

The Santa Fe Film Office (SFFO) was jointly established by the City and County of Santa Fe on July 1, 2016. The mission of the SFFO is to service, recruit and expand film and television production throughout the Santa Fe region; support and develop community businesses providing goods and services to the industry; engage in community outreach and education regarding production activity; and work with partners in the public and private sectors to expand educational and employment opportunities in the production industry for local residents.



Santa Fe ranked #1 Best Places To Live and Work as a MovieMaker 2023 2024 2025 -MovieMaker Magazine



In all North America –
Canada, United States,
and Mexico



New Mexico named Deadline Hollywood's "Hotspots"



- Smaller Municipalities typically have a designated Film Liaison within the local Tourism, Permitting, or Economic Development Departments. Larger filming areas have an official Film Office (Santa Fe, ABQ, and Las Cruces)
- Promote our individual regions
- Connect local vendors, crew, and resources to productions
- Permitting
- Production Scouts / Locations
- Work with productions day to day / Resolve issues / Tour Guide / Concierge
- Community Outreach / Education / Partnerships



New in FY 2026 Budget (funded by City and County through MOA)

- Continue to expand the office
 - Work with Northern Communities and the Eight Northern Pueblos
- State of the Art Locations Directory
- Community Outreach
 - Create a “Film Friendly Business” program
- Increase marketing and brand exposure
- Partnerships
 - NYU/Tisch
 - SFCC/IAIA
 - Santa Fe International Film Festival
 - Stagecoach Foundation
 - Sundance Labs
- Travel Budget
 - Panelist
 - In person studio meetings
- Film Tourism



TOP SIX IMPACTS OF THE FILM/TELEVISION INDUSTRY IN OUR REGIONAL AND STATE ECONOMY

1. Since 2016 the film industry has brought approximately \$4.6* billion in direct spend into the New Mexico economy. 1.6 billion to Santa Fe.*
2. The industry supports thousands of jobs statewide, directly and indirectly.*
3. Film and Television production is a major driver of the hospitality industries, accounting for thousands of hotel room nights rented per year, hundreds of thousands of dollars spent at local restaurants and catering suppliers, and multiple facilities rentals.
4. It is a major lessor of commercial properties for production office space, storage, mill space and other specialty services.
5. It supports hundreds of local businesses throughout the general economy — everything from office supplies and construction materials, to yoga instructors, and dog sitters (not kidding!).
6. It affords unprecedented and otherwise unaffordable media exposure and promotion, driving both the tourism economy as well as the general “brand recognition” of our regions throughout the world.

*NM Film Office



Film Tourism



THAT'S A WRAP



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