



MEMORANDUM

TO: Mayor and Council

THRU: Rodney Gonzales, Assistant City Manager, Economic Opportunity & Affordabi

FROM: Sylvania Holt-Rabb, Acting Director 
Economic Development Department

DATE: October 5, 2020

SUBJECT: Creative Content Incentive for Eye Productions Inc.

The [Creative Content Incentive Program](#) (CCIP) was unanimously approved through [Ordinance 20140515-008](#). Since the creation of the program in 2014, the City has executed three agreements under City Manager's threshold level for two film productions and one video game production in Austin. The result of those three projects employed 1,065 residents, paid more than \$21,355,450 in wages and associated with production in the Austin area.

Staff has posted a draft Creative Content Incentive Agreement with Eye Productions Inc. on the October 15, 2020 Council Agenda. Based on information collected from the production company, analyzed by from the Economic Development Department (EDD) and summarized in an attachment to the Request for Council Action, the project complies with the Council approved CCIP Guidelines with a significant spend level that merits a performance-based incentive above the City Manager's current spending authority level. This potential film project plans to commence production on October 20, 2020 for a total of 13 episodes in Austin before wrapping up in April 2021.

This particular film production project received the "green light" for approval of a \$9.3 million state incentive from the Texas Moving Image Industry Incentive Program, in which the City's CCIP was modeled to attract these types of projects to the Austin Area following the selection of Texas. With a firm understanding of the current economic conditions, EDD supports this project as it stands to positively impact our local creative, service and hospitality industries. The film production project estimates generating approximately \$17,130,482 on wages for Austin residents as well as induced spending for commodities and services such as food and lodging in an amount approximately \$5,824,363.

Eye Productions Inc. provided the City a list of precautions that will be taken to create and maintain a safe work environment for all cast, crew and service providers of the production. EDD plans to facilitate on-going communication between Eye Productions Inc. and Austin Public Health to review the City's existing protocols and any updated protocols for precautions related to COVID-19.

Due to the nature of the film industry and the competitive environment for these particular types of projects, the process for reviewing potential CCIP agreements operates at a faster pace than other Chapter 380 agreements while fully complying with the processes outlined in the [2018 Economic Development Policy](#) (Pages 9-11). EDD will proactively reach out to Council offices to facilitate responses to any questions. Should you have any questions or interest in discussing any of the information described in the summary, please

contact myself at sylnovia.holt-rabb@austintexas.gov or David Colligan at 512-974-6381 or david.colligan@austintexas.gov.

CC: Spencer Cronk, City Manager, City of Austin
Nuria Rivera-Vandermyde, Deputy City Manager, City of Austin
J. Rodney Gonzales, Assistant City Manager of Economic Opportunity and Affordability
Veronica Briseno, Chief Economic Recovery Officer
Susana Carbajal, Assistant Director, Economic Development Department