



Economic Impact Helps Fuel Local Recovery

Santa Fe Film and TV Industry Returns to Pre-Pandemic Level

Multiple Productions Underway, More Scheduled

APRIL 16, 2021 -- For anyone who's been wondering why the Plaza Christmas lights weren't taken down in January, here's your answer: *Holiday in Santa Fe*, a feature for Lifetime Television, has been in production. Television star Mario Lopez is co-producer and lead actor. He has also been hosting *Access Hollywood* from Santa Fe for the past two weeks.

"*Holiday in Santa Fe* is a feel-good Christmas movie that New Mexicans should look forward to watching, because of the way this production team has embraced our charming city," said Jennifer LaBar-Tapia, Director of the Santa Fe Film Office, a joint City/Country enterprise. "Mario Lopez and his talented team of producers put a lot of thought and time into writing the script to showcase Santa Fe's history and culture, including using local artisans and musicians."

The production is employing approximately 20 New Mexico crew members and 50 local background talent.

LaBar-Tapia says the industry is already back to pre-pandemic level, even while observing COVID-safe practices. "We're right where we should be and the forecast is rockin' and rollin' -- there's a lot going on, with production commitments well into 2022."

Among other projects large and small, *Roswell* is wrapping up its third season of shooting here, and is planning its fourth. An Amazon production has been lensing in Las Vegas, Albuquerque, and Santa Fe. A true-crime series is getting underway next month.

"A bright spot in Santa Fe's struggling COVID economy has been the film industry," says Randy Randall, Director of Tourism. "From a tourism perspective, success in the film production area is a quick and easy addition to our recovery, as it has been an approved activity even when we had more restrictive travel. It also adds a lot of energy

and excitement for visitors when the production is as visible as *Holiday in Santa Fe*. And it's especially beneficial when Santa Fe is shown as Santa Fe. We all know that Santa Fe is magic, but it is exciting when others recognize and spread the news."

LaBar-Tapia reports:

TOP SIX IMPACTS OF THE FILM/TELEVISION INDUSTRY IN THE SANTA FE AND STATE ECONOMY

1. Since the conception of the Santa Fe Film Office (2016) the film industry has brought over half a billion dollars in direct spend into the greater Santa Fe economy.* That's about 30% of all production statewide.
2. The industry supports approximately 12,000 jobs statewide, directly and indirectly, including approximately 3,000 in the Santa Fe region.*
3. Film and Television production is a major driver of the hospitality industries in Santa Fe, accounting for thousands of hotel room nights rented per year, hundreds of thousands of dollars spent at local restaurants and catering suppliers, and multiple facilities rentals.
4. It is a major lessor of commercial properties for production office space, storage, mill space and other specialty services.
5. It supports hundreds of local businesses throughout the general economy — everything from office supplies and construction materials, to yoga instructors and dog sitters (not kidding!).
6. It affords Santa Fe unprecedented and otherwise unaffordable media exposure and promotion, driving both the tourism economy as well as the general "brand recognition" of Santa Fe throughout the world.

(*Resource: NM State Film Office)

Watch the Santa Fe Film Office's promotional video [here](#).

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