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Lea County launches film office and welcomes feature film production

New office and film liaison positions Southeast New Mexico as an emerging hub for film and media activity

Hobbs, NM—Lea County is emerging as a new hotspot for film and media in Southeast New Mexico with the launch of the Lea County Film Office, the appointment of its first film liaison, and the announcement of a feature film set to begin production in December 2025.

The three milestones were announced on October 24 on the campus of the New Mexico Junior College in Hobbs, marking a major step forward in expanding the state's film industry footprint and creating new opportunities for local workforce and business participation.

Charlene Upton has been appointed as Lea County's first film liaison, serving as the local point of contact for film and media productions in the region. She will work closely with the **New Mexico Film Office** and **Lea County Economic Development Corporation (LCEDC)** to connect filmmakers with local locations, crew, and businesses while supporting community engagement and workforce development.

"Film production is a new and important part of diversifying our local economy in Lea County," said **Jennifer Grassham, president and CEO of the Lea County Economic Development Corporation**. "We look forward to showcasing the amazing talent and spaces that our region has to offer."

Establishing the new office was a collaborative effort between the **LCEDC** and media production company **Inspirado.tv**, created to strengthen the infrastructure needed to attract and support productions across Southeastern New Mexico. The virtual office will coordinate with regional partners, city and county governments, and educational institutions to ensure the area is production-ready and that residents can directly benefit from filming activity.

"The launch of the Lea County Film Office shows that the film industry's growth is truly statewide," said **Steve Graham, director of the New Mexico Film Office**. "Production here highlights the effectiveness of the film incentive and the 10% rural uplift to spur the local economy. Lea County offers unique locations and is now fully prepared to capture the economic benefits of filming."

The new office is partnering with **New Mexico Junior College** to ensure students are provided with hands-on set experience and offer a direct pipeline of local talent for incoming productions.

Keagan Karnes with Inspirado also announced that their feature film, "Vengeful," is slated to shoot in Lea County in December 2025, underscoring the immediate economic opportunities this new office will generate.

Click [here](#) for video and photo assets or visit <http://bit.ly/4oa647U>.

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The New Mexico Film Office (NMFO), a division of the Economic Development Department, works to ensure the longevity and progress of New Mexico's film incentive, grow the film, television, and digital media industry, and expand entertainment economic opportunities for New Mexico businesses and residents.

- Named one of [Deadline's Hot Spots](#).
- Three New Mexico cities were selected as "[2025 Best Place to Live and Work as a Moviemaker](#)" by MovieMaker Magazine for the third consecutive year.

To learn more, visit nmfilm.com.

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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.



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