

Incentive Programs

5 - Texas Moving Image Industry Incentive Program

5.1 PROGRAM SUMMARY

YEAR ENACTED:

2007(HB-1634), Revised 2009(HB-873).

RECENT LEGISLATIVE APPROPRIATION:

TABLE 13:

BIENNIUM	GENERAL FUND APPROPRIATION	ALLOCATION FOR ADMINISTRATIVE TRAINING ARCHIVE PROGRAM COSTS	TOTAL AVAILABLE FOR INCENTIVES
2007-08 ⁴⁹	\$22.0 million	\$2.0 million	\$20.0 million
2009-10 ⁵⁰	\$22.0 million	\$2.0 million	\$20.0 million
2009-10 (additional)	\$40.0 million	-	\$40.0 million
TOTAL	\$64.0 million	\$4.0 million	\$80.0 million

HISTORY:

In 2005, SB-1142 added Subchapter B to Chapter 485 of the Texas Government Code creating the Film Industry Incentive Program calling it “a grant program for production companies that produce filmed entertainments in [Texas].”

In 2007, the 80th Legislature passed HB-1634 further amending Chapter 485 to include the entire Moving Image Industry (including video games) and strengthen the guidelines and application processes for the Texas Moving Image Industry Incentive Program. Grants were available for actual spending by the film, commercial, TV, and video game industry within the State of Texas or wages to Texas residents. In 2009, HB-873 was passed further revising the Moving Image Industry Incentive Program with an effective date of implementation being April 23, 2009.⁵¹ HB-873 redefined “underutilized and economically distressed area,” removed the cap on maximum grant awards, and lowered the per project spending threshold.

Initially the incentives were allowed to be funded from gifts, grants, and other donations received by the Texas Film Commission. In 2007, the legislature appropriated funds (TFC) specifically for the program. The 80th Legislature appropriated \$22 million for the biennium beginning in 2007 from the General Fund specifically for moving image incentives. In 2009, the 81st Legislature originally appropriated another \$22 million for the program out of the General Fund but then the legislature appropriated an additional \$40 million through Art IX, sec 17.21 to the Trusteed Program (Film & Music Marketing) for the purpose of the Film Incentive program.⁵² Of the above mentioned \$84 million in appropriated funds, \$4 million was specifically allocated for administration of the film incentive program, moving image archives and film crew training and \$80 million earmarked for the incentive program.⁵³

TABLE 14:

	GENERAL REVENUE FUND CONTINGENT APPROPRIATION FOR MOVING IMAGE INCENTIVE PROGRAM	GENERAL REVENUE FUND APPROPRIATION TO GOVERNOR'S OFFICE TRUSTEED PROGRAMS	GENERAL FUND ALLOCATION FOR FILM AND MUSIC MARKETING	TOTAL ALLOCATION
2005 BIENNIUM⁵⁵				\$1,641,503
Fiscal 2006	\$0	\$0	\$843,104	\$843,104
Fiscal 2007	\$0	\$0	\$798,399	\$798,399
2007 BIENNIUM⁵⁵				\$23,836,328
Fiscal 2008	\$11,000,000	\$0	\$939,664	\$11,939,664
Fiscal 2009	\$11,000,000	\$0	\$896,664	\$11,896,664
2009 BIENNIUM⁵⁶				\$64,244,514
Fiscal 2010	\$11,000,000	\$40,000,000 ⁵⁷	\$1,125,758	\$52,125,758
Fiscal 2011	\$11,000,000	\$0	\$1,118,756	\$12,118,756

Source: Texts of conference committee reports - General Appropriations Acts (2005, 2007, 2009)

PROGRAM COSTS/OUTLAYS/ALLOCATIONS

For the period of April 23, 2009 to August 31, 2010, the Texas Film Commission approved 260 applicants totaling \$48,367,343 in encumbered funds for the payment of the grant (see Table 15).⁵⁸

By August 31, 2010 of the appropriated \$80 million available for the incentive program, \$5,724,249.09 has been distributed to grantees.⁵⁹

In 2005 (prior to the Incentive program) 51 film/TV projects generated an estimated \$155 million in spending. In 2009, 244 film/TV projects generated an estimated \$249.7 million in spending.⁶⁰ Prior to 2009, if ranked, Texas would be behind many other states in terms of incentives offered.⁶¹

Almost every state offers some sort of incentive program to the motion picture industry. The additional \$40 million made available for Film and Music Marketing through the Governor's Office of Trusteed Programs allows Texas to have the potential to be a more economically viable option for industry related activities.⁶²

