

Regional Economic Development in Film [Television and Digital Media]



BRIEF

Of primary import in this mission is the establishment of a full-time, permanent, professional **Film Liaison** position in the City of Las Cruces as part of the Office of Economic Development [see handout/slide]. Potential candidates for this position are well in hand in our own region.

The Film Liaison Office will effectively create a "**one-stop**" agency of economic development facilitating potential exponential growth in an industry already highly lucrative in our own State of New Mexico, but not yet in our own Las Cruces, Doña Ana County, Southern New Mexico and the BorderPlex [see handout/slide].

Already Clean and Green, willing and able to comply with Local, State and Regional law and regulation to bring with it successful industry. Film, Television and Digital Media are **neither exotic, nor unproven, nor are they "soft"** in their combined artistic, technical, scientific and monetary power – witness the Academy of Motion Picture Arts and Science, the Academy of Television Arts and Science, the International Academy of Digital Arts and Sciences, et al.

Film is a known quantity. Like Gas, Oil, Minerals, the Building Arts, Research and Development, etc., Film is already an economic generator in the northern reaches of New Mexico, one that habitually brings millions of dollars to Local, State and Regional areas [see handout/slide] – yet causes no negative impact on the environment nor on the communities that benefit from it [see handout/slide].

Now is the time for Las Cruces, Doña Ana County, Southern New Mexico and the BorderPlex to at last benefit from its great wealth of Film Industry resources. The game's been afoot for quite a while in New Mexico. Time for us to join it.

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FILM LIAISON for CITY of LAS CRUCES, New Mexico
DESCRIPTION: PROFESSIONAL POSITION

The Successful Candidate will:

- be a professional of high character and background who will successfully represent the City of Las Cruces (and the County of Doña Ana) to the world's film industry.
- be able to gain and demonstrate a thorough knowledge of the City of Las Cruces (as well as the County of Doña Ana) and the digital library of available locations throughout Southern New Mexico.
- be knowledgeable in all areas of film craft.
- have superior communications skills, verbal and written.
- have a thorough knowledge of or the ability to quickly acquire familiarity with the State of New Mexico Film Office, its tools and capabilities.
- be willing and able to work cooperatively with Above and Below-the-Line film personnel – Producers, Directors, Directors of Photography, Location Managers, Production Managers as well as with the New Mexico Film Office, City and County Staff, Police, Fire, Parks and Recreation, Parking and other agencies in order to accomplish smooth production and community interaction and success.
- be comfortable and flexible communicating with local, regional and other advertising outlets, hotels, restaurants, catering, transportation firms, and any other firms whose services will be needed by any film production.
- be knowledgeable in local and regional film permitting process – municipal, county, federal and international.
- demonstrate superior diplomatic skills in dealing with local property and business owners regarding the special needs of location shooting and respectful interaction with the community.
- demonstrate superior skill in collecting and reporting data relating to the economic impact of all local film activity to City and County and, subsequently, the larger community.
- be familiar with New Mexico State Film Incentives, and be willing and able to refer producers to the appropriate authority, from local entities to the State Film Office and beyond.
- understand that this position may require making her/himself available during non-traditional working hours due to the need to communicate with filmmakers from around the world who may be shooting at different times on the 24-hour/international clocks.

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State of New Mexico
Film Liaison Code of Conduct

1. The Film Liaison shall exhibit professional and ethical conduct with the film industry as well as the local community.
2. The Film Liaison will not prematurely release press announcements so as not to lose a project or jeopardize future work with independent production companies and film studios.
3. The Film Liaison shall avoid any actual or apparent conflicts of interest and comply with the Governor's Code of Conduct, the bylaws of the Association of Film Commissioners International and industry standards of conduct and confidentiality.
4. While partnering with the NMFO to jointly market the State, the Film Liaison will work in the spirit of cooperation and foster collaborative relationships with other Film Liaisons.
5. The Film Liaison is not an agent of the NMFO and shall not make representations on behalf of the NMFO without written authorization.
6. The Film Liaison shall not offer technical advice on the film tax credits, rebates or the job training incentive program and shall refer inquiries to NMFO.
7. The Film Liaison shall not use confidential information for his/her or another's private gain.
8. The Film Liaison shall not engage in the hiring process of local crew whose collective bargaining rights are held by a film union or guild.
9. The Film Liaison agrees to adhere to the State's policies and laws regarding proprietary and confidential information.
10. The Film Liaison shall be aware that the State of New Mexico is subject to the Attorney General's Compliance Guide on the Inspection of Public Records Act and exceptions to public disclosure of records including proprietary and confidential information.
11. The inability or unwillingness to adhere to State policies and laws may result in NMFO's request for another Film Liaison to be endorsed by the local governing body.

