



PRESENTATION

# **CROCKETT**

## **TEXAS FILM FRIENDLY**

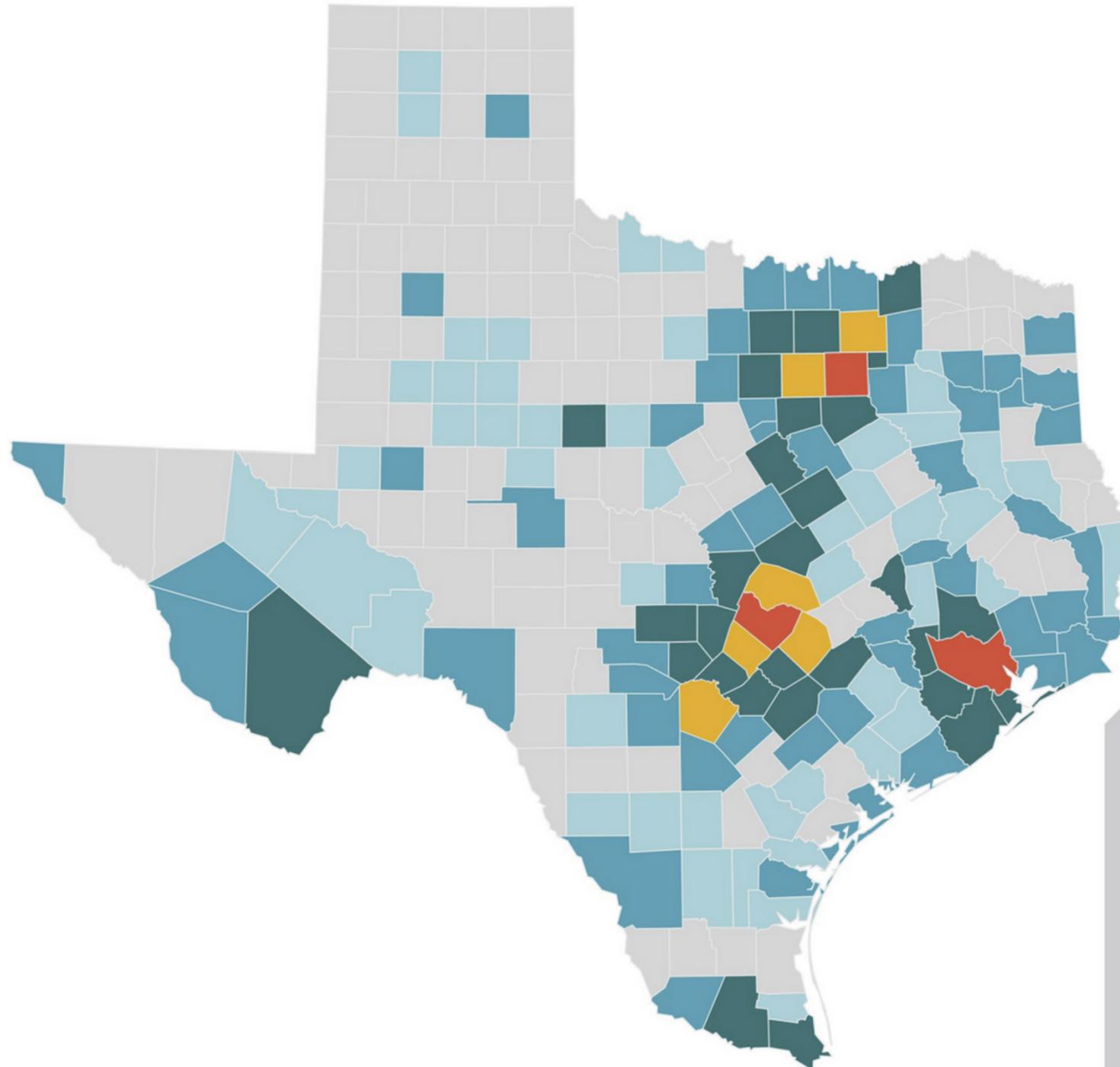




- Created in 2007 to promote filmmaking in Texas
- Administered by the Texas Film Commission, founded in 1971
- 150 communities across Texas generating local spending and economic growth



