

## New Mexico Film Office (NMFO)

### Strategic Plan | FY17 Quarter 1, Quarter 2, Quarter 3 and Quarter 4

The New Mexico State Film Office is a division of the New Mexico Economic Development Department that serves the film and television industry locally, nationally and internationally. The office's purpose is to market the state to this industry, service the productions and promote jobs for New Mexico residents. The division offers resources to producers, film crew and local filmmakers and works diligently to assist with the scouting of potential filming locations. The division consults with productions regarding the financial aspects of their projects, guiding them through the incentives such as the 25% to 30% Refundable Film Production Tax Credit and the Job Training Incentive Program for Film & Multimedia. The division also connects productions with the crew, vendor services and film liaisons throughout the state.

The division continues to focus on three (3) main initiatives: (1) Recruitment: Television, Feature Productions and Digital Emerging Media Projects/Companies; (2) Workforce Development; and (3) Statewide Industry Outreach.

#### Quarterly Results:

FY17	Q1	Q2	Q3	Q4	FY17 Year End Totals
Direct Spend into NM Economy	144.6M	132.2M	113.1M	116M	505.9M
Total number of New Projects in Principal Photography	25	9	11	16	61
Number of Projects over \$1M (total budget) in Production	12	15	13	12	52
Worker Days (crew size x days employed)	133,128	160,405	69,069	85,702	448,304

**Recruitment:** The division's primary purpose is to market the state to the film & television and emerging media industries, service the recruited productions and companies, and promote job and business opportunities for New Mexico residents. This includes consulting with production and emerging media companies regarding the financial aspects of their projects, and guiding them through the incentives such as the Refundable Film Production Tax Credit. The division also provides direction to companies regarding potential locations on which to film, as well as connecting the productions with the crew, vendor services and film liaisons throughout the state. The division continues to work towards taking the lead in Emerging Media entrepreneurial opportunities in-state.

#### Highlights:

- In the first quarter: It is a banner year so far for NM film and TV! Our highest Q1 EVER. We have almost doubled our worker days from last year. Another first, all of the production studios are booked throughout the fall and winter months which has never happened before in NM. Currently we have major features wrapping up *Hostiles*, *Granite Mountain*, *Villa Capri* and *Woman Walks Ahead*. Ongoing TV series: *Godless* (Netflix), *Better Call Saul Season 3* (AMC), *t@gged Season 2* (AwesomenessTV), plus many student shorts, indie features such as *Galileo* (filmed exclusively in Taos), *Furthest Witness*, *Making a Killing*, locally produced TV series *When Angels Guard Your Every Step* for cable international distribution and *BioPark* for National Geographic Channel as well as local indie shorts like *Leslie*, *Mrs. Murphy's Confession*, *Lyra*, *Scaredy Cat*, *Why I Run*, *Diva's Perfect Posse*, *Cuts*, and *Broken Sidewalk*.

- The Director attended the 40<sup>th</sup> annual Association of Film Commissioners International Cineposium in Atlanta, Georgia. Conference attendees were from 22 countries and 25 US states were represented during the three-day Building Your Business focused conference. This year's event gave attention to Production Infrastructure - how to build it, maintain it and manage crew development to meet its needs. Senator Christopher J. Dodd, Chairman and CEO of the Motion Picture Association of America provided the keynote address where he discussed how film commissions have enabled the flourishing of a truly global film and TV business. Industry professionals and government leaders learned about BUILDING the business of TV and film production infrastructure in their respective markets.
- In the first quarter, fourth-eight (48) new projects were logged in-progress / in-production.
- In the second quarter, Film and TV is booming in NM! It's winter time and our state has never seen summer-like numbers in the colder months. The studios are booked to capacity and New Mexico crew and cast are in high demand and working! Currently we have major features wrapped: *Logan*, *Granite Mountain*, *Cliffs of Freedom* and *Villa Capri*. Major feature films still in principal photography: *Soldado (Sequel to Sicario)* and *Horse Soldiers*. Ongoing TV series include: *Midnight, Texas* (Season 1, NBC), *Get Shorty* (Season 1, Epix), *Monsters of God* (TNT pilot), plus many student shorts, indie features such as *Rose* (filmed exclusively in Truth Or Consequences), *Astro* (Roswell), *Prison Break* and *Be My Baby* (Canadian company that for the first time hired a full New Mexico resident crew from Above The Line to Below The Line jobs).
- In the second quarter, twenty-four (24) new projects were logged in-progress / in-production.
- In the third quarter New Mexico is smashing records once again with a banner winter into spring season that has kept our crew and actors in production consistently employed. Current features in production: *Fast Color*, *Fatal Mistakes*, *Highway*, *In the Middle of the River*, *Hyde Park*, *Rust in Peace*, *Will Gardner* and *Don't Let Them In*. TV series that have wrapped: *Better Call Saul Season 4* (AMC) and *Mission Control* (CBS TV pilot). TV series in production (ongoing and new): *Get Shorty Season 1* (Epix), *Waco* (Spike TV series), *The Girlfriend Experience Season 2* (Starz), *Longmire Season 6* (Netflix), a soon to be announced Netflix feature, *Scalped* (TV pilot/Warner Horizon TV) and *The Night Shift Season 4* (NBC). As well as many exciting projects from local NM film makers: *Engineering Earth* (documentary), *Holy Traitor* (indie), *Patriot's Price* (indie), *Rise of the Phoenix* (indie short), *Reelz Channel* (3 TV shows and national commercials), *The Darker Paths* (web series) and *The End of The Santa Fe Trail* (TV pilot).
- In the third quarter, fifty-four (54) new projects were logging in-progress / in-production.

