

1 **CITY OF SANTA FE, NEW MEXICO**

2 **RESOLUTION NO. 2022-__**

3 **INTRODUCED BY:**

4
5 Mayor Alan Webber

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10 **A RESOLUTION**

11 **AMENDING THE NAME OF THE SANTA FE FILM AND DIGITAL MEDIA**
12 **COMMISSION TO THE SANTA FE FILM AND DIGITAL MEDIA COUNCIL.**

13
14 **WHEREAS**, on January 13, 2016 the Governing Body adopted Resolution No. 2016-7,
15 attached as Exhibit A, establishing the “Santa Fe Film Commission”; and

16 **WHEREAS**, on April 27, 2016 the Governing Body adopted Resolution No. 2016-33,
17 attached as Exhibit B, amending the name of the Santa Film Commission to the “Santa Fe Film and
18 Digital Media Commission” and providing for alternate members to the commission; and

19 **WHEREAS**, the film industry has expressed confusion with the name of the public body
20 including the word “commission” because, historically, a film commission was the local
21 government administrative office that would coordinate local services for the production; and

22 **WHEREAS**, the Santa Fe Film Office was created after the Film and Digital Media
23 Commission; and

24 **WHEREAS**, the State has a similar group called the “Governor’s Council on Film and
25 Media Industries” while the State Film Office serves in the role of the traditional “Commission”;

1 and

2 **WHEREAS**, the Santa Fe Film Office has requested that the City change the name of the
3 Santa Fe Film and Digital Media Commission to the “Santa Fe Film and Digital Media Council”
4 in order to alleviate confusion among industry professionals seeking to stage productions in and
5 around Santa Fe; and

6 **WHEREAS**, the Santa Fe Film Office is concerned about misleading productions and
7 potentially losing productions if productions were to mistakenly reached out to the City’s
8 Commission believing it to be the Santa Fe Film Office.

9 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
10 **CITY OF SANTA FE** the Santa Fe Film and Digital Media Commission is hereby renamed the
11 Santa Fe Film and Digital Media Council.

12 PASSED, APPROVED, and ADOPTED this _____ day of _____, 2022.

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ALAN WEBBER, MAYOR

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16 ATTEST:

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19 KRISTINE MIHELICIC, CITY CLERK

20 APPROVED AS TO FORM:

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23 ERIN K. McSHERRY, CITY ATTORNEY

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25 *Legislation/2022/Resolutions/Renaming Film and Digital Commission*

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CITY OF SANTA FE NEW MEXICO

RESOLUTION NO. 2016-7

INTRODUCED BY:

Mayor Javier M. 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

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.

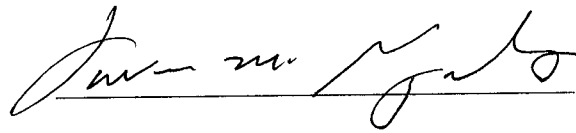
10 **Section 8. STAFF LIAISON:** The Economic Development Department Director, or his
11 or her designee, shall serve as the primary liaison to the Santa Fe Film Commission. The Director
12 may appoint another staff member to assist with operation of the Santa Fe Film Commission.

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

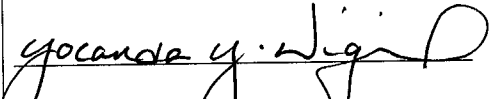
23 PASSED, APPROVED, and ADOPTED this 13th day of January, 2016.
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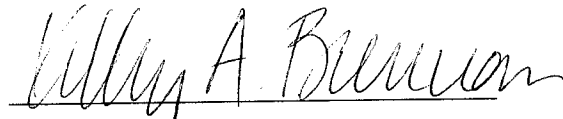
JAVIER M. GONZALES, MAYOR

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ATTEST:


YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:


KELLEY BRENNAN, CITY ATTORNEY

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CITY OF SANTA FE NEW MEXICO

RESOLUTION NO. 2016-33

INTRODUCED BY:

Mayor Javier M. Gonzales

Councilor Peter N. Ives

A RESOLUTION

AMENDING THE SANTA FE FILM COMMISSION TO CHANGE THE NAME TO THE SANTA FE FILM AND DIGITAL MEDIA COMMISSION; AND PROVIDE FOR ALTERNATE MEMBERS OF THE COMMISSION.

