



Texas Film Commission:

Resources & Programs for Media Industry Economic Development

Presented by the Texas Film Commission
Office of the Governor, Economic Development & Tourism

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San Antonio, TX

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Session Outline



- Texas Film Commission (TFC) Overview
- TFC Programs & Resources
- Texas Moving Image Industry Incentive Program (TMIIP)
- Film Friendly Texas Program (FFTX)
- Questions and Answers

Texas Film Commission

What We Do

- Promote and assist the media production industries of Texas
- Facilitate and foster job creation and encourage statewide economic development and tourism through media production
- Market Texas as a competitive global media production destination



Texas Film Commission

Who We Are

- A State Agency, housed within the Economic Development and Tourism Division of the Office of the Governor
- Created in 1971 by Governor Preston Smith
- Austin-based, serving all statewide communities and constituents of Texas



Texas Film Commission Staff

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Texas Film Commission Programs & Resources

Programs

- Media Production Development Zone (MPDZ)
- Texas Moving Image Industry Incentive Program (TMIIP)
- Film Friendly Texas (FFTX)
- Digital Media Friendly Texas (DMFTX)
- Student Internship Program
- Skills Development & Workforce Training
- Texas Moving Image Archive (TAMI)

Resources

- Texas Production Directory (TPD)
- Job Hotline
- Sponsorships & Partnerships
- Location Services
- Texas Film Trails
- Regional Film Commissions



TMIIP Qualifications

as of September 1, 2025

At least 60% of the Production occurs in Texas

Cast & Crew: Film and TV Projects

At least 35% paid cast (incl. extras) AND at least 35% paid crew must be valid Texas residents.

Cast & Crew: Commercials, Reality TV & Video Game Projects

At least 35% of combined paid cast and crew (incl. extras) must be valid Texas residents.

Grant Award

5-25% rebate based on Texas spend

Choose from multiple 2.5% and one 1.0% “stackable” additional grant award options to achieve a maximum 31% grant award.

Minimum Texas Spend

\$250,000

Film & TV, Reality TV, VFX for Film & TV

\$100,000

Video Games, Commercials, VFX for Commercials

TMIIP Rebate Tiers

Film/TV:

5% for \$250,000 - \$1 million
10% for \$1 million - \$1.5 million
25% for \$1.5 million+

Video Games:

5% for \$100,000 - \$1 million
10% for \$1 million - \$1.5 million
25% for \$1.5 million+

Reality TV:

5% for \$250,000 - \$1 million
10% for \$1 million+

Commercials:

5% for \$100,000 - \$1 million
10% for \$1 million+

TMIIP Funding = \$300 Million each biennium for the next 10 Years

TMIIP Additional Grant Award Options

Grant Award Parameters

Projects are eligible to stack multiple additional grant awards on the rebate tier their project is in

Maximum Rebate Percentage

Projects can stack additional grant awards to reach a cap of 31% of their in-state spend.

Additional Grant Awards:

Underutilized & Economically Distressed Areas 2.5%

Texas Heritage Grant 2.5%

Rural Filming Grant 2.5%

Postproduction Grant 1.0%

Texas Veterans Grant 2.5%

Faith-Based Moving Image Project Grant 2.5%

Texas Historic Site Grant 2.5%

Workforce Development 2.5%

Subscribe to the TMIIP newsletter and bookmark the TMIIP website for more additional grant award information as it becomes available!

TMIIP Application Process

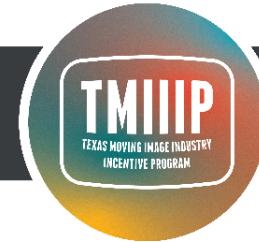
- Visit the TMIIP webpage to submit an inquiry and receive application instructions.
- Productions may apply 180 days prior to start of principal photography and up to 5 business days prior to start.
- Only COMPLETE applications are reviewed. Required application documents include: completed online application, Texas spend budget, and content documents.
- Applications are reviewed in the order received, accepted projects are notified with a grant award letter.
- Final Audit submissions are due 60 days after payment of final Texas expenditure.



