
CITY OF PORT LAVACA

COUNCIL MEETING: AUGUST 11, 2025

DATE: 08.04.2025

TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS

FROM: JODY WEAVER, INTERIM CITY MANAGER

SUBJECT: FILM FRIENDLY TEXAS PROGRAM RESOLUTION TO BECOME A CERTIFIED CITY

Background:

VEDC-Regional Partnership has brought this opportunity for us. Established in 2007, the Film Friendly Texas (FFTX) program is a certification and marketing program administrated by the Texas Film Commission. Film Friendly Texas Certified Communities receive ongoing training and guidance from the Texas Film Commission regarding media industry standards, best practices and how to effectively accommodate media production in their communities. The Film Friendly Texas program serves as an invaluable resource that helps position Texas as a premier destination for media production.

Participation in the FFTX program will provide Port Lavaca with a network for fostering media production in our city and sends a clear message to media industry professionals that Port Lavaca is serious about attracting their business.

Other Certified Film Friendly Cities in our region include Victoria, Palacios, Rockport, Bay City, Sweeney, Lake Jackson, Cuero, Yoakum, Yorktown, and others.

Tania has already attended the required Film Friendly Texas Workshop and the policy designates our Film Liason as the City Events Coordinator. The following 5 sites have been selected to submit as possible filming locations in the city to the Texas Film Commission database: Main Street Theatre, Lighthouse Beach Park, City Harbor, Nautical Landings Marina, Calhoun County Courthouse

Financial Impact:

There is no fee associated with being a certified Fim Friendly Texas City, but the program has the potential of having a great positive economic impact on our community. The media production industry stimulates the local economy by spurring on-site spending at local small businesses as well as things like lodging, catering, transportation, construction supplies, local hires etc.

Recommendation:

Staff recommends approval of the Resolution to adopt the Film Friendly Guidelines.