



Recommendation for Action

File #: 22-2535, **Agenda Item #:** 16.

7/28/2022

Posting Language:

Authorize negotiation and execution of a creative content incentive agreement with Eye Productions Inc. for continued production of "Walker" in an amount not to exceed \$245,472.

Lead Department:

Economic Development.

Fiscal Note:

Funding is contingent upon available funds in the Fiscal Year 2023-2024 Economic Development Department's Economic Incentive Reserve Fund Budget.

Prior Council Action:

Council previously approved a \$213,910 incentive for Walker Season 2 on September 2, 2021.

For More Information:

Sylvia Holt-Rabb, Director, Economic Development Department, 512-974-3131 .

Additional Backup Information:

"Walker" is a reimagining of the long-running action/crime series "Walker, Texas Ranger." "Walker" is set in Austin, Texas, and is the story of Austinite Cordell Walker and his family. The series will feature the city front and center. The star of the show and one of its executive producers, Jared Padalecki, is an Austin native who is championing the production in Austin. Over 50 percent of the production schedule is on location in Austin. The series will air on the CW Network, whose fans are notorious for their interest in the locations where their beloved shows are set; for example, Dawson's Creek and One Tree Hill increased tourism to Wilmington, North Carolina, and sparked walking tours centered around the productions' various locations.

The project will spend \$29,745,123 in wages to five-County metropolitan statistical area residents, with an additional induced spending estimated to be \$10,116,402. Additionally, the project will utilize several local commodities and services, generating significant opportunities for MBE/WBE firms.

The contract will be executed in August, production will occur through March 2023, and performance will occur during Fiscal Year 2022-2023. Compliance and a payment of \$245,472 will occur in early Fiscal Year 2023-2024.

Strategic Outcome(s):

Economic Opportunity and Affordability.