

Film/Digital Media Industry Fact Sheet:

Impact on a **state level** from mid-2010 to 2014 (according to NM Film Office):

- \$1.5 billion in total economic output
- 43 cents in tax revenue for every dollar spent by the state
- 15,848 full time jobs created
- \$103.6 million total state and local tax money generated from film production spending
- 117 full-time jobs created for every \$1 million spent on film incentives
- The total number of registered productions filmed in NM has steadily increased: there have been 58 filmed in the first three quarters of 2014 compared with 58 total in all of 2013 and 55 total in 2012.

NM Film Office (State):

	FY10	FY11	FY12	FY13	FY14
Direct spend into NM economy (million)	206.4	276.7	224.6	213.7	162.1
# projects over \$1mil (total budget)	14	21	14	21	18
Worker days (crew size x days employed)	197,474	189,078	143,046	216,461	189,782

Santa Fe Film Office (SF Specific) 2013:

- Typically issues 60 film permits per year
- 2013: 6 major productions
- On average, 85% of below the line crew are local hires
- Payroll for the 6 productions alone were over \$20m for local hires with an additional \$4m to retirement and healthcare funds
- Lodging: 43,800 room nights generated (at an average rate of \$90/night)= \$4m in hotel room charges
- Over 200 SF businesses regularly commerce with the film industry resulting in sales and rentals totaling over \$20m
- 6 productions direct spend: over \$50m with economic impact of \$160m generating GRT and lodgers tax to the city of \$5.3m. In the months of December and January when filming was not going on GRT collections came in lower than when filming was taking place.
- **\$15 to \$20M in the city/county of Santa Fe for direct spend only** per recent FYs based on the self-reported stats we receive (last two years). This is likely to equate to about \$1.3M in GRT/yr.

NM Film Office Economic Impact Study by MNP LLP:

- Average annual salary: \$52,723
- Gross state product (GSP) generated by production activity is roughly **\$740 million** with an additional **\$229 million** from indirect and induced economic impacts.

Major Productions in Santa Fe Compared to Albuquerque:

Of the 17 major productions (budgets over \$1M) shot in New Mexico in FY14, only three of them were shot in Santa Fe, and one of those only partially so.

Filmed in Santa Fe:

- **2014:** 3 major productions
- **2013:** 8 major productions
- **2012:** 4 major productions
- **2011:** 10 major productions

Filmed in Albuquerque

- **2014:** 7 major productions
- **2013:** 15 major productions
- **2012:** 13 major productions
- **2011:** 12 major productions

Broad Economic Impact Potential: According to Ernst & Young Evaluating the Effectiveness of State Film Tax Credit Programs, 2012, considering the direct, indirect, and induced effects of production activities, the total economic impact of a \$10M film has the potential to generate:

- \$19M in economic output
- 123 resident jobs equaling \$4.3 million in labor compensation
- \$150K+ in local taxes

Tourism Impact: The same Ernst & Young study found that for a successful film that prominently features a state's tourism assets, a \$10M film has the potential to generate:

- An additional 100,000 visitors over several years
- Approximately \$34M in spending on lodging, meals, entertainment, purchases
- 310 direct and indirect jobs
- \$1.2M of additional state and local taxes

Tax and Direct Spend Impact: According to the latest study *New Mexico Film Production Tax Incentive Study, 7-21-14, Phase 1 Report, MNP, LLC*, within the last five years (Fiscal Years 2010 – 2014); local taxes generated by production spending were **\$24.5M**.

- Approximately 25% of total film production was based in Santa Fe, which equates to \$6.1M or approximately **\$1.2M in direct local tax impacts per year, which does not include a multiplier effect.**
- For every incentive dollar given out, local tax impacts are .10 cents. Approximately \$250M was paid out between FY10 – FY14, which equates to \$25M in local tax impacts.