



City of Austin

Recommendation for Action

File #: 25-0602, **Agenda Item #:** 5.

4/24/2025

Posting Language

Approve an ordinance waiving the “Made in Austin” logo requirement for the Creative Content Incentive Program for Austin PBS’ incentive for the Austin City Limits series. Funding: This item has no fiscal impact.

Lead Department

Economic Development.

Fiscal Note

This has no fiscal impact.

Prior Council Action:

May 15, 2014 - Council approved Ordinance No. 20140515-008 creating the Creative Content Incentive Program, which included the requirement that recipients place a “Made in Austin” logo on each production.

For More Information:

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Additional Backup Information:

Austin PBS was approved for a Creative Content Incentive Program award for their Austin City Limits Series. Ordinance No. 20140515-008 states that approved projects are required to place the “Made in Austin” logo at the end of the credits. Due to Austin PBS’ federal funding, it is not allowed to place logos in the credits. Austin PBS has agreed to place the following language at the end of the credits: “Thank you to the City of Austin for its generous support of this production. Filmed on location in Austin, Texas, U.S.A.”. This statement still provides credit to the City while complying with federal requirements.

Additionally, this same wording and the logo will appear on Austin City Limit’s PBS website.