

ORDINANCE NO.

**AN ORDINANCE AMENDING ORDINANCE NO. 20140515-008 TO UPDATE
THE CITY'S CREATIVE CONTENT INCENTIVE PROGRAM
REQUIREMENTS.**

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

PART 1. Part 2, Economic Development Program, of Ordinance No. 20140515-008 is amended to read:

An economic development program for film, television, and digital media production is created under Chapter 380 of the Texas Local Government Code. The program is titled the Creative Content Incentive Program (CCIP). The CCIP provides grants to production companies that are engaged in the creation of a film, television series or commercial, or digital media project in the City of Austin. CCIP provides ~~[There are two categories of grants: 1)]~~ grants ~~[available]~~ to ~~[Austin-based]~~ companies ~~[or productions that meet the Significant Promotion of Austin test]~~ for an incentive amount not to exceed ~~[0.75]~~ 2.5% of all wages paid to Austin Metropolitan Statistical Area residents on the project~~[-; and, 2) grants available to nonlocal production companies which do not meet the Significant Promotion of Austin test for an incentive amount not to exceed 0.50% of all wages paid to Austin Metropolitan Statistical Area residents on the project. The definition of an Austin-based company and the Significant Promotion of Austin test are described in the CCIP Guidelines].~~

PART 2. Part 3, Minimum Eligibility Requirements, of Ordinance No. 20140515-008 is amended to read:

In order to qualify for the CCIP, production projects must meet the following criteria:

(1) ~~[The production company must be approved for production incentives from the Texas Film Commission, if available, in one of the following categories: a) film and television projects, b) video game projects, or c) visual effects. Production projects in the commercial or reality television series categories are eligible only if the applicant can demonstrate that the production meets the Significant Promotion of Austin test.~~

~~(2) Film and television projects, reality television, and commercials must pay all employees at least union wages and ensure the availability of other employment benefits equivalent to union benefits.~~

~~(3) Video game and visual effects projects must pay all employees at least \$11 per hour or the City's having wage if adjusted, provide all workers with health insurance benefits, and extend employee benefits to same-sex partners and their dependents.~~

(4) The production company must have its principal place of business during the production within the City of Austin's Desired Development Zone.

~~(2)~~~~(5)~~ There must not be any new permanent construction or leasehold improvements involving the project and the production company must not have applied to the Chapter 380 Economic Development Program for an economic development incentive for the jobs or payroll associated with the project.

(3) The production company must provide an electronic press kit with images and additional assets to be used for marketing purposes.

(4) Applications must be submitted in full no earlier than 180 calendar days and no later than 5:00 PM Central Standard Time on the fifth business day prior to the first day of principal photography, or the first day of asset creation for video games, or the first day of commencement of layout for animation.

PART 3. Part 4, Credit Required, of Ordinance No. 20140515-008 is amended to read:

The production company receiving a CCIP grant shall place a "Made in Austin" logo or [and a] credit on each production that reads: Produced with the support of the City of Austin ~~[Thank you to the City of Austin for its generous support of this production. Filmed on location in Austin, Texas, U.S.A].~~

PART 4. Part 5, Minority and Women Owned Business Participation, of Ordinance No. 20140515-008 is amended to read:

A production company that receives a CCIP grant must complete the following:

- 1) Attend an informational meeting with the City's Department of Small and Minority Business Resources (SMBR) ~~[no less than ten days]~~ prior to the first day of production, and
- 2) Obtain the SMBR availability list of certified vendors, and
- 3) Submit a list of vendors contracted for the project within thirty days after completion of the production to be reviewed by SMBR, and

4) Upon request from the City, provide information on curriculum for educational events regarding minority and women owned business opportunities in film, television and digital events.

PART 5. This ordinance takes effect on _____, 2025.

PASSED AND APPROVED

_____, 2025 §
 §
 § _____
 Kirk Watson
 Mayor

APPROVED: _____ **ATTEST:** _____
Deborah Thomas Erika Brady
City Attorney City Clerk