

# Film New Mexico

**Michelle Lujan Grisham**  
Governor

**Rob Black**  
Cabinet Secretary-Designate

**Steve Graham**  
Director

**FOR IMMEDIATE RELEASE:**  
January 22, 2025

**Contact: Dolores Martinez**  
[dolores.martinez@nmfilm.com](mailto:dolores.martinez@nmfilm.com)



## **New Mexico cities top MovieMaker Magazine's "Best Places to Live and Work as a Moviemaker" list**

**Santa Fe, NM**—The New Mexico Film Office announced today that for the third year in a row, Albuquerque, Santa Fe, and Las Cruces each landed coveted spots on *MovieMaker Magazine's* prestigious 2025 list of "Best Places to Live and Work as a Moviemaker."

Albuquerque earned the top spot among large cities for the seventh year running, while in the small cities and towns category, Santa Fe once again topped the list, and Las Cruces ranked eighth best this year. New Mexico's triple win on *Moviemaker Magazine's* prestigious annual list underscores the state's growing prominence as a film industry hub.

"*¡Órale!* From Albuquerque to Santa Fe to Las Cruces, when productions choose New Mexico, they're choosing our talented people and incredible landscapes," **Gov. Michelle Lujan Grisham said**. "*MovieMaker Magazine's* recognition of Albuquerque and Santa Fe as the very best cities in North America to make movies validates our wise investments in New Mexico's film industry. We're not just making movies here; we're building a thriving film industry and creating dynamic career opportunities for those who live and work in our beautiful state."

The *MovieMaker* rankings consider factors such as film production activity, tax incentives, cost of living, lifestyle, and access to resources. New Mexico's consistent presence on the list reflects the state's commitment to supporting a vibrant and sustainable film industry.

Albuquerque's winning combination of top-tier studios, talented workforce, diverse filming locations, and a welcoming film community creates an ideal environment for productions to thrive.

"When you consider the incredible supply of talent in our community, enchanting scenery, and the exceptional quality of life that filmmakers and their families have come to enjoy here, no other city comes close," **Albuquerque Mayor Tim Keller said**. "There are so many iconic productions made right here in Albuquerque, and we continue to be a major player in the film industry."

### **Best Places to Live and Work as a Moviemaker – Big Cities**

#### **1. Albuquerque, New Mexico**

2. Toronto, Ontario, Canada
3. Atlanta, Georgia
4. Chicago, Illinois
5. Calgary, Alberta, Canada
6. New Orleans, Louisiana
7. Miami, Florida
8. Austin, Texas
9. Philadelphia, Pennsylvania
10. Cincinnati, Ohio

Santa Fe, the "City Different," ranked number one on the "Small Cities and Towns" list for the third year in a row. With its breathtaking landscapes, rich cultural heritage, and growing film industry, Santa Fe is a true cinematic gem, attracting filmmakers and captivating audiences worldwide.

"Like a great motion picture, Santa Fe continues to win award after award," **Santa Fe Mayor Allan Webber** said. "For the third year in a row, we've been named the top small city for moviemakers to live and work. On top of the unanimous vote to move forward with the Aspect Media Village at Midtown, this recognition means we'll remain a leader in the film industry. And means good jobs and great opportunities for our residents for years to come."

Las Cruces, New Mexico's rising star in the film world, made the list for the third year in a row, landing the #8 spot in the "Small Cities and Towns" category. With its charming and historic downtown, stunning desert and mountain landscapes, and rapidly growing film community, Las Cruces is quickly becoming a favorite for filmmakers seeking fresh perspectives and captivating scenery.

"Las Cruces is thrilled to be once again recognized as a top film-making destination in New Mexico and America," **President of Film Las Cruces and State Senator Jeff Steinborn** said. "With our generous 40% film incentive and amazing locations, crew, and culture, we have a lot to offer filmmakers."

### **Best Places to Live and Work as a Moviemaker – Small Cities and Towns**

1. **Santa Fe, New Mexico**
2. Fort Lauderdale, Florida
3. Wilmington, North Carolina
4. Providence, Rhode Island
5. Savannah, Georgia
6. St. Petersburg, Florida
7. Ashland, Oregon
8. **Las Cruces, New Mexico**
9. Knoxville, Tennessee
10. Kamloops, British Columbia, Canada and Missoula, Montana

"As someone who returned to New Mexico after years of working in the California film industry, I can personally attest to the incredible opportunities and quality of life our state offers filmmakers," **Steve Graham, director of the New Mexico Film Office**, said. "Our diverse locations, skilled workforce, and competitive film incentives continue to attract productions of all sizes. This recognition from *MovieMaker Magazine* underscores what many of us already know: New Mexico is simply the best place to live and work as a moviemaker."

New Mexico is committed to nurturing film talent and fostering industry growth. Its competitive tax incentives, robust training programs, and a seasoned local crew and talent community provide a strong foundation for filmmakers' success. New Mexico's long-term partnerships with Netflix, NBCUniversal, and 828 Productions help create a dynamic and supportive environment for productions of all sizes.

New Mexico is home to some of the most celebrated productions of 2024. "Oppenheimer," filmed in Los Alamos and Abiquiu, garnered numerous major awards, including multiple Golden Globes and Academy Awards. Other acclaimed productions filmed in New Mexico, such as "In the Summers," "Love Lies Bleeding," and "National Anthem," recently received prestigious nominations for the 40th Film Independent Spirit Awards. At the same time, "Love Lies Bleeding" was named a "Top Independent Film of 2024" by the National Board of Review.

For the 2025 "Best Places to Live and Work as a Moviemaker" list, visit [MovieMaker.com](https://www.MovieMaker.com).

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](http://nmfilm.com).

---

**The New Mexico Film Office**  
1100 S. St. Francis Drive, Suite 1242  
Santa Fe, NM 87505  
(505) 476-5600  
[info@nmfilm.com](mailto:info@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.*



New Mexico Economic Development Department | 1100 South St. Francis Dr Joseph M.  
Montoya Building | Santa Fe, NM 87505-4147 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)