

FOR IMMEDIATE RELEASE**July 31, 2025****Contact: Evan Haddad****Public Information Officer****ehaddad@goed.nv.gov 775.684.9973****Nevada Film Office Rebrands as Film Nevada to Reflect Renewed Vision and Leadership**

LAS VEGAS, Nev. — The Governor's Office of Economic Development (GOED)'s Nevada Film Office division has officially rebranded as Film Nevada, unveiling a new name, logo and website. The new identity not only modernizes Film Nevada's image but reaffirms the agency's commitment to supporting film, television and digital media productions across the Silver State.

[The new website](#) features an improved crew directory and locations database that showcases Nevada's diverse filming landscapes, as well as resources and information to help production companies navigate filming in Nevada, such as permitting and other local regulations.

The brand redesign ushers in a new era of strategic vision and community engagement, guided by the leadership of Film Nevada Director Kim Spurgeon and Deputy Director Danette Tull.

"Film Nevada is more than a new name; it's a renewed commitment to what our office stands for: championing film, television, and digital media production that fuels local economies, creates jobs, and showcases the unique spirit of our state," said Spurgeon. "As we modernize our image, we're also reaffirming our commitment to the storytelling, talent, and community that makes our state great."

While the name may be new, the office has a robust history of serving the state. Established in 1982 as the Division of Motion Pictures under the Commission on Economic Development, which became GOED in 2011, it has long been a connector between film productions and Nevada's communities, locations, crew and vendors. In 2014, the office launched Nevada's inaugural film tax incentive program.

Film Nevada manages this program, which is funded at \$10 million annually to attract qualified productions to film in the state. It is a transferable tax credit that productions can earn based on

the amount of money they spend on qualified costs, including hiring Nevada residents and making purchases and rentals from Nevada businesses.

Visit the new look and features at: <https://film.nv.gov>.

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About the Governor's Office of Economic Development

Created during the 2011 session of the Nevada Legislature, the [Governor's Office of Economic Development](#) is the result of a collaborative effort between the Nevada Legislature and the Governor's Office to restructure economic development in the state. GOED's role is to promote a robust, diversified and prosperous economy in Nevada, to stimulate business expansion and retention, encourage entrepreneurial enterprise, attract new businesses and facilitate community development.