



Office of the Governor

MICHELLE LUJAN GRISHAM



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

FOR IMMEDIATE RELEASE:

Contact: Bruce Krasnow

Bruce.Krasnow@state.nm.us

(505) 827-0226, cell: (505) 795-0119

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

January 22, 2020

Netflix exceeds spending targets in New Mexico

"The Harder They Fall" set for production in March

SANTA FE, N.M. - One year after signing an agreement to open its first U.S. Production hub in New Mexico, Netflix has spent more than \$150 million in the state, utilized more than 2,000 production vendors, and hired over 1,600 cast and crew members, Economic Development Cabinet Secretary Alicia J. Keyes and Netflix announced today.

Netflix, based in Los Gatos, CA, signed the agreement to purchase Albuquerque Studios in January 2019 and promised \$1 billion in production spending over the next 10 years in exchange for economic development assistance from the State of New Mexico and City of Albuquerque.

Additionally, Netflix will be partnering with the state and NBCUniversal to launch a training program for below-the-line production jobs to serve New Mexico's growing industry. Netflix and NBCUniversal have pledged to each donate \$55,000 a year over the next decade to support the program.

Netflix also announced that the original film, "The Harder They Fall" will begin production in New Mexico in March. The Western stars Idris Elba and Jonathan Majors and follows the story of an outlaw (Majors) who upon discovering that the man who killed his parents two decades ago is being released from prison, reunites with his gang to track his enemy down and seek revenge. The film is directed by Jeymes Samuel and produced by Jay-Z, James Lassiter, Lawrence Bender, and Samuel.

The production will film in areas around Santa Fe County, including Diablo Canyon and some local ranches.

"Netflix has already made a splash. They have exceeded their commitment to the state, demonstrating their belief in New Mexico as a hotspot for production and growth and underscoring our ability as a state to provide the talented workforce needed to keep our film and television industry on the rise," Gov. Michelle Lujan Grisham said. "I couldn't be more excited to see what comes next."

Ty Warren, VP of Physical Production at Netflix added, "New Mexico has made great strides in positioning itself as a leading production center for the Southwest and is home to a welcoming business community and an outstanding crew base with experience across all types of productions. We're thrilled to have put down roots here with the acquisition of ABQ Studios in Albuquerque and looking forward to continuing our relationship with the state well into the future."

"The success of Netflix proves the state is serious about growing the industry and making sure New Mexico is the place to be for film and television productions," Cabinet Secretary

Alicia J. Keyes of the Economic Development Department said. “That’s good news for the state economy and for cast and crew members hoping for steady year-round employment.”

In 2019, Netflix generated more than \$150 million in qualified production spending across several productions, including “El Camino,” “Army of the Dead,” “Daybreak,” “Chambers,” and “Messiah.”

In addition, Netflix utilized the services of 2,000 vendors during its 2019 productions, and more than 1,600 cast and crew who worked more than 17,998 days.

New Mexico has become one of the best locations for film, television, and media production in the United States, boasting a talented and experienced crew base, more than 300 days of sunshine a year, and quality studio and stage space.

New Mexico’s Film Incentive Tax Credit rebates up to 30 percent of qualified production spending, with an extra 5 percent rebate for productions that work in rural areas beyond the Albuquerque-Santa Fe Corridor. That incentive has succeeded in generating more film activity in rural communities, which helps diversify the state economy.

Media contact for Netflix – Lauren Condoluci, lcondoluci@netflix.com

###

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
gonm.biz