

Film rental startup lands in Gateway Park

A startup company offering property, drapery and costume rental service to the film industry has leased a 25,500-square-foot office and warehouse at Gateway Industrial Park in the North Valley.

Filmmaker Production Services Inc. is a new subsidiary of NBC Universal, a major media and entertainment company, and was created in response to the state's burgeoning film industry.

"The number of productions being shot in New Mexico is growing tremendously," said company spokesman Aaron Rogers. "We just saw a need to service them."

Although Filmmaker Productions' focus will be New Mexico, he added, "It will have the capability of shipping nationwide."

The company plans to begin operations this fall with three employees, then expand to five employees as business gears up, Rogers said.

Owned primarily by General Electric, NBC Universal was created in 2004 by the merger of the NBC television network and movie-maker Universal Studios. NBC Universal already operates a subsidiary, New Mexico Lighting & Grip, on the grounds of ABQ Studios at Mesa del Sol.

In its search for a place to put Filmmaker Productions, NBC Universal did not put a priority on the Mesa del Sol planned community, said Keith Meyer of Maestas & Ward Commercial Real Estate, who represented the company.

"They wanted to be in the Interstate 25 corridor, anywhere between Algodones and Los Lunas," he said. "A build-to-suit would've taken too long, so they were looking at speculative buildings that had some cachet, some sex appeal."

The search led to the 64,474-square-foot building at 2731 Broadway NE, between Menaul and Candelaria, in the Gateway park. The park's leasing agent, David Genrich of Real Estate Advisors, said, "It's the only big industrial spec building built in the last year and a half."

Commercial Real Estate



RICHARD METCALF
Of the Journal

Filmmaker Productions joins ABQ Jump and the Technology Integration Group as tenants in the building.

Jump news

Locally owned ABQ Jump opened in May in 7,500 square feet. A party center, the business has two large recreation rooms with inflatable slides and obstacle courses, plus two smaller private party rooms, geared to children aged 2-12.

"We've had 15- to 18-year-old kids back there," said Marci Youngmark, one of the co-owners. "We've had adults back there playing as hard as the kids."

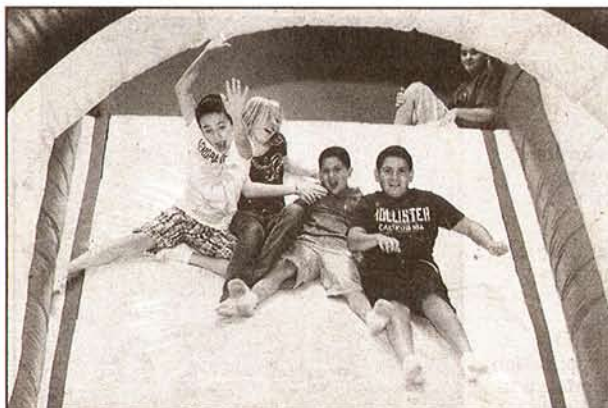
Youngmark and husband Chris partnered with friends and neighbors Derek and Kim McGill to launch the business. "We've been talking about it for years," Marci Youngmark said. "We finally made the decision last November."

As a locally owned startup in the new business of party centers, ABQ Jump was turned down by several potential landlords before landing in Gateway park, said Kjersten Paschall of Sperry Van Ness, who represented the partners in their search.

"Some people think it's vinegar and water," Genrich said about putting a child-oriented business in an industrial park. "We didn't see a problem."

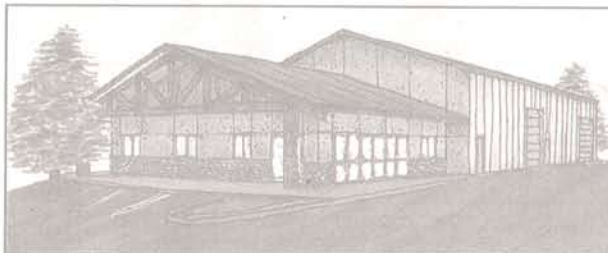
In addition to a Web site at www.abqjump.com, the owners recently began running TV commercials to promote ABQ Jump. "We have a great product, it's just that people don't know we're here," Marci said.

