



## MEMORANDUM

To: Mayor and City Council Members  
Douglas G. Faseler, City Manager

From: Kyle Kramm  
Main Street and CVB Director

Through: Rick Cortes  
Assistant City Manager

Subject: Film Guidelines and Permitting

Date: April 23, 2018

Communities across Texas are experiencing an economic impact from the recruitment of filming and production crews. For example, a Warner Bros production spent \$1.49 million in Lockhart over a 45 day filming schedule and a commercial spent \$159K in Brownsville over six days. A popular TV show or movie can also create a tourism draw for a community, such as *Breaking Bad* did for Albuquerque, New Mexico where they have tours of the locations from the filming. Even here in Seguin, we have the *True Women* tours that draw a few tours to Seguin every year.

To assist in the recruitment of production crews, the Texas Film Commission has created the Film Friendly Certified Communities program. Several neighboring communities are active participants in the program including San Marcos, Elgin, Gonzales and Lockhart. Certification is a three step process:

- 1.) A city representative attends a Texas Film Friendly training.
- 2.) City adopts film guidelines.
- 3.) The city provides at least five locations to include in the film scouting database.

Staff attended a workshop in Waco where they learned how to work with film scouts and production crews, film incentives offered by the Texas Film Commission and more. At the workshop, staff also received generic film guidelines that each community could use by revising to fit their community. The attached film guidelines for your review are the generic guidelines provided by the Texas Film Commission, but revised for Seguin.

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The guidelines and permitting process are for commercial productions that use City property and does not regulate commercial filming done on private property, unless the filming would impact neighboring private properties.

A permit for filming, accompanying \$25.00 fee, insurance and facility rental payments must be submitted to the CVB Director at least 5 business days prior to filming or any substantial production work. Upon receipt of the permit application, the CVB Director will consult with the City Manager, City Attorney, Fire Department, Police Department and any other necessary City departments to approve rental of the facility, street closures and use of City staff. The use of City property will be determined by the current fee schedule within the Code of Ordinances. If the filming would want to use a facility that does not have a set fee, for example Council Chambers, a rental fee shall be determined by the CVB Director in consultation with City Management.

Often the film crews are working on short deadlines. A call for locations will be received and the City must respond with possible locations within a few days. If the film scout likes your location they will come for a site visit the next week and then if your site is selected, filming could occur as quickly as the following week. The ability of the City to respond quickly and meet these short deadlines will be necessary for being able to recruit filming to Seguin.

Filming in Seguin will not only be able to take advantage of the Texas Film Commission's incentives, but also incentives from the San Antonio Film Commission. Texas Moving Image Industry Incentive Program provides qualifying film, television, commercial, visual effects and video game productions the opportunity to receive a cash grant based on a percentage of a project's eligible Texas expenditures, including eligible wages paid to Texas residents. Grants vary by budget levels and types of productions, and are issued upon completion of a review of the project's Texas expenditures. Additionally, the San Antonio Film Commission offers incentives for filming that occurs within the Greater San Antonio Metropolitan Area as long as the principal production office and hotel is in San Antonio.

Staff seeks approval of the film guidelines and permitting process in order to seek the designation of Certified Film Friendly Community.

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