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Ruidoso's resilience shines as "Hope Ranch" brings film jobs and economic uplift

Ruidoso, NM—"Hope Ranch," a heartfelt new TV movie from award-winning actress and producer Alison Sweeney, wrapped filming in Ruidoso this September, bringing jobs, economic uplift, and a story of resilience to a community recovering from recent flooding.

The film follows Hope Morgan (Sweeney), who, after a significant life change, impulsively buys the New Mexico ranch from her childhood in search of a simpler, more meaningful life. As she renovates the land and revives a beloved gala, Hope must also confront the ghosts of her past — including an ex-fiancé determined to win her back. Co-starring Gabriel Hogan ("Tacoma FD"), Scott Martin ("Exit Protocol"), and Stephanie Beran ("Fatal Call"), the movie is a poignant reminder that building a home means letting others in.

"Ruidoso's community has shown incredible resilience, and we are proud that 'Hope Ranch' is bringing jobs and positive economic activity to the area," said **Steve Graham, Director of the New Mexico Film Office**. "This project is a powerful testament to the value of our film uplift, which successfully brings these high-impact productions to our beautiful rural communities."

Directed by Tailiah Breon ("Can You Feel the Beat: The Lisa Lisa Story") and produced by Craig Baumgarten ("Universal Soldier"), Michael Slifkin ("You Gotta Believe"), and Sweeney, the film employed more than 90 New Mexicans — 30 crew, 12 principal actors, and 50 background performers. The production also made use of New Mexico's rural film incentive, which encourages filming outside the state's primary production hubs in Santa Fe and Albuquerque.

"We are so excited to bring another movie back to New Mexico," stated **Martin**. "We have had great experiences, the crews have been fantastic, and the town of Ruidoso is incredibly welcoming. The beautiful locations around Ruidoso are the perfect backdrop for this fun romcom."

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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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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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