

The Film Industry in New Mexico and Related Native and Indigenous Initiatives and Updates

Presented to the Indian Affairs Committee

November 28, 2023

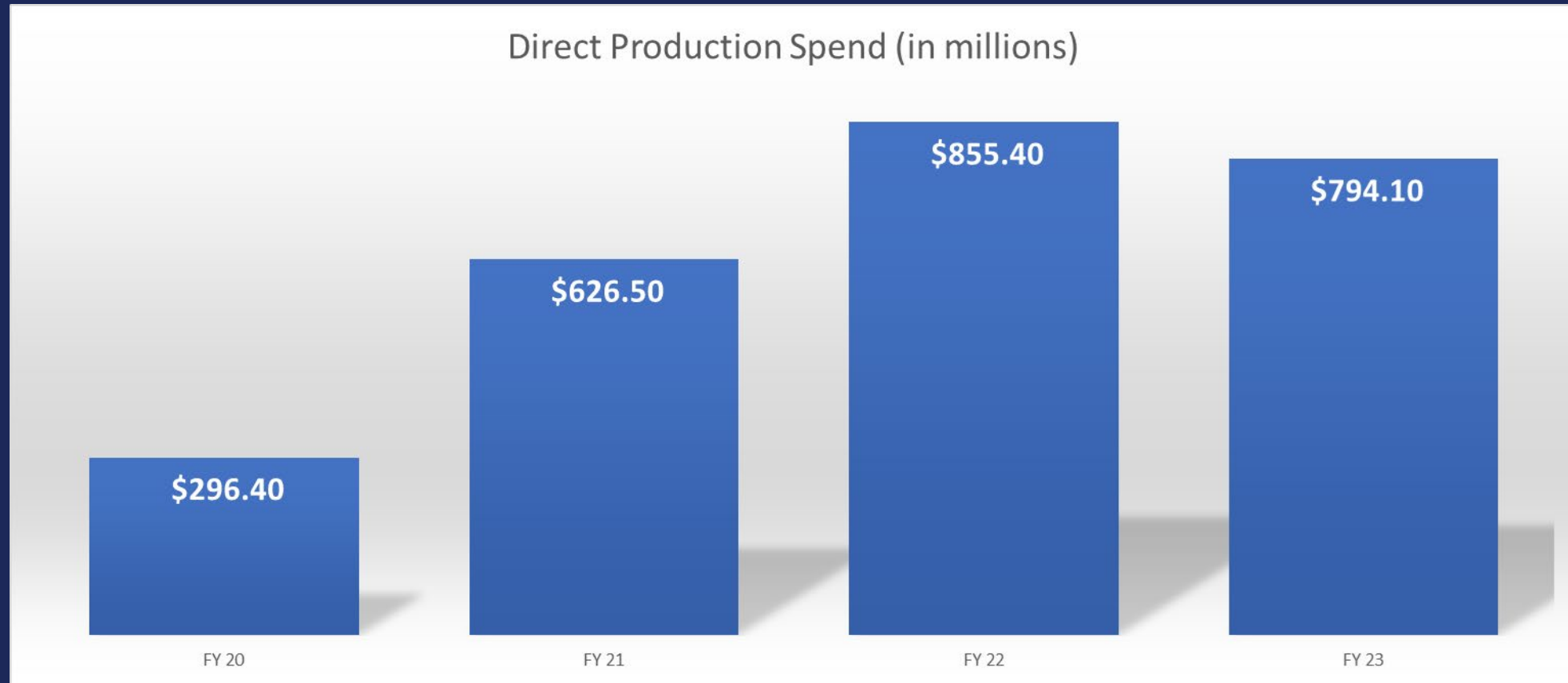
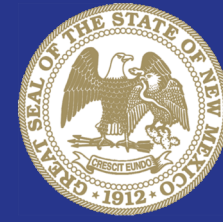
Amber Dodson
Director, Film Division

