



State of New Mexico

Office of the Governor

Bill Richardson
Governor

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Contact: Billy Sparks
505.476.2299

Governor Bill Richardson's trip to Hollywood shows promising results- New Mexico is close to securing several major film projects

(HOLLYWOOD, CA) Governor Bill Richardson took his aggressive efforts to promote New Mexico's film incentives to Hollywood today in a series of meetings with key film and television executives. The Governor will make a major announcement as a result of the meetings during a news conference Monday in Los Lunas.

Governor Richardson met separately with Sherry Lansing, head of Paramount Studios, as well as producer/director Rob Reiner about specific projects in advanced discussions about locating in New Mexico.

"I'm very pleased with the progress we've made, with New Mexico's film business showing a 1000% increase just this year," said Governor Richardson. "This momentum will take us a long way toward establishing New Mexico as a major film center for the United States."

Governor Richardson also attended a meeting this morning with over 150 film executives and location managers. Judge Reinhold, a popular actor who lives in Santa Fe, joined the Governor to help promote New Mexico at the event.

Two film projects shot mainly in New Mexico premier this month- "The Missing", directed by Ron Howard and starring Tommy Lee Jones and Cate Blanchett, and "Coyote Waits", starring Wes Studi in an adaptation of Albuquerque author Tony Hillerman's book of the same name.

There are several other film and television executives considering New Mexico as a location for upcoming projects, including:

- Michael Andreen, Executive Vice President, Warner Independent Pictures
- Ashok Armitraj, President, Hyde Park Entertainment
- Aaron Schiffman, President, American Film Partners
- Mihailo Stanich, Director, Dreamscape Films
- Chad Marshall, producer
- Danielle Lovett, producer
- Christopher Coppola, nephew of Francis Ford Coppola
- Warren Weideman, President of Park Avenue Productions
- L. Travis Clark, producer



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- April Adams, producer

Governor Bill Richardson, working with the New Mexico Legislature, enacted several proactive initiatives aimed at attracting more film production in the state. The incentives include:

- No-interest loans - up to \$7.5 million per project - for qualified feature projects
- A 15% rebate on all film expenditures taxable in the State of New Mexico - with no cap - that applies to both production and post-production costs.
- Workforce Training money for companies that use New Mexico production crews.
- Free use of 800 state buildings and 800,000 acres of state land available
- “Be Our Guest” program, which offers free hotels, meals and rentals cars, and full access to our experienced locations team
- Free access to our Film Office’s Native American Casting database with 1100 participants

Governor Bill Richardson also announced that he will also be perfecting legislation to offer the 15% rebate up front, and his administration is working with the unions to form a non-profit prop, scene and wardrobe inventory available to productions for free.