WHEREAS, on January 16, 2006 the Governing Body approved Resolution No. 2016-7 establishing the Santa Fe Film Commission; and

WHEREAS, the goal of the Commission is to enhance the reputation of Santa Fe as a filmmaking destination, increase post-production and digital business, diversify the industry base, foster a year-round sustainable industry, facilitate increased production spending at local businesses, and evaluate areas for investment; and

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 as one of its top five towns for film and production in the United States; and

WHEREAS, film productions provide much needed jobs and Gross Receipts Tax revenue for

1 the community; and

2 **WHEREAS**, the first meeting of the Commission was on April 5, 2016; and

3 **WHEREAS**, the commissioners present at the first meeting recommended a name change of
4 the Commission to more accurately reflect the duties, responsibilities and goals of the Santa Fe Film
5 Commission; and

6 **WHEREAS**, the commissioners proposed the Santa Fe Film Commission change its name to
7 the Santa Fe Film and Digital Media Commission; and

8 **WHEREAS**, the current Film Commission has 15 members appointed by the Mayor and
9 approved by the Governing Body; and

10 **WHEREAS**, there is a desire to appoint alternate members of the Commission to serve
11 should regular members of the Commission not be able to attend a regularly scheduled meeting of the
12 Commission; and

13 **WHEREAS**, such alternates would be asked to stay abreast of all business before the
14 Commission so they can provide an educated view and expertise when called upon to serve as a
15 voting member of the Commission.

16 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
17 **CITY OF SANTA FE** that the Santa Fe Film Commission shall now be known as the Santa Fe Film
18 and Digital Media Commission.

19 **BE IT FURTHER RESOLVED** that the Membership of the Santa Fe Film Commission is
20 hereby amended to read:

21 **Section 4: MEMBERSHIP; OFFICERS:**

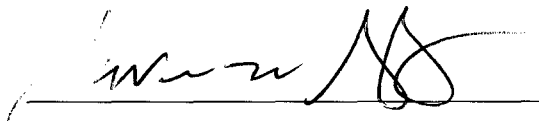
22 A. *Membership.* The Commission is comprised of the following membership
23 appointed by the mayor with the approval of the Governing Body:

- 24 • Four local industry leaders
- 25 • Two film crew representatives

- 1 • Three representatives from educational institutions with programs producing
- 2 talent in the industry
- 3 • Two representatives from digital media businesses (video game development and
- 4 production, alternative/virtual reality, post production, etc.)
- 5 • Two representatives from non-profits working in the industry
- 6 • One representative from the County of Santa Fe as chosen by the Santa Fe
- 7 County Commission
- 8 • Two at-large members
- 9 • Five alternate members to serve in the event one or more of the regular members
- 10 are unable to attend a Commission meeting. Alternate members are encouraged
- 11 to attend all scheduled meetings of the Commission, and are expected to stay up
- 12 to date on all material relating to the work of the Commission, but shall not vote
- 13 unless they have been called upon to fill the position of an absent or excused
- 14 member.

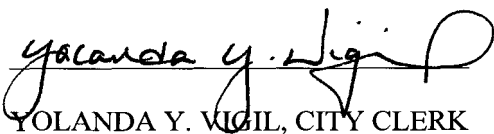
15 B. *Officers.* The mayor shall select the chairperson from the appointed members.
16 The chairperson shall designate the vice chairperson.

17 PASSED, APPROVED, and ADOPTED this 27th day of April, 2016.

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20 JAVIER M. GONZALES, MAYOR

21 ATTEST:

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24 YOLANDA Y. VIGIL, CITY CLERK

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APPROVED AS TO FORM:



KELLEY BRENNAN, CITY ATTORNEY