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Study Released on Economic Impact of Film in Austin

For immediate release

August 30, 2004

Today the City of Austin released the study, "[Film and Visual Media in Austin](#)". The City commissioned this study with Texas Perspectives on March 11, 2004 to identify opportunities for the City to assist the local film industry. The report was presented at a press conference this morning by City consultant, Jon Hockenyo.

Major finding of the report include:

- Total economic impact of film and visual media of nearly \$360 million annually
- Creation of 3,500 jobs annually
- Generation of tax revenues of over \$1.3 million annually

While the report makes nine recommendations, five of those recommendations related directly to the City of Austin. Some of those recommendations include:

- A single point of contact in the City for the Film Industry.
- An improved working environment and the City serving as a coordinator of resources and information.
- Utilizing the City's website as a clearing house for film-related resources and serving as a promotional venue for locally-produced clips.

The City Manager has responded to these recommendations with an Action Plan to address each of them.

The study also includes information on initiatives taken by other regions of the country to increase film and visual activities.

According to the Texas Film Commission, 115 feature films have been shot in and around Austin since 1993 with budgets totaling \$914.4 million. Fifty percent of a film's budget is spent directly in the community where the film is made. By this account, the film industry has directed roughly \$450 million into the Austin economy since 1993. Movie Maker Magazine recently ranked Austin the "Best place in the US to live and make movies."

["Film and Visual Media in Austin"](#)
[Films and Austin](#)

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