**THE TEXAS MOVING IMAGE INDUSTRY INCENTIVE PROGRAM (TMIIP)  
COMPLETED PROJECT PRODUCTION LOCATIONS (BY COUNTY)  
LIFE OF PROGRAM (SEP. 1, 2007 - AUG. 31, 2022)**



**TOP 20 COUNTIES**

Per grantee production locations

- |               |               |
|---------------|---------------|
| 1. DALLAS     | 11. CALDWELL  |
| 2. TRAVIS     | 12. ELLIS     |
| 3. HARRIS     | 13. BURNET    |
| 4. TARRANT    | 14. COMAL     |
| 5. BEXAR      | 15. GALVESTON |
| 6. BASTROP    | 16. JOHNSON   |
| 7. WILLIAMSON | 17. BLANCO    |
| 8. HAYS       | 18. FORT BEND |
| 9. COLLIN     | 19. CAMERON   |
| 10. DENTON    | 20. GUADALUPE |

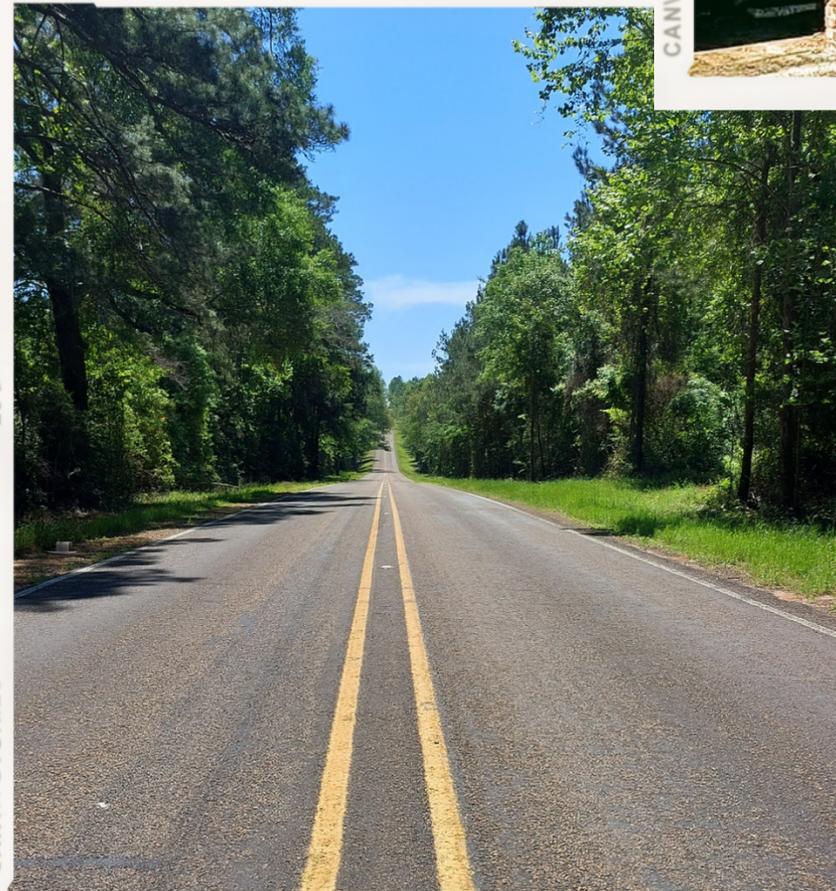
**NUMBER OF PROJECTS**

Film | TV | Commercial | Animation | VFX | Video Game | XR

- N/A
- 1 OCCURRENCES
- 2-5 OCCURRENCES
- 6-50 OCCURRENCES
- 51-100 OCCURRENCES
- 101-500 OCCURRENCES

# WHY?

Attractive business climate



Crockett hospitality



Diverse locations



# ***BENEFITS***



Filmmakers bring money into the local economy by renting equipment, hiring local crew members, catering, and spending money on lodging, food and transportation.