One area where Texas has been considered to be aggressive was in its early inclusion of the video game industry (as of 2007 and HB-1634). However, as of a report released in March 2010 by the entertainment software association, Texas is now one of more than 20 states that offers incentives for video game production and development.⁶³

MEASUREMENT:

TFC reviews all applications to ensure they meet the requirements set out by the legislature. The production company must submit proof of residency of employees, proof of spending within Texas, a copy of the script to ensure Texas and Texans are not portrayed in a negative fashion, and that no debt is owed the state.⁶⁴ Incentives are awarded upon approval of applications and completion of project in accordance with requirements.

The Texas Film Commission reports from April 23, 2009 to August 31, 2010:⁶⁵

Applications Approved:

- Total Applications approved = 260
- Feature Film = 28
- Television = 22
- Commercials = 152
- Video Games = 58

Grants Awarded:

- Total value of grants awarded = \$48.4 million
- Film = \$12.8 million
- Television = \$24.5 million
- Commercials = \$2.0 million
- Video Games = \$9.0 million

■ **Production Jobs Reported for Approved Projects**⁶⁶

- Total estimated production jobs = 27,057
- Film = 5,700 (estimated)
- Television = 13,000 (estimated)
- Commercials = 6,700 (estimated)
- Video Games = 1,700 (estimated)

■ **Full Time Equivalent Jobs (FTE) for Approved Projects**⁶⁷

- Total estimated FTE = 3,790
- Film = 692 (estimated)
- Television = 1,299 (estimated)
- Commercials = 105 (estimated)
- Video Games = 1,694 (estimated)

■ **Texas Spending Planned by Approved Applicants**

- Total estimated spending within Texas by approved applicants = \$414.9 million
- Film = \$74 million (estimated)
- Television = \$132.7 million (estimated)
- Commercials = \$37.4 million (estimated)
- Video Games = \$170.7 million (estimated)

Given the estimated benefit to recipient companies through the Texas Moving Industry Incentive Program from April 2009 through August 2010 (\$48,367,343) as the basis of cost, the amount of grant awarded per-unit measurement of the program is as follows:

■ **Average Grant Award Approved (April 2009 to August 2010)**

- Overall average per approved application = \$186,028
 1. Feature Film average per approved application = \$457,518
 2. Television average per approved application = \$1,115,112
 3. Commercials average per approved application = \$13,104
 4. Video Games average per approved application = \$155,733

■ **Cost per Full Time Equivalent Job (FTE) Based on Approved Grant Award.**⁶⁸

- Overall average cost per FTE = \$12,762
 1. Feature Film cost per FTE = \$18,512
 2. Television cost per FTE = \$18,886
 3. Commercials cost per FTE = \$18,970
 4. Video Games cost per FTE = \$5,332

■ **\$117 worth of grant awarded per each \$1,000 of proposed Texas spending by approved applicants.**

- For the period of April 23, 2009 to through August 31, 2010, the Texas Film Commission reported the following:

TABLE 15:

