

Wounded Warriors Film Training Program



FILM

Las Cruces

 City of Las Cruces®

ECONOMIC DEVELOPMENT

- Approximately \$2.2 Million spent in local economy last year by film production companies.
- Types of Filming
 - Feature Films
 - Commercials
 - Instructional Videos
 - Student Films (CMI @ NMSU & CMT @ DACC)
 - Travel Films
- Benefiting Local Business
 - Hotels
 - Auto Rentals
 - Restaurants
 - Auto Parts Stores
 - Grocery Stores – for catering
 - Retail Stores
 - Souvenirs
 - Hiring Extras
 - Hiring Local Crew
 - Property Rentals
 - Service Stations/Fuel

FILM LIAISON

- Services Offered
 - Location Scouting
 - Showing Producers local locations for filming
 - Meeting with property owners
 - Coordinating with LCPD; LCFD; State Police; City Departments.
 - Script Breakdown
 - Can we make the film in Las Cruces
 - Local Actors, Crew
 - Placing Producers in contact with Vendors
 - Casting agencies
 - Crew
 - Equipment Rentals
 - Issuing Film Permits
 - Proper licensure of Special Effects Pyrotechnicians
 - Verification of proper insurance
 - Advising on Child Labor Laws
 - Advising on Health Department Requirements
 - Advising on Permits for using the Rio Grand River and it's banks.
 - Advising on Permits for BLM land.
 - Advising on Permits for City Parks

Marketing Las Cruces

- Searching trade publications, contacting Producers and Film Production Companies for information on films in development and pre-production and sending a personal invitation to film in Las Cruces, includes packet containing information on the Arts, City Cultural Events, Hotels, Restaurants, Crew, Vendors.
- Website: las-cruces-film.org
 - Downloadable permit application
 - Listings of Actors, Crew, Vendors, Location rentals
- Making personal contact with film professionals and promoting Las Cruces as a filming destination.
- Film Las Cruces Location Flip Book
 - Information on Weather
 - Photos of locations in and around Las Cruces
- Attending professional meetings, classes, speaking to local groups/organizations on how to work with production companies.
- Working with the New Mexico State Film Office as Liaison for Las Cruces. (MOU).

Film Industry

- Not an 8-5 Monday to Friday Business
- Operates 24 Hrs. a day, 7 days a week
- Contacts made with Film Liaison occur days, evenings and weekends
- Job Description written for Full-time position.
- Present Film Liaison Position Part-time at 20 hrs. per week.
- Missed calls mean potential loss of a film coming to Las Cruces. (Producer waiting several days for response due to office being closed.)
- Lost revenue for City and Citizens

AFCI

- Member Association of Film Commissioners International
 - Receive location inquiries from around the world.
 - Certification as Film Commissioner
 - Classes on Economic Development, Marketing

ReV FEP

- Returning Veterans Film Employment Project.
- History
 - 1 ½ years ago met returning Iraq War disabled Veteran filmmaker.
 - Needs for disabled film students not being met. (PTSD/TBI)
 - Vision to provide sustainable technical skills in film/digital media & broadcasting for returning disabled Veterans.
 - By Vets for Vets
 - A fantastic group of film makers and Veterans that share my vision are now enthusiastically working to make this a reality.
 - Presented the idea to the Veterans Legislative Committee in Santa Fe.
 - Bill now being drafted to facilitate this vision to become a reality.
 - Introductions of Board.

QUESTIONS



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