

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	21925	Agenda Number	9.
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Meeting Date:	1/31/2013	Department:	Economic Growth and Redevelopment
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Subject

Authorize negotiation and execution of a professional service agreement between the City of Austin and Troublemaker Studios, L.P. to create a pilot program that will establish a creative industry incubator at Troublemaker Studios to promote the film and digital media industry and authorize funding for the program in the amount of \$200,000 for a one-year term with two extension options.

Amount and Source of Funding

Funding in the amount of \$200,000 is available in the Fiscal Year 2012-2013 Economic Reserve Fund. Funding for the extension options is contingent upon available funding in future budgets.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	
Prior Council Action:	
For More Information:	Kevin Johns, Director / EGRSO, 974-7802; Jim Butler, Creative Industries Manager / EGRSO, 974-6318; Jacqueline Cullom, City Attorney / Law, 974-2918
Boards and Commission Action:	
MBE / WBE:	
Related Items:	

Additional Backup Information

The City of Austin commissioned a 2012 update to the Economic Impact of the Creative Sector in Austin Study. One of the recommendations of this study is the creation of a creative content incubator. This study which identified the acceleration of the creative industry sector during the recession (25% growth 2007-2010, \$4.3 billion segment of the economy, 49,000 jobs, \$71 million in new taxes) called for development of a new public private partnership to bridge the gap between intellectual content and the commercial market place. The central focus of the creative incubator is to be the centralized hub of public and private sector investment, training, in film, television, advertising new media, mobile apps, gaming, special effects and storytelling, allowing the local creative industries to collaborate and grow. The Economic Impact of the Creative Sector study also concluded that the creative sectors of Austin, especially film and television, are suffering from an incentive disadvantage compared to cities in other states. Troublemaker Studios has generated over \$700 million of films since 2001 through its' production facilities under the exemplary direction of Robert Rodriguez and producer Elizabeth Avellan. It is now a state-of-the art production facility, with ample on-site production, fabrication, and post capabilities. Troublemaker Studios also offers an array of pre-visualization and post-production capabilities, as well as world class visual effects.

Troublemaker Studios will be instrumental in developing and promoting Austin as a location for the making of films, television shows, special effects, and various digital media productions. Their performance requirements: Work to generate media coverage locally, nationally and internationally for these creative industry sectors in Austin; Represent these Austin creative industry sector efforts at local, national and international events; Work with the Austin Film Society and other local organizations that support these creative industry sectors in Austin to further the development of these creative industry sectors in Austin; Work with production companies to bring at least 1 major motion picture each year to Austin that will employ at least 130 crew members, of which at least 104 employees will be local hires; Host studio tours for local high schools and organizations to with the goal of increasing understanding in the Austin community of the value of these creative industry sectors; Create a work plan for increasing internship and employment opportunities at Troublemaker Studios and companies that are renting Troublemaker Studios; Work with the University of Texas to enhance UT programs that prepare students for careers in these creative industry sectors; Continue to provide community outreach, in the form of presentations and gift giving, to Austin charitable organizations (such as Dell Children's Medical Center); Create a work plan for the hiring of minorities and those from disadvantage backgrounds; Work with the El Rey television network and other television networks to develop Austin-made content for those networks; and Ensure that in the end credits of all productions made at Troublemaker Studios the following (or something similar) appears:

THE PRODUCERS WISH TO THANK THE FOLLOWING FOR THEIR ASSISTANCE:

The Mayor and City Council of Austin, Texas
The City of Austin and the Citizens of Austin, Texas
The Austin Convention and Visitors Bureau