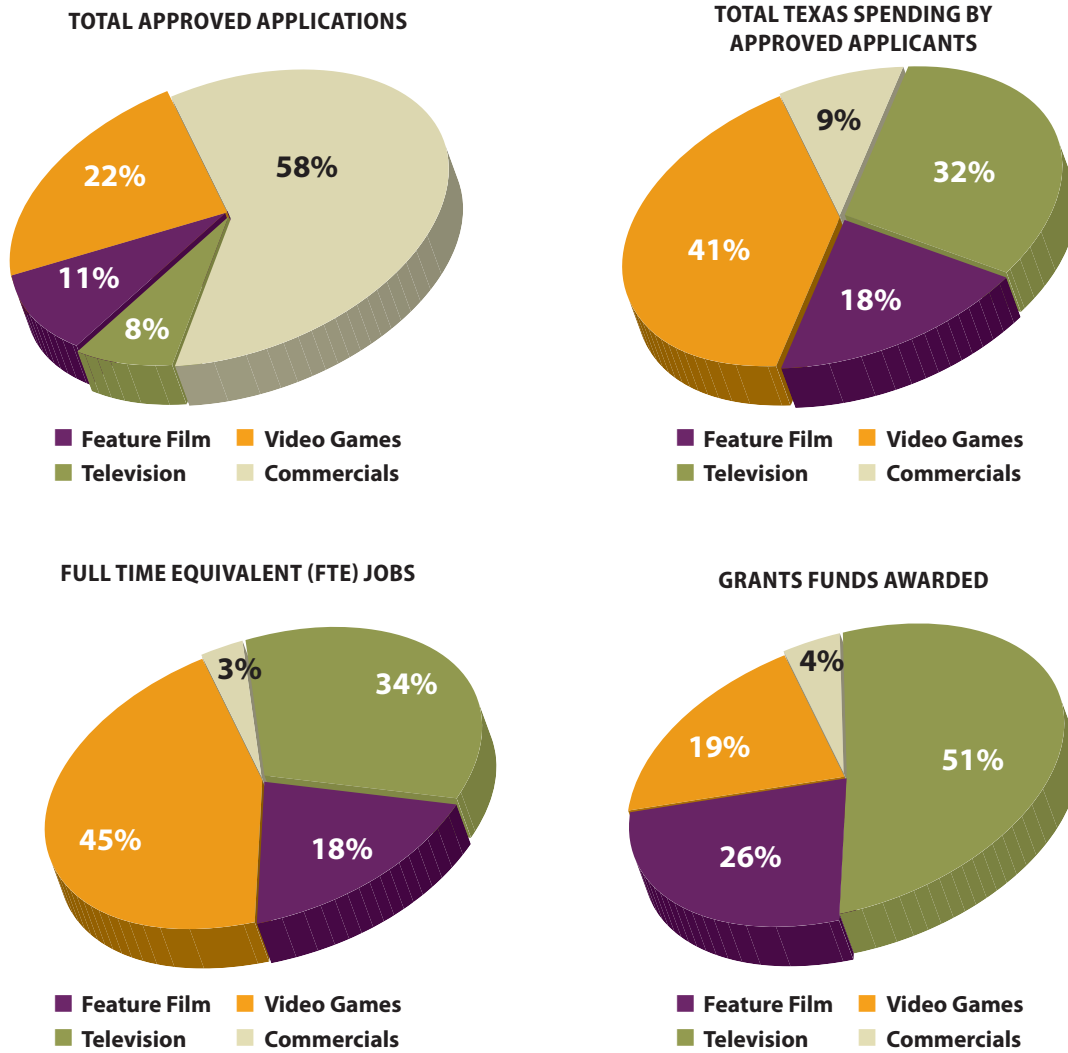
	FEATURE FILM	TELEVISION	COMMERCIALS	VIDEO GAMES	TOTALS
Total Approved Applications	28	22	152	58	260
Total Grants Funds Awarded	\$12,810,513	\$24,532,473	\$1,991,852	\$9,032,505	\$48,367,343
Average Grant Awarded	\$457,518	\$1,115,112	\$13,104	\$155,733	\$186,028
Estimated Full Time Equivalent (FTE) Jobs Reported ⁷²	692	1,299	105	1,694	3,790
Average Cost per FTE by Approved Applicants	\$18,512	\$18,886	\$18,970	\$5,332	\$12,762
Average Number of FTE per Approved Application	24.7	59	0.7	29.2	14.6
Estimated Total Texas Spending Reported by Approved Applicants	\$74,004,251	\$132,749,664	\$37,360,351	\$170,744,982	\$414,859,248
Average Amount of Spending in Texas by Approved Applicants	\$2,643,009	\$6,034,075	\$245,134	\$2,943,879	\$1,595,612
Estimated Cost to Texas for each \$1,000 of Capital Investment by Approved Applicants	\$173.11	\$184.80	\$53.31	\$52.90	\$116.59

Source: Texas Film Commission Status Report (with FTE), April 23, 2009 - August 31, 2010.

FIGURE 9:

TEXAS MOVING IMAGE INCENTIVE PROGRAM DISTRIBUTION CHARTS

(260 total applications approved between 4/23/09 and 8/31/10)



Source is information derived on Table 13.

**PROGRAM STRENGTHS:**

- The program was created in statute.
- It is industry specific.
- The program has independent office overseeing program and industry
- The program includes the video game industry, making Texas somewhat unique and more competitive
- It offers opportunities to show off Texas in a positive light through motion picture and/or television.
- The grants and incentives are based solely on actual spending and only for spending within the State of Texas, with an additional incentive for expenditures in underutilized/economically distressed areas.
- There is no cap on incentive amount.

