

3-11-04
#39

RESOLUTION NO. 04

WHEREAS, 115 feature films have been shot in and around Austin since 1993; and

WHEREAS, feature films with budgets totaling \$914.4 million have been shot in and around Austin since 1993; and

WHEREAS, the SXSW Film Conference and Festival and the Austin Film Festival had a total of over 6,500 conference attendees and approximately 55,000 theater seats occupied during their 2003 events; and

WHEREAS, the City has taken substantial steps, such as partnering in the development of the Austin Studios, to encourage and enhance the film industry in the Austin area; and

WHEREAS, in order to assure continuing and effective support for local film productions, the City must have access to current and accurate information about the state of the film industry in Austin; **NOW, THEREFORE**,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

That the City Manager is directed to procure an economic impact study of the film industry, including the identification of opportunities to assist the industry in its film activities in the Austin area.

That the City Manager is further directed to structure the study to:

- (1) measure the economic and fiscal impact of the film industry in the Austin area;
- (2) benchmark Austin against comparison communities;
- (3) identify key concerns of the local film industry, including services and facilities that are currently lacking;
- (4) review best practices, and
- (5) require a first draft of the study within 100 days of the contract.

That the City Manager shall subsequently provide policy recommendations and implementation strategies to the City Council.

ADOPTED: _____, 2004

ATTEST: _____

Shirley A. Brown
City Clerk