Rochelle Bussey
Senior Program Manager, Film Division

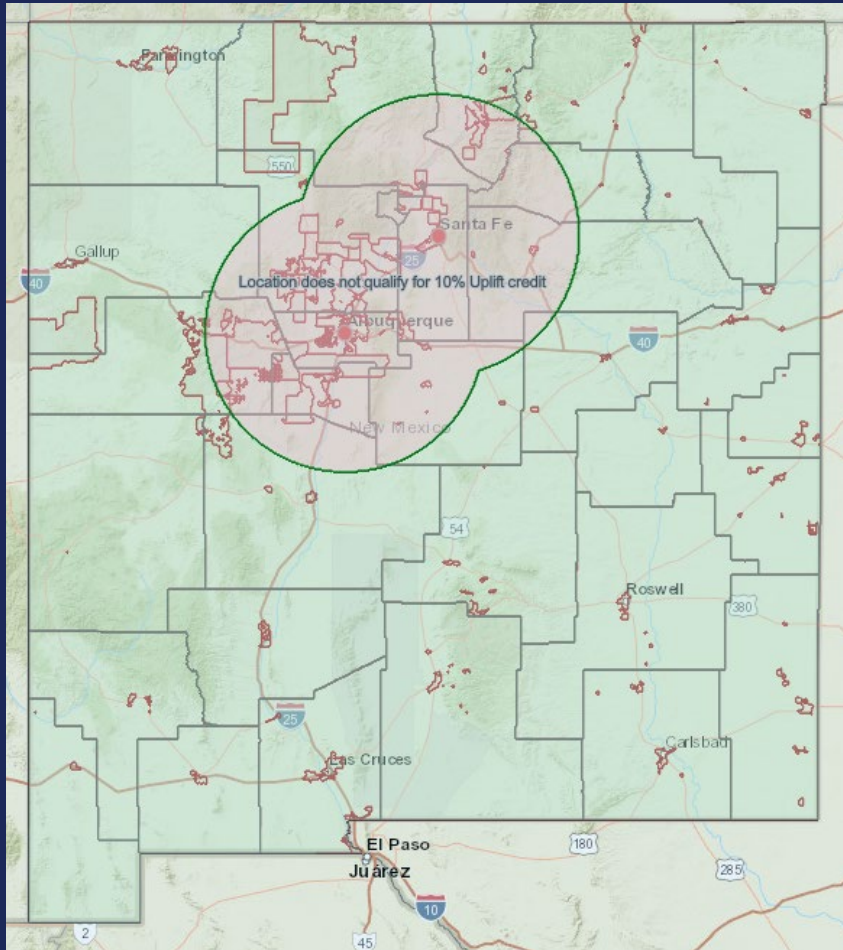
Overview of Film Tax Credit

- **25% Refundable Tax Credit**
 - 5% for qualifying television series or qualified production facilities
 - 10% for production in Uplift Zone
- **Film Partners**
 - 10-year commitment to New Mexico with soundstage infrastructure, job creation and production spend.
- **Eligible Expenses**
 - NM resident cast and crew
 - Purchases made from NM businesses
 - Subject to taxation in the state of New Mexico and directly attributable to the production of a film or commercial audiovisual products.