**PROGRAM WEAKNESSES:**

- The Moving Image Industry Incentive Program supports jobs and jobs may be created during each production, however there is no job creation measurement mechanism or jobs threshold tied to the incentive.
- Most jobs created in the Film/TV/Commercials sectors are either temporary, part-time (walk-on) roles, or leave the state upon project completion.
- Spending is on reimbursement for working capital, which has relatively less long-term economic benefit to the state than job creation or capital investment.
- Project benefits tend to be highly concentrated in certain regions.
- Data on jobs created, FTE jobs, spending, grants, grantees, etc. from the implementation of the Moving Image Incentive is not standardized making analysis difficult.
- Cannot accurately determine jobs impact. The variables in the FTE Jobs calculation utilized by the TFC can vary. Notable variables include project budget and length of time.
- There is no cap on incentive amount per project.

**PROGRAM RECOMMENDATIONS:**

Texas Moving Image Industry Incentive Program

- **Broaden Approval Process.** Consider broadening the incentive approval process to include more than the executive director of the TFC.
- **Standardized Reporting.** The information reported by the TFC is of varying dates and information is not reported by fiscal year or calendar year. CPA recommends the TFC standardize its reporting methods and report relevant information (industry, incentive, etc) on a regular basis.
- **Review of Award Proportions by Industry Sector.** The State should review the proportion of incentives awarded for each sector in comparison to the spending and job creation for that sector, to evaluate whether the funding is being utilized in the most efficient way to attract spending and permanent job creation.
 - The feature film industry is portable, and responds quickly to incentives – which means Texas may have to maintain or increase the level of incentives over time to continue to attract new projects.
 - The effective sales tax rate vs. grant availability:
 - Feature Film Production: The effective sales tax rate, (the ratio of indirect business taxes to film production spending), is less than five percent. However, these companies could potentially receive up to 17.5 percent of their total Texas spending or up to 29.25 percent of their total wage payments to Texas film workers if they spend more than \$5.⁶⁸
 - Video Games: Effective sales tax rate for video game productions is more than seven percent, while these video game companies can receive only up to five percent of Texas spending in grants
 - While making up only 19 percent of the grant receipts, the game industry is responsible for 41 percent of the spending and 45 percent of jobs created.

5.2 MOVING IMAGE INCENTIVE OBJECTIVES

THE MOVING IMAGE INDUSTRY INCENTIVE PROGRAM.⁶⁹

- The objective is to increase the number of productions within the State of Texas and therefore, create jobs and retain workforce and infrastructure within Texas.
- The Texas Moving Image Industry Incentive Program offers qualifying grants to industry sectors including:
 - Feature films (both live-action and animated projects are eligible)
 - Television programs
 - Commercials
 - Video games
 - Stand-alone post-production/finishing projects
- Each project has the opportunity to potentially receive a payment of 5-15 percent of eligible Texas spending upon completion of a review of their Texas expenditures. (See Table 16.)

HOW ARE OBJECTIVES MEASURED?

■ **WHAT ARE THE METRICS USED?**

1. Film and Television Projects:
 - Minimum Qualifications:
 - \$250,000 in Texas spending
 - 60 percent of shooting days completed in Texas
 - 70 percent of paid crew must be Texas residents
 - 70 percent of paid cast (including extras) must be Texas residents⁷⁰
 - Incentive payments schedule is based on the following table:

TABLE 16

TOTAL QUALIFYING IN-STATE SPENDING	OPTION A ⁷¹		OPTION B ⁷²	
	TOTAL TEXAS SPENDING	TOTAL TEXAS SPENDING + UNDER-UTILIZED AREA ⁷³	TEXAS WAGES	TEXAS WAGES + UNDER-UTILIZED AREA ⁷⁴
\$250K - \$1M	5.00%	7.50%	8.00%	12.25%
\$1M - \$5M	10.00%	12.50%	17.00%	21.25%
More than \$5M	15.00%	17.50%	25.00%	29.25%

Source: <http://www.governor.state.tx.us/film/incentives/miip/>

2. Commercial Projects:

- Minimum Qualifications:
 - \$100,000 in Texas spending
 - 60 percent of shooting days must be completed in Texas
 - 70 percent of paid crew, cast & extras combined must be Texas residents.
- Incentive payment is five percent of total Texas spending
 - Potential bonus of an additional 2.5 percent incentive payment if at least 25 percent of filming days is completed in an underutilized or economically distressed area of the state
 - Texas spending can include eligible pre-production, production and post-production expenditure

3. Video Game Projects:

- Minimum Qualifications:
 - \$100,000 in Texas spending
 - 60 percent of production days must be completed in Texas
 - 70 percent of paid employees and contract labor must be Texas residents

- Incentive payment is five percent of total Texas spending
 - Potential bonus of an additional 2.5 percent incentive payment if at least 25 percent of production is completed in an underutilized or economically distressed area of the state

WHAT IS THE PROCESS INVOLVED IN MEETING THE PROGRAM'S OBJECTIVE(S)?

