



Recommendation for Action

File #: 23-3334, **Agenda Item #:** 12.

11/30/2023

Posting Language

Authorize negotiation and execution of a Creative Content Incentive Program agreement with Eye Productions Inc. for continued production of “Walker,” in an amount not to exceed \$179,090.11.

Lead Department

Economic Development.

Fiscal Note

Funding is contingent upon available funds in the Fiscal Year 2024-2025 Economic Development Department's Economic Incentive Reserve Fund Budget.

Prior Council Action:

Council previously approved a \$245,471.51 award for production of the third season of “Walker” on July 28, 2022.

For More Information:

Sylvia Holt-Rabb, Director, Economic Development Department, 512-974-3131; Arnie Jacob, Business Process Consultant, Economic Development Department, 512-974-7786.

Additional Backup Information:

This proposed Chapter 380 agreement will be the fourth season of the “Walker” series (Production) to be filmed in the area, which is set in Austin. The Production is a reimagining of the long-running action/crime series “Walker, Texas Ranger.” The story centers on Austinite Cordell Walker and his family. This is a continuation of the series that has featured the city front and center. The star of the show and one of its executive producers, Jared Padalecki, are Austin natives who are championing production in Austin.

Over 50 percent of the Production's filming is on location in Austin. The series will air on the CW Network, whose fans are known 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 Production is budgeted to spend \$21,707,829 in wages to five-County MSA residents, with an additional non-payroll in spending estimated at \$15,310,440. The Production will employ an estimated 275 direct crew hires and 800 direct cast and extra hires of Austinites. The total impact of the Production from local direct payroll and non-payroll spending, along with an anticipated spin-off effect is estimated at \$62,100,000. Additionally, the Production will utilize several local commodities and services, which will generate opportunities for MBE/WBE firms. In addition to providing economic opportunities to Austin's creatives, the “Walker” series provides an opportunity to promote Austin as a tourism destination, as well as a location for future creative productions. Finally, the Production has an associated impact to area hotels estimated at just under 3,000 room night stays.

An agreement would be executed prior to the start of Production, with filming expected to commence in early 2024 and continue throughout Fiscal Year (FY) 2023-2024. Compliance and payment of the award is anticipated to occur early FY 2024-2025.

