



EDD

ECONOMIC DEVELOPMENT DEPARTMENT

Creative Industries Division Updates



Shani Harvie

Shani.Harvie@edd.nm.gov

Creative Industries Division Director & JEDI Practitioner

[EDD.NewMexico.gov/Creative](https://edd.newmexico.gov/creative)

October 2024

CREATIVE INDUSTRIES DIVISION



- Advancing creative industry-based **economic development**
- Supporting entrepreneurs and **small businesses**
- Assisting organizations that support creative industry **companies and workers**
- Supporting **education and workforce training** initiatives.
- Identifying and helping to establish **public infrastructure**
- Serving as an **information clearinghouse**
- Acting as a **liaison** between creative industries-related businesses and organizations.



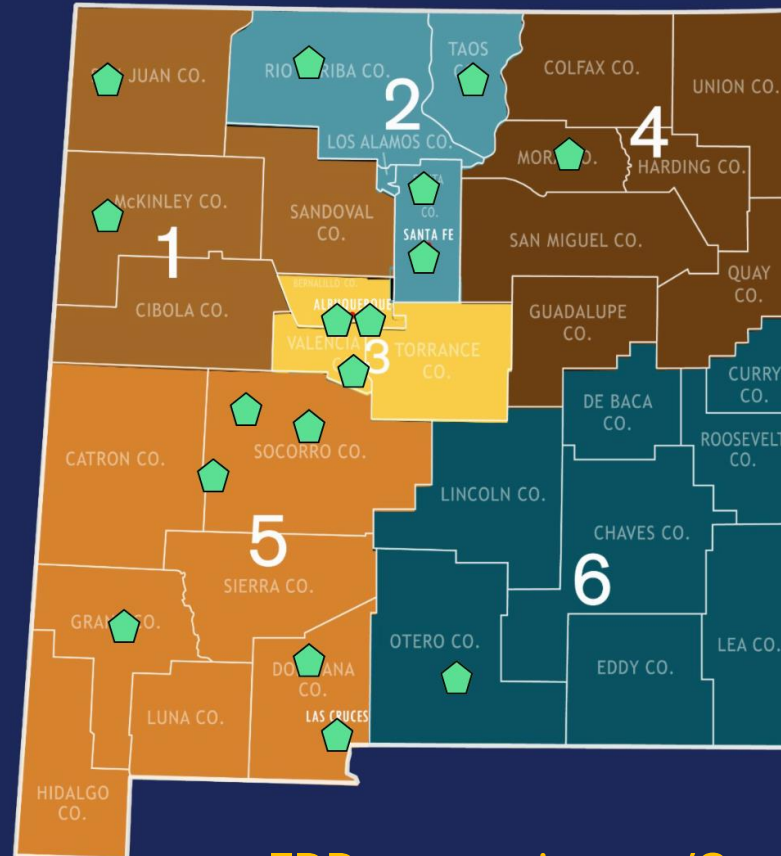
CREATIVE INDUSTRIES DIVISION



EDD
ECONOMIC DEVELOPMENT DEPARTMENT

2023 – 2024 \$2M Special Appropriation, HB 8

- 18 grants totaling \$1.8M to communities
- Provided capacity for 82 partnerships with other agencies, educational institutions, industry associations, and community organizations
- Assisted 1,158 entrepreneurs and small businesses
- Supported 34 programs across 18 awards



CREATIVE INDUSTRIES DIVISION

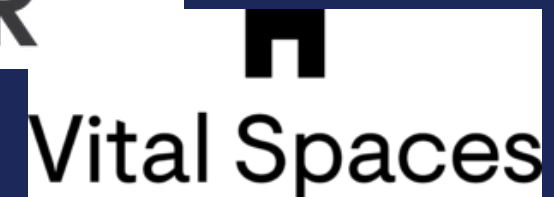
- Completed a strategic plan - \$200k RFP
- Hosted Inaugural Creative Industries Week as part of RFP
- Appointed a division director
- Hired a coordinator

Thank you to our contractors for their hard work on CID Week and the Creative Industries Division Study!