- Pursuant to section 485.022 of Chapter 485 of the Texas Government Code, the Film Commission developed procedures whereby submissions for grant applications and grant awards are determined. These are codified in TAC §121.
- No award is made until productions have completed their spending in Texas and prove they have met or exceeded all criteria for the program. Final determination of award is based on providing documentation of spending in Texas, proof of percentage of production time in Texas and proof of residency of production employees, among other required submissions.

PROGRAM STATUS:

- According to the TFC, in 2009 a total 244 film/TV projects took place in Texas representing \$249.47 million in spending with the industry supporting approximately 9,149 FTE jobs and over 45,000 part-time or temporary production employment opportunities.⁷⁵
- The video game production industry in Texas has proven to be successful (especially in Austin) with \$234 million in corporate spending in 2009 and the industry employing 3,400 permanent workers.⁷⁶
- The TFC reports that the total reported estimated spending in the moving image industry has gone from \$330.3 million in 2006 to \$505.8 million in 2009.⁷⁷
- Estimated number of permanent jobs reported by three key activities within the moving image industry (film, video and animation) increased from 10,854 in 2006 to 13,016 in 2009.⁷⁸

5.3 MOVING IMAGE ACTUAL AWARDS PAID

TABLE 17

TEXAS MOVING IMAGE INDUSTRY INCENTIVE PROGRAM - PAID PROJECTS (AS OF AUGUST 31, 2010)

COMPANY NAME	PROJECT NAME	LOCATIONS	TYPE OF PROJECT	TEXAS SPENDING	GRANT AMOUNT
Stone Core Films, Inc	Hasbro 6 - Nerf	Addison, TX	Television Commercial	\$112,098.35	\$5,604.92
Stone Core Films, Inc	Albertsons Home for the Holiday	Arlington, TX	Television Commercial	\$289,385.55	\$14,469.28
Seamless Entertainment, Inc.	Family Fun Football	Austin	Video Game	\$214,762.15	\$10,738.11
Thinking Pictures, Inc	Temple Grandin	Austin, Georgetown, Schwertner, Luling, Gonzales, New Braunfels, TX	Television Program	\$5,644,812.74	\$352,800.80
Coastal Productions Ltd.	Prayer Of The Bone	Austin, La Grange, TX	Television Program	\$1,496,783.98	\$93,549.00
Crystal Lake Productions, Inc.	Friday The 13th	Austin, Marshall, Bastrop, Wimberley, TX	Feature Film	\$7,813,030.92	\$488,314.43
Sugar Film Production	Texas Title - Bumper Stickers	Austin, Seguin, TX	Television Commercial	\$199,762.28	\$12,485.14
Dario Productions, Inc.	As The Bell Rings Interstitial	Austin, TX	Television Commercial	\$513,680.05	\$25,684.00
Action Figure No. 1 Inc.	AT&T 1 - Showcase	Austin, TX	Television Commercial	\$167,733.04	\$8,386.65
Challenge Online Games, Inc.	Baseball Boss - 2009 Season	Austin, TX	Video Game	\$263,915.35	\$13,195.77
Red Fly Studio Inc	Culinary Academy AKA Cook or Be Cooked	Austin, TX	Video Game	\$1,085,419.49	\$54,270.97
Pixel Mine, Inc.	Fire Team Reloaded	Austin, TX	Video Game	\$405,754.21	\$20,287.71
Modern Times	Friday Night Lights - Storm Promo	Austin, TX	Television Commercial	\$222,657.63	\$11,132.88
Northern Entertainment Prods, Inc	Friday Night Lights Season 2	Austin, TX	Television Program	\$14,372,460.71	\$718,623.04
Directorz	Frost Bank	Austin, TX	Television Commercial	\$232,658.96	\$11,632.95
Red Fly Studio Inc	Ghostbusters - Proton	Austin, TX	Video Game	\$1,465,128.47	\$73,256.42
Action Figure No. 1 Inc.	HEB 3 - Grilling	Austin, TX	Television Commercial	\$173,129.08	\$8,656.45
Laszlo Rain	IBC Bank - FreeBee 2008	Austin, TX	Television Commercial	\$226,369.10	\$11,318.46
The Insanity Corporation	Janet, Jenner & Suggs	Austin, TX	Television Commercial	\$164,633.65	\$8,231.68
Dario Productions	Life Bites Interstitial	Austin, TX	Television Commercial	\$211,122.79	\$10,556.14
Base Camp Creates	Lipton	Austin, TX	Television Commercial	\$169,983.21	\$8,499.16
Panic Button, LLC	Lumberjacks	Austin, TX	Video Game	\$167,913.72	\$8,395.69

