

The Studio at WESST FAQs

What is The Studio at WESST?

The Studio at WESST is a flexible multimedia production and event space located inside the WESST Enterprise Center in Albuquerque. It can be used for film and video shoots, podcast recording, photography, private screenings, panels, workshops, and more.

With professional AV equipment and retractable stadium-style seating, it's a versatile, accessible space for both production and presentation.

Who can use The Studio at WESST?

The Studio is part of WESST, a nonprofit organization that supports small businesses and entrepreneurs throughout New Mexico.

The space was designed to be an accessible and versatile environment for a wide range of creative projects. Filmmakers, podcasters, photographers, educators, nonprofits, community groups, and anyone with a digital media project in mind can use the Studio.

You do not need to be a WESST client to rent or hire the Studio, and every time you do, your project helps support New Mexico's local economy by contributing to WESST's small business training and consulting services.

How can I use The Studio?

The Studio is available for rent or for hire serving creative and professional projects of all kinds, such as:

- Film and video shoots
- Podcast and audio recording
- Photography sessions
- Panel discussions and workshops
- Private screenings and presentations
- Livestreamed or hybrid events

From social media clips to live events to long form productions, the Studio is fully equipped to support whatever you're creating.

What are the prices for renting The Studio?

We offer flat-rate pricing for both production and event rentals:

Production Rentals

- Half Day (up to 5 hours): \$750
- Full Day (up to 12 hours): \$1,250
Includes access to the studio space and our equipment cage. If we have it, you can use it at no extra cost.

Event Rentals

- Starting at \$400 for up to 4 hours

Discounts may be available for WESST clients, nonprofits, and multi-day bookings. Contact us for a customized quote.

If I rent the studio, does that mean you'll help me produce my project?

Renting The Studio gives you access to the space, equipment, and some technical support from the Studio Director. It does not include production services.

However, professional support is available for hire. We can help bring in camera operators, sound engineers, lighting technicians, and editors to bring your project to life.

You can also hire The Studio's team for full production services, from pre-production and planning to filming, post-production, and final delivery. Whether you need help with one part of the process or the entire production, we are here to support your vision.

What type of videos can The Studio produce?

The Studio can help you create a broad range of media content, including:

- Promotional and marketing videos - starting at \$2,500
- Interviews and testimonials - starting at \$2,000
- Educational and training videos - starting at \$4,000
- Livestream events - starting at \$4,000
- Podcasts (video, audio, or both) - starting at \$1,000
- Multi-video campaigns - starting at \$5,000

Whether you have a full concept or just an idea, our team can work with you to develop and deliver a polished final product tailored to your goals.

Why isn't there a fixed-rate for video production?

Video production is highly customizable. No two projects are the same. The cost depends on several factors, such including but not limited to:

- The type and length of the video
- The size of the crew and production setup
- Equipment and lighting needs
- Locations, permits, or special requirements
- Post-production editing, graphics, and sound design
- Project timeline and deadlines

It's difficult to offer a project budget without knowing the resources and variables for video production. However, we do offer our Jumpstart Video Ventures program, a streamlined, fixed-rate option for creating a customized video for your company or business. [[Click here to learn more.](#)]

What types of productions can be done in The Studio?

The Studio is built to accommodate a wide range of productions, from simple to more advanced, including:

- Commercials and promotional videos
- Interviews and testimonials
- Podcast and audio-only sessions
- Music video or performance recordings
- Green screen and multi-camera setups
- Livestreams and hybrid events

The space is equipped to support both solo creators and full production teams, whether you're producing content for social media, broadcast, or live audiences.

Can I use The Studio toward my production's NM Film Tax Incentives?

In short, no. The Studio at WESST cannot be used as a qualified vendor for New Mexico Film Tax Incentives. The New Mexico Film Office requires that only vendors subject to New Mexico taxation are eligible, and because WESST is a nonprofit organization, it does not pay New Mexico Gross Receipts Tax and therefore does not qualify.

However, we've created a solution to meet the growing demand for this rebate. If you provide a confirmation letter from the New Mexico Film Office verifying your production's eligibility, you can receive up to **30% off Studio rentals up front**. For example, instead of paying \$1,250 for a full-day rental, you'd pay just \$875 with your confirmation letter.

It's that easy — no waiting for reimbursements or filing paperwork with the state. You get the discount immediately, saving those dollars upfront instead of months after your production wraps.
