

**From:** Maritza Munoz [mmunoz@mcallencvb.com]  
**Sent:** Monday, June 26, 2006 12:37 PM  
**To:** Nancy S Millar  
**Subject:** FW: RGV Film Commission Elects Officers

-----Original Message-----

**From:** millarchamber@aol.com [mailto:millarchamber@aol.com]  
**Sent:** Tuesday, June 06, 2006 8:48 PM  
**To:** mmunoz@mcallencvb.com  
**Subject:** Fwd: RGV Film Commission Elects Officers

Maritza- Please send to Queenie with my photo. Thanks.  
For immediate release  
For more information contact  
Nancy Millar, 682-2871

### RGV Film Commission Elects Officers

The newly formed RGV Film Commission took its first steps toward organization by electing officers to spearhead the new group.

McAllen Chamber of Commerce Vice President of the Convention and Visitors' Bureau Nancy Millar is chair of the new commission. Martha Noell, President/CEO of the Weslaco Chamber of Commerce will serve as Vice Chair and Treasurer, and Chelse Benham of University of Texas Pan American is secretary.

The organization, formed at the suggestion of Texas Film Commission Director Bob Hudgins, will identify and prepare infrastructure for the Valley to attract films to the area.

"The film industry can have a great economic impact on a community," said Nancy Millar. "The state of Louisiana realizes \$500 million per year from films. With Bob Hudgins' leadership, Texas should be able to do much more because of our state's diversity." She said that Hudgins feels the Valley can be a real player in the industry if it is marketed well. "We have such topographical diversity here that we could easily attract films," she said.

According to the Texas Film Commission, a recent mid-sized film shot in a city smaller than McAllen left behind over \$18,000 per day for a twelve day shoot. "The film makers need scenery construction and props, hotels, food, extras and regular needs, such as dry cleaning, medical care and entertainment," said Millar. "This program could open up an entirely new revenue stream for the city and Valley."

The first step, she said, will be to evaluate what the area has. "We will compile a list of resources, from businesses to skilled individuals along with site photos. This will give us the package we need to promote ourselves."

Incentives will also play a role, she continued. "Because of our distance from the center of the state, we will need to push our positives, such as our low cost of living."

Making the filming process easy for the filmmakers will be another key. "A large part of our job will be identifying resources they need, helping with any red tape – just being as user – friendly as possible," she said.

While she cautioned that there are no guarantees of landing a major budget motion picture soon, she is cautiously optimistic. “One thing is sure,” she said. “We’ll certainly want to be prepared if we do attract one.”

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-----Original Message-----

From: Maritza Munoz <mmunoz@mcallencvb.com>

To: Millarchamber@aol.com <Millarchamber@aol.com>; Nancy S Millar  
<nmillar@mcallencvb.com>

Sent: Tue, 6 Jun 2006 09:57:16 -0500

Subject: RGV Film Commission Elects Officers

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