EDD.newmexico.gov/Creative



**POEH
CULTURAL
CENTER**



CREATIVE INDUSTRIES STUDY



EDD
ECONOMIC DEVELOPMENT DEPARTMENT

NEW MEXICO'S CREATIVE ECONOMY

\$6 billion
annual economic activity

\$1.6 billion
taxable annual wages

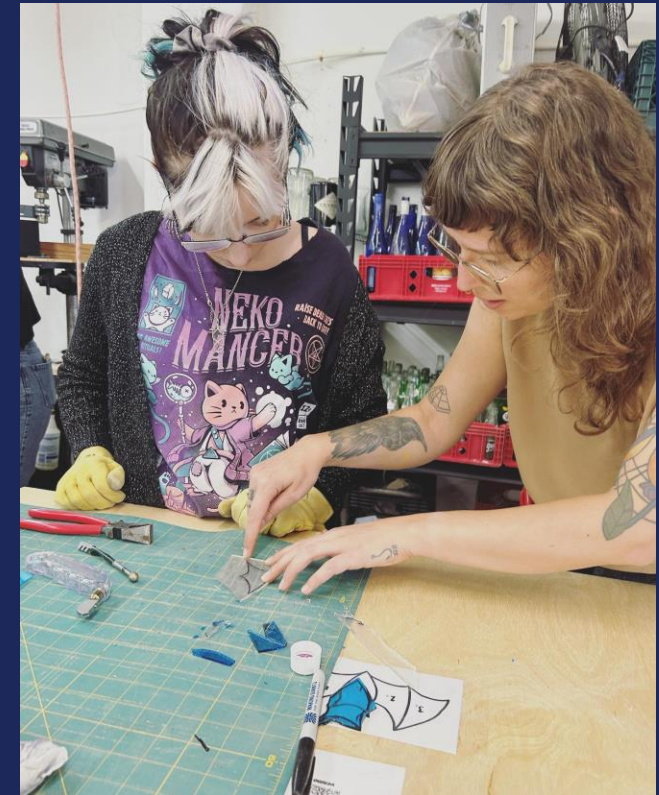
12%
of all GRT establishments are creative establishments

118% growth
projected for "arts, entertainment, recreation" by 2023

CREATIVE INDUSTRIES FUTURE

Future opportunities will focus on 6 strategic areas:

1. Cultural heritage innovation
2. Experience economy
3. Regenerative capital for creativity
4. Environmental resilience
5. Data empowerment
6. Learning for enchantment



Glass manufacturing class, courtesy of Broken Arrow Glass Recycling.



EDD

ECONOMIC DEVELOPMENT DEPARTMENT

New Mexico Film Incentive and Industry Overview

Presented to the Economic & Rural Development & Policy Committee

October 17, 2024



Mark Roper

Acting Director, New Mexico Film Office

Director Economic Development Division

Film
New
Mexico

PRODUCTIONS FILMED IN NM

Recent Releases

“Oppenheimer”

*NBCUniversal
Academy Award
Winning Feature Film*



PRODUCTIONS FILMED IN NM



EDD
ECONOMIC DEVELOPMENT DEPARTMENT

Recent Releases

“Rez Ball”

Netflix

Feature Film



PRODUCTIONS FILMED IN NM



EDD
ECONOMIC DEVELOPMENT DEPARTMENT

Recent Releases

“Outer Range”

Seasons 1-2

*Amazon Prime
Video Series*



PRODUCTIONS FILMED IN NM



EDD
ECONOMIC DEVELOPMENT DEPARTMENT

Recent Releases

“Dark Winds”

Seasons 1-3

AMC Series



PRODUCTIONS FILMED IN NM

Projects Releasing Soon

- HBO Max Series “**Duster**” from producer J.J. Abrams
- A24 Feature Film “**Eddington**” starring Joaquin Phoenix, Pedro Pascal, and Emma Stone
- Apple TV+ Feature Film “**The Lost Bus**” starring Matthew McConaughey



NM FILM LOCATIONS SINCE 2019



Over 85 locations have been utilized for film production since 2019.

