

**SANTA FE COUNTY
RESOLUTION No. 2011-166**

**A RESOLUTION TO SUPPORT FILM AND MEDIA INDUSTRY ECONOMIC
DEVELOPMENT ACTIVITIES IN SANTA FE COUNTY AS A MEANS TO ACHIEVE A
SUSTAINABLE LOCAL ECONOMY AND TO STIMULATE LOCAL JOB CREATION
AND RETENTION**

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

WHEREAS, the local economy has been negatively impacted by the downturn of the greater economy which in turn broadly affects local governments, community institutions, businesses and citizens; and

WHEREAS, the County of Santa Fe attempts to and is committed to support a diverse local sustainable community-based economy with appropriate policies, strategies and investment for enhancing opportunities in critical economic infrastructure, targeted cluster industries, workforce development and business services; and

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

WHEREAS, the film and media industry has demonstrated that it is a feasible targeted cluster industry for the greater region of Santa Fe, financially impacting the area with more than \$250 million of direct expenditure and \$750 million of indirect and induced economic impact since 2003; and

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

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

WHEREAS, according to a recent economic impact study completed by Ernst and Young (2009), related film production activities for the State of New Mexico have contributed to estimated annual creation of more than 2000 direct jobs and more than 3700 jobs for capital expenditures and 1600 jobs for indirect activities; and

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WHEREAS, the film industry promotes wages that exceed the average wage rates within the greater region ranging between \$23 - \$28 per hour plus overtime and benefits for grips, journeymen, best boys and other technical positions; and

WHEREAS, Santa Fe County designated a 65-acre media district within the Santa Fe County Community College District which adopted Ordinance 2007-10 to create a specific district where a variety of media businesses including the film industry, publishing industry and broadcast media can be located to accommodate and support the special needs of these types of use; and

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

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

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

NOW, THEREFORE, BE IT RESOLVED that the Board of County Commissioners hereby recognizes the value of the film and media industry and its related ongoing contribution towards the viability and sustainability of local, regional, community and economic development and in furtherance of that value the County and City will combine resources to develop and produce a comprehensive marketing strategy that will bring films to Santa Fe County;

BE IT FURTHER RESOLVED that the Board of County Commissioners extends an invitation to the film industry to locate productions and to conduct activities within Santa Fe County in collaboration with the Santa Fe Studios LEDA Project;

BE IT FURTHER RESOLVED that the Board of County Commissioners continues to support initiatives lending to creation and retention of local and regional jobs related to direct production, capital expenditure, indirect and induced activities connected to the film and media industry to benefit our local economy and community; and considers this a sustainable economic development initiative for the future of Santa Fe County and the State of New Mexico; and

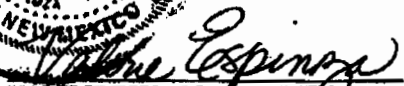
BE IT FURTHER RESOLVED that staff is directed to investigate possible incentives for the film and media industry to produce film and media in Santa Fe County.

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APPROVED and ADOPTED this 8 day of Nov, 2011.


COMMISSIONER VIRGINIA VIGIL, CHAIR


VALERIE ESPINOZA, COUNTY CLERK

APPROVED AS TO FORM:

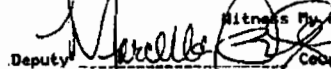

STEPHEN C. ROSS, COUNTY ATTORNEY



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

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PAGES: 3

I Hereby Certify That This Instrument Was Filed for
Record On The 9TH Day Of November, 2011 at 03:00:18 PM
And Was Duly Recorded as Instrument # 1650747
Of The Records Of Santa Fe County

Deputy  Witness My Hand And Seal Of Office
Valerie Espinoza
County Clerk, Santa Fe, NM

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