The division was nominated as a finalist for "Outstanding Film Commission, 2016" by the Location Managers Guild International (LMGI). The LMGI awards are an internationally recognized celebration of the outstanding creative contributions of location professionals and film commissions from around the world. The LMGI awards pay tribute to contemporary and period film and television, as well as commercial advertising.

The division held a cast and crew screening for “Logan” filmed in northern New Mexico with over 320 attendees along with a welcome and thank you to crew by Karen Mbanefo, Vice President of Production Tax Planning and Incentives for FOX.

- In the fourth quarter, production continued to provide a solid film workforce with both local and Hollywood independent films, pilots, TV series and mini-series. Current TV series include: *Graves* Season 2 (Epix), *The Brave* Season 1 (NBC, from the producers of *Homeland*), ongoing productions of *Waco* (formerly Spike TV to the newly branded Paramount TV Network series), *The Girlfriend Experience* Season 2 (Starz), *Longmire* Season 6 (Netflix), *The Night Shift* Season 4 (NBC) and a first time mini-series from The Coen Brothers, *The Ballad of Buster Scruggs* (Netflix). Current Independent feature films include: *Arizona*, *Icebox*, *Will Gardner*, *Don't Let Them In*, *Judgement*, *Four Corners*, *Highway* and *Prolonged Exposure*. Locally produced productions included: *No Clemency*, *Changing of The Gods*, *Final Cutz*, *Prime Lessons* (Amazon educational series), *Om + Me* (Glamour magazine), *Eyes on Unity* and *KT Diaries* (new media, daily fishing/adventure video diary).

**Workforce Development:** The Job Training Incentive Program for Film & Multimedia (JTIP) provides multiple ways for residents to advance in this industry and to keep talent in-state. The program continues to evolve and expand to meet industry needs. The Film Crew Advancement Program (FCAP) is the division’s priority program in training as it provides high-wage job opportunities with production companies where crew can diversify and advance their skill sets increasing retention and continual employment in the industry. As an additional incentive to the film tax credit, productions that hire qualifying, local crew are reimbursed fifty percent (50%) of a qualifying resident’s wages for up to 1040 hours. In addition, the program encourages veterans and reserve member components to apply transitional skill sets to this industry in an initiative entitled “Operation Soundstage.”

### Highlights:

- In the first quarter: due to a cut of funds in FY17, the FCAP number of participating production companies and number of participating New Mexico residents has significantly decreased. The division made administrative adjustments to review FCAP applications from production companies with budgets ranging from \$200K to \$3M. The division also limited one (1) FCAP position per department. Three (3) Q1 productions had to decrease the number of trainees by 40 and the division had to decline participation of eight (8) major productions with budgets over \$2M, resulting in an average estimate of eighty (80) potential trainees who were not able to participate in FCAP. Funds may not be available for Q2, Q3 or Q4. Five (5) companies qualified for FCAP with forty-seven (47) resident participants.
- In the second quarter: the division attended the Santa Fe Community College veteran career fair and the New Mexico Workforce Connection career fair to educate and recruit veterans and reserved component members to Operation Soundstage; Four (4) companies qualified for FCAP with thirty-seven (37) resident participants. The division may coordinate training classes in Q3 and Q4.
- In the third quarter: five (5) companies qualified for FCAP with thirty (30) resident participants. The division and training contractor held a training class for thirty (30) residents regarding how to handle and organize finances as an independent contractor and as a vendor to maintain continual employment in New Mexico.

