



**SAN ANTONIO FILM COMMISSION
STRATEGIC PLAN ADOPTION**

**City Council A Session
October 13, 2016**

**Debbie Racca-Sittre, Interim Director
Department of Arts & Culture**

Strategic Planning Process



Visioning

6/25/16

80+ attendees

Worksession

6/29/16

27 attendees

Plan Release

9/25/16

150+ attendees

Key Strategies & Success Indicators

TO have productions specifically choose SA over other cities - because of incentives

Taxes/SA incentives 26% - 30%
• Change tier levels from \$50k

State incentive is uncapped or cap is increased above NY, LA + GA.

Local incentive not tied to state that is equal to New Mexico incentive.

ENSURE State & local film incentives ARE COMPETITIVE

Multiple Networks of Studio films
→ Filmed simultaneously
→ Continue...

Competitive Local Film Incentives

at least two major film producers (budget \$20M)

fully developed film studio (public/private partnership)

New educational programs craft tech - 2 yrs. ACCD film degree - USA

INVEST + DEVELOPING Workforce & infrastructure needs

More than 1 State of the art production facility in use

Database in place for personnel & equip readily available & accessible

Praise to 75% Full time film professionals

Workforce & Infrastructure Needs

Successful International Academy qualifying Film Festival and a Film Convention (Multi) that film happens.

Allow Films to use city Brand EX: Police Dept. in Films

Business are investing in the local film industry.

ENHANCE Marketing → to increase OPPORTUNITIES + CULTURE

More recognition outside of SA for locally made films/tv new media

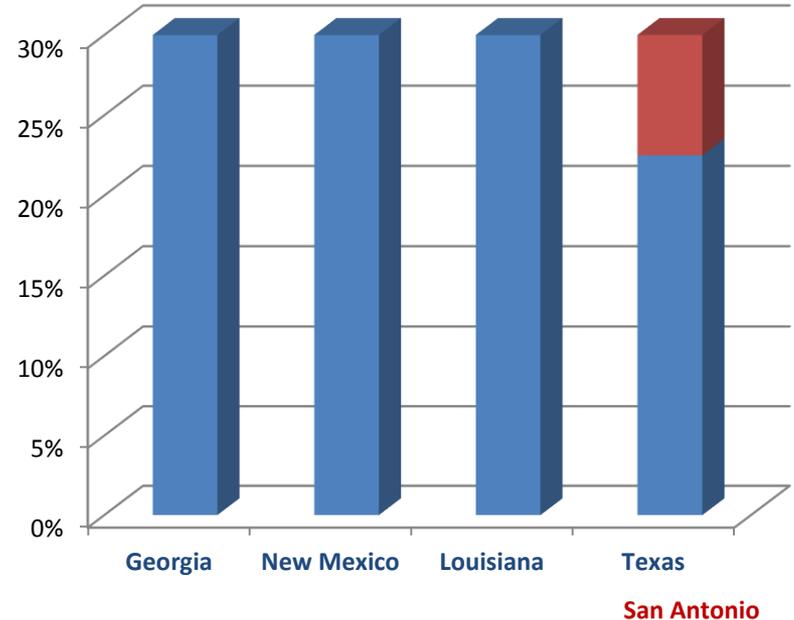
CREATE NATIONAL ADVERTISING CAMPAIGN

New website for S.A. Film showing over 100% increase in web traffic?

Market Industry and Film Culture

Competitive Incentives

- Remove requirement for State Support from SA Incentive
- Increase SA incentive to 7.5%
- Support legislative changes to Texas incentive funding strategy



Workforce & Infrastructure

- Restructure local/state workforce and locations inventory
- Conduct workforce needs assessment
- Recommend training programs to fill gaps and retain talent



Comprehensive Marketing Campaign

- Develop new Website at www.filmsanantonio.com
- Locations Video
- Use of “ambassadors” as liaisons with national industry



Update Chapter 2-3 City Code

- Removes Convention & Visitor's Bureau as the Film liaison Office
- Allows Film Office and Managing City Department to waive fees for use of City Facilities





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