

Economic Development Department

New Mexico Film Office

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Program Description and Purpose

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 Mexicans. The division offers resources to producers, crew and local filmmakers and works diligently to assist with the scouting of potential filming locations. The film office consults with productions regarding the financial aspects of their projects, guiding them through the incentives such as the Film Production Tax Credit and the Job Training Incentive Program for Film & Multimedia. The division also connects productions with crew, vendor services and film liaisons throughout the state. The Film 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.

Program Budget (in thousands):

FY19	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	524.3					8
300	82.8					
400	78.9					
TOTAL	686.0					

FY20	General Fund	Other State Funds	Federal Funds	Other Transfers	TOTAL	FTE
200	524.3					8
300	182.8					
400	78.9					
TOTAL	786.0					

Program Objective 1: Continue to strengthen relationships with studios/production companies to keep ongoing series and future feature films, internet series, commercials and digital emerging media companies and more in NM and continue to promote the Film Production Refundable Tax Credit program, locally, nationally and internationally.

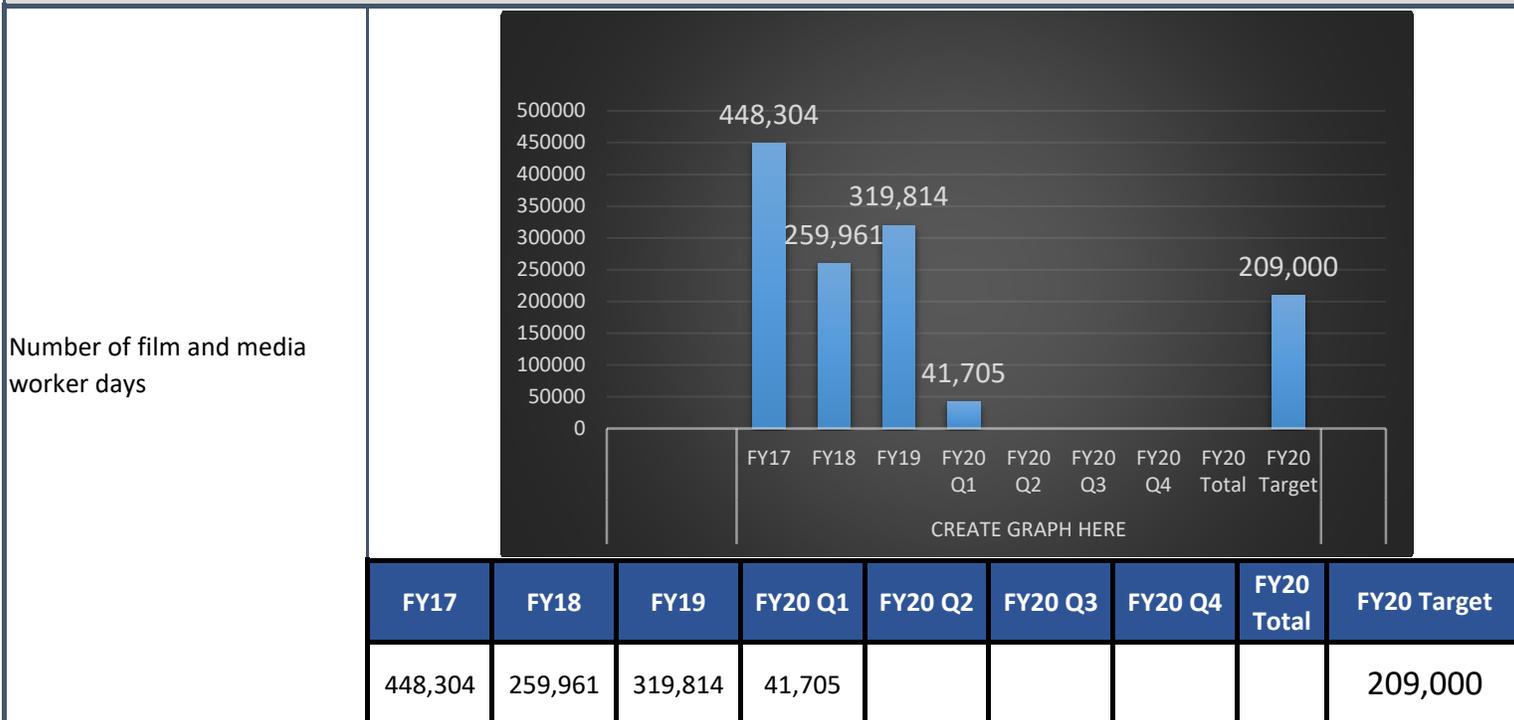
Measure	Description
1.1	Number of film and media worker days

Program Objective 2: Increase recruitment efforts of production support services in New Mexico

Measure	Description
2.1	Direct spending by film industry productions, in millions

Program Objective 1: Continue to strengthen relationships with studios/production companies to keep ongoing series and future feature films, internet series, commercials and digital emerging media companies and more in NM and continue to promote the Film Production Refundable Tax Credit program, locally, nationally and internationally.

Measure 1.1



Measure Description	Story Behind The Data
Crew size X days employed	This data is collect from the NMFO stats form and reflects the crew size multiplied by the days employed. Please note that this number does not include the local actors, background, day players, etc. hired.
Data Source/Methodology	
This data is collected from the NMFO stats form and reflects the crew size multiplied by the days employed.	Improvement Action Plan
	The film division has updated the NMFO stats to be more specific in asking for data related to pre-production, production and post production worker days. Due to poor record-keeping by the prior administration, prior results that led to this annual target may not be accurate, and the target may need to be revisited. Additionally, productions do not film and report evenly across time, so although Q1 results were below one-fourth of the annual target, it is too early to say the industry is not on track to meet the annual target.



Program Objective 2: Increase recruitment efforts of production and post-production support services in New Mexico.

Measure 1.2

Direct spending by film industry productions, in millions



FY17	FY18	FY19	FY20 Q1	FY20 Q2	FY20 Q3	FY20 Q4	FY20 Total	FY20 Target
\$505.90	\$234.20	\$525.50	\$48					\$330

Measure Description

Total NM qualifying direct production expenditures.

Story Behind The Data

The film division collects this data from productions and the data is submitted to NMTRD to verify that the expenditures are purchased from New Mexico vendors and that NM GRT was paid. For a list of qualifying expenditures visit: <http://www.tax.newmexico.gov/Tax-Professionals/film-production-tax-credit.aspx>.

Data Source/Methodology

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Improvement Action Plan

Per SB2, the direct spend will capture rural spend and county spend, providing additional information. Productions do not film and report evenly across time, so although Q1 results were below one-fourth of the annual target, it is too early to say the industry is not on track to meet the annual target.

