

## Joint Land Grant and Economic and Rural Development Committee

### Film Industry in Rio Arriba County

- Long history of film in Rio Arriba
- Several films using local landscapes and backdrops each year
- Local entrepreneurial film production ventures
- NNMC provides a level of education in film production

### Support of Film Industry

- Direct inquiries regarding permitting
- Facilitate permitting process when issues arise
- Use networks to offer referrals regarding sites or vendors
- Offer support to local production ventures
- Identifiable benefit of having local resources available to support industry

### Local Capacity Limitations

- Few rural counties have the capacity to focus strategically on developing or supporting film industry
- Few rural counties have the budget to fund an Economic Development Department
- Need for economic development practitioners “on the ground” to compliment and augment statewide resources

### Rural Structural Challenges

- Population decline, “workforce bite,” cost of education, teacher shortage
- Economic Leakage, Rio Arriba County retail leakage alone over \$175,000,000 per/yr.
- Geography and access to resources

Metro-Rural Comparisons						
	Albuquerque City	Santa Fe City	Guadalupe County	San Miquel County	Rio Arriba County	Taos County
Population	559,121	84,099	4,371	27,967	39,465	32,907
Accommodation & Food Services per/capita	2,824	6,335	3,519	1,231	1,792	2,802
Health Care & Social Assistance per/capita	9,272	10,814	n/a	<b>6,370</b>	3,585	3,676
Retail Spend per capita	\$16,325	<b>\$29,816</b>	<b>\$27,512</b>	\$7,647	\$6,315	\$9,276

\*United States Census Bureau 10/11/16

### **Recommendation:** Fund Rural County Economic Development Staff Augmentation Program

Provide funding to the economic development department for a cooperative program to encourage rural counties to initiate or expand economic development and tourism programs.

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