This Agreement is non-transferable.

If a Film Liaison is replaced, a new letter of endorsement will be required.

I, _____ **(print name)**, representing
_____ **(identify region or community)**,

hereby desire to collaborate with the NMFO [New Mexico Film Office] and accept the terms and conditions of this Agreement, including the Code of Conduct and verify my ability to serve in this capacity and adhere to the terms of this Agreement for my community, for the term beginning on _____ and ending on June 30th, 2014.

Signature of Film Liaison:

_____ Date: _____

Name of Film Liaison (Print):

Representing the Community Of:

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MISSION STATEMENT

The Regional Film Development Advisory Committee, RFDAC, is an ad hoc group of local (Las Cruces / Doña Ana County) business professionals, filmmakers and elected officials working with both governmental and non-governmental entities to develop and establish a "Film Friendly" business environment in Southern New Mexico that will stimulate, grow and firmly establish the Film, Television and Digital Media Industries, and improve the overall economy of the region.



SHORT TERM GOALS:

- Creation of a full-time professional Film Liaison position under the aegis of the Economic Development Office of the City of Las Cruces.
- Promote, secure and accommodate the Film, Television and Digital Media industries throughout Las Cruces, Doña Ana County and Southern New Mexico and create economic growth throughout the region.



LONGER TERM GOALS:

- Support New, Local Infrastructure, such as a Back Lot, Studio Space, and Work Areas for local Filmmakers.
- Develop a Regional Labor Inventory, and stronger partnerships with Local University Film Programs.
- Develop a Regional Working Group or Film Board to facilitate a stronger regional approach to film recruitment and production.

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Amounts Spent by Ten Major Productions Filmed in New Mexico

Q4 of Fiscal year 2011 through Q1 of FY 2012

TOTAL SPENT IN NEW MEXICO	\$259,800,626
Crew:	\$ 85,243,751
Talent:	\$ 22,911,861
Studio/Office Rental:	\$ 11,777,777
Lodging:	\$ 12,390,453
Food:	\$ 5,680,528
Vehicle Rentals:	\$ 5,833,176
Rolling Equipment:	\$ 11,182,295
Construction:	\$ 8,405,980
Set Dressing:	\$ 3,626,388
Wardrobe:	\$ 1,657,305
Special FX:	\$ 5,701,366
Misc:	\$ 9,302,088

(Insurance, Bonding, Fuel, Per Diems, Travel, Casting, Repairs & Maintenance, etc.)

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What Could We Shoot Here?

Feature Films

(Productions Budgeted at \$10,000,000 or More)

Television Series (Including Pilots)

Television Episodes

Industrial Films

(i.e. Marketing, Research and Product Documentation)

Training Films

(Corporate and Government)

Commercials

(Local, Regional, National and International)

Music Videos

Documentaries

Low Budget and Festival Films

(Budgeted Under \$10,000,000)

Experimental and Student Films

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JOBS: Standard Crew Designations for a Typical Theatrical Motion Picture

ACCOUNTING

Accountants
Accountants, Payroll
Accounting, Clerk

ACTOR/DIRECTOR

Acting Coach
Choreography
Dialect Coach
Technical Advisor
Historical Researcher
Translator
Tutor
On-Set Teacher
(for School Aged Actors)

ANIMALS

Animal Renting
Animal Training
Animal Wrangler
Livestock Coordinator

ART DEPARTMENT

Art Dept. Coordinator
Art Director
Food Stylist
Lead Set Dresser
On-Set Dresser
Production Designer

Set Decorator
Set Designer/Draftsperson
Set Dressing/Swing Person
Set Dressing Buyer
Storyboard Artist

CAMERA

1st Assistant Camera
2nd Assistant Camera
Camera Loader
Camera Operator
Director of Photography
Steadicam Operator
Still Photographer

