



AUSTIN  
FILM  
SOCIETY



UTAH  
CINEMA  
CINEMA

AUSTIN  
PUBLIC

AUSTIN  
STUDIOS

AFS 2021 Update - RMMA PIAC Meeting, April 13,  
2021

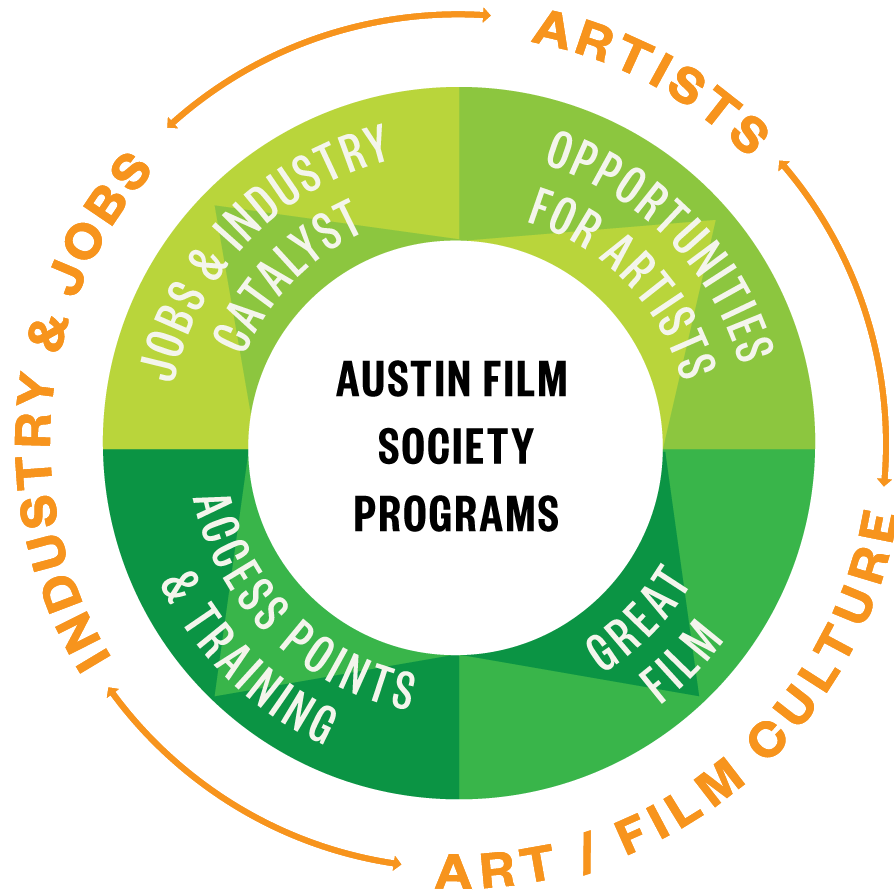
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# FILM ECOSYSTEM



# GREAT FILM – AFS CINEMA



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# OPPORTUNITIES FOR ARTISTS – AFS GRANT



- **\$2 million** in grants since 1996
- Supports artists traditionally underrepresented in the film industry and who are working outside of large industry centers.

# 2020 AFS GRANT RECIPIENTS



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50%

IDENTIFY AS FEMALE

71%

IDENTIFY WITH A COMMUNITY OF COLOR



2020 AFS GRANT  
RECIPIENTS LIVE IN  
ARLINGTON, AUSTIN,  
DALLAS, EAGLE PASS,  
EL PASO, HOUSTON,  
MARFA, MISSOURI  
CITY, SAN ANTONIO,  
& TAYLOR, TX

# OPPORTUNITIES FOR ARTISTS – CAREER LEAPS



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**BULL**, dir. by Annie Silverstein  
Three-time AFS Grant Recipient.



**MISS JUNETEENTH**, dir. by Channing Godfrey  
Peoples, Two-time AFS Grant Recipient.

# AUSTIN PUBLIC: A HOME FOR MEDIAMAKERS



Austin Public is a non-exclusive and content-neutral media studio that offers low- and no-cost training, equipment, facilities, and content distribution services to all Austinites.