➤ **In the fourth quarter:**

**Statewide Outreach:** There are a variety of ways to work with local communities, schools, filmmakers and chambers in order to assist and promote the industry and the jobs it creates. The five (5) that have been identified by the division to increase the effectiveness of local outreach are (1) expanding upon the Statewide Film Liaison Network that trains designated community members in the production process and encourages filmmaking in rural areas; (2) collaborating Film Tourism efforts to give communities an additional way to market to visitors, to increase economic impact and to benefit from the success of the industry; (3) holding regional meetings and utilizing social media to assist in educating the public on the industry and the division's resources; (4) developing educational networking initiatives to provide opportunities to learn about film and media programs available throughout New Mexico; and (5) expanding on two primary outreach events: the annual NM filmmakers Showcase and the annual Film & Media Industry Conference.

**Highlights:**

- In the first quarter: The division held its fourth annual Filmmakers Showcase at the Hispanic Cultural Center with over one hundred (100) entries. The Showcase is an annual event featuring a vast range of creative talent from New Mexicans around the state; the division co-hosted with SONY a crew screening of "The Magnificent Seven," with approximately 180 attendees in Albuquerque; created a new podcast for the division, "NMFO Filmcast" and conducted the inaugural podcast with actor Robert Taylor; and assisted the 2016 Balloon Fiesta Student Filmmaker Challenge which provides student filmmakers the opportunity to develop short films / digital videos presented by Canon.
- For second quarter: the division held its annual Film & Media Industry Conference at the Isleta Casino & Resort with over forty (40) in and out-of-state guest speakers and panelists, over four hundred (400) registrants and over sixty (60) sponsors and vendors. This two-day conference offers New Mexico's film community unique access to panels, dynamic presentations and networking opportunities; the division participated in ESPN's Gildan Bowl at UNM with a debut screening of the new 2017 New Mexico Sizzle Reel, celebrity guest appearance from Benicio Del Toro, who returned to New Mexico to film "Soldado", the follow-up to the blockbuster film "Sicario". The ESPN Gildian Bowl at UNM audience exceeded 30,000 attendees and the division hosted a cast and crew screening of "The Magnificent Seven" with over 250 attendees. In the third quarter, the division will host the annual film liaison summit in Santa Fe and attend the annual film and media day at the roundhouse during the 2017 Legislative Session.
- In the third quarter: the division held its Fourth Annual Film Liaison Summit on February 11<sup>th</sup> and 12<sup>th</sup> with over 30 Liaisons in attendance for the two day event where Liaisons and the division gathered for informative workshops, networking and relationship building. The Outreach Coordinator and Office Administrator participated in the Institute of American Indian Arts career day where they met with students to inform them of the expanding opportunities and careers in the film and television industry. The Outreach Coordinator and division interns completed a promotional video for NMEDD's LEDA and JTIP programs. Lastly, the Governor's Charity Ball requested assistance in creating a "Call to Action" video for one of the three yearly featured charities. This year we created a video for Lifequest for debut at the 2018 Governor's Ball.

- In the fourth quarter: New Mexico Film Office and the New Mexico Taxation and Revenue Department are pleased to announce effective July 1, 2017, a brand new card that will streamline and make hiring New Mexico residents easier for both film industry employers and employees alike. One of the primary missions of the New Mexico Film Office is creating jobs for New Mexicans. Film and TV projects in the state are crewed primarily by New Mexicans as New Mexico incentivizes the hiring and casting of residents. The New Mexico Taxation and Revenue Department has created a Film Residency Certification Card. By presenting simple documentation requested on the DOR (Driver's License, Declaration of Residency, Utility Bill, New Mexico TRD will verify residency in TRD's database. Those that qualify as a NM Full-time Resident, a card will be issued which can be presented to productions that are hiring or casting. The Film Residency Certification Card is easier on those applying for jobs in the industry and will make it way easier for productions to identify residents.