



Thursday, March 22, 2007

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**Economic Growth & Redevelopment Services
RECOMMENDATION FOR COUNCIL ACTION**

ITEM No 4

Subject Approve an ordinance authorizing execution of an economic development agreement with NBC Universal Inc. for the Friday Night Lights television program providing for economic development incentive payments of \$40,000 for each of the first two seasons filmed in the Austin area and subsequent annual incentive payments for each season filmed in the Austin area estimated to be between \$40,000 and \$45,000 per year.

Amount and Source of Funding Funding in the amount of \$40,000 is available in the Fiscal Year 2006 2007 Approved Budget of the General Fund Economic Incentives Reimbursements. Funding for subsequent years is contingent upon approval of future budgets.

Fiscal Note A fiscal note is not required.

**Additional Backup
Material**

(click to open)

No Attachments Available

For More Information Sue Edwards Director / 974 7820 David Lloyd City Attorney / 974 2918

In July 2004 Texas Perspectives Inc. performed an economic impact study Film & Visual Media in Austin which showed a total visual media industry impact to the City economy of \$359.6 million and total employment impact of 3,512 jobs.

Because of the associated economic benefits to the City of Austin and its residents Austin promotes the film industry as one of its targeted industries for economic development.

The Friday Night Lights television program is an NBC television series the first season of which has been filmed in the Austin area. The proposed economic development agreement is recommended in order to retain filming of future seasons of the program in the Austin area.

The agreement provides for an initial economic development grant of \$40,000 contingent upon the filming of a second season. An additional \$40,000 grant would be provided when filming of the second season is completed. The second season estimated to be 22 episodes must also be filmed in the Austin area.

Future economic development grants estimated to be between \$40,000 and \$45,000 would be provided to Friday Night Lights for successive seasons. The amount of each future grant would be calculated under a formula based on the number of employees hired, the amount of sales and use tax generated, and the City of Austin fees received as a result of the filming of Friday Night Lights.