City of Santa Fe, New Mexico

LEGISLATIVE SUMMARY

Resolution No. 2015-___

Santa Fe Film Commission

SPONSOR(S): Mayor Gonzales, Councilors Ives and Lindell

SUMMARY: The proposed resolution creates the Santa Fe Film Commission; and supports economic development and job creation in film and digital media.

PREPARED BY: Rebecca Seligman, Legislative Liaison assistant

FISCAL IMPACT: Yes

DATE: December 3, 2015

ATTACHMENTS: Resolution
Amended FIR

CITY OF SANTA FE NEW MEXICO

RESOLUTION NO. 2015-____

INTRODUCED BY:

Mayor Javier Gonzales

Councilor Peter N. Ives

Councilor Signe I. Lindell

A RESOLUTION

CREATING THE SANTA FE FILM COMMISSION; AND SUPPORTING ECONOMIC DEVELOPMENT AND JOB CREATION IN FILM AND DIGITAL MEDIA.

WHEREAS, New Mexico is a competitive destination for filmmakers, producers and actors looking for opportunities in film; and

WHEREAS, Moviemaker Magazine has named Santa Fe, New Mexico as one of its top five towns for film and production in America; and

WHEREAS, Santa Fe possesses unique sets of assets for production that include:

- Well-established tax credits administered by the State of New Mexico
- Low permitting fees and a straightforward permitting process
- Robust infrastructure including studios, equipment, and business support services
- Diverse and scenic locations with an average of 300 sunny days per year
- Extensive local crew and talent
- Easy access to and from Los Angeles

Popularity with key decision makers (e.g. directors, producers, actors, writers, location

managers); and

WHEREAS, the City Film Liaison has issued approximately 60 permits per year for the last three years creating not only jobs, sales and rentals, but millions of dollars of free publicity that has propelled Santa Fe to new heights of international recognition while maintaining a cordial relationship and respect for the businesses and neighborhoods where the filming was permitted; and

WHEREAS, in 2013 Santa Fe County received 16 permits for film and TV productions, and under those permits, payroll exceeded $20 million for local hires; and

WHEREAS, in 2013, direct spending from major productions totaled over $50 million with more than 200 local businesses providing services to the film industry, for an overall estimated economic impact of $160 million; and

WHEREAS, the State of New Mexico released a Film Production Tax Incentive (FPTI) Study in July 2014 which found that between 2010 and 2014:

- Total economic output generated by productions was $1.53 billion
- Gross State Product (GSP) generated from production spending was $968.9 million
- Total revenue from state and local taxes on production reached $103.6 million

WHEREAS, economic development efforts are focused on growing a film economy that employs people in a range of positions; and

WHEREAS, Shoot Santa Fe has brought together a significant regional coalition of local governments, studios, labor representatives, non-profits, filmmakers and more to do marketing and outreach in the industry; and

WHEREAS, local film festivals are growing and enhancing the film community and branding for Santa Fe; and

WHEREAS, workforce development partnerships could be formed with local educational institutions to build a skilled workforce and;

WHEREAS, increasing film and digital media could enhance the local economy by:

- Recruiting a greater number of productions to Santa Fe and Northern New Mexico
- Facilitating the development of homegrown productions
- Facilitating improved crew training, apprenticeship and internships
- Increasing production spending at local businesses
- Diversifying the industry by fostering digital application development, gaming, post production and other complementary segments of the industry.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF SANTA FE that the Santa Fe Film Commission is hereby created.

Section 1. **NAME:** the commission shall be called the Santa Fe Film Commission ("SFFC").

Section 2. **PURPOSE:** The Santa Fe Film Commission shall review and make recommendations to the Governing Body and City staff as it relates to film production in and around the City of Santa Fe.

Section 3: **DUTIES AND RESPONSIBILITIES:** The Santa Fe Film Commission shall establish priorities in its operation that work towards the following goals:

- Enhance recognition as a desirable filmmaking destination, and increase production in Santa Fe.
- Increase post-production and other digital media business as a sustainable industry in Santa Fe
- Diversify the industry base by growing local productions and other complimentary businesses in Santa Fe.
- Foster a sustainable year-round industry, that employs a skilled workforce in high-wage jobs.
- Facilitate increased production spending at local businesses.

- Evaluate potential areas of investment and resource allocation and make recommendations on priorities.

