

LFC Requester:	
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AGENCY BILL ANALYSIS - 2025 REGULAR SESSION

WITHIN 24 HOURS OF BILL POSTING, UPLOAD ANALYSIS TO

AgencyAnalysis.nmlegis.gov and email to billanalysis@dfa.nm.gov

(Analysis must be uploaded as a PDF)

SECTION I: GENERAL INFORMATION

{Indicate if analysis is on an original bill, amendment, substitute or a correction of a previous bill}

Date Prepared: 2/12/2025 *Check all that apply:*
Bill Number: HB 353 Original Correction
 Amendment Substitute

Sponsor:	<u>Representative Tara Lujan & Representative Cynthia Borrego</u>	Agency Name and Code Number:	<u>Economic Development Department 41900</u>
Short Title:	<u>NM YOUTH FILM & MEDIA DEVELOPMENT ACT</u>	Person Writing	<u>Shane Shariff/Steve Graham/Carrie Wells</u>
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SECTION II: FISCAL IMPACT

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Nonrecurring	Fund Affected
FY25	FY26		
\$0.00	\$1,500	Nonrecurring	General Fund
\$0.00	\$0.00	NA	NA

(Parenthesis () indicate expenditure decreases)

REVENUE (dollars in thousands)

Estimated Revenue			Recurring or Nonrecurring	Fund Affected
FY25	FY26	FY27		
\$0.00	\$0.00	\$0.00	NA	NA
\$0.00	\$0.00	\$0.00	NA	NA

(Parenthesis () indicate revenue decreases)

ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)

	FY25	FY26	FY27	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected
Total	\$0.00	TBD	TBD	TBD	Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

Duplicates/Conflicts with/Companion to/Relates to:

NA

Duplicates/Relates to Appropriation in the General Appropriation Act:

No direct impact on the New Mexico Film Office's budget

SECTION III: NARRATIVE

BILL SUMMARY

Synopsis:

HB 353 enacts the New Mexico Youth Film and Media Development Act, which establishes a grant program administered by the Higher Education Department (HED) to support youth filmmaking initiatives. The bill creates the youth film and media grant fund and appropriates \$1.5 million to provide funding for eligible organizations and individuals advancing film and media projects that serve youth aged 12 to 18. The program is designed to enhance access to career opportunities in the film and television industry, with a focus on rural and tribal communities.

FISCAL IMPLICATIONS

- HB 353 appropriates \$1.5 million from the general fund to the youth film and media grant fund.
- No direct fiscal impact on the New Mexico Film Office's (NMFO) budget.
- The bill does not appropriate funds to NMFO, and there are no provisions for additional staff or resources for NMFO to support implementation.
- Potential indirect costs may arise if NMFO is expected to assist with program development, outreach, or industry coordination without additional funding.

SIGNIFICANT ISSUES

- NMFO's role in workforce development includes connecting productions with New Mexico talent, supporting training programs, and facilitating industry partnerships.
- HB 353 introduces a new youth training initiative that could benefit NMFO's long-term workforce pipeline but does not formally integrate NMFO into the grant administration process.
- The bill mandates coordination with NMFO, but it does not specify the scope or expectations of NMFO's involvement. If NMFO is expected to play a major role in supporting outreach, technical assistance, or industry alignment, additional resources or funding may be needed.

PERFORMANCE IMPLICATIONS

- NMFO may be asked to identify industry needs and help align the grant program with actual job opportunities in the film sector.
- The effectiveness of the program may depend on NMFO's ability to engage industry partners and facilitate real-world connections for youth participants.

ADMINISTRATIVE IMPLICATIONS

- NMFO is not responsible for reviewing grant applications but may need to assist HED in identifying eligible film partners or industry mentors.

- NMFO may be required to develop new outreach efforts to connect grant recipients with existing workforce programs, such as the Film Crew Advancement Program (FCAP) or internships with local productions.
- If additional coordination is required, NMFO may need dedicated staff time for youth engagement and program tracking, which is not currently funded in the bill.

CONFLICT, DUPLICATION, COMPANIONSHIP, RELATIONSHIP

TECHNICAL ISSUES

- The bill does not clarify NMFO's specific responsibilities in working with HED, which could lead to challenges in coordination.
- It is unclear whether NMFO would be required to provide data, industry feedback, or logistical support for grant recipients.

OTHER SUBSTANTIVE ISSUES

- The bill focuses on youth education and training, but it does not include a direct pathway for youth participants into paid work opportunities with productions.

ALTERNATIVES

- Clarify NMFO's role in program coordination—whether it will provide advisory support, help with industry connections, or actively oversee aspects of implementation.
- Consider an amendment to allocate funding for NMFO if additional staffing or program support is expected.

WHAT WILL BE THE CONSEQUENCES OF NOT ENACTING THIS BILL

- Youth in rural and tribal areas may have fewer opportunities to access film and media training.
- NMFO's efforts to develop a sustainable local workforce for the film industry may face long-term challenges if younger generations do not have access to industry-relevant education.
- New Mexico's film industry may struggle to meet demand for qualified workers without early-stage workforce development programs like the one proposed in HB 353

AMENDMENTS