
Community & Intergovernmental Relations

DEPARTMENT: Economic Development
FROM: Alex Philips, Economic Development Director
MEETING: January 22, 2025

SUBJECT:

Receive a report, hold a discussion, and provide a recommendation on Burleson becoming a Film Friendly Certified Community as recognized by the Texas Film Commission's Film Friendly Texas program. (*Staff Contact: Alex Philips, Director of Economic Development*)

SUMMARY:

Economic Development, Planning, and Communications would like to work towards Burleson being recognized as a Film Friendly Certified Community in 2025.

The benefit of becoming a Texas Film Friendly Certified Community is the potential attraction to our city from visitors well outside of a 50-mile radius and gaining notoriety via movies, television series, etc. When/if our community is selected to host a production, it has great potential to bring positive economic impact by way of lodging, catering, transportation for crew members as well as bringing an influx of business to local lumber and/or construction focused businesses to assist with scene staging needs and more. The Texas Film Friendly Texas program connects media industry professionals with interested communities.

The city's Marketing and Communications division has identified the following ideal locations within the city to film, should we be selected to host a film project: Bailey Lake Park, Whistlejacket Farm, Russell Farm, Old Town district/ Mayor Vera Calvin Plaza, and Lost Oak Winery.

The steps towards becoming film friendly certified are: attending a "How to Become a Film Friendly Texas Certified Community" workshop hosted by the Texas Film Commission (Spring 2025), pass administratively enforceable filming guidelines, and submit photos of our five (5) preferred filming locations within our community.

Staff will collaboratively work on a policy outlining enforceable guidelines for filming including, but not limited to: associated permits/fees, restrictions on certain content, etc.

RECOMMENDATION:

No action is required for this item. Staff is seeking general direction on tourism promotion efforts.

STAFF CONTACT:

Joni Van Noy
Economic Development Coordinator
jvannoy@burlesontx.com
817-426-9689