

**COUNTY OF TAOS
STATE OF NEW MEXICO**

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**TAOS COUNTY
ECONOMIC DEVELOPMENT**

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PRESS RELEASE:

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**Taos County Creative Entrepreneurs Invited to
Business Development Workshop Series in May**

Taos County Economic Development is organizing a series of Creative Entrepreneur Business Development Workshops from May 9-18, 2025 to be held at the TCA Stables Gallery. Creative professionals in Taos County will have a unique opportunity to strengthen their business skills this May through a free, weeklong workshop series tailored specifically for makers, designers, artists and freelancers working in the creative economy.

The series is designed to help navigate the challenges of running a business — whether it's understanding taxes, planning for retirement with 1099 income, or learning how to market a brand effectively. Workshops will be led by industry professionals and cover a variety of topics, and are open to all types of creative professionals — from visual artists and musicians to designers, writers, and other independent contractors.

For local creatives looking to gain practical skills and connect with supportive resources, this workshop series offers a valuable and timely opportunity.

“The creative sector is a vital part of our community’s economy and quality of life,” said Jessica Stern, Economic Development Director at Taos County. “This workshop series is about providing the tools, knowledge, and support creatives need to grow their businesses and thrive right here in Northern New Mexico.”

Workshops will be held at the **TCA Stables Gallery**. While the events are free, **RSVP is required** to attend and to access meals provided during select sessions.

The series kicks off on Friday, May 9, with a Creative Entrepreneur Exhibition Opening Reception from 6 to 8 p.m., open to the public. This exhibition will feature works by artists and creatives who participated in business development workshops throughout

the county in early 2024; and is designed to be an additional skill-building opportunity for them. The following days will feature workshops led by financial advisor Tamara Bates, creative branding firm Benthouse Creative, and local business experts including Anwar Kaelin from the Small Business Development Center and Sierra Duran from Rio Grande CPA.

Arlen Nelson, Creative Industries Division Coordinator with the New Mexico Economic Development Department, will provide an opportunity to learn about the new Creative Industries Division and how the local creative sector can access its resources.

The Creative Entrepreneurs Business Development Workshop Series is hosted by the Taos County Economic Development Department, with support from the New Mexico Economic Development Department LEADS Program, and the Creative Industries Division.

Highlights of the series include:

- **“Building Your Financial Future” and “Managing Uneven Income & Multiple Revenue Streams”** (Saturday, May 10)
- **One-on-One Financial Management Sessions** (Sunday, May 11 – limited availability)
- **“Branding and Marketing Strategies”** (Tuesday, May 13)
- **“What is the Creative Economy?”** with the Creative Industries Division (Thursday, May 15)
- **“Business Resources in Taos – That You Need to Use!” and “Navigating Business Taxes in New Mexico”** (Saturday, May 17)

To register and view the full schedule of events, visit: <https://bit.ly/4lp6qXx>

Confirmation emails will be sent manually after RSVP, so attendees are encouraged to register early and allow time for processing.

About the Workshop Facilitators:

About Tamara Bates

Tamara Bates has worked as a financial advisor for UBS and Raymond James, along with two decades of nonprofit experience in philanthropy and fundraising. In 2020, Tamara founded a financial coaching program for artists called, *the dots between*, that has served creatives across the country. She has been an Arts Commissioner for the City of Santa Fe and is a former board member of Creative Capital. She has given talks across the country for Sundance Collab, Kansas City Art Institute, SITE Santa Fe, and Creative Study.

About Rio Grande CPAs, P.C.

Rio Grande CPAs provides quality, personalized financial guidance to local individuals and businesses in Taos. Their expertise ranges from basic tax management and account services, to more in-depth services such as financial statements and financial planning. Sierra Duran, the founder and president of Rio Grande CPA's, lives in Taos and has extensive experience in providing financial guidance and education for businesses and families in New Mexico.

About Benthouse Creative

Benthouse is an independent creative agency and marketing studio that partners with clients to help them clarify and amplify their unique presence in the world. Driven by a commitment to continuity, Benthouse builds everything from brand identity and strategic narrative to ongoing communications execution—with purpose and precision. The Benthouse team including Jason Seck, Diggy Lloyd, and Molly Costanza - live and work in Taos, collectively offering many years of experience in content, technology and strategy development for client's brand needs.

About Anwar Kaelin and the UNM-Taos Small Business Development Center

Anwar Kaelin is a Business & Export Assistance Counselor with the New Mexico Small Business Development Center Network serving as the Director of the SBDC at UNM-Taos for the past 7 years. A graduate of Taos High School, Anwar has worked with over a thousand Taos County businesses, from startups to established companies, helping them with corporate structuring, access to capital, and strategic planning for growth and resilience. With over two decades of experience in global business development across the America's, Europe, Africa and Asia his background includes value chain analysis, financial management, government contracting, and disaster response. Through his leadership at the SBDC, he has supported more than 1,500 local entrepreneurs and helped launch over 150 new businesses in Taos County. Anwar is passionate about connecting creative entrepreneurs with practical tools, and his session will highlight essential business resources available to help Taoseños achieve their goals.

About the NMEDD Creative Industries Division

Formed to increase and advance creative industry-based economic development in the state, the New Mexico Economic Development Creative Industries Division's programs include funding and capacity building opportunities. They will be presenting on all the resources they currently have for creatives in New Mexico, as well as resources they plan to have in the future.

For additional information, please contact Jessica Stern, Economic Development Director at 575-737-6346 or jessica.stern@taoscountynm.gov

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Business Development Workshop Series

For Taos County

Creative Entrepreneurs

RSVP Required for Workshops. Events will be at the TCA Stables Gallery.

FRI
MAY

9

6pm-8pm, *Open to the Public! TCA Stables Gallery*

Creative Entrepreneur Exhibition Opening Reception

Featuring interdisciplinary entrepreneurs from across Taos County

SAT
MAY

10

10am-12pm *Workshop by Tamara Bates*

Building Your Financial Future

1pm-3pm *Workshop by Tamara Bates*

Managing Uneven Income & Multiple Revenue Streams

SUN
MAY

11

All day by Appointment *Sessions with Tamara Bates*

One-on-One Financial Management (10 slots available)

In Person and Zoom Appointments Available

TUES
MAY

13

5:30-7:30pm *Workshop with Benthouse Creative*

Branding and Marketing Strategies

THURS
MAY

15

12-1pm *Presentation with NMEDD Creative Industries Division*

What is the Creative Economy? What are resources available for creative independents and businesses?

SAT
MAY

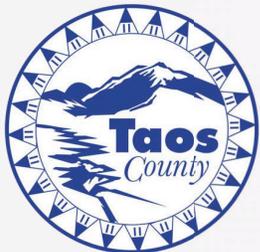
17

10am-12pm *Presentation by Anwar Kaelin & the SBDC*

Business Resources in Taos - That You Need to Use!

1pm-3pm *Workshop by Sierra Duran, Rio Grande CPA*

Navigating Business Taxes in New Mexico



EDD ECONOMIC DEVELOPMENT DEPARTMENT



To RSVP Follow this Link or Scan the QR Code: <https://bit.ly/4lp6qXx>

RSVP