

	<div style="text-align: center;">AGENDA ITEM SUMMARY</div> <div style="border: 1px dashed purple; padding: 5px; float: right;"> District Impacted <input type="checkbox"/> 1 = Wolosin <input type="checkbox"/> 2 = Woolard <input type="checkbox"/> 3 = Scott <input type="checkbox"/> 4 = Boddie <input type="checkbox"/> 5 = Macaluso <input checked="" type="checkbox"/> All </div>
Agenda Date	06/08/2021
Requested Action	APPROVE ON SECOND READING ORDINANCE NO. 2021-18; AN ORDINANCE OF THE CITY OF BOERNE, TEXAS, ENACTING GUIDELINES FOR FILMING WITHIN THE CITY LIMITS; ESTABLISHING PERMIT REQUIREMENTS AND FEES FOR THE USE OF AND/OR CLOSURE OF CITY RIGHTS-OF-WAY, STRUCTURES AND SERVICES; REQUIRING NEIGHBOR NOTIFICATION AND LIABILITY INSURANCE; CONTAINING A PENALTY PROVISION; CONTAINING A SEVERANCE CLAUSE; AND SETTING AN EFFECTIVE DATE.
Contact Person	Larry Woods
Background Information	<p>Film Friendly Certified Community through the Film Friendly Texas Program of the Texas Film Commission – Office of the Governor</p> <p>The City Manager has requested that staff pursue certification for the City of Boerne as a Film Friendly Community through the Texas Film Commission (TFC). The Film Friendly Texas program is an economic development opportunity for the City of Boerne.</p> <p>The certification process requires (1) that we attend a Film Friendly training workshop (<i>Complete</i>); (2) that we submit to TFC (a) administratively enforceable filming guidelines that promote media production within the City of Boerne in a way that is mutually beneficial for residents and industry professionals alike (<i>Requires City Council approval</i>); and (b) photos of filming locations in our community for inclusion in the Commission’s location database. (<i>Pending</i>). After certification, the Commission continues to provide ongoing training and guidance to Film Friendly communities.</p> <p>Boerne would be joining more than 150 Texas communities already certified as Film Friendly Texas communities, including San Antonio, Fredericksburg, Kerrville, Blanco, Bandera, and Wimberley to name a few. This certification will signal that Boerne is a community ready and willing to take advantage of this economic development opportunity. Moving film productions in our community would bring the opportunity to use local businesses for goods and services, and the opportunity to employ Texans in this industry. Opportunities span the entire moving</p>

	<p>picture industry from indie films, to commercials, to TV series, to full-length feature films.</p> <p>Boerne’s Assets include our proximity to San Antonio and its International Airport, our Hill Country location with a beautiful, vibrant, historic downtown, our proximity to unique filming locations - ranches, event venues, back roads, City/County/State parks, show caves, and more; full-service and limited-service lodging that can handle group accommodations; and strong community partners.</p> <p>Excerpts from the Texas TFC website (https://gov.texas.gov/film/page/fftx_overview)</p> <p>Background The Film Friendly Texas program connects media industry professionals with skilled community liaisons across the state to provide local expertise and production support. Participation in the Film Friendly Texas program provides Texas communities with a network for fostering media production in their municipalities and sends a clear message to media industry professionals that Film Friendly certified communities are serious about attracting their business.</p> <p>With an emphasis on working with Texas’ rural and suburban communities, the Film Friendly Texas program provides an elevated platform for statewide certified communities to market their unique attributes and resources directly to media industry professionals working in Texas.</p> <p>Program History Established in 2007, the Film Friendly Texas program is a certification and marketing program administrated by the Texas Film Commission – Office of the Governor. 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.</p> <p>Generating Potential Economic Impact & Job Creation for Texas Communities Through the Film Friendly certification process, statewide communities are prepared to meet the opportunities and challenges of accommodating media production and are readied to help match local businesses with production-related needs and services.</p>
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	<p>The media production industries of Texas stimulate local economies by creating jobs for Texas-based crew members and local residents as well as spurring on-site spending at local small businesses. This type of economic development includes but is not limited to: lodging, catering, transportation, location fees, lumber, construction supplies, shopping, dining, local hires and more.</p> <p>A Vast Network of Statewide Certified Communities</p> <p>The Film Friendly Texas program establishes an elevated platform for building relationships with community liaisons across the state who are eager to work with media industry professionals and can hit the ground running when contacted about filming in their area.</p> <p>With one e-mail, the Texas Film Commission can distribute location requests and casting calls to its network of certified communities, providing a thorough level of customer service and trademark Texas hospitality to media industry professionals and community stakeholders alike.</p>
Item Justification	<div> <div> <input type="checkbox"/> Legal/Regulatory Obligation <input type="checkbox"/> Reduce Costs <input type="checkbox"/> Increase Revenue <input type="checkbox"/> Mitigate Risk <input type="checkbox"/> Master Plan Recommendation </div> <div> <input type="checkbox"/> Infrastructure Investment <input type="checkbox"/> Customer Pull <input type="checkbox"/> Service Enhancement <input type="checkbox"/> Process Efficiency <input checked="" type="checkbox"/> Other: Economic Development Opportunity </div> </div>
Financial Considerations	<p>The current FY 21 budget for this project is \$0</p> <p>The program will be administered by a team of current City employees. The Film Friendly team includes representatives from the CVB, Parks & Recreation, and Special Projects. Special Projects will be the Film Friendly liaison for the City. The CVB will be the liaison for group accommodations and related resources. Parks and Recreation already has many processes in place to facilitate production company requests including filming applications, permitting processes, rental fees, etc.; and the Police Department has a process in place for the use of off-duty police officers.</p> <p>Production expenses are borne by the production companies either through direct services with local business or by reimbursing the City for any employee or equipment-related costs as agreed by the production company and the City. As such, we anticipate that this will be almost budget neutral for the City.</p> <p>Staff recommends a modest expense budget for FY22 of \$5,000 to</p>

	cover (1) any certification, promotional and marketing expenses such as location photography of City-owned properties (parks, trails, amphitheater, etc.) and historic downtown Boerne. These images are required as part of the TFC approval process; and (2) unanticipated non-reimbursable expenses.
Citizen Input/Board Review	N/A
Legal Review	The City Attorney has reviewed the attached “Guidelines for Filming in the City of Boerne, Texas” and “Indemnification and Hold Harmless Agreement”.
Alternative Options	N/A
Supporting Documents	Guidelines for Filming in the City of Boerne, Texas Indemnification and Hold Harmless Agreement