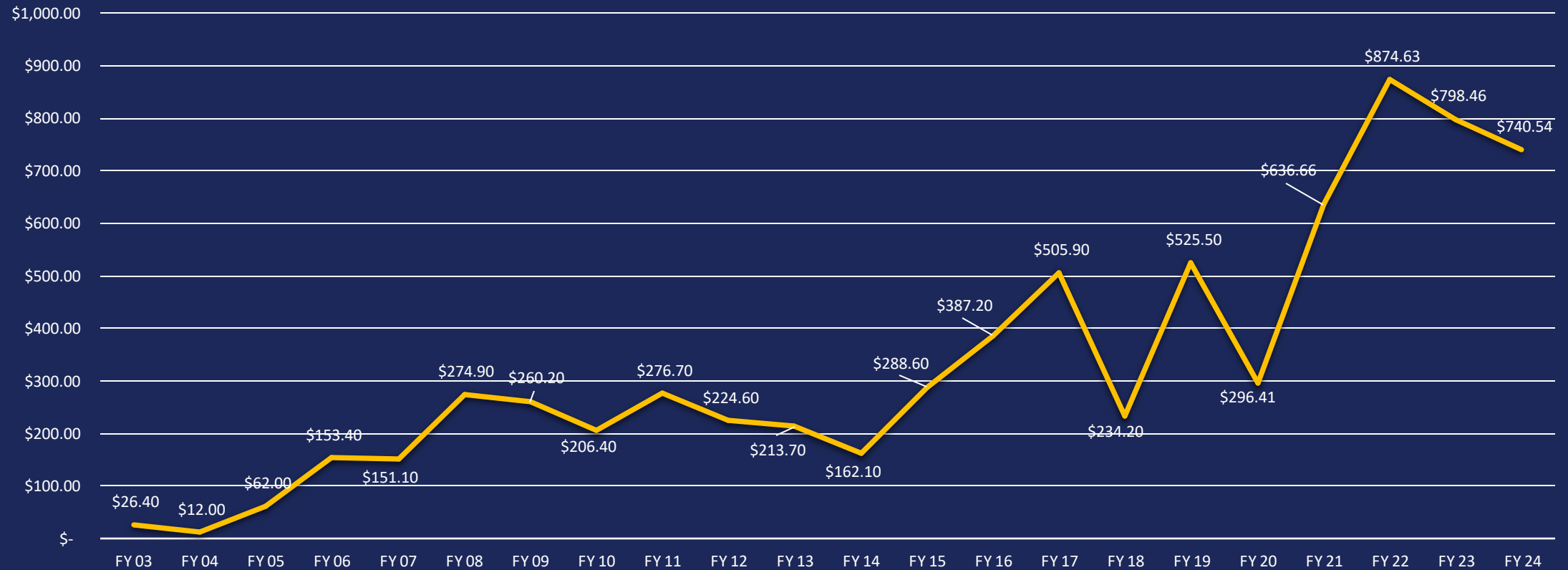
Including, but not limited to:

- Abiquiu
- Alamogordo
- Albuquerque
- Artesia
- Belen
- Carrizozo
- Cerrillos
- Chama
- Cimarron
- Cochiti Pueblo
- Cuba
- Espanola
- Farmington
- Fort Sumner
- Gallup
- Grants
- Hobbs
- La Luz
- Laguna Pueblo
- Lamy
- Las Cruces
- Las Vegas
- Los Alamos
- Los Lunas
- Madrid
- Mescalero Reservation
- Mesilla
- Moriarty
- San Juan Pueblo
- Pecos
- Pojoaque
- Questa
- Raton
- Red River
- Roswell
- Ruidoso
- San Antonio
- Sandia Pueblo
- Santa Clara Pueblo
- Santa Fe
- Shiprock
- Silver City
- Socorro
- Ruidoso
- Springer
- Taos
- T or C
- Tucumcari