A single film shoot can generate thousands or even millions of dollars in local spending, based on size and scope of the production.



By attracting filmmakers to Crockett, we can create a new source of economic growth and job opportunities for our residents.



The exposure Crockett receives can attract tourists and businesses, further boosting our local economy.

# CASE STUDY: HBO'S LOVE & DEATH

- Love & Death created more than 800 local crew hires with wages totaling more than \$30 million.
- Over 6,400 local cast and extras were hired with wages totaling more than \$2.1 million.
- Love & Death utilized over 900 Texas business and invested over \$14M in the local economy.
- The series, released in 2023, filmed for 180 days and spent over \$4.6 million locally on location fees.



# DURING THE MAKING OF THE LONG ROAD HOME

- Building
  - More than 12 acres of scenery and set pieces in Killeen to recreate Sadr City, Iraq, circa 2004. The largest built set in North America at the time.
  - Assembled by more than 100 Texas crew members working for more than 65 days.
- Purchased
  - 5,921 sheets of plywood (4 miles long laid end-to-end)
  - 9,812 2x4's 16 ft long (29 miles long laid end-to-end)
  - Over 1,000 gallons of paint



## ***SPENDING***

- \$3.2 M on construction labor and materials
- \$1.2 M on wardrobe, set dressing and props
- \$500,000 at Killeen area stores and vendors
- More than \$400,000 at Killeen area hotels



## **BOOKING**

- More than 12,393 nights in Texas hotels

## **PURCHASING**

- 1,000 pairs of boots
- 800 gallons of propane
- 500 gallons of fog fluid
- 56,000 bottles of water
- 176,000 pounds of ice
- 14,762 coffee cups



## **HIRING**

- More than 4,450 actors/extras
- 485 Texas-based crew members
- 58 Texas-based cast members



# CASE STUDY: NBC'S AMERICAN NINJA WARRIOR

- American Ninja Warrior set up an entire obstacle course for the filming of two episodes in downtown San Antonio in March 2017
- During the 10-day shoot, the production employed 38 local crew members and brought in nearly \$3.5 million to the city



# TEXAS PRODUCTIONS

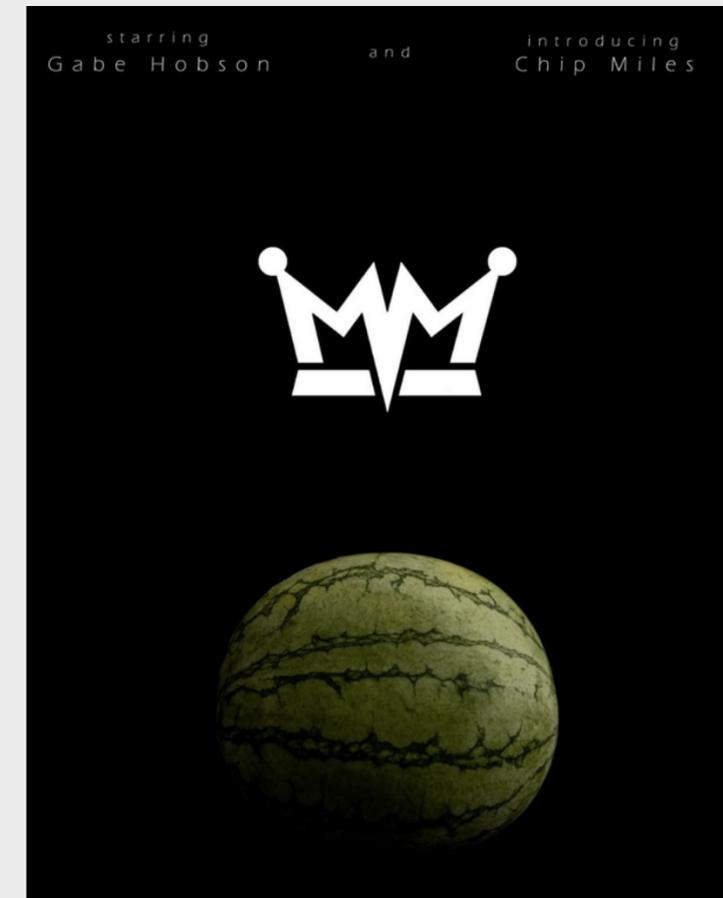
- Best Little Whorehouse in Texas (1982)
- Austin City Limits (1975 - Present)
- Miami (2023)
- Song to Song (2017)
- Yellow Rose (2019)
- Songwriter (1984)
- Cranes in the Sky (2016)
- Michael (1996)
- Going Varsity in Mariachi (2023)
- Chulas Fronteras (1976)
- Selena (1997)
- The Blues Accordin' to Lightin' Hopkins (1969)

