



DATE: August 31, 2017

TO: RANDY RANDALL, Director Tourism Santa Fe

FROM: ERIC WITT, Director, Santa Fe Film Office

RE: **SANTA FE FILM OFFICE: FY2017 PERFORMANCE HIGHLIGHTS AND FY2018 GOALS**

FY 2017, the first year of operation of the Santa Fe Film Office, saw record levels of production throughout the region. In fact, we were “full” (see chart next page). Total local production spend doubled over the previous year, from approximately \$70mm in FY2016 to approximately \$145mm in FY2017. This generated roughly \$435mm in total economic activity bringing in an estimated \$10mm-12mm to local government coffers (City and County) through GRT, Lodgers Tax and miscellaneous other licensing and fees -- over 30 times the operating costs of the SFFO.

Below are highlights of FY2017 relative to the SFFO’s stated goals as provided to the City and County prior to the office’s opening, as well as objectives for FY2018.

INCREASE PRODUCTION FIGURES AND ECONOMIC IMPACTS IN THE GREATER SANTA FE REGION.
STATUS: ACHIEVED

In FY17 the SFFO serviced over fifteen major film and television productions, plus many additional smaller local independent productions, student films, commercials and music videos.

Major productions included:

- “Only the Brave/Granite Mountain” (Sony feature film)
- “Cliffs of Freedom” (feature film)
- “Godless” (Netflix original series)
- “Monsters of God” (TNT series pilot)
- “Midnight, TX” (NBC tv series)
- “Hostiles” (feature film)
- “Graves” (Lionsgate series)
- “Scalped” (Warner Bros. tv series pilot)
- “Longmire” (Warner Bros. television series)
- “Woman Walks Ahead” (indie feature film)
- “At the End of the Santa Fe Trail” (local indie feature film)
- “Waco” (multi-part tv series, Weinstein Co.)

(continued)

CREATE A WEBSITE THAT IS INFORMATIVE, APPEALING AND USER FRIENDLY. STATUS: ACHIEVED

The SFFO designed and established a fully functional website (www.sffo.film) containing virtually all pertinent industry information for filmmakers and the interested public, e.g. information on production incentives, locations, film festivals, local resources, information on how to get involved in the industry, etc.

PROVIDE “ONE STOP SHOPPING” TO PRODUCTIONS AND INTERESTED PARTIES. STATUS: ACHIEVED AND ONGOING

In addition to creating the SFFO website we began the process of streamlining and coordinating City and County administrative procedures relating to film (permitting, special series, etc.). This effort, as well as converting to a mostly on-line permitting system, will continue in FY18. And of course the SFFO serves as the main point of contact for all manner of solicitations and inquiries regarding the industry in the region.

LIAISE WITH THE COMMUNITY, LOCAL RESIDENTS AND BUSINESSES, AND THE STATE LEGISLATURE. STATUS: ACHIEVED AND ONGOING

Throughout the year the SFFO engaged in numerous community outreach and coordination activities. For example we worked with local educational institutions like the Santa Fe Community College on special training and production projects. We also gave multiple informational presentations to business and government groups e.g. the Municipal League, NM Bankers Association, the Santa Fe Chamber of Commerce, the Green Chamber of Commerce, the Southside Economic Development Group, the Lodgers Association, etc.

We are working with smaller communities throughout the region to develop a “best practices” document for productions that do work in our outlying communities, and which communities can be disproportionately impacted by these productions.

Lastly, the SFFO worked very closely with the legislature to protect state production incentives during the legislative session. We continue to meet with individual members and interim committees.

GOALS FOR FY2018:

MAINTAIN PRODUCTION LEVELS IN THE REGION; EXPAND CAPACITY

Maintaining base production levels and providing superior service remain our top priorities. The major choke points here are the amount of available stage space, crew levels and the elephant in the room: the state’s \$50mm rolling “cap” on annual incentive payouts which is rapidly developing a backlog of past-due incentive payments that will only increase unless something is done to address it. This is already causing concern in the industry about when a given production can expect to see its incentive rebate -- a concern that will increasingly cause productions to look elsewhere if left unaddressed. We continue to work with the legislature and administration on this critical issue.

CONTINUE TO IMPROVE AND STREAMLINE PERMITTING AND OTHER ADMINISTRATIVE ACTIVITIES

We are in the process of developing an on-line and streamlined permitting system, including payment options and ideally combining City and County processes on one site. In support of this we have convened a working group comprised of industry professionals who most frequently interface with this process (location managers, line producers and such) to advise on desired features.

We are likewise working to sort out various general administrative “grey zones,” e.g. construction permitting for film sets, an area that currently falls outside of the normal “temporary vs. permanent structure” building codes in both the City and the County.

COOPERATE WITH CITY/COUNTY OVERALL ECONOMIC DEVELOPMENT EFFORTS

Insofar as the film/media industry touches a broad array of the general economy the SFFO will continue to assist general economic development efforts such as:

- IT/Broadband access;
- Affordable Housing;
- “School to Job” programs;
- Transportation infrastructure;
- Maintainable economy;
- Etc.

EXPAND OPPORTUNITIES FOR FILM TOURISM AND CULTURAL ACTIVITIES

As noted we are working to create a mobile “app” for self-guided tours and information on local production sites and visits that locals and tourists alike can use to explore the region’s past and present film activity. We are also working with various entities to explore possibilities around film festivals and other community events.

NOTE: The state estimates that film induced tourism (FIT) accounts for approximately \$500 million of the total annual tourism economy in the state. Insofar as Santa Fe accounts for about 20% of total tourism in the state, that represents another \$100 million in FIT to the local economy attributable to film and related endeavors. That means even *more* receipts to local government in GRT, lodgers taxes, etc. driven by the film economy beyond direct production, and is an effect that lasts well into the future.

CONTINUE GENERAL COMMUNITY OUTREACH AND BUSINESS DEVELOPMENT ACTIVITIES

The SFFO will further engage the educational community, including high schools, re: training programs and industry opportunities. We will similarly continue our engagement with the general business community and related trade organizations.

We are also working with the state Film Office to develop more accurate tracking measures of local production spend and other economic indicators, which should give us an idea of where additional business expansion opportunities may lay.

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