COMPANY NAME	PROJECT NAME	LOCATIONS	TYPE OF PROJECT	TEXAS SPENDING	GRANT AMOUNT
Aspyr Media, Inc.	Madagascar II	Austin, TX	Video Game	\$127,414.98	\$6,370.75
Challenge Online Games, Inc.	Mech Duels	Austin, TX	Video Game	\$255,195.37	\$12,759.77
Certain Affinity, Inc.	Plunder (aka Age Of Booty)	Austin, TX	Video Game	\$1,295,299.23	\$64,764.96
Aspyr Media, Inc.	Spiderman: Web of Shadows PC Port	Austin, TX	Video Game	\$108,554.14	\$5,427.71
Twisted Pixel Games	Splosion Man	Austin, TX	Video Game	\$315,420.49	\$15,771.02
Aspyr Media, Inc.	Standardized Testing Game (aka Future U)	Austin, TX	Video Game	\$677,927.26	\$33,896.36
Rio Bravo Pictures	Surplus Warehouse 1	Austin, TX	Television Commercial	\$103,361.41	\$5,168.07
Rio Bravo Pictures, LLC	Surplus Warehouse 2 - 2009	Austin, TX	Television Commercial	\$153,622.31	\$7,681.12
Robert Latorre, Inc dba Big Fish Films	Texas Lottery 10 - Big Bob	Austin, TX	Television Commercial	\$218,567.72	\$10,928.39
Amaze Entertainment	The Incredible Hulk	Austin, TX	Video Game	\$584,715.90	\$29,235.80
Mock Science Inc	Tiki Towers WiiWare Project	Austin, TX	Video Game	\$285,592.14	\$14,279.61
Radical Media	Walmart - 6 Spot Campaign	Austin, TX	Television Commercial	\$640,097.28	\$32,004.86
Green Sea, LLC	Will	Austin, TX	Feature Film	\$7,813,292.34	\$390,664.62
The Richards Group	Suddenlink	Austin, TX, Dallas, TX	Visual Effects Project - Commercial	\$101,463.00	\$5,073.15
Lyrick Studios, Inc. dba Hit Entertainment	Barney & Friends PBS Series 1200	Carrollton, TX	Television Program	\$3,038,040.34	\$151,902.02
Nola Pictures LLC	Popeye's Compare Campaign	Conroe, TX	Television Commercial	\$214,531.79	\$13,408.24
Chicago Story Piccolo Gulliner, Inc dba Story	Direct Energy	Dallas, Abilene, TX	Television Commercial	\$212,211.88	\$13,263.24
Stone Core Films, Inc.	Hasbro 3 - Spiderman/ Spongebob	Dallas, Fort Worth, TX	Television Commercial	\$373,335.59	\$23,333.47
20th Century Fox Television	Prison Break Season 3	Dallas, Ft. Worth, Pottsboro, South Padre, TX	Television Program	\$16,435,278.67	\$821,763.93
Brick	Toyota 1 - Lifetime Savings Event	Dallas, McKinney, Cresson, TX	Television Commercial	\$364,071.33	\$18,203.57
RCMVM LP	A Tribute To Big Red	Dallas, TX	Feature Film	\$1,125,968.28	\$56,298.41
Bonfire Studios Corporation	Age of Mythology	Dallas, TX	Video Game	\$1,005,618.19	\$75,421.36
Directorz	Baylor 1	Dallas, TX	Television Commercial	\$125,122.38	\$6,256.12
Directorz	Baylor 2	Dallas, TX	Television Commercial	\$137,604.43	\$6,880.22
Janimation Inc	Bond In game cinematic	Dallas, TX	Television Commercial	\$281,297.02	\$14,064.85
Texas Story Inc. dba The Joneses	Center for Substance Abuse PSA	Dallas, TX	Television Commercial	\$106,141.60	\$5,307.08
Directorz	Chick-fil-A	Dallas, TX	Television Commercial	\$121,015.31	\$6,050.77

