



# City of San Antonio

## Legislation Details (With Text)

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**Type:** Staff Briefing - Without Ordinance

**In control:** City Council B Session

**On agenda:** 8/17/2016

**Title:** A Briefing on the San Antonio Film Commission strategic planning process. [Lori Houston, Assistant City Manager; Debbie Racca-Sittre, Interim Director, Culture and Creative Development]

**Sponsors:**

**Indexes:**

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**Attachments:**

Date	Ver.	Action By	Action	Result
8/17/2016	1	City Council B Session		

**DEPARTMENT:** Department of Culture & Creative Development

**DEPARTMENT HEAD:** Debbie Racca-Sittre, Interim Director

**COUNCIL DISTRICTS IMPACTED:** All Council Districts

**SUBJECT:** Briefing on the San Antonio Film Commission Strategic Plan

### SUMMARY:

This City is currently undergoing a strategic planning process to redefine the direction and role of the San Antonio Film Commission. Staff will provide City Council with an update on the process. The full strategic plan and staff recommendations will be brought to City Council for consideration this fall.

### BACKGROUND INFORMATION:

Established in 1985, the San Antonio Film Commission has been dedicated to promoting film making in San Antonio for more than three decades. Providing various services such as film permitting, calls for cast and crew as well as liaison services, the Commission seeks to act as a resource to the film industry and assist in its positive impact on San Antonio's economy.

Following the Texas Legislature's 84<sup>th</sup> regular session in 2015, film production in San Antonio and Texas as a whole faced an uphill battle in the efforts to attract and support projects. With a budget cut of roughly two-thirds, the Texas Film Commissions incentive fund was quickly depleted and could no longer incentivize film

production in the State. Without a competitive state incentive program, the San Antonio film industry realized it was time for change.

In early 2016, the City of San Antonio and a group of film industry stakeholders began discussions focused on reviving the industry locally. Paired with staff transitions within the San Antonio Film Commission, the summer of 2016 was the prime opportunity to develop a strategic plan for the San Antonio Film Commission and redefine its direction and role to support the film industry.

## **ISSUE:**

The half-day visioning session produced a winning proposition for what the San Antonio film industry will do both differently and better than any other community as well as a practical vision of what the industry would like to see in place in five years as a result.

Winning Proposition: San Antonio will be the most production friendly city in the US, celebrating our locations and cultural diversity while supporting the film industry with effective infrastructure, funding, marketing and professional development opportunities.

Practical Vision: The San Antonio film industry will have robust job creation; seamless interaction, collaboration and leadership with the City; a globally recognized film industry presence; state of the art online presence; and abundant opportunities for continuing education and professional development.

Three Key Strategies were identified to achieve this vision and within each of the strategies participants developed success indicators that should be in place in five years if the vision is achieved.

Strategy #1: Ensure state and local film incentives are competitive

Strategy #2: Invest, develop and maintain workforce and infrastructure needs

Strategy #3: Enhance marketing to increase business opportunities and build a strong film culture

The full strategic plan with staff recommended implementation steps will be provided for City Council consideration next month.

## **ALTERNATIVES:**

This briefing is for information purposes only.

## **FISCAL IMPACT:**

This briefing is for information purposes only.

## **RECOMMENDATION:**

This briefing is for information purposes only.