CONSTRUCTION

Construction Coordinator
Construction Foreman
Construction Gang Boss
Plasterer/Adobe/Masonry
Propmaker/Carpenter, Off-Set
Propmaker/Carpenter, On-Set
Toolman
Utility Technician
Welder

COSTUMES

Ager/Dyer
Costume Designer

Costumer On-Set
Seamstress
Stylist/Buyer
Tailor/Cutter/Draper
Wardrobe Supervisor

CRAFT SERVICES

Craft Services Assistant
Craft Services Second
Craft Services Key

DIRECTOR

Director
1st Assistant Director
2nd Assistant Director
Production Assistant

GREENS

First Greens On-Set
Greens Person
Head Greensperson

GRIP

Best Boy Grip
Best Boy Rigging Grip
Camera Crane/Jib Operator
Dolly Grip
Grip
Key Grip
Rigging Grip

HAIR & MAKE-UP

Hair Assistant
Head Hair & Make-Up
Key Hair
Key Make-Up
Make-Up Assistant

LIGHTING & ELECTRIC

Best Boy Electric
Best Boy Rigging/Electric
Electrician Set Lighting
Gaffer
Generator Operator
Rigging Electric
Rigging Gaffer

LOCATIONS

Location Manager
Location P.A.
Location Scout
Location Mgr. Assistant

MEDICAL

Set Medic/EMT
Nurse
Paramedic

PAINTERS

Key Scenic/Head Painter
Paint Foreman/Gang Boss

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JOBS: Continued

Painter, On-Set

Scenic Artist

Sign Painter/Writer

Wallpaper

PRODUCERS

Associate Producer

Line Producer

Producer

Production Supervisor

Unit Production Manager

PRODUCTION OFFICE

Office Assistant

Production Office Coordinator

Assistant to the Producer

Assistant to Actor/Director

Production Assistant (Office)

Secretary

Travel Coordinator

PROPERTIES

Armorer/Weapons

Prop Master

Property Buyer

Props Person

Assistant Prop Master

SCRIPT/CONTINUITY

Script Analyst/Consultant

Script Supervisor

Script Supervisor – 2nd Unit

Writer/Screenwriter

SOUND

Boom Operator

Sound Designer

Sound Mixer

Utility, Sound

SPECIAL EFFECTS

Effects Foreman

Effects Technician

Explosives/Powder Person

Pyrotechnician

Special Effects Coordinator

Make-Up/Prosthetics

STUNTS

Stunt Coordinator

Stunt Person(s)

TRANSPORTATION

Picture-Car Coordinator

Transportation Captain

Transportation Coordinator

Driver(s)

UNIT PUBLICISTS

Publicist/Public Information

VIDEO/PROJECTIONIST

Projectionist

Video Assistant/Playback

Video Camera Operator

Video Engineer

Visual Effects

Visual Effects Supervisor

POST PRODUCTION

Audio Post Production Services

Audio Production Services

Editing Services

Editor (Film and/or Video)

Assistant Editor (Film and/or Video)

Editor, Sound

Music Services

Video Duplication

Visual Effects Houses

Voice-Over

DIGITAL/MULTIMEDIA

Animation Services

CD-ROM/DVD Mastering

Computer Generated Imagery

Digital Editorial Services

Digital Graphics & Design

Digital Printing & Photography

Digital Producers & Developers

Digital Special Effect Houses

Streaming Media

Web-Site Developers

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SAMPLE: Local Businesses and Services Hired by Film and Television

Office Space Rentals
Office Equipment/Supplies
Gas/Oil/Fuel
Vehicle Rentals
Tools/Hardware/Paint/Lumber
Storage Facilities
Police/Fire/Security Services
Misc. Art Supplies
Misc. Make-Up Supplies
Auto Repair Services
Auto Parts
Location Rentals
Technical Advisor/Expertise
Trash/Recycling Services
Nursery/Greens Supplies
Animal/Vet. Services
Dental/Medical Services

Catering/Food Services
Sanitation Rentals
Props/Costume Supplies
Feed Stores/Animal Services
Atmosphere Cars/Vehicles
Dry Cleaners
Laundry Services
Electronics Stores – Batteries, etc.
Hotels
Restaurants
Taxies/Parking
Insurance/Bonding Services
Banking Services
Legal Services
Payroll Services
Computer Services
Safety Equipment

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