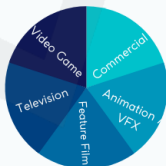


# SO, HOW DOES MEDIA PRODUCTION AFFECT TEXAS?

We produce great returns.

**IN-STATE SPEND**  
**\$278,464,667**

During 2020-2021, in the height of the pandemic, our industry continued to create jobs and economic impact.



**TMIIP\***

Our program incentives cover these major industries which positively affect local economies, jobs, and travel & tourism.

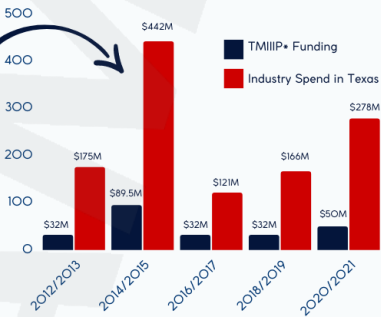
**HOTEL**  
**12,393**

One TV show filming in Killeen, TX booked 12,393 nights in local hotels.

On average, a TV series will book 7,000-8,000 room nights a season.

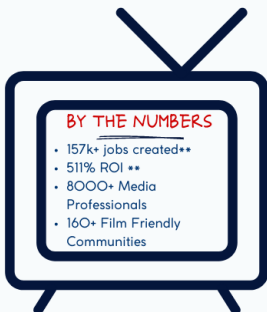
Highest appropriation was when we utilized the HOT

Which impacted the in-state spending over 153%



## POWER OF TV

In 2020, Magnolia Silos, made popular by the hit show, FIXER UPPER, became the #1 tourist destination in Texas, surpassing the number of visitors at the Alamo in San Antonio, TX.



### BY THE NUMBERS

- 157k+ jobs created\*\*
- 511% ROI \*\*
- 8000+ Media Professionals
- 160+ Film Friendly Communities

**TXMPA**

\*Texas Moving Image Industry Incentive Program  
 \*\*Life of the TMIIP 2007-2020

# TXMPA MISSION:

The Texas Media Production Alliance is a statewide non-profit industry advocacy organization for film, TV, commercial, online media, and video game creators.

We have led the charge for increased and improved incentive rebates legislation to grow the media production industries in Texas that help keep us competitive with other states.

TXMPA is proud to educate the general public on the history of the media industry in Texas and support a strong community of industry professionals.



MORE INFORMATION AT  
[TXMPA.ORG](http://TXMPA.ORG)

OR CONTACT US AT  
[ADMIN@TXMPA.ORG](mailto:ADMIN@TXMPA.ORG)