Center of Excellence for Film, Media, and Innovation

Central New Mexico Community College, fiscal agent and sole applicant · Co-equal hubs: Albuquerque Rail Yards & NMSU Arrowhead Park, Las Cruces (with Doña Ana Community College)

THE CASE IN BRIEF

New Mexico spent two decades building a skilled film and media workforce, and $96 million in public capital—state, county, and institutional, including $20 million in one-time federal ARPA funds—building the two facilities that house it. That workforce now faces the largest technological disruption in the industry's history: generative AI, real-time and virtual production, and world-building pipelines are collapsing traditional roles and creating new ones almost no one here is trained for. The 2025 federal rescissions to public media and the arts removed the support that would help workers adapt, and no federal program funds creative-workforce transition for AI-era disruption.

The Center is a workforce-transition and innovation center. It reskills the incumbent creative workforce, runs an applied innovation testbed on a New-Mexico-owned compute cluster at each hub, and builds an independent, New-Mexico-owned production ecosystem—so the state leads something genuinely new while maintaining the traditional film and media prowess it has already built.

THE REQUEST

FY27 RPSP — RECURRING

$7,000,000

Annual General Fund operating base: industry-expert staffing, testbed and sandbox operation, incubation, licensing, refresh.

PRODUCTION COMPUTE — PHASED BUILDOUT

Launch FY27, scale annually

The recurring equipment line launches compute capacity at both hubs in year one and adds capacity each year as demand proves out.

$96M	$20M	2	8	400	45%
PUBLIC CAPITAL ALREADY INVESTED IN THE TWO FACILITIES	ONE-TIME FEDERAL ARPA FUNDS, NOW EXPENDED	CO-EQUAL HUBS, METRO & RURAL BORDER REGION	FTE CORE TEAM — DELIVERY BY CONTRACTED INDUSTRY EXPERTS	WORKERS RESKILLED IN FY27 (UNDUPLICATED)	RURAL & UNDERSERVED PARTICIPATION TARGET

GROUNDED IN EXISTING STATE LAW

New Mexico's Film Production Tax Credit Act already defines the state's creative industry to include video games and computer-generated visual effects—its definition of a qualifying production is deliberately medium-agnostic. The state incentivizes this work but funds no workforce to perform it in-state, so rebate dollars spent on games and visual effects flow to out-of-state talent.

The Center is the missing half of the state's own policy: the incentive attracts the work; the Center produces the people who do it, and keeps the spend and the intellectual property in New Mexico.

FOUR FUNCTIONS NO EXISTING PROGRAM IS BUILT OR FUNDED TO PERFORM

1 Reskill the incumbent workforce

Rapid, non-degree, project-embedded intensives in virtual production, real-time and game-engine pipelines, game development, VFX/CGI, world-building, immersive/XR, and AI-assisted production—delivered on working professionals' timelines, stackable into industry-recognized micro-credentials, updated as fast as the tools change.

2 Run an applied innovation testbed

A live environment where workforce and industry pilot new tools on real productions, anchored by a New-Mexico-owned high-performance compute cluster at each hub—dual-use as an economic-development asset attracting compute-intensive production work and as the sandbox where workers train on the infrastructure the industry actually uses.

3 Build an independent, NM-owned ecosystem

Direct incubation and acceleration of independent New Mexico studios, creators, and owned intellectual property—moving the state from a service location that rents crews to outside productions toward a production economy that originates, owns, and exports its own work.

4 Convene and set standards

The neutral hub convening IATSE Local 480, studios, higher education, K-12/PED, and the state—setting skill standards and de-risking technology adoption so the whole ecosystem moves together.

