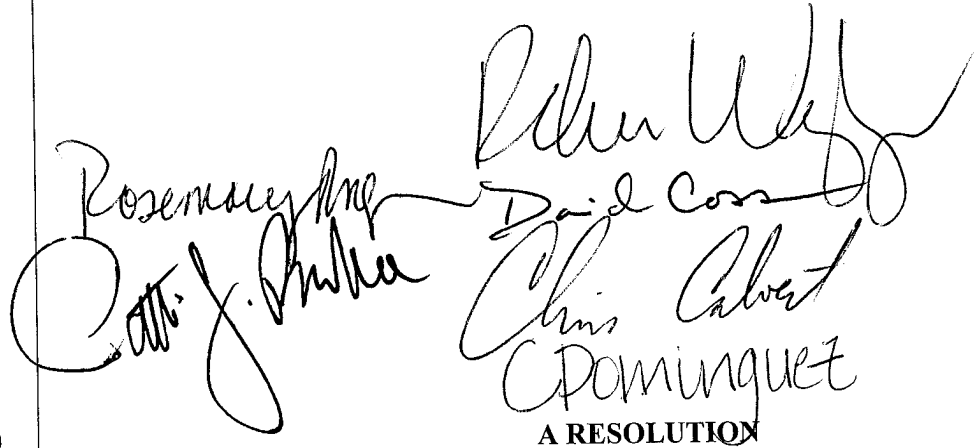


1 CITY OF SANTA FE, NEW MEXICO

2 RESOLUTION NO. 2011-60

3 INTRODUCED BY:

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Rosemary Lopez  
David Cross  
Chris Cabot  
CPOMINGUET

A RESOLUTION

11 SUPPORTING FILM AND MEDIA INDUSTRY ECONOMIC DEVELOPMENT  
12 ACTIVITIES IN THE CITY OF SANTA FE AS A MEANS TOWARDS ACHIEVING A  
13 SUSTAINABLE LOCAL ECONOMY AND STIMULATING LOCAL JOB CREATION AND  
14 RETENTION; AND WORKING WITH SANTA FE COUNTY IN AN EFFORT TO  
15 COMBINE CITY AND COUNTY RESOURCES TO DEVELOP AND PRODUCE A  
16 COMPREHENSIVE MARKETING STRATEGY THAT WILL BRING FILMS TO SANTA  
17 FE.

19 WHEREAS, the United States is currently experiencing one of the most challenging  
20 economic times in history; and

21 WHEREAS, the local economy has been negatively impacted by the downturn of the greater  
22 economy which in turn broadly affects local governments, community institutions, businesses and  
23 residents of the city of Santa Fe; and

24 WHEREAS, the City of Santa Fe continually attempts to and is committed to support a  
25 diverse local sustainable community based economy with appropriate policies, strategies and

1 investment for enhancing opportunities in critical economic infrastructure, targeted cluster industries,  
2 workforce development and business services; and

3 **WHEREAS**, the City of Santa Fe is dedicated to economic viability that complements the  
4 region's natural environment and the quality of life for local communities; and

5 **WHEREAS**, the film and media industry has demonstrated to be a feasible targeted cluster  
6 industry for the greater region of Santa Fe, financially impacting the area with more than 250 million  
7 dollars of direct expenditure and 750 million dollars of indirect and induced economic impact since  
8 2003; and

9 **WHEREAS**, other economic and community impacts include enhancement of  
10 telecommunications broadband infrastructure to enable technological and research innovations,  
11 improvements to roads, water and wastewater infrastructure systems in support of direct and indirect  
12 industry initiatives, promotion of youth, workforce and job training programs with educational  
13 institutional partners, creation and retention of local regional jobs in indirect and induced business  
14 sectors, stimulation of tourism, hospitality, creative arts and culture activities, all of which lead to  
15 advancing community and economic viability for the greater region; and

16 **WHEREAS**, the New Mexico Governor Martinez has expressed to the film industry that the  
17 state continues to offer competitive incentive packages to support productions and related activities  
18 within a film friendly community network throughout the state and a dedicated film office ready to  
19 provide assistance; and

20 **WHEREAS**, according to a recent economic impact study completed by Ernst and Young  
21 (2009), related film production activities for the State of New Mexico have contributed to an  
22 estimated annual creation of more than 2,000 direct jobs and more than 3,700 jobs for capital  
23 expenditures and 1,600 jobs for indirect activities; and

24 **WHEREAS**, the film industry promotes wages that exceed the average wage rates within the  
25 greater region ranging between \$23 - \$28 per hour plus overtime and benefits for grips, journeymen,

1 best boys and other technical positions; and

2           **WHEREAS**, Santa Fe County designated a 65-acre media district within the Santa Fe  
3 County Community College District via Ordinance 2007-10 with the purpose to create a specific  
4 district where a variety of media businesses including the film industry, publishing industry and  
5 broadcast media uses can be located to accommodate and support the special needs of these types of  
6 use; and

7           **WHEREAS**, Santa Fe County approved and adopted Ordinance 2008-07 to support a Local  
8 Economic Development Act (“LEDA”) project with Santa Fe Film and Media Studios and La Luz  
9 Holdings LLC to construct and operate a film and multi-media production studio; and

10           **WHEREAS**, the initial Phase 1A development of the LEDA film project has created more  
11 than 160 construction and related jobs in recent months offering direct benefits to address the current  
12 economic recession; and

13           **WHEREAS**, the continuation and expansion of economic activities related to the film and  
14 media industry within the city of Santa Fe are critical to regional and economic development.

15           **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**  
16 **CITY OF SANTA FE** that the Governing Body recognizes the value of the film and media industry  
17 and its related ongoing contribution towards the viability and sustainability of local regional  
18 community and economic development.

19           **BE IT FURTHER RESOLVED** that the Governing Body extends an invitation to the film  
20 industry to locate productions and to conduct activities within city of Santa Fe and in collaboration  
21 with the Santa Fe Studios LEDA Project contributing to valuable regional economic development.


22           **BE IT FURTHER RESOLVED** that the Governing Body continues to support initiatives  
23 lending to creation and retention of local regional jobs related to direct production, capital  
24 expenditure, indirect and induced activities connected to the film and media industry to benefit our  
25 local economy and community; and considers this a sustainable economic development initiative for

1 the future of the City of Santa Fe, Santa Fe County and the State of New Mexico.

2 **BE IT FURTHER RESOLVED** that the Governing Body desires to combine resources with  
3 Santa Fe County to develop and produce a comprehensive marketing strategy that will bring films to  
4 Santa Fe.

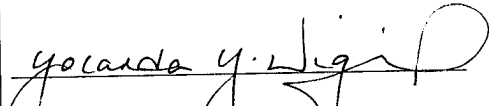
5 **BE IT FURTHER RESOLVED** that staff is directed to investigate possible incentives for  
6 the film and media industry to produce film and media in Santa Fe.

7 PASSED, APPROVED and ADOPTED this 9<sup>th</sup> day of November, 2011.

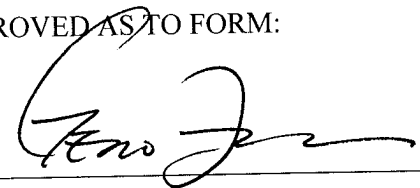
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10 DAVID COSS, MAYOR

11 ATTEST:

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14 YOLANDA Y. VIGIL, CITY CLERK

15 APPROVED AS TO FORM:

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17 \_\_\_\_\_

18 GENO ZAMORA, CITY ATTORNEY