



City of Austin

Recommendation for Action

File #: 24-4771, Agenda Item #: 13.

5/30/2024

Posting Language

Authorize negotiation and execution of a Creative Content Incentive Program Agreement with King Street Productions Inc., for the production of the TV series titled "1923" in an amount not to exceed \$82,500.

Lead Department

Economic Development.

Fiscal Note

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

For More Information:

Sylnovia Holt-Rabb, Director, Economic Development Department, 512-974-3131; Haileigh Meyers, Program Manager II, 512-974-2254.

Additional Backup Information:

This proposed Creative Content Incentive Program award is for the TV series "1923." This is the second season of the series, which is a prequel to the TV series "Yellowstone" and a sequel to the TV series "1883." Filming will occur across Texas, with production offices being headquartered in Austin for the Texas portion of filming.

The production is budgeted to spend \$15,000,000 in wages to 5-County MSA residents, with an additional non-payroll in spending estimated at \$23,000,000. The production will employ Austinites in an estimated 100 direct crew hires and 100 direct cast and extras. The total impact of the production from local direct payroll and non-payroll spending, along with an anticipated spin-off effect is estimated at \$51.8 million. Additionally, the production will utilize several local commodities and services, which will generate opportunities for MBE/WBE firms. Finally, the production has an associated impact to area hotels estimated at 26,000 room night stays.

If approved, an agreement will be executed prior to the start of the production, with filming expected to commence on July 8, 2024. Compliance and payment of the award is anticipated to occur early FY 2024-2025.