Section 4: MEMBERSHIP; OFFICERS:

A. *Membership.* The Commission is comprised of the following membership appointed by the mayor with the approval of the Governing Body:

- Four local industry leaders
- Two film crew representatives
- Three representatives from educational institutions with programs producing talent in the industry
- Two representatives from digital media businesses (video game development and production, alternative/virtual reality, post production, etc.)
- Two representatives from non-profits working in the industry
- One representative from the County of Santa Fe as chosen by the Santa Fe County Commission
- Two at-large members

B. *Officers.* The mayor shall select the chairperson from the appointed members. The chairperson shall designate the vice chairperson.

Section 5. TERMS:

A. *Chair.* Upon being named by the mayor, the chairperson shall serve for a period of one year. Following one year of service, the mayor shall appoint (or re-appoint) the Chair.

B. *Members.* Of the initial appointments, seven of the members shall be appointed for one year terms and the rest shall be appointed for two year terms. Subsequent terms shall be for two years to maintain staggering of terms. Members may serve a

maximum three terms. After three consecutive unexcused absences a commission member shall be automatically removed and notified thereof by the chairperson.

Section 6. **VACANCIES:** Vacancies on the Santa Fe Film Commission shall be filled in the same manner as initial appointments and shall be for the remainder of the unexpired term. Any member of the commission may be removed by the mayor with the approval of the Governing Body, with or without cause.

Section 7. **MEETINGS:** A quorum shall be a majority of the whole membership. The Commission shall meet at least once per month and shall conduct public meetings in accordance with the Open Meetings Act and adopted city policies and procedures.

Section 8. **STAFF LIAISON:** The Economic Development Department Director, or his or her designee, shall serve as the primary liaison to the Santa Fe Film Commission. The Director may appoint another staff member to assist with operation of the Santa Fe Film Commission.

BE IT FURTHER RESOLVED, The Santa Fe Film Commission shall prioritize tasks and develop a plan for carrying out its Purpose, and Duties and Responsibilities as set forth in Sections 2 and 3, and cost estimates within six months of being appointed by the Governing Body. The Commission shall oversee the implementation of the work-plan and provide guidance, strategy, identify connections in the industry, and other relevant and pertinent priorities.

BE IT FURTHER RESOLVED, that six (6) and twelve (12) months from appointment, the Commission will report to Governing Body on the progress made, lessons learned, and recommendations for next steps.

BE IT FURTHER RESOLVED that $50,000 shall be the initial budget for the Santa Fe Film Commission to recommend allocating in targeted areas in order to execute its mission

PASSED, APPROVED, and ADOPTED this _____ day of _____, 2015.

JAVIER M. GONZALES, MAYOR

ATTEST:

YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

KELLEY BRENNAN, CITY ATTORNEY

M/Melissa/Resolutions 2015/Santa Fe Film Commission

AMENDED
FIR No. 2751

City of Santa Fe
Fiscal Impact Report (FIR)

This Fiscal Impact Report (FIR) shall be completed for each proposed bill or resolution as to its direct impact upon the City's operating budget and is intended for use by any of the standing committees of and the Governing Body of the City of Santa Fe. Bills or resolutions with no fiscal impact still require a completed FIR. Bills or resolutions with a fiscal impact must be reviewed by the Finance Committee. Bills or resolutions without a fiscal impact generally do not require review by the Finance Committee unless the subject of the bill or resolution is financial in nature.

Section A. **General Information**
(Check) Bill: _____ Resolution: ___X___
(A single FIR may be used for related bills and/or resolutions)
Short Title(s): **A RESOLUTION CREATING THE SANTA FE FILM COMMISSION; AND SUPPORTING ECONOMIC DEVELOPMENT AND JOB CREATION IN FILM AND DIGITAL MEDIA.**

Sponsor(s): Mayor Gonzales

Reviewing Department(s): Economic Development Department

Persons Completing FIR: Kate Noble Date: 11/16/15 Phone: 955-6915

Reviewed by City Attorney: Kelley A. Brennan (Signature) Date: 12/4/15

Reviewed by Finance Director: (Signature) Date: 12-8-2015

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Section B. **Summary**
Briefly explain the purpose and major provisions of the bill/resolution:
This resolution establishes a Santa Fe Film Commission that will review and make recommendations to the Governing Body as it relates to film production in and around the City of Santa Fe. The Commission will have 16 members appointed by the Mayor and approved by the Governing Body. The Commission will report back to the Governing Body six and twelve months after appointment, and will have an initial budget of $50,000.