A DISTINCT POPULATION, CONTENT, MODEL, AND OUTPUT

	EXISTING PROGRAMS	THE CENTER
Population	First-time, degree-seeking students entering the field	Working professionals already in the industry who must adapt now
Content	Established production skills	Emerging disciplines no NM degree program teaches at depth
Model	Multi-year degree catalogs	Reskilling in weeks; project-embedded, tied to live work and real tools
Output	Graduates	A resilient workforce, transitioned roles, new companies, NM-owned IP

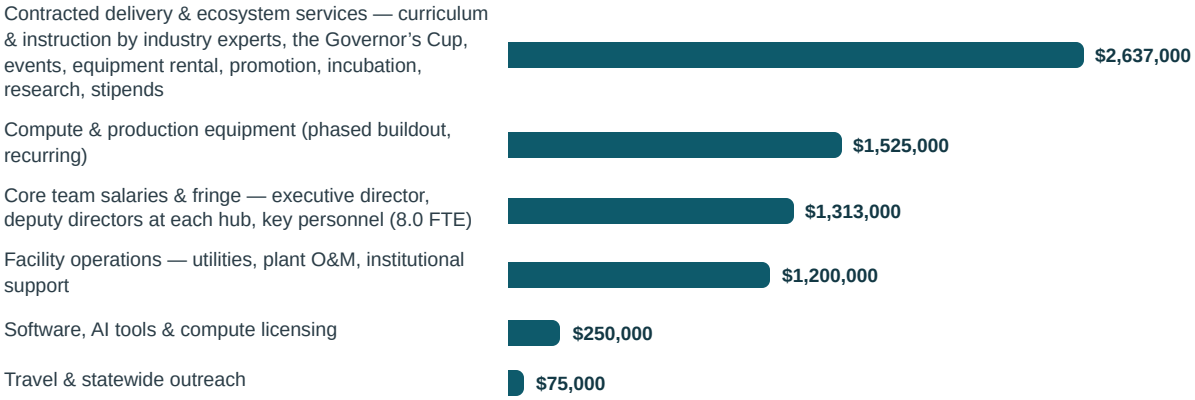
THE FEDERAL NEXUS

The facilities were built with one-time capital—including $20 million in federal ARPA funds—that is expended and cannot fund operations. The 2025 federal rescissions eliminated Corporation for Public Broadcasting funding and terminated National Endowment for the Arts and National Endowment for the Humanities grants that supported New Mexico's media-arts ecosystem. No federal program funds creative-workforce transition for AI disruption. Recurring state support is the only path that converts the state's capital investment into sustained capability.

BEYOND ENTERTAINMENT — ONE WORKFORCE, MANY SECTORS

Virtual production, world-building, real-time 3D, and AI modeling are the same spatial-computing and simulation capabilities relied on by New Mexico's national laboratories, defense and aerospace sector, architecture and construction firms, manufacturers, and healthcare institutions. A workforce built for film first becomes a talent base that feeds the broader state economy—a multiplier on the core mission, not a second mission.

FY27 RECURRING REQUEST — $7,000,000 BY FUNCTION



A lean core of 8.0 FTE; the largest share of the budget buys delivery, not payroll. The equipment line launches compute capacity at both hubs in FY27 and adds capacity each year; major acquisitions may warrant a separate special or supplemental request as scale is determined with NMHED.

WHAT THE STATE GETS — FY27 TARGETS

MEASURE	FY27 TARGET
Incumbent creative workers reskilled or upskilled (unduplicated)	**400**
Workers transitioned to new or higher-value roles, with documented wage gain	**140**
Stackable emerging-discipline micro-credentials awarded	**220**
Emerging-discipline lab intensives and residencies delivered	**60**
Accelerated crew training completers, set-ready (Las Cruces hub)	**75**
Live productions using Center-piloted tools or reskilled crew	**18**
Independent NM studios and creator ventures incubated or accelerated	**24**
New-Mexico-originated IP projects developed or greenlit	**15**
Production compute utilization, production + training hours (both hubs)	**8,000**
Rural / underserved share of participants	**≥45%**
Governor's Cup entries and participating NM filmmakers	**150**
Earned non-state revenue toward self-sustainability	**$550,000**

TWO CO-EQUAL HUBS

Albuquerque — Rail Yards
The state's largest metro market and established production corridor. Boiler Shop opens September 2026: innovation stage, convergence workspace, and the northern production compute cluster.

Las Cruces — NMSU Arrowhead Park, with DACC
Southern New Mexico and the border region, inside a designated rural Uplift Zone. Home of the Center's accelerated crew training program: set-ready crew for the new soundstage and regional productions. Compute designed in during construction, not retrofitted.