COMPANY NAME	PROJECT NAME	LOCATIONS	TYPE OF PROJECT	TEXAS SPENDING	GRANT AMOUNT
Directorz	Denny's 1 - Sounds of Breakfast	Dallas, TX	Television Commercial	\$198,346.06	\$9,917.30
Directorz	Denny's 2 - M1 & M2	Dallas, TX	Television Commercial	\$135,092.46	\$6,754.62
RGD Productions, Inc. dba WAVE Films	Drive Time	Dallas, TX	Television Commercial	\$337,088.33	\$16,854.42
Directorz	Food Lion	Dallas, TX	Television Commercial	\$195,068.23	\$9,753.41
Robert Latorre, Inc dba Big Fish Films	Golden Corral 1 Food Shoot	Dallas, TX	Television Commercial	\$108,765.05	\$5,438.25
Robert Latorre, Inc dba Big Fish Films	Golden Corral 2 Food Shoot	Dallas, TX	Television Commercial	\$102,721.34	\$5,136.07
Stone Core Films, Inc.	Hasbro - 5th Grader/ Hyperslide	Dallas, TX	Television Commercial	\$240,969.25	\$12,048.46
Stone Core Films, Inc	Hasbro 10 - May 29, 2008	Dallas, TX	Television Commercial	\$440,590.04	\$22,029.50
Stone Core Films, Inc.	Hasbro 17 - GI Joe	Dallas, TX	Commercial	\$613,404.30	\$30,670.22
Stone Core Films, Inc.	Hasbro 18 - Bop It	Dallas, TX	Commercial	\$214,074.00	\$16,055.55
Stone Core Films, Inc.	Hasbro 2 - Game Boards	Dallas, TX	Television Commercial	\$604,880.05	\$30,244.00
Stone Core Films, Inc	Hasbro 4 - Catch Phrase/ Heroscape	Dallas, TX	Television Commercial	\$142,586.13	\$7,129.31
Stone Core Films, Inc	Hasbro 5 - Bullseye & Star Wars	Dallas, TX	Television Commercial	\$233,544.74	\$11,677.24
Stone Core Films, Inc	Hasbro 7 - Jan. 29 - Feb. 5, 2008	Dallas, TX	Television Commercial	\$417,407.38	\$20,870.37
Stone Core Films, Inc	Hasbro 8 - March 3, 2008	Dallas, TX	Television Commercial	\$434,587.86	\$21,729.39
Sugar Film Production	HEB Credit Card - 2 Spot Campaign	Dallas, TX	Television Commercial	\$118,484.99	\$5,924.25
Janimation, Inc.	Ironwood	Dallas, TX	Television Commercial	\$200,258.21	\$10,012.91
Directorz	Joe's Crab Shack 1	Dallas, TX	Television Commercial	\$125,291.68	\$6,264.58
Directorz	Joe's Crab Shack 2	Dallas, TX	Television Commercial	\$141,495.16	\$7,074.76
Stone Core Films, Inc	Juicy Drop Pops	Dallas, TX	Television Commercial	\$143,714.50	\$7,185.73
Stone Core Films, Inc.	Mary Kay - Think Pink	Dallas, TX	Television Commercial	\$425,106.57	\$21,255.33
Directorz	Nickelodeon	Dallas, TX	Television Commercial	\$190,514.10	\$9,525.71
Janimation, Inc	Nokia - Entertainment HUB	Dallas, TX	Television Commercial	\$210,918.77	\$10,545.94
DDTV2	Nutrasystem - Orlando	Dallas, TX	Television Commercial	\$252,995.87	\$12,649.79
Sony Pictures Animation	Open Season 2	Dallas, TX	Feature Film	\$5,658,563.00	\$282,928.15
Stone Core Films, Inc	Orkin 1 - Do Anything	Dallas, TX	Television Commercial	\$106,481.73	\$5,324.09