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Section C. **Fiscal Impact**
Note: Financial information on this FIR does not directly translate into a City of Santa Fe budget increase. For a budget increase, the following are required:

a. The item must be on the agenda at the Finance Committee and City Council as a "Request for Approval of a City of Santa Fe Budget Increase" with a definitive funding source (could be same item and same time as bill/resolution)
b. Detailed budget information must be attached as to fund, business units, and line item, amounts, and explanations (similar to annual requests for budget)
c. Detailed personnel forms must be attached as to range, salary, and benefit allocation and signed by Human Resource Department for each new position(s) requested (prorated for period to be employed by fiscal year)*

1. Projected Expenditures:
a. Indicate Fiscal Year(s) affected – usually current fiscal year and following fiscal year (i.e., FY 03/04 and FY 04/05)
b. Indicate: "A" if current budget and level of staffing will absorb the costs
"N" if new, additional, or increased budget or staffing will be required
c. Indicate: "R" – if recurring annual costs
"NR" if one-time, non-recurring costs, such as start-up, contract or equipment costs
d. Attach additional projection schedules if two years does not adequately project revenue and cost patterns
e. Costs may be netted or shown as an offset if some cost savings are projected (explain in Section 3 Narrative)

Finance Director:_____

_____ Check here if no fiscal impact

Column #: 1	2	3	4	5	6	7	8
Expenditure Classification	FY _15/16_ and 16/17__	"A" Costs Absorbed or "N" New Budget Required	"R" Costs Recurring or "NR" Non-recurring	FY _____	"A" Costs Absorbed or "N" New Budget Required	"R" Costs – Recurring or "NR" Non-recurring	Fund Affected
Personnel*	$_____	_____	_____	$_____	_____	_____	_____
Fringe**	$_____	_____	_____	$_____	_____	_____	_____
Capital Outlay	$_____	_____	_____	$_____	_____	_____	_____
Land/ Building	$_____	_____	_____	$_____	_____	_____	_____
Professional Services	$2400_	_____	_____	$_____	_____	_____	_____
All Other Operating Costs	$50,000	__N____	__NR__	$_____	_____	_____	_____
Total:	$52,400			$_____			

* Any indication that additional staffing would be required must be reviewed and approved in advance by the City Manager by attached memo before release of FIR to committees. **For fringe benefits contact the Finance Dept.

2. Revenue Sources:

a. To indicate new revenues and/or

b. Required for costs for which new expenditure budget is proposed above in item 1.

Column #: 1	2	3	4	5	6
Type of Revenue	FY _____	"R" Costs Recurring or "NR" Non-recurring	FY _____	"R" Costs – Recurring or "NR" Non-recurring	Fund Affected
_____	$_____	_____	$_____	_____	_____
_____	$_____	_____	$_____	_____	_____
_____	$_____	_____	$_____	_____	_____
Total:	$_____		$_____		

3. Expenditure/Revenue Narrative:

Explain revenue source(s). Include revenue calculations, grant(s) available, anticipated date of receipt of revenues/grants, etc. Explain expenditures, grant match(s), justify personnel increase(s), detail capital and operating uses, etc. (Attach supplemental page, if necessary.)

$An estimated 2400 for stenography services. This will be covered by the City Clerk's office in FY15/16 and budgeted for in 16/17. $50,000 in economic development funding to support the initiatives recommended by the Film Commission also, possibly Arts Commission funding. The funds will be from existing and future allocated budget for economic development from business Unit 22116 , Line Item 510300. Any funding allocated from the Arts Commission will be as applicable according to those funds.

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Section D. **General Narrative**

1. Conflicts: Does this proposed bill/resolution duplicate/conflict with/companion to/relate to any City code, approved ordinance or resolution, other adopted policies or proposed legislation? Include details of city adopted laws/ordinance/resolutions and dates. Summarize the relationships, conflicts or overlaps.

None identified.

2. Consequences of Not Enacting This Bill/Resolution:

Are there consequences of not enacting this bill/resolution? If so, describe.

The City of Santa Fe will not have a Film Commission and would potentially be constricted in its ability to market to film productions in and around the City.

3. Technical Issues:

Are there incorrect citations of law, drafting errors or other problems? Are there any amendments that should be considered? Are there any other alternatives which should be considered? If so, describe.

None identified.

4. Community Impact:

Briefly describe the major positive or negative effects the Bill/Resolution might have on the community including, but not limited to, businesses, neighborhoods, families, children and youth, social service providers and other institutions such as schools, churches, etc.

Film production has become a major economic driver in the City, and the establishment of Film Commission would allow the community to capitalize this trend by driving additional productions to the area. Increases in production and post-production work in Santa Fe would also keep younger generations in the area, as they begin careers in the film industry. Institutions such as the Santa Fe School for the Arts, the Santa Fe University of Art and Design and the Santa Fe Community College are well suited for an increase in filmmaking, with students extensively trained in all aspects of production.