



**Michelle Lujan Grisham**  
Governor

**Alicia J. Keyes**  
Cabinet Secretary

**Amber Dodson**  
Director

**FOR IMMEDIATE RELEASE:**  
**July 19, 2021**

**Media Inquiries: Bruce Krasnow**  
[Bruce.Krasnow@state.nm.us](mailto:Bruce.Krasnow@state.nm.us)  
**(505) 827-0226, cell: (505) 795-0119**

## **New Mexico Film Office Reveals an Estimated \$623 Million in Direct Spend for Fiscal Year 2021, Breaking All Previous Records**

**SANTA FE, N.M.** – The New Mexico Film Office (NMFO) today announced that in fiscal year 2021, despite the global shutdown of production due to the COVID-19 pandemic, it has recorded an estimated \$623 million in direct spend by film and television productions in New Mexico, breaking all previous records for the state.

“New Mexico is generating substantial economic activity, with \$623 million of outside money being injected into the state’s economy in FY2021. These are productions that would otherwise have been shot in other states if not for our world-class crew, stunning locations, and competitive film incentive program,” Governor Michelle Lujan Grisham said. “As New Mexico opens this summer and production ramps up, now is the time to ensure we remain invested in the New Mexico film and television industry, as it is key to our state’s recovery and to diversifying New Mexico’s economy.”

The industry supports 9,000 jobs in New Mexico. In FY2021, approximately 75% of total below-the-line crew were N.M. residents with an average wage of over \$56,000 annually, including 4,559 crew, 1,374 cast members, and 13,538 background and extras employed by productions registered with the New Mexico Film Office.

It is estimated that 40% of production budgets are spent on procuring goods and services from New Mexico businesses, including catering businesses, hardware stores, car rental companies, sign makers, dry cleaners, art galleries, glaziers, and more. In addition, property owners who list their property as a film location are discovering the industry can provide an additional revenue stream.

“The direct spend figures for FY2021 are impressive. \$623 million in production spend, despite the shutdown, indicates resiliency and proves that the industry can quickly recover in the face of an economic storm,” New Mexico Economic Development Cabinet Secretary, Alicia J. Keyes, said. “The film and television industry has an important role to play in New Mexico’s economy. We know other states have their eyes on what is going on in New Mexico, so it’s critical that we continue to support this thriving industry as thousands of quality jobs, millions of dollars in revenue, and support for local businesses is at stake.”

Although production was halted for approximately one quarter of the fiscal year due to the COVID-19 pandemic, the state still saw 69 productions, 26 film, 24 television, and 19 additional media productions since returning to set in September 2020. The COVID-19 positivity rate among productions remained extraordinarily low, an average of .13%.

Filming locations utilized by productions in FY2021 include, Abiquiu, Albuquerque, Anton Chico, Belen, Chama, Cloudcroft, Corrales, Farmington, Gallup, Las Cruces, Las Vegas, Madrid, Moriarty, San Antonio, Santa Fe, Socorro, Taos, Tijeras, Truth or Consequences, Tucumcari, Colfax County, Sierra County, Union County, as well as tribal lands including

Santa Clara, Santa Domingo, Zuni Pueblos, and others.

“We are thrilled to finally share the news that New Mexico has smashed all previous records in production spend for fiscal year 2021. We have many more film and television productions on the way that will keep the pipeline stacked for the remainder of the 2021 calendar year and well into 2022. We expect this growth to continue as we work to expand the ecosystem to include a larger crew base, expanded sound stage infrastructure, and increased post-production, visual effects, and multimedia production. We are thankful for our governor, legislators, state leadership, film offices, crew, cast, unions, guilds, businesses, and communities that support this industry – it is a collective effort, and we should all be proud to reach this new high.” Amber Dodson, Director, New Mexico Film Office, said.

Notable New Mexico productions include NBCUniversal’s *MacGruber*, Netflix’s *The Harder They Fall*, Sony’s, *Better Call Saul*, Warner Bros.’, *Roswell*, *New Mexico*, Amazon Studios and Plan B Entertainment’s *Outer Range*, and dozens more.



*Photos from the production of Better Call Saul.*

###



**The New Mexico Film Office**  
1100 S. St. Francis Drive, Suite 1213  
Santa Fe, NM 87505  
(505) 476-5600  
[info@nmfilm.com](mailto:info@nmfilm.com)  
[nmfilm.com](http://nmfilm.com)

A division of the [New Mexico Economic Development Department](#)



*The 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.*