Also at Gateway, Technology Integration Group, a San Diego-based information technology firm, moved into 13,700 square feet in the building earlier this



COURTESY OF ABQ JUMP

Zach McGill, Rachael Youngmark, Brandon Davis and Austyn Davis do a group slide at ABQ Jump, an indoor party business that opened in May at 2731 Broadway NE between Menaul and Candelaria.



COURTESY OF JILL SEGO

Mudd Brothers, a locally owned roofing, stucco and plastering contractor, is expanding with its construction of this 8,300-square-foot office and warehouse at 3005 Second NW.

year.

The building still has 17,000 square feet available for rent, Genrich said. The asking lease rates are \$13.75 a square foot for office space and \$7.75 a square foot for warehouse space.

UnitedHealthcare

UnitedHealthcare, a health insurance company, is relocating its Albuquerque office from 25th, the business park at the northwest corner of Interstate 25 and Jefferson NE, to the Paseo Nuevo building near I-25 and Paseo del Norte.

The company will occupy 23,000 square feet on the third floor of the four-story, 113,000-square-foot Paseo Nuevo at 8220 San Pedro NE. The company currently has 160 employees in New Mexico, said spokeswoman Cheryl Randolph.

First as Uniprise, more recently as UnitedHealthcare, the company has occupied just under 72,000 square feet at 4411 The 25 Way NE

since 2001. Both Uniprise and UnitedHealthcare are divisions of Minneapolis-based UnitedHealth Group.

UnitedHealthcare offers health benefit plans and services to companies, individuals and Medicare recipients. The company serves more than 160,000 individuals through a network that includes 2,800 physicians and 33 hospitals in New Mexico, Randolph said.

UnitedHealthcare's local operation is primarily a customer service center providing health insurance information to both patients and providers, as well as processing insurance claims. The company has had a local presence since the early 1990s.

The company was represented in its search for a new office by Trudy Jones of Grubb & Ellis New Mexico. Maestas & Ward Commercial Real Estate is leasing the Paseo Nuevo building.

For Albuquerque, the prospect of 72,000 square feet of office space vacant is

daunting.

"A 70-80,000-square-foot user in the market is pretty rare," said Terri Dettweiler, who with associate Bryon Whealy of CB Richard Ellis is the leasing agent. "We're competing against any number of vacant call centers in Texas and southern Colorado."

But the 72,000 square feet is all on one floor, which is considered a major advantage, and already built out for use as a call center. The asking lease rate is \$16.50 a square foot, plus costs.

Mudd for sale

Mudd Brothers, a locally owned roofing, stucco and plastering contractor, is selling its current office and warehouse at 820 Candelaria NE in order to move to a larger facility.

The current 5,600-square-foot building on one acre is something of a diamond in the rough. Located in an area of blue-collar industrial buildings, Mudd Brothers' building resembles an upscale custom home with a warehouse in the back.

Built in 1997, the 1,500 square feet of office space has exposed beams, vigas and latillas, clerestory windows and hand-troweled plaster walls. The floors are saltillo tile, brick and wood. It's over the top, admitted owner Cole Roland.

"We do a lot of this kind of work, so it was kind of a showroom for us," he said. "It worked well for a time, but we've gotten more into commercial work and just outgrew it."

The company's new 8,300-square-foot building, designed by Albuquerque-based Dura Bilt Products, will be pretty much back to the basics of an office and warehouse. The \$750,000 building, which Roland is doing himself, will get some upgrades but nothing on the scale of the 1997 building.

The biggest advantage of the new location at 3005 Second NW is the two-acre site. Roland said, "Our big thing is the need for yard space."

The building on Candelaria is marketed by Barbara Haase of Cauwels & Stuve Realty and Development at an asking price of \$859,000.