



Recommendation for Action

File #: 20-3321, **Agenda Item #:** 6.

10/15/2020

Posting Language

Authorize negotiation and execution of a creative content incentive program agreement with Eye Productions Inc. for an amount not to exceed \$141,326.

Lead Department

Economic Development Department.

Fiscal Note

This item has no fiscal impact.

For More Information:

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Additional Backup Information:

The creative content incentive program agreement with Eye Productions Inc. is for the film production of "Walker" in Austin, Texas. The film is about the story of Austinite Cordell Walker and his family. The star of the show and one of its executive producers, Jared Padalecki, is an Austin native who is championing the production in Austin. Over 50% of the production schedule is on location in Austin. The series will air on the CW Network, whose fans are notorious for their interest in the locations where their preferred shows are set. For example, Dawson's Creek and One Tree Hill increased tourism to Wilmington, North Carolina, and sparked walking tours centered around the productions' various locations. This film production anticipates "Walker" will bring the same level of fan devotion to Austin.

The project will spend \$17,130,482 on wages for 5-County Metropolitan Statistical Area [MSA] residents. Accordingly, induced spending is estimated to be \$5,824,363. Additionally, the project will utilize several local commodities and services, generating significant opportunities for Minority Business Enterprise [MBE] and Women Business Enterprise [WBE] firms.

Strategic Outcome(s):

Economic Opportunity and Affordability.