Clara, Santo Ildefonso, Okay Owingeh, and Jicarilla Apache

Region 3: Max Gruner

505.412.5036 or max.gruner@state.nm.us

Tribal Liaison: Isleta, Sandia

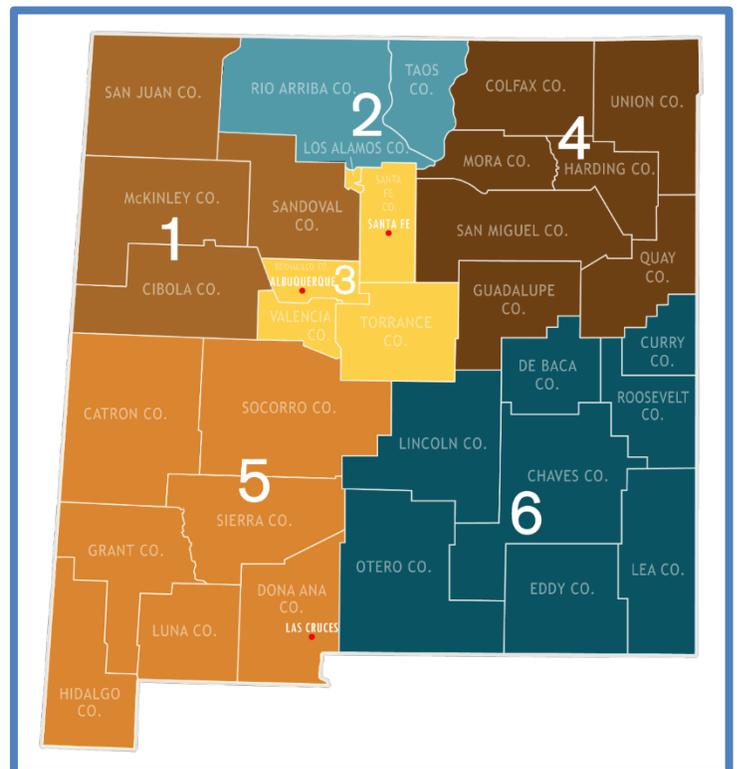
Region 5: Christine Logan

575.373.5602 or Christine.Logan@state.nm.us

Region 6: Susie Russell

505.626.6653 or Susanl.Russell@state.nm.us

Tribal Liaison: Mescalero Apache



The Ancestral Rich Treasures of Zuni Cooperative (ARTZ) is the only multi-artist owned and managed business based in Zuni Pueblo, and the only known Native American artist co-op in New Mexico. Zuni artists are world renowned for their talent and creativity and almost 80% of Zuni Pueblo's community members rely on art sales for income.

Award-winning Zuni artists, along with those who are lesser known, formed ARTZ to create a formal structure for collaboration and to pool resources for marketing and needs. Among their goals are to enable Zuni artists to control their own organization, gain access to fair compensation, and achieve economic independence.

ARTZ gives artists the ability to directly access retail markets and consumers through shared marketing platforms - physically and online. ARTZ gallery serves as a community education center for Zuni artists, tourists and consumers.

ARTZ had to close the gallery due to the pandemic. Many members have been personally affected and have not been able to manage at full capacity. Luckily, certain healthy, tech-savvy member-managers were able to move sales online to <http://zunipuebloart.com/>.

An EDD grant to the Cooperative Catalyst of New Mexico of \$25,000, funded by a special legislative appropriation obtained by Rep. Melanie Stansbury, supported the project.