Production Spend in New Mexico

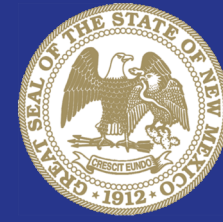


Uplift Zone – Growing Production Statewide

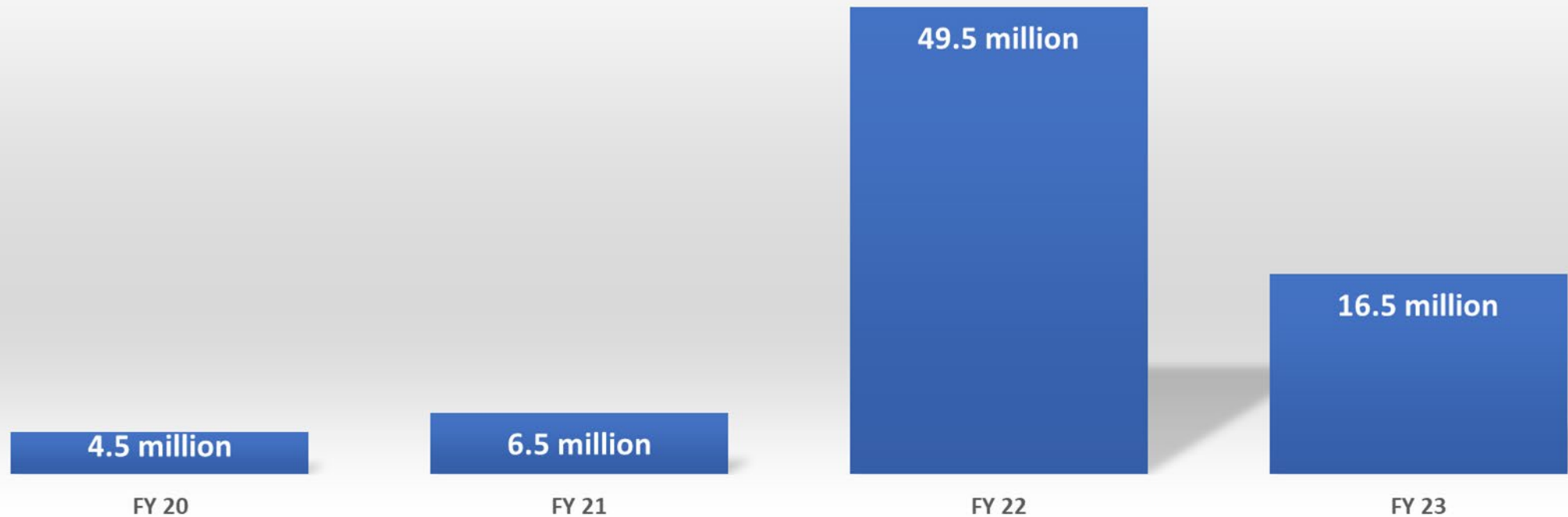


- 60 miles from city halls of Albuquerque and Santa Fe
- More inclusive of rural areas than previous boundary
- Includes all or part of San Juan, Rio Arriba, Taos, Colfax, Union, McKinley, Sandoval, Mora, Harding, San Miguel, Quay, Cibola, Torrance, Guadalupe, Curry, Catron, Socorro, Lincoln, De Baca, Roosevelt, Chaves, Grant, Sierra, Hidalgo, Luna, Doña Ana, Otero, Eddy, and Lea Counties

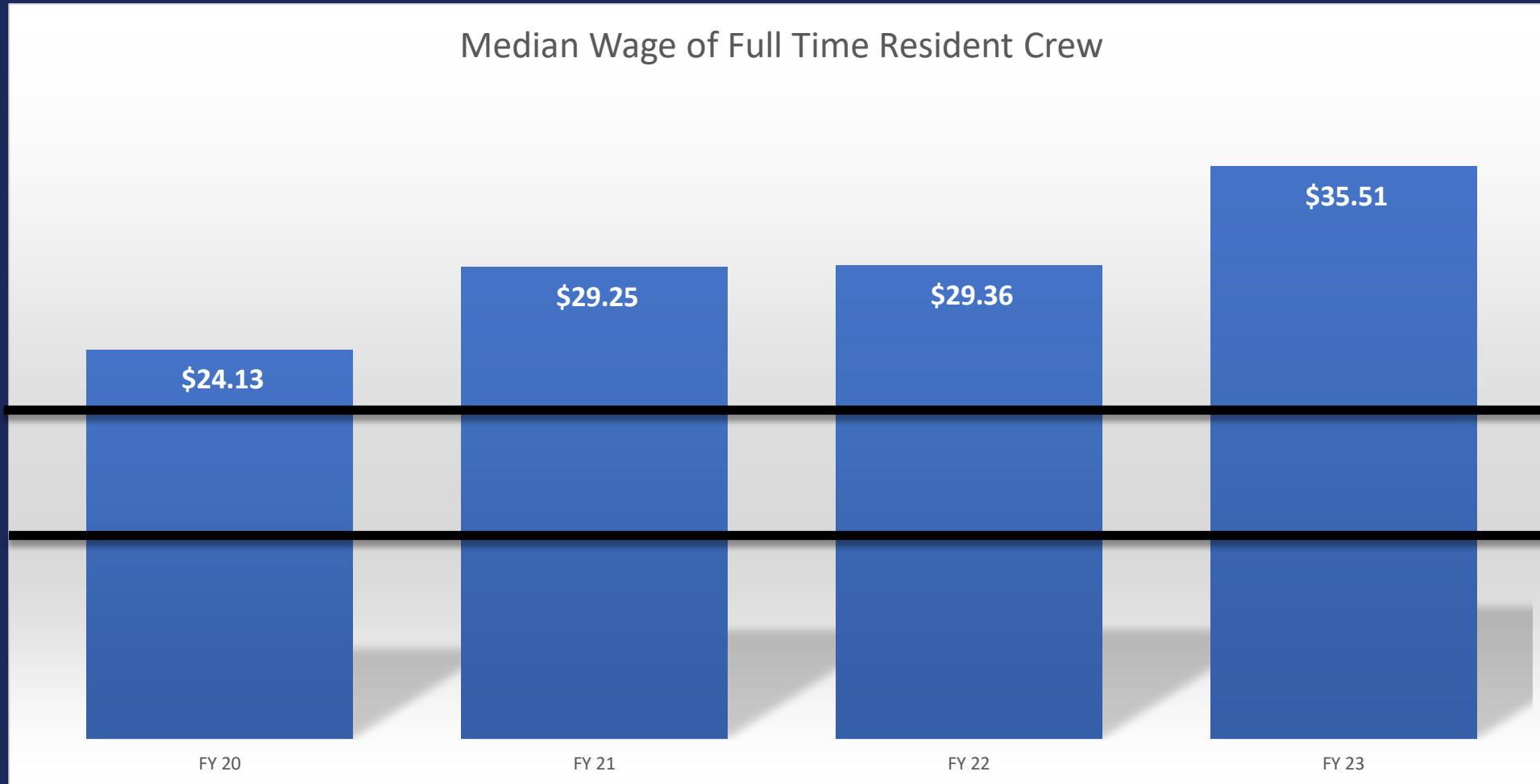
New Mexico Production Spend In Uplift Zone



