

1 **CITY OF SANTA FE NEW MEXICO**

2 **RESOLUTION NO. 2016-7**

3 **INTRODUCED BY:**

4
5 Mayor Javier M. Gonzales

6 Councilor Peter N. Ives

7 Councilor Signe I. Lindell

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10 **A RESOLUTION**

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

13
14 **WHEREAS**, New Mexico is a competitive destination for filmmakers, producers and actors
15 looking for opportunities in film; and

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

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

- 19
- 20 • Well-established tax credits administered by the State of New Mexico
 - 21 • Low permitting fees and a straightforward permitting process
 - 22 • Robust infrastructure including studios, equipment, and business support services
 - 23 • Diverse and scenic locations with an average of 300 sunny days per year
 - 24 • Extensive local crew and talent
 - 25 • Easy access to and from Los Angeles

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

1 managers); and

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

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

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

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

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

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

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

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

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

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

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

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

9 **Section 1. NAME:** the commission shall be called the Santa Fe Film Commission
10 (“SFFC”).

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

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

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

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

3 **Section 4: MEMBERSHIP; OFFICERS:**

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

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

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

18 **Section 5. TERMS:**

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

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

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

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

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

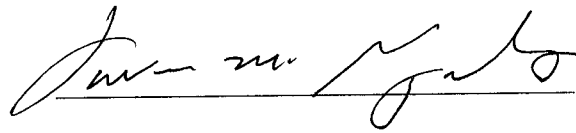
10 **Section 8. STAFF LIAISON:** The Economic Development Department Director, or his
11 or her designee, shall serve as the primary liaison to the Santa Fe Film Commission. The Director
12 may appoint another staff member to assist with operation of the Santa Fe Film Commission.

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

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

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

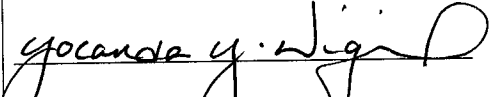
23 PASSED, APPROVED, and ADOPTED this 13th day of January, 2016.
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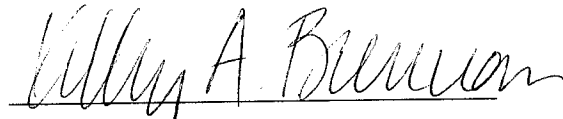
JAVIER M. GONZALES, MAYOR

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ATTEST:


YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:


KELLEY BRENNAN, CITY ATTORNEY