





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.

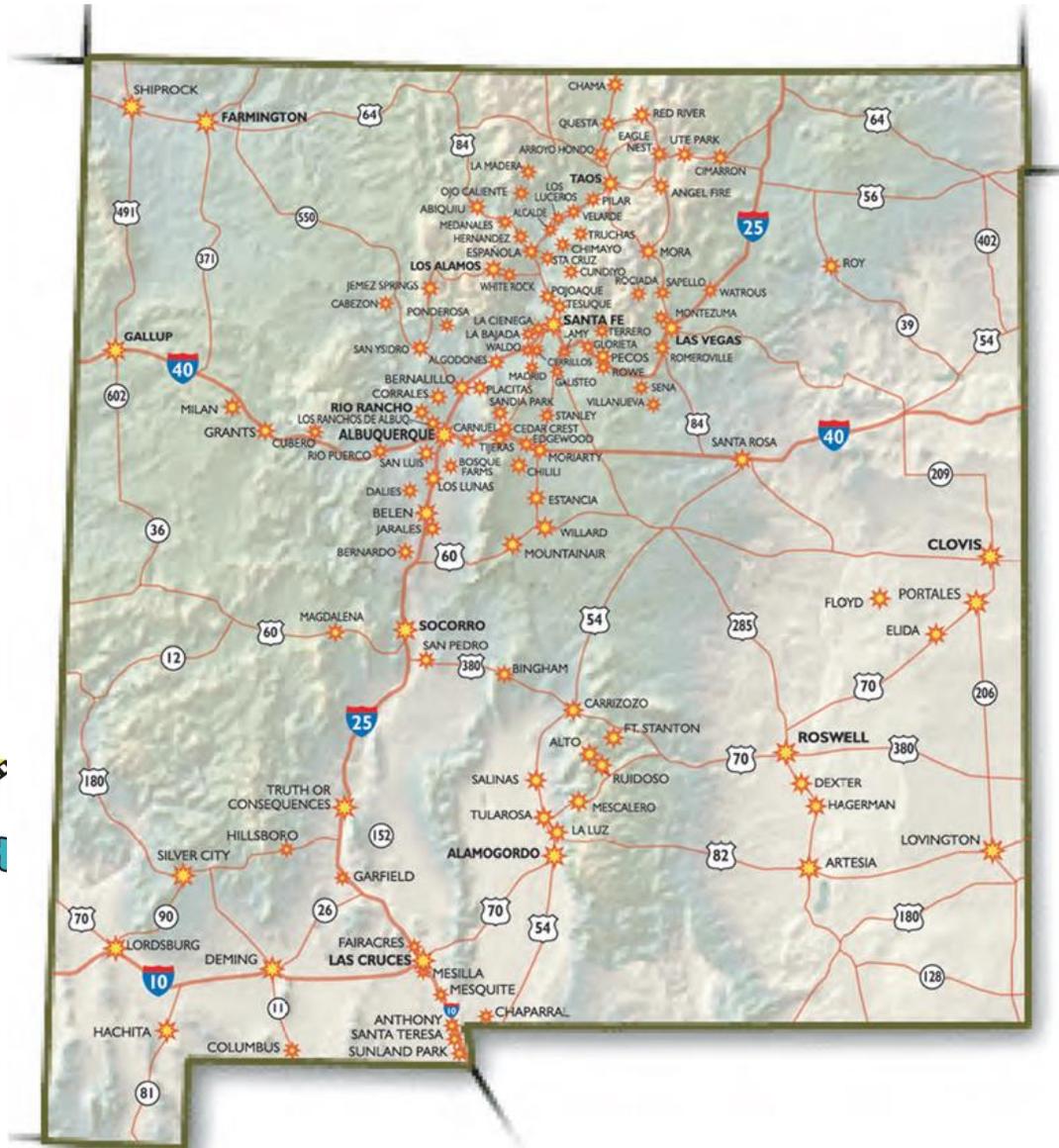


Film Development – A Significant Industry In New Mexico

- \$50 Million Annual State Incentive Program
- \$213.7 Million Spent in New Mexico in FY 13 (\$641 Million Total Impact)
 - 21 Projects With Over a \$1 Million Dollar Budget in FY13
- 53 Projects of Principal Photography in NM (actual filming stage of production)
 - \$93 Million Spent in Albuquerque in FY 13
- 26 Film Permits Issued in One Week in October in Albuquerque

(Source: NM Film Office, Albuquerque Film Office)

Film and Television Shot in New Mexico 2003 - 2013





**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.)



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



Key Ingredients for Successful Film Recruitment

Infrastructure – Backlot, Sound Stage, Production (We have no infrastructure)

Labor Pool – Trained and Experienced Crew (NMSU & DABCC Film Programs)

Services – Lodging, and more (We have a robust and diverse service sector)

Great Shot Locations – Mesilla Valley, White Sands, Spaceport, Mexico (Well Positioned)





Recommended Next Steps For Las Cruces

- Support Robust Local Film Liaison Position and Budget
- Make Development of Film Sector a Priority in Economic Development Director Job Description
- Support the Creation of a Film Development District
- Establish “Film Friendly Policies” Goal in City Strategic Plan, and Work With RFDAC to Identify Opportunities to Enhance City Policies and Incentives to Attract Film Production.
- Support Potential Legislation that Invests in Film Infrastructure Development



Film Development District

Exciting Master Plan for Film Development & Tourism

- West Mesa Industrial Park, Excellent Potential Location

Movie District Could Include

- Old-West Town and All Purpose Backlot
- Land for Sound Stage and Offices
- Opportunities for Tourist Visitor Experience and Restaurant

Management Could Include

- Public Private Partnerships
- Strong Involvement with NMSU and DABCC Film Programs



Film District Backlot



Potential Film Production Tax Credit Legislation

- Current Program Funds \$50 Million a Year for FILM MAKING Only
- Potential Legislation Would Permit a Small Percentage of Funding to be Available for Infrastructure Projects, i.e. Backlot, Sound Stages, etc.
- Infrastructure Development Tax Credit Would Help Incentive Film Development Investment in Las Cruces and Dona Ana County



Film Production Supports a Broad Range of Local Jobs and Small Businesses

(partial list)

Office Equipment & Furniture

Lodging

Transportation, i.e. Rental Cars, Rental Vans,

Catering

Heavy duty equipment, forklifts, cranes, scissor lifts, etc.

Wardrobe Purchases, Fitting and Repair

Animals/Handlers/Veterinary Services (as required by script)

Safety, First Aid and Medical

Security Services

Art Department Supplies

Construction Building Materials

Paint Department Supplies

Plants & Nursery Materials

Set Dressing Materials Purchases/Rentals

Electrical Services

Sanitation Equipment

General Day Labor

Costume Cleaning/Dyeing

Makeup Supplies/Equipment general

Fuel/Gas/Oil

Ice/Propane



Thank You!