- Manos: The Hands of Fate (1966)
- The Texas Chain Saw Massacre (1974)
- Phantom of the Paradise (1974)
- Race with the Devil (1975)
- The Town That Dreaded Sundown (1976)
- Piranha (1978)
- Blood Simple (1984)
- The Texas Chainsaw Massacre 2 (1986)
- Arlington Road (1999)

- Grindhouse: Death Proof (2007)
- Teeth (2007)
- No Country For Old Men (2007)
- Friday the 13th (2009)
- The Texas Chainsaw Massacre (2003)
- The Hitcher (2007)
- Pistol (2022)
- True Stories (1986)
- N95 (2022)
- Pure Country (1992)
- Don't Touch My Hair (2016)
- Abilene (2022)
- The Hottest State (2006)

- The Son (TV Series, 2017-2019)
- True Grit (2010)
- Three Burials (2005)
- Lone Star (1996)
- Gambler V: Playing for Keeps (TV Movie, 1994)
- The Ballad of Gregorio Cortez (1982)
- Hud (1963)
- Five Bold Women (1960)
- Giant (1956)
- The Sundowners (1950)

# FILMS WITH CROCKETT LISTED AS LOCATION





# DIGITAL MEDIA PRODUCTION

Texas industry has always attracted the most innovative companies and minds, which includes digital media production: animation, video games, visual effects (VFX), and extended reality (XR).

Additionally, The Lone Star State is home to more than 130 animation, postproduction and visual effects companies that provide support and talent to the local and worldwide film, advertising, education, and video game industries.

# THE TEXAS MOVING IMAGE INDUSTRY INCENTIVE PROGRAM AT A GLANCE

FILM . TV . COMMERCIAL . ANIMATION . VFX . VIDEO GAME . XR



## ECONOMIC IMPACT

LIFE OF PROGRAM (SEPT. 1, 2007 - AUG. 31, 2022)\*

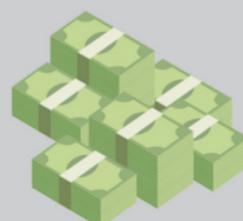
The Texas Moving Image Industry Incentive Program (TMIIP) is designed to build the economy through the moving image industry by creating jobs in Texas.



**\$1.95B**  
IN-STATE SPENDING



**183K+**  
TEXAS JOBS CREATED



**504%**  
RETURN ON INVESTMENT

For every \$1.00 paid in grant, \$5.04 is spent in-state.

\*This information reflects the sum of actual spend and jobs for projects paid, and the as-applied estimates from applications for projects not yet submitted for payment.

## BOOSTING LOCAL TEXAS ECONOMIES

BY THE NUMBERS

**\$1M**

Spend by TV commercial in Marfa, Austin, East TX, Galveston, and Houston for 8 days.

**\$2.3M**

Spend by feature film in Fort Worth and Weatherford for 36 days.

**\$22.6M**

Spend by TV series in Dallas area for 98 days.

