

## **Support the Texas Moving Image Industry Incentive Program**

The Honorable Governor Abbott, Lt. Governor Patrick, Speaker Phalen and Texas Lawmakers:

During these unprecedented times, we are asking for the continued support of the Texas Moving Image Industry Incentive Program (TMIIP) which stimulates local economies and encourages economic impact through qualifying film, television, commercial, animation, visual effects, video game, and extended reality (XR). These grants are designed to build the Texas economy through diversification of industries, as well as job creation for Texans in the media production sectors.

Established in 2007, the incentive grant program, which was funded last session at \$50M, has a proven track record as a great return on the state's investment, resulting in \$5.11 of in-state spending for every \$1 granted.

As the Texas Legislature continues to prepare the state budget in the wake of the pandemic, the media industry is working as part of the recovery plan. Whereas many industries have struggled, a large portion of the media production industry bounced back quickly. The video game and animation companies were able to pivot quickly to work from home and in many cases had to hire workforce to keep up with the demand of content creation.

When the media production industry was fully reopened in June, all eyes looked to Texas. Several national commercials and network shows hit the ground running to make up for the loss of production days and Film Friendly communities across the state stood ready to welcome these business opportunities. For example, a single commercial was able to bring in \$391,000 in just two days of work in a Film Friendly community. With local economies struggling, additional income sources are in high demand. With over 145 of these communities throughout Texas, we understand the economic impact into our small businesses and fully support the Texas Moving Image Industry Incentive Program.

Thank you for your time and consideration,