# EASTLINK TRAIL



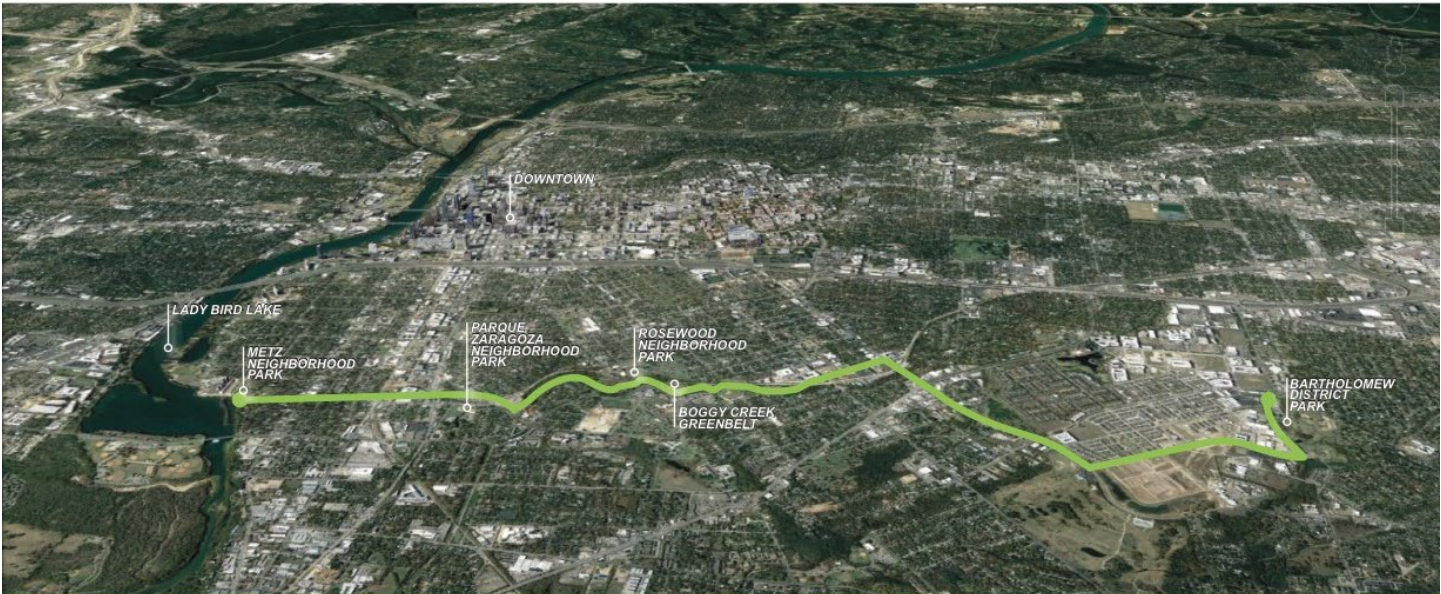
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AUSTIN  
PARKS  
FOUNDATION

+

*eastlink*



The EastLink Trail connects Lady Bird Lake to Bartholomew District Park.

# RESOURCE UPGRADES & NEW PRODUCTION SPACES



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- Extensive facility & equipment upgrades
- Open to public 56 hours / week (pre-pandemic)



PEG Channels 10, 11, & 16:

- **26,280** programming hours per year
- **22,262** local programming hours per year (avg.)
- Now available on streaming devices: Apple TV, Roku, Amazon Firestick

# CLASSES, WORKSHOPS, & EVENTS



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Since October 2015:

- **5,300** attended trainings
- **4,868** reserved studio space
- **3,044** checked out equipment
- **1,589** attended community events
- **1,500+** filmmakers served by Filmmaker Support programs
- **1,137** youth were served
- **114** nonprofits served during Amplify Austin Day

# CLASSES, WORKSHOPS, & EVENTS: YOUTH



## **FY20** pre-pandemic:

- After-school programs in seven schools
- In-school arts program at one school

Providing over **500** instructional hours to over **129** elementary and middle schools students. Six of the eight schools served are located in City Council District 1 where Austin Public is located.

# AUSTIN STUDIOS: JOBS / INDUSTRY CATALYST



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# ECONOMIC IMPACT



**Over the past 21 years:**

- **625** productions on location
- **8,000** jobs generated
- **\$2.1 billion** economic impact

# ECONOMIC IMPACT



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## Austin Studios Generates Jobs, FY 2019-20

18

PROJECTS HOSTED AT AUSTIN STUDIOS

\$49m

ECONOMIC IMPACT OF PROJECTS

1,880

JOBS CREATED

A black and white photograph of a large, active film set. The scene is filled with various pieces of equipment, including cameras on tripods, lighting rigs, and scaffolding. Several people, presumably crew members, are visible throughout the space, some standing and others working on equipment. The floor is covered with cables and other production-related items. The overall atmosphere is one of a busy, professional production environment.

**100 %**  
**Sound Stage Occupancy, March 2021**



The new CW series *Walker*:

- Hired over **300 professionals** from Austin area.
- Plans to spend over **\$17 million** on local payroll for the first 13 episodes through April 2021.
- Series will have an estimated **\$30 million** budget for services on location

# WALKER IN STAGE 3 @ AUSTIN STUDIOS



# COVID SAFETY



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# ROOSTER TEETH @AUSTIN STUDIOS



- **Austin Studios is headquarters for the global media company, employing 315 professionals and creatives.**
- During the pandemic, increased live streaming from **60+ hours a week** and launched new Smart TV apps.
- Virtual convention 'RTX at Home' live from Stage 5 pulled in **nearly 1.5MM** views over 10 days.