New Mexico Production Spend Outside of ABQ and Santa Fe (in millions)



Median Wage of Full Time Resident Crew



*Median Wage
in NM
(All Industries)*
\$19.19

\$12.00 NM Minimum
Wage

Production on Tribal Lands and Pueblos



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Zia Pueblo

Ohkay Owingeh

Santa Clara Pueblo

Santa Ana Pueblo

Taos Pueblo

San Felipe Pueblo

Santo Domingo Pueblo

Nambe Pueblo

Kewa Pueblo

Mescalero Apache Reservation

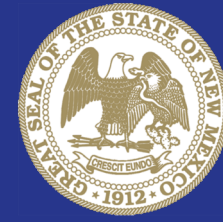
Tesuque Pueblo

Tohajiilee

Sandia Pueblo



Production on Tribal Lands and Pueblos



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- News of the World
- Away
- End of the Road
- Frybread Face and Me
- Harlem Complex
- Roswell S3
- Roswell S4
- Bachelorette
- Chupa
- Best Man
- Dark Winds
- Rez Ball
- Surrounded
- American Migrant Workers
- Belly Encounter
- Unseen Pandemic
- Successful Outlaw



Native and Indigenous Content Creation

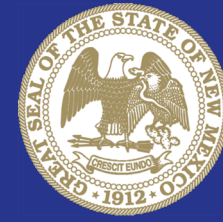


New Mexico is a hub for Native and Indigenous content creation

“The crew from New Mexico knows a lot about the culture. It's respected and adhered to. For writers and directors, you can count on New Mexico to be that.” – Ryan Begay, Actor



“Frybread Face and Me” Now Streaming on Netflix



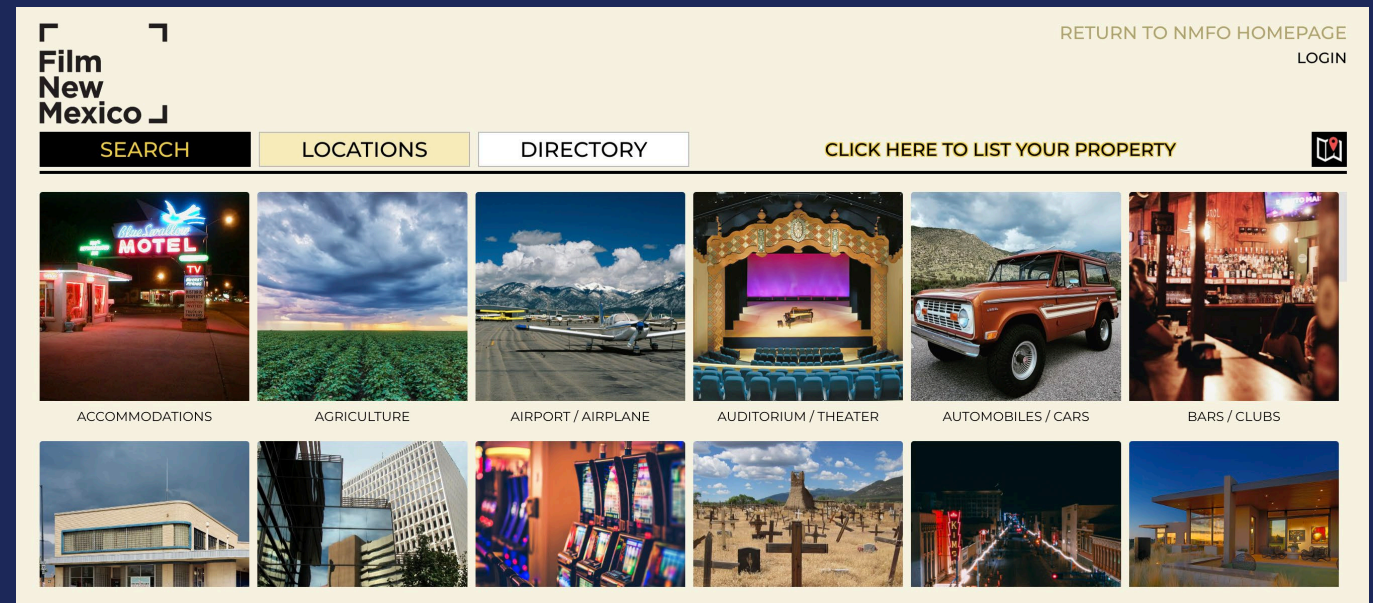
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Revenue for New Mexico Residents and Businesses

