



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

FOR IMMEDIATE RELEASE:

Contact: Bruce Krasnow
Bruce.Krasnow@state.nm.us
505- 795-0119

Gov. Michelle Lujan Grisham
Cabinet Secretary Alicia J. Keyes
Deputy Secretary Jon Clark

June 11, 2021

New Mexico Once Again Recognized for Netflix Expansion *State receives Gold & Silver Shovel Award by leading industry publication.*

SANTA FE, N.M. – Shortly after being recognized as one of Site Selection’s Top 20 Deals in North America, the State of New Mexico, City of Albuquerque, and Netflix are once again receiving international recognition for the company’s expansion in the Mesa del Sol area of Albuquerque, New Mexico, this time receiving Area Development’s [Gold & Silver Shovel](#) award.

Area Development, a leading publication covering site selection and facility planning, annually recognizes 20 states that have achieved success in in the categories of new job creation and company capital investment.

“Netflix injects millions of dollars into New Mexico’s economy, supporting thousands of jobs and hundreds of small businesses across the state,” Gov. Michelle Lujan Grisham said. “I am proud to support this growing industry, which will help New Mexico achieve a robust and sustainable economic recovery.”

Five projects, including New Mexico’s Netflix project, were recognized by the publication as “Non-Manufacturing Projects of the Year”:

1. Netflix, New Mexico
2. Centene, North Carolina
3. Microsoft, Georgia
4. Microsoft, Virginia
5. Accenture, Missouri

Netflix, a New Mexico Film Partner, purchased Albuquerque Studios in 2018 and announced a significant expansion in November 2020. The expansion will create an estimated 1,000 production jobs, and an additional \$1 billion in production spending. The project includes 10 new stages, post-production services, production offices, mills, backlots, training facilities, wardrobe suites, and a commissary to support meals and craft services. The project is expected to create 1,467 construction jobs and will generate a 10-year statewide economic impact of over \$4 billion.

“New Mexico is grateful and honored to again be recognized for the Netflix expansion project,” Economic Development Cabinet Secretary Alicia J. Keyes said. “The film and television industry has grown into a full and robust ecosystem that provides stable year-round employment for thousands of New Mexicans. Netflix is a key part of that growth.”

About Area Development and the Gold & Silver Shovel Awards

Founded in 1965, Area Development has long been considered a leading corporate site

selection and facility planning resource. Area Development provides information pertinent to the key factors, issues, and criteria that affect a successful corporate location decision. Last year, the 2020 Gold & Silver Shovel award recipients included Texas, Florida, Virginia, North Carolina, and Arizona.

###

The screenshot shows the top portion of the Area Development website. At the top left, it says "Consultants Forum | Advertise" and at the top right, "SUBSCRIBE Renew". The main header features the "AREA DEVELOPMENT" logo in red and black. Below the logo is a navigation bar with "FOLLOW" (with social media icons) and "SEARCH". A secondary navigation bar lists sections: "All Sections", "SITE SELECTION", "FACILITY PLANNING", "WORKFORCE DEVELOPMENT", "BUSINESS+PLACE", and "AD EDITORIAL BOARD". A large banner below the navigation reads "WHERE BUSINESS BREAKS THROUGH. FLORIDA | THE FUTURE IS HERE" with a "Learn more" button. The main article title is "2021 Gold & Silver Shovel Awards Project of the Year: Netflix to Create 1,000 Jobs in New Mexico". Below the title, it states: "Netflix's new Albuquerque studio will place it in proximity to Los Angeles, yet in a separate market with its own talent base."

The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

New Mexico Economic Development Department
EDD.NewMexico.gov

