



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

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New Mexico Once Again Recognized for Netflix Expansion *State receives Gold & Silver Shovel Award by leading industry publication.*

SANTA FE, N.M. – Shortly after being recognized as one of Site Selection’s Top 20 Deals in North America, the State of New Mexico, City of Albuquerque, and Netflix are once again receiving international recognition for the company’s expansion in the Mesa del Sol area of Albuquerque, New Mexico, this time receiving Area Development's [Gold & Silver Shovel](#) award.

Area Development, a leading publication covering site selection and facility planning, annually recognizes 20 states that have achieved success in in the categories of new job creation and company capital investment.

“Netflix injects millions of dollars into New Mexico’s economy, supporting thousands of jobs and hundreds of small businesses across the state,” Gov. Michelle Lujan Grisham said. “I am proud to support this growing industry, which will help New Mexico achieve a robust and sustainable economic recovery.”

Five projects, including New Mexico’s Netflix project, were recognized by the publication as “Non-Manufacturing Projects of the Year”:

1. Netflix, New Mexico
2. Centene, North Carolina
3. Microsoft, Georgia
4. Microsoft, Virginia
5. Accenture, Missouri

Netflix, a New Mexico Film Partner, purchased Albuquerque Studios in 2018 and announced a significant expansion in November 2020. The expansion will create an estimated 1,000 production jobs, and an additional \$1 billion in production spending. The project includes 10 new stages, post-production services, production offices, mills, backlots, training facilities, wardrobe suites, and a commissary to support meals and craft services. The project is expected

to create 1,467 construction jobs and will generate a 10-year statewide economic impact of over \$4 billion.

“New Mexico is grateful and honored to again be recognized for the Netflix expansion project,” Economic Development Cabinet Secretary Alicia J. Keyes said. “The film and television industry has grown into a full and robust ecosystem that provides stable year-round employment for thousands of New Mexicans. Netflix is a key part of that growth.”

About Area Development and the Gold & Silver Shovel Awards

Founded in 1965, Area Development has long been considered a leading corporate site selection and facility planning resource. Area Development provides information pertinent to the key factors, issues, and criteria that affect a successful corporate location decision. Last year, the 2020 Gold & Silver Shovel award recipients included Texas, Florida, Virginia, North Carolina, and Arizona.

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