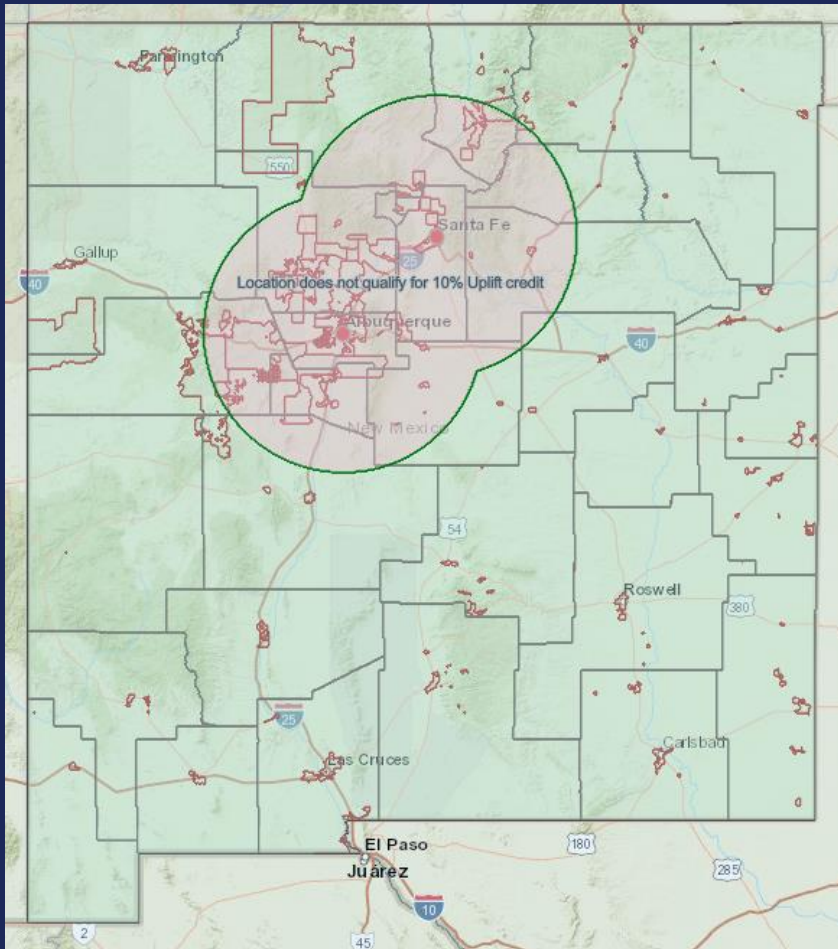
HISTORIC PRODUCTION SPEND



Production Spend (in millions)



10% RURAL UPLIFT ZONE



- 60 miles from the city halls of ABQ & Sfe
- More inclusive of rural areas
- 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, Hildago, Luna, Doña Ana, Otero, Eddy, & Lea Counties