- *Thousands of local businesses working with the film industry*

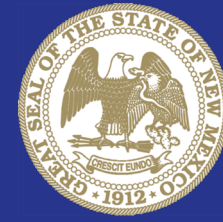
- *Lumber yards*
- *Art galleries*
- *Restaurants*
- *Hotels*
- *Dry Cleaners*
- *Traffic control*
- *Security services*
- *Heavy equipment rentals*
- *Retail*



- *Thousands of locations and properties needed by the industry*

- *Industry Directory on www.NMFILM.com*

Meet Dezbaa, Actor and Writer



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- Credits include *“Dark Winds”* and *“When You Finish Saving the World”*

“Much of what I learned on set in the audition room and as a writer has shaped how I try to live my life. Much of it has been to be in the moment and be grateful. It helped me to center myself. To trust my instincts...That's how the film industry changed who I am. It made me a stronger person to support myself, my dreams, my desires and be in charge of the direction my life is going.”



Film
New
Mexico

Everyone has a role.

Workforce Development



- Above and Below the Line Training for New Mexico Residents:
 - Production Assistant
 - NMFO is hosting an online, no-cost training for locals in the Native American Community on December 2nd.
 - Production Accounting
 - Payroll Accounting
 - Background Performance
 - Set Lighting
 - Director Shadowing Program
 - Screenwriting Incubator

Workforce Development

- Stowe Story Labs – New Voices | New Mexico
- Screenwriting incubator now in its second consecutive year
- Stanley Bain (Navajo)– 2023 Stowe Story Labs Fellow and a Senator John Pinto grant recipient.

"75% of the characters and roles I'm creating are all native Navajo centered, and I've gotten a really positive response in the program.

We are pitching to producers, and they will have access to our scripts. It could lead to something even bigger from there, and I'm really excited about that.

The feedback I have received from the mentors has been amazing."



Workforce Development



- Film Crew Advancement Program (FCAP)
 - Growing our crew base with on-the-job training
 - Began in 2004 as a part of JTIP
 - Since it started:
 - 3,140 positions have gone through the program
 - Over 335 production companies have participated
 - Program supports career advancement for New Mexico residents
 - Operation Soundstage – For New Mexico Veterans

Workforce Development

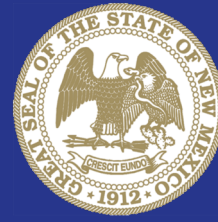


■ New Mexico Media Arts Collective

- Executive Director is Native filmmaker and producer, Chad Burris (Chickasaw)
- EDD/HED collaboration to train students in job competencies for the film industry.
- Intent to have specific focus on Native outreach, recruitment
- www.themacnm.com



Make a scene.



Tribal Film Liaisons

- Tribal Film Liaisons representing 16 Tribal lands and Pueblos including:
 - Mescalero Apache Tribe
 - Navajo Nation
 - Pojoaque Pueblo
 - Taos Pueblo
 - Tesuque Pueblo
 - Zuni Pueblo
- Assist with production needs in local areas, provide photos for locations database, permitting, etc.