- Amazon Studios/Picrow Pictures' new YA series *Panic* wrapped their first season of filming in September.

- Robert Rodriguez's Troublemaker Studios filmed **WE CAN BE HEROES** in and around Austin, including Austin Studios. The most-watched family movie internationally with **44 million views** in its first four weeks.

# CREATIVE MEDIA CENTER



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# NEW EV CHARGING STATIONS



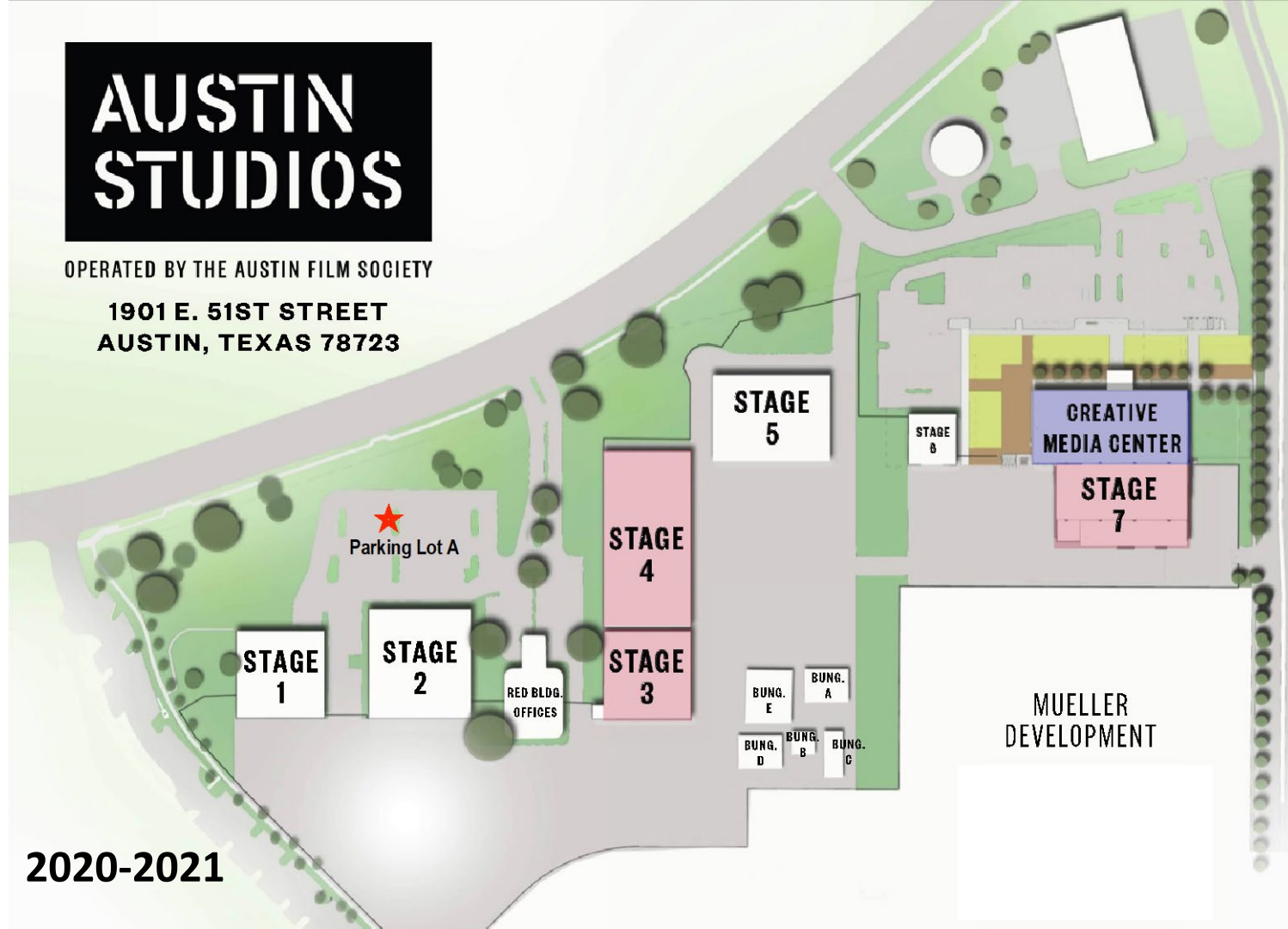
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# AUSTIN STUDIOS

OPERATED BY THE AUSTIN FILM SOCIETY

1901 E. 51ST STREET  
AUSTIN, TEXAS 78723



2020-2021

# INVEST IN TEXAS MEDIA PRODUCTION



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THANK YOU!



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