



City of Austin

Recommendation for Action

File #: 25-2480, **Agenda Item #:** 11.

12/11/2025

Posting Language

Authorize negotiation and execution of a Creative Content Incentive Program economic development agreement with Hermanos Productions, LLC, for the production of "Brothers," in an amount not to exceed \$150,000. Funding: \$150,000 is available in the Operating Budget of the Austin Economic Department's Economic Incentive Reserve Fund.

Lead Department

Austin Economic Development.

Fiscal Note

Funding in the amount of \$150,000 is available in the Operating Budget of the Austin Economic Department's Economic Incentive Reserve Fund.

Prior Council Action:

September 25, 2025 - Council approved Ordinance No. 20250925-009 amending the program guidelines for the Creative Content Incentive Program.

For More Information:

Anthony Segura, Interim Director, Economic Development Department, 512-974-3187; Haileigh Meyers, Program Manager II, 512-974-2254.

Additional Backup Information:

"Brothers" is a TV series being filmed for Apple TV by producers Matthew McConaughey, Woody Harrelson, and Les Eisenberg. The series focuses on the brotherhood of McConaughey and Harrelson as they combine their families in an attempt to live together on McConaughey's Austin ranch. This series originally began filming in March 2025; however, production was halted due to a creative reset. The series is shooting material for the entire series beginning in October 2025.

The production is budgeted to spend \$6,264,590 on incentive-eligible wages with an additional spend of \$9,000,000 on non-wage expenses. The production will employ a cast and crew of around 320. The total impact of the production from local direct payroll and non-payroll spending, along with an anticipated spin-off effect, is estimated at \$159,903. Additionally, the Production will utilize several local commodities and services, which will generate opportunities for MBE/WBE firms. Finally, the Production has an associated impact to area hotels estimated at 650 room night stays.