



# City of Austin

## Recommendation for Action

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**File #:** 25-1790, **Agenda Item #:** 9.

9/25/2025

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### **Posting Language**

Approve an ordinance amending Ordinance No. 20140515-008 to adjust the incentive amount, update the qualification criteria, and update the credit required on productions for the City's Creative Content Incentive Program. Funding: This item has no fiscal impact.

### **Lead Department**

Economic Development.

### **Fiscal Note**

This item has no fiscal impact.

### **Prior Council Action:**

May 15, 2014 - Council passed Ordinance No. 20140515-008 adopting the Creative Content Incentive Program.

### **For More Information:**

Anthony Segura, Interim Director, Economic Development Department, 512-974-3131; Haileigh Meyers, Program Manager II, 512-974-2254.

### **Additional Backup Information:**

The Creative Content Incentive Program (CCIP) was created via Ordinance No. 20140515-008 to assist the Television, Film, and Digital Media Production industries to produce their content in Austin. These industries largely choose their filming/creation locations based upon the incentives provided to them. The Economic Development Department recognized that the CCIP program had not been updated since inception.

The state's program known as the Texas Moving Image Incentive Program is designed to stimulate the Texas economy by attracting television, film, and other media productions to the state. The state program received additional funding and updates this past legislative session, which warranted an evaluation of the City's program to best position Austin to compete for those productions.

Staff conducted outreach and work sessions for stakeholders to develop recommendations to update the CCIP ordinance and program guidelines. The recommended updates include adjustment of application timelines, increasing incentive award amounts, implementation of an application scoring system, decoupling approval by the Texas Film Commission, and modifications to crediting Austin and requirement of production marketing materials.

Full details may be found in the attached updated CCIP ordinance and program guidelines.