Program Impact & ROI

THE TEXAS MOVING IMAGE INDUSTRY INCENTIVE PROGRAM (TMIIP)

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

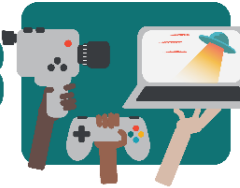


RETURN ON INVESTMENT

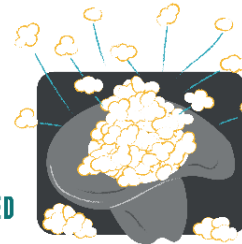
LIFE OF PROGRAM (SEPT. 1, 2007 - AUG. 31, 2025)*



\$2.9B
IN-STATE SPENDING



223K
TEXAS JOBS CREATED



447%
RETURN ON INVESTMENT

For every \$1.00 paid in grant, \$4.47 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.

PROCESS

- Submit project inquiry with Texas Film Commission.
- Application window opens 180 days prior to start.
- Application window closes 5 business day prior to start.
- Accepted TMIIP projects receive award letter and grant contract.
- Final audit submissions due 60 days after payment of last Texas expenditure.

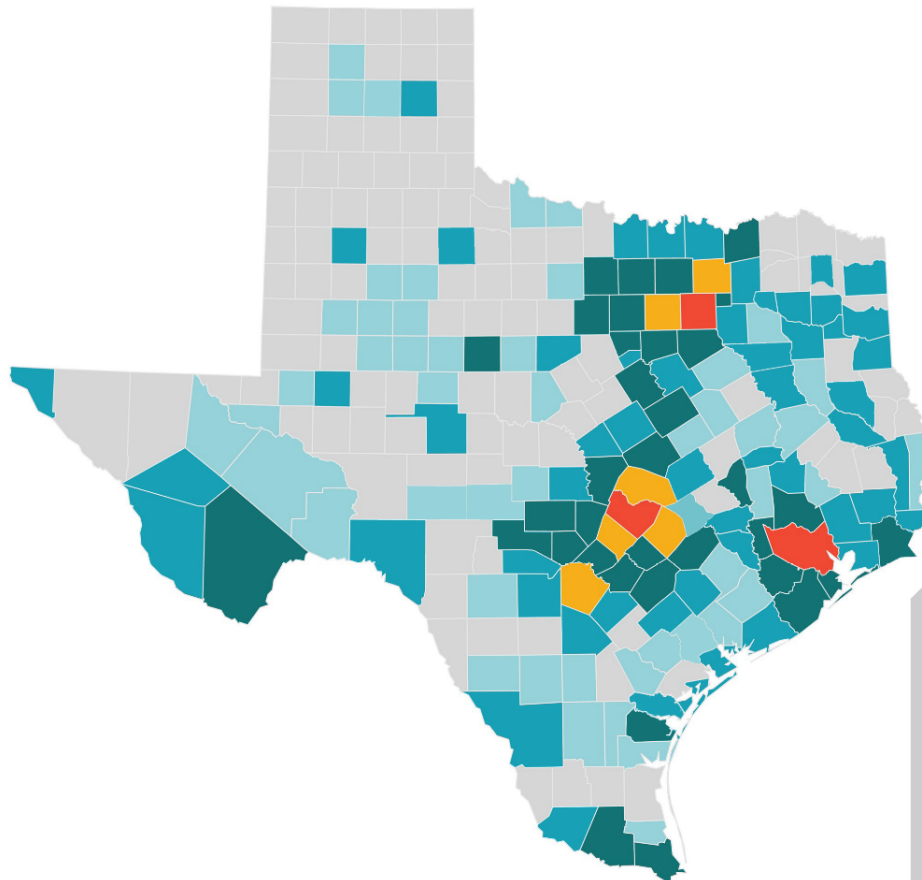
QUALIFICATIONS

- **35%** 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.



Production Activity

THE TEXAS MOVING IMAGE INDUSTRY INCENTIVE PROGRAM (TMIIP)
COMPLETED PROJECT PRODUCTION LOCATIONS (BY COUNTY)
LIFE OF PROGRAM (SEP. 1, 2007 - AUG. 31, 2025)



TOP 20 COUNTIES

Per grantee production locations

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

NUMBER OF PROJECTS

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

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

gov.texas.gov/film/page/impact

Texas Film Commission | Office of the Governor, Economic Development & Tourism

Last Updated: September 1, 2025



MPDZ Program

Phases At-A-Glance

1. Project submits an application to the **local municipality** or county that has jurisdiction over the proposed location.
2. **Local city council or county commissioners court** certifies the project for local benefits.
3. **Texas Comptroller of Public Accounts** certifies the project has a positive impact on state revenue.
4. **Media Production Advisory Committee** recommends use of the exemption for the project.
5. Finally, the **Texas Film Commission** designates the location and certifies the project to grant the exemption.