Senator John Pinto Memorial Fund



“Senator John Pinto understood the importance of Native filmmakers telling their own stories. This grant could not come at a more perfect time as filmmakers of color are finally making strides in taking back our stories and insisting that we are writing the screenplays, running the cameras, directing and producing, all on our own. The time has come and I know that Senator Pinto would be proud to see the first projects to come from his invaluable support. We will continue to fight to make sure this fund continues and the voices of Native filmmakers continue to be supported. That is what he would have wanted.” - Ramona Emerson

Acoma, Cochiti, Isleta, Jemez, Laguna, Nambe, Ohkay Owingeh, Picuris, Pojoaque, Sandia, San Felipe, San Ildefonso, Santa Ana, Santa Clara, Santo Domingo, Taos, Tesuque, Zia, Zuni, Jicarilla Apache, Mescalero Apache, and the Navajo Nation

2020 Grant Recipients



20 recipients received \$5,000 grants

Robert Mesa (Navajo + Soboba)

Carrie House (Diné)

Jenna Winters (Santa Clara Pueblo)

Geoffrey Kie (Laguna Pueblo)

Lydell Mitchell (Diné)

Leah Marie Cox (Navajo)

Forrest Goodluck (Diné)

Nathaniel Fuentes (Santa Clara Pueblo)

Kevin Brown (Navajo)

Melissa Henry (Navajo)

Natalie Benally (Navajo)

Johnathan Sims (Acoma Pueblo)

Cameron L. Martinez (Taos + Laguna Pueblo)

Colleen Gorman (Diné)

Charine Gonzales (San Ildefonso Pueblo)

Steven Tallas (Navajo)

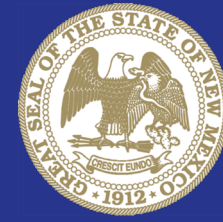
Joshua Zunie (Zuni Pueblo)

Dawning Pollen Shorty (Taos Pueblo/Sious/Diné)

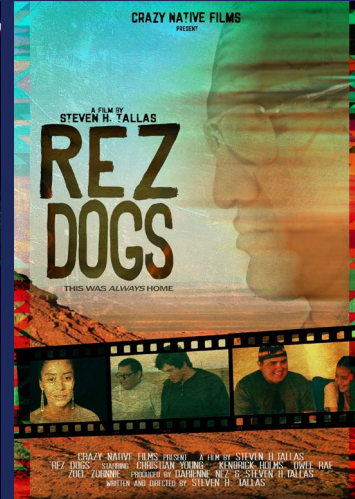
Stanley Bain Jr. (Navajo)

Daniel E. Hyde (Navajo + Belizean)

Press and Awards



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RNIFF RED NATION INTERNATIONAL FILM FESTIVAL

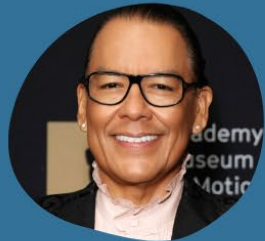


Film New Mexico



Native American Storytelling and the Film Industry Panel Discussion

WEDNESDAY, NOVEMBER 29TH AT 1PM
JEAN COCTEAU CINEMA



**BIRD
RUNNINGWATER**
Executive Producer



**ANGELIQUE
MIDTHUNDER**
Casting Director



**JHANE
MYERS**
Producer



**PETER
ROMERO**
Stage Manager



**RYAN
BEGAY**
Actor



**JOSHUA
ZUNI**
Filmmaker

JOIN THE NEW MEXICO FILM OFFICE FOR A PANEL DISCUSSION ON THE
IMPORTANCE OF NATIVE AMERICAN STORYTELLING, REPRESENTATION IN FILM,
AND INSIGHT FROM LOCAL INDUSTRY LEADERS

New Mexico's Film/TV Ecosystem



- Competitive Film Incentive
- World class workforce
- Thousands of Local Businesses
- Landscapes and Locations found nowhere else
- Education/Training/Workforce Programs
- Soundstage Infrastructure
- Diverse Locations and Landscapes
- Film-friendly communities, weather, lifestyle, culture





Everyone has a role.

- NM Businesses = Industry Directory
- NM Residents = Industry Directory
- Property Owners = Locations Database (list for a filming location, or production space)
- Do you have a potential stage or movie ranch?
- Appoint a Film Liaison
- Become a Film Vendor
- Enroll in a free training or workshop
- Sign up for our email newsletter
- Social Media
 - [Instagram.com/nmfilloffice](https://www.instagram.com/nmfilloffice)
 - [Twitter.com/nmfilloffice](https://twitter.com/nmfilloffice)
 - [Facebook.com/nmfilloffice](https://www.facebook.com/nmfilloffice)
- Info@nmfilm.com
- 505-476-5600