NEW MEXICO FILM WORKFORCE



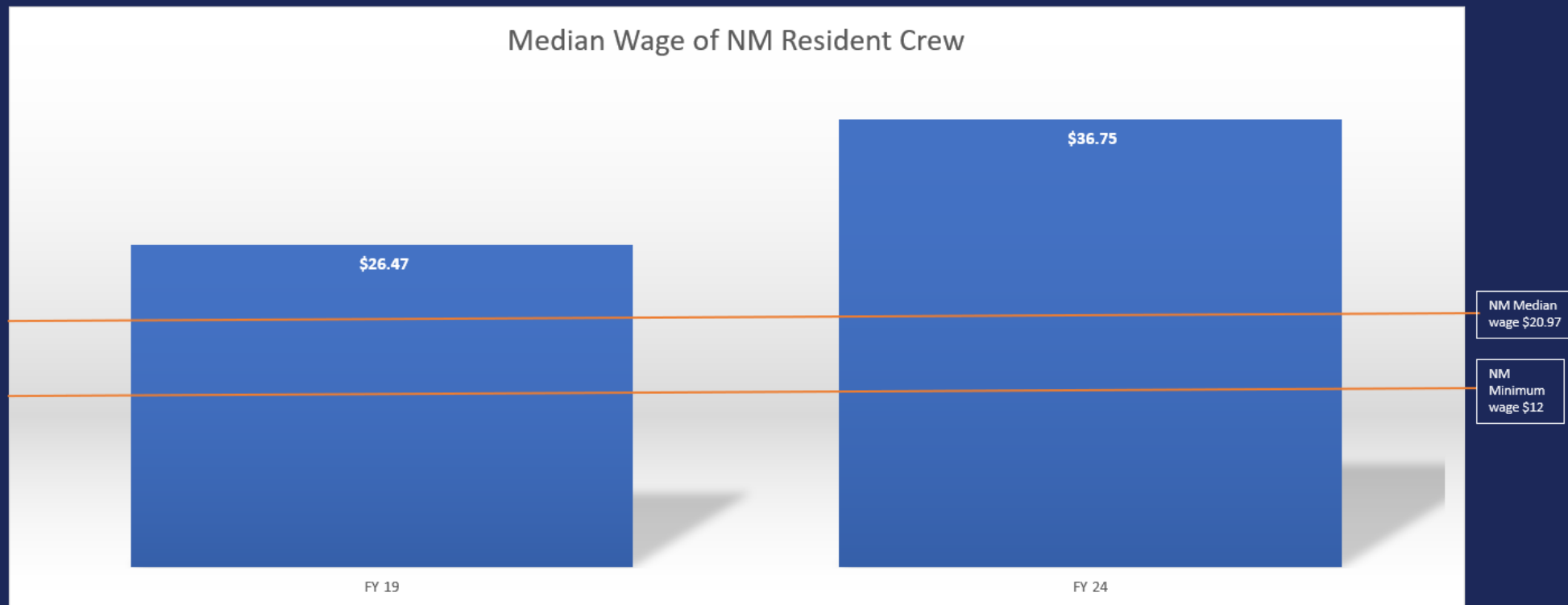
~ 8,000 jobs -- and growing

- *Union, guild members, non-union*
- *IATSE Local 480 = 1911 members, plus 1452 people on “overflow”*
- *Thousands more: Teamsters 399, International Cinematographers Guild 600, SAG-AFTRA, Art Directors Guild, DGA, PGA, Editors union, non-union workers, background*

NM RESIDENT CREW MEDIAN WAGE

39% median wage increase since 2019

- **\$36.75** = NM film crew median wage
- **\$20.97** = NM median wage in all other industries
- NM minimum wage = **\$12**



HISTORIC TAX CREDIT PAYOUTS



Historic Tax Credit Payouts Per TRD



ECONOMIC IMPACT



- Economic Return on Investment (ROI) is an important measure of the effectiveness of the tax credit
- This measure of how much economic value is created per \$1 of investment in tax credits by the state
- Overall, the tax credit program has a positive and significant economic ROI

NEW MEXICO MEDIA ARTS COLLECTIVE



- \$40M was allocated to establish the **New Mexico Media Arts Collective** (NMMAC) during the 2022 legislative session
- Main campus in Albuquerque; satellite campus in Las Cruces
- Will offer industry-standard, on-set, and craft-specific **workforce training** for the film, television, and digital media industries



NMMAC MAIN CAMPUS



- Located in the Albuquerque Rail Yards
- Collaboration with CNM
- Construction is well underway
- Building to commence in October
- On track for January 2026 opening

NMMAC LAS CRUCES CAMPUS



- Collaboration with NMSU and DACC
- Construction to start soon – aligns with Albuquerque’s Spring 2026 opening
- RFP out for studio management

NMMAC TRAININGS



MAC Safety Pack

- Foundational safety series developed with CNM, UNM, and IATSE Local 480
- Free, comprehensive 4-course program for Education Partner Consortium students and graduates

Inaugural Emerging Technologies Lecture Series

- Webinars & in-person at higher ed campuses
- Explores interconnectedness of technology, media, and societal impacts

NMMAC ADDITIONAL INITIATIVES

- **"Honor Song,"** a powerful documentary highlighting the extraordinary contributions and sacrifices of Native American veterans throughout U.S. history, premieres November 2 at the Veterans Memorial in Albuquerque
- Developing a comprehensive **data dashboard** with the New Mexico Higher Education Department (NMHED)
- **\$1.5M** request for FY26 to support operations and program expansion
- **Governor's Cup film competition** awaiting theme selection/approval from the Governor's office