(Before photo by Rhailey@star-



Film Friendly Texas (FFTX) Program

The Film Friendly Texas program provides **ongoing training and guidance to community partners** on how to **accommodate on-location filming** and how to market their community as a **media production destination**.



FFTX Fun Facts



- ◆ The Film Friendly Texas program was established in late 2007 and shortly after, Smithville, TX became the first official Film Friendly Texas certified community.
- ◆ Since 2007, the Film Friendly Texas program has grown to include over 200 certified communities!
- ◆ Film Friendly Texas certified communities range in size from Houston to Miles and all points in between.

FFTX Program

- ◆ Supplies FFTX certified communities with an **elevated platform** and pipeline for leads on new business opportunities
- ◆ Provides productions with increased assurance that FFTX certified communities are **industry-savvy** and serious about **attracting their business**
- ◆ On-location filming activity stimulates local economies by:
 - ◆ **Creating jobs** for Texas-based cast and crew members
 - ◆ Generating in-state spending on **local goods** and services to **small businesses** in Texas



FFTX Certification Requirements

- ❑ **Establish** an official community liaison
- ❑ **Attend** a Film Friendly Texas Workshop
- ❑ **Pass** filming guidelines
- ❑ **Submit** digital photos of potential filming locations



Facilitating Filming Requests in Your Community

- ◆ **Collect** production info & timelines
- ◆ **Help** assess feasible locations
- ◆ **Refer** local businesses to meet production-related needs
- ◆ **Introduce** local officials
- ◆ **Facilitate** Town Hall meetings, virtually or in-person
- ◆ **Track** and expedite film permits
- ◆ **Resolve** local production issues should they arise
- ◆ **Remain** flexible & responsive as a local resource to productions



Film, TV & Commercial Production

Case Study: HBO's *Love & Death*

Over 800 local crew with nearly \$30M in wages.

Over 6,400 local cast and extras with over \$2.1M in wages.



\$4.6M+ on location fees over 108 filming days in and around Austin areas.

Over 2,100 local security and off-duty officers with nearly \$900K in wages.

◆ Over 900 Texas vendor utilized

- ◆ \$2.2M+ Light & Electrical
- ◆ \$1.2M+ Hardware & Lumber
- ◆ \$1.2M+ Props & Dressing
- ◆ \$258K+ Wardrobe
- ◆ \$74K+ Plants & Landscaping
- ◆ \$5.7M+ Car and Truck Rental & Gas
- ◆ \$1.6M + Catering & Food
- ◆ \$87K + Dry Cleaning & Laundry Services
- ◆ \$1M+ Hotels & Accommodations
- ◆ \$700K+ Office & Facility Rentals

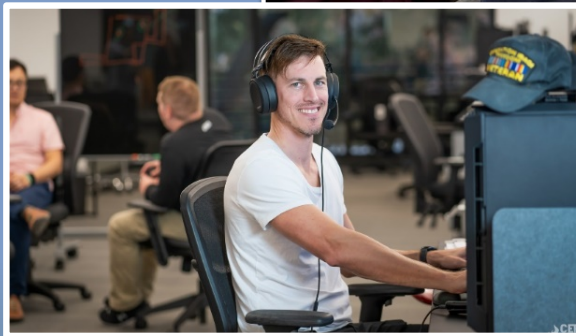


What is “Digital Media”?



- Animation
- VFX (Visual Effects)
- Video Games
- XR (Extended Reality)

Why Texas for Digital Media?



- Texas leads as a business destination:
 - Affordable cost of living
 - No state income tax
- #2 in US for Video Game & XR Software Developer Employment
- #3 in US for Special Effects Artist & Animator employment
- 300+ Texas-based animation, VFX, video game, and XR companies
- 35 Higher Education Programs with 10 Varsity Esports teams



DMFTX Certification Steps



- ❑ **Establish** an official Digital Media liaison
- ❑ **Attend** a Digital Media Friendly Texas community workshop
- ❑ **Register** Digital Media resources in the Texas Production Directory based in your community.
- ❑ **Create** a community advisory board



Q & A





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