**\$1.2M**

Spend by video game company in Houston for 206 days.

**\$7.6M**

Spend by animated feature film in Austin for 295 days.

## CREATING JOBS & SUPPORTING LOCAL BUSINESSES

QUALIFICATIONS & COMMUNITY IMPACT



**70%** of cast & crew must be Texas residents. **60%** of total production days must be completed in Texas.



Projects must document & submit their eligible in-state spending.



A project's in-state spend is audited before any grant payment is issued.



Only wages paid to Texas residents and spending at Texas businesses qualify for the grant.



**1M+ TOURISTS PER YEAR**  
Visitors to Magnolia Market in Waco  
Home of *Fixer Upper*



**300+ TEXAS CREW MEMBERS**  
Hired in Austin  
Fifth installment of the *Spy Kids* franchise



**800+ CAST MEMBERS**  
Hired in Central Texas  
The CW's *Walker S1*



**#3 AND #13 RANKINGS**  
Graduate Schools for Game Design  
SMU Guildhall in Dallas  
and UT Dallas in Richardson

State Production Incentive (Up to 22.5%)

The Texas Moving Image Industry Incentive Program (TMIIP) is designed to build the economy through the moving image industry by creating jobs in Texas. TMIIP provides qualifying film, television, commercial, video game, animation, visual effects and extended reality (AR, VR, MR) 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.

# PROCESS

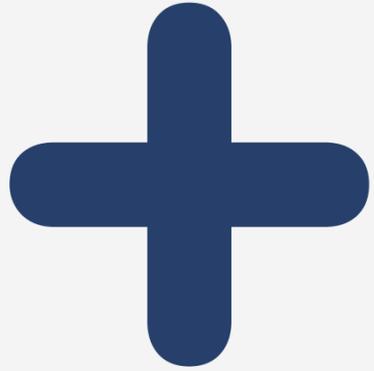


## How does Crockett become a Film Friendly Texas Community?

2017

- Attend a "Film Friendly Texas Certified Community" Seminar
- Submit photos of a minimum of five (5) filming locations in your community for inclusion in the Texas Film Commission location database.
- Pass administratively enforceable filming guidelines that promote media production in a way that is both mutually beneficial for residents and industry professionals alike.

10 ready to submit

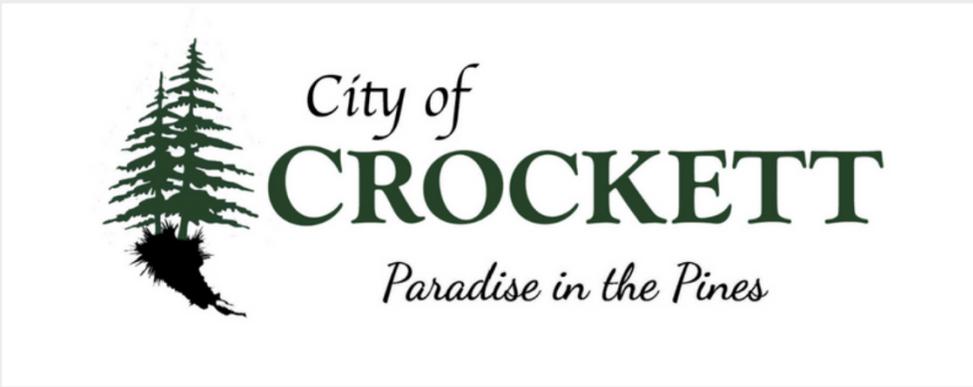


We believe that we have a lot to offer the film industry and are committed to making Crockett a welcoming and supportive location for filmmakers

Becoming a Texas Film Friendly town is an important step in promoting our town and attracting filmmakers



Once we are certified, we will be listed on the Texas Film Commission's website and in their directory of certified locations



We hope that the City Council will support our efforts to become a Texas Film Friendly town



City of  
**CROCKETT**

*Paradise in the Pines*

# **THANK YOU**

- Let's make Crockett a Film Friendly Texas Town

