



# NEW MEXICO

THE FIRST ECONOMIC RESEARCH STUDY OF THE INDEPENDENT LIVE SECTOR

## WHAT IS

# INDEPENDENT LIVE?

Independent live entertainment stages are independently owned and operated, meaning they are not controlled by a multinational corporation or a publicly traded company, and their primary mission is to present live performances to the public. This includes venues, promoters, festivals and more.

## OVERVIEW IN

# NEW MEXICO

New Mexico's independent live entertainment industry drives \$155.5 million in state GDP, \$358.2 million in economic output, and \$14.5 million in tax revenue, supporting 3,015 jobs and \$101.5 million in wages. With \$24.6 million in off-site tourism spending, the sector is both a cultural anchor and a major economic force.

# ECONOMIC IMPACT



**\$358.2 MILLION**  
TOTAL ECONOMIC OUTPUT



**\$155.5 MILLION**  
CONTRIBUTION TO STATE GDP



STATE AND LOCAL  
**\$14.5 MILLION**



**1,362**  
TOTAL EMPLOYEES



**602,287**  
FANS SERVED



**\$101.5 MILLION**  
WAGES AND BENEFITS PAID



**3,015**  
JOBS SUPPORTED

# TOURISM BREAKDOWN



**\$24.6 MILLION**  
OFF-SITE TOURISM SPENDING

In 2024 alone, fans attending independent shows generated \$24.6 million in off-site spending — filling hotel rooms, crowding local restaurants, supporting shops, and tipping drivers.



**\$20.7 MILLION**  
SPENT ON LODGING



**\$2 MILLION**  
SPENT AT  
RESTAURANTS  
AND BARS



**\$1 MILLION**  
SPENT ON SHOPPING



**\$560,812**  
SPENT ON GAS, PARKING  
AND TRANSPORT



**\$209,376**  
SPENT ON OTHER  
ENTERTAINMENT AND REC



## IMPACT TABLE

Impact Type	Employment	Labor Income	Value Added	Output	Local/County Tax Revenue	State Tax Revenue	Federal Tax Revenue
Direct Effect	1,362	\$35.80	\$45.20	\$136.80	\$0.50	\$2.70	\$6.30
Indirect Effect	1,339	\$49.60	\$77.60	\$167.10	\$1.60	\$5.90	\$10.20
Induced Effect	314	\$16.20	\$32.80	\$54.30	\$0.90	\$2.90	\$3.80
Total Effect	3,015	\$101.50	\$155.50	\$358.20	\$3.00	\$11.50	\$20.40
Multiplier	2.21	2.84	3.44	2.62			

This table shows the full economic ripple effect of New Mexico's independent live entertainment sector, including the jobs, income, business activity, and tax revenues (in millions of dollars) generated directly by venues and festivals, through their in-state suppliers, and from the additional local spending of workers in those jobs. For the full methodology, see the national report at [stateoflive.org](http://stateoflive.org)

## NATIONAL OVERVIEW INDUSTRY OPERATIONS SNAPSHOT

**41%**  
OF STAGES HAVE  
SHOWS AT LEAST  
4 NIGHTS PER WEEK

**94%**  
OF STAGES SELL TICKETS  
OR CHARGE A COVER  
TO SHOWS

**91%**  
OF VENUES OPERATE  
YEAR-ROUND

THE AVERAGE  
VENUE HAS SHOWS  
**143**  
DAYS A YEAR



### ACROSS ALL STAGES, THE TOP OPERATIONAL CHALLENGES RANKED BY FREQUENCY INCLUDE

1. MARKETING & BRINGING IN AN AUDIENCE
2. ARTIST COSTS RISING DRIVING HIGHER ARTIST FEES
3. STAFFING COSTS
4. INFLATION
5. MONOPOLIES
6. RISING INSURANCE COSTS
7. SCALPERS & PREDATORY RESALE PLATFORMS
8. COST OF RENT AND MORTGAGE
9. UNCAPPED, UNLIMITED PERFORMING RIGHTS ORGANIZATION FEES
10. DECREASING ALCOHOL SALES

**64%**  
OF STAGES WERE NOT  
PROFITABLE IN 2024