

Film Tourism and Production in Las Vegas, NM

A Proposal for Legislative Funding
Developed by the Las Vegas Film Council
October 2019
Revised July 2022

Purpose

This proposal seeks to attract funding and resources to enhance and support film tourism and film production in Las Vegas, New Mexico and surrounding area. Las Vegas is well known as a popular filming location for over a century beginning with the silent movies of Romaine Fielding and Tom Mix in 1913. This proposal outlines projects and programs that will develop job opportunities, enhance educational curriculum at local institutions of higher education, create new facilities, and promote Las Vegas' status as a center for a growing film industry. [This proposal is revised in the wake of several developments, including the global COVID pandemic of 2020-22 and Hermit's Peak and Calf Canyon wildfires of April - June 2022.](#)

Programs and Projects

- **Amend NM Film and TV Rural Production Incentive Program** to include Las Vegas. 2019 Legislative 5% Rural Tax credit incentive did not include Las Vegas.... See Senate Bill 2, NM 2019 Legislative Session. [Additional 1% or 2% Rural Tax credit incentive may be considered for wildfire disaster areas.](#)
- **Feasibility Study for a New Mexico Film Museum - \$75,000** Funds are requested for the research and design of a New Mexico Film Museum to be located in Las Vegas. The proposed facility may include exhibits, meeting spaces, cinema, gift store, and interactive studios. The proposed site is not determined but present discussion includes key landmark buildings in the downtown corridor of Las Vegas.
- **Develop Film Production Capacity in Las Vegas - \$50,000** Funds are requested to research the potential of film production facilities in Las Vegas, such as set production warehouses and sound stages. There are some vacant buildings in the downtown corridor, and also at NMHU and Luna CC that may be attractive for conversion to film production facilities. [This study may also include recommendations for state incentives for recruiting smaller, independent film and video production companies to rural locations in New Mexico.](#)
- **Enhance Las Vegas as a film tourism destination - \$100,000** Many tourists today are fascinated by filming locations of current and historic productions. Las Vegas has an underdeveloped film tourism program that could be enhanced by tours, publications, conferences, film festivals, and other special events. Billboards, advertisements and publicity can attract new visitors to Las Vegas. Public funding may be attracted from state and municipal sources (Department of Tourism, NM Film Commission, Lodgers Tax). [An appropriation to the New Mexico Tourism Department for specific film tourism promotion programs in Las Vegas and San Miguel Counties is requested.](#)