COMPANY NAME	PROJECT NAME	LOCATIONS	TYPE OF PROJECT	TEXAS SPENDING	GRANT AMOUNT
Monument Television & Film Company	Prison Break Promo	Dallas, TX	Television Commercial	\$103,709.43	\$5,185.47
Directorz	Publix 1	Dallas, TX	Television Commercial	\$370,969.21	\$18,548.46
Directorz	Publix 2	Dallas, TX	Television Commercial	\$346,401.31	\$17,320.07
Cyclops Productions	Rent-A-Cntr 1 - Credit Free Life	Dallas, TX	Television Commercial	\$111,790.01	\$5,589.50
Fishbowl Entertainment	Rent-A-Center 2	Dallas, TX	Television Commercial	\$103,878.93	\$5,193.95
Directorz	Salvation Army	Dallas, TX	Television Commercial	\$182,010.57	\$9,100.53
Escalation Studios LLC	Samba De Amigo	Dallas, TX	Video Game	\$161,332.43	\$8,066.62
Directorz	Shell	Dallas, TX	Television Commercial	\$265,321.02	\$13,266.05
Janimation, Inc.	Shooting Star Casino Meteor	Dallas, TX	Television Commercial	\$184,831.81	\$9,241.59
Stone Core Films, Inc	Shur Line "Hide and Seek"	Dallas, TX	Television Commercial	\$179,300.62	\$8,965.03
Robert Latorre, Inc dba Big Fish Films	Sony 1 - Heaven Product Demo	Dallas, TX	Television Commercial	\$103,706.47	\$5,185.32
Sugar Film Production	Sony 4 - BRAVIA Link (232-08)	Dallas, TX	Television Commercial	\$123,145.45	\$6,157.27
Mass Animation	Strings aka live music	Dallas, TX	Television Commercial	\$801,117.10	\$40,055.86
Directorz	Taco Cabana	Dallas, TX	Television Commercial	\$105,992.90	\$5,299.65
Sugar Film Production	Texas Lottery - Daily Four	Dallas, TX	Television Commercial	\$361,441.57	\$18,072.08
Sugar Film Production	Texas Lottery 3 - Hispanic Holiday	Dallas, TX	Television Commercial	\$116,108.68	\$5,805.43
Directorz	Texas Lottery 4	Dallas, TX	Television Commercial	\$139,216.70	\$6,960.84
Sugar Film Production	Texas Lottery 5 - Scratch Off Day	Dallas, TX	Television Commercial	\$105,772.28	\$5,288.61
Robert Latorre, Inc dba Big Fish Films	Texas Lottery 7	Dallas, TX	Television Commercial	\$249,291.26	\$15,580.70
Brick	Toyota 2 - Word Problem	Dallas, TX	Television Commercial	\$190,821.64	\$9,541.08
Directorz	Unimarc	Dallas, TX	Commercial	\$231,458.55	\$11,572.93
Directorz	WaWa 2	Dallas, TX	Commercial	\$226,990.05	\$11,349.50
Directorz	Zaxby's 2	Dallas, TX	Television Commercial	\$241,156.95	\$12,057.85
Directorz	Zaxby's 3	Dallas, TX	Television Commercial	\$141,159.34	\$7,057.97
Directorz	Zaxby's 4 - Celebrities	Dallas, TX	Television Commercial	\$259,387.13	\$12,969.36
Wilderness, LLC	Wilderness	Elgin, TX	Feature Film	\$291,433.77	\$14,571.69
Pier 1 Imports	Pier 1 Imports - Sunbelievable	Fort Worth, TX	Television Commercial	\$213,802.88	\$13,362.68

COMPANY NAME	PROJECT NAME	LOCATIONS	TYPE OF PROJECT	TEXAS SPENDING	GRANT AMOUNT
SpiderMonk Entertainment	Roogoo	Grapevine, TX	Video Game	\$923,717.06	\$46,185.85
Ntropic	AT&T 2 - Olympics	Houston, TX	Television Commercial	\$125,260.74	\$7,828.80
La Banda Films	AT&T 3 - The Other Lopez's	Houston, TX	Television Commercial	\$150,701.25	\$9,418.83
Harbor Films / Safe Harbor LLC	China Insurance	Houston, TX	Television Commercial	\$171,452.70	\$10,715.79
Schrodinger's Cat Productions, Inc.	Cristina's Court - Season 2	Houston, TX	Television Program	\$1,838,772.83	\$114,923.30
RGD Productions, Inc. dba WAVE Films	Phillips 66	Houston, TX	Television Commercial	\$383,504.80	\$23,969.05
Amazon Films, Inc.	Safeco Commercial	Houston, TX	Television Commercial	\$156,015.25	\$9,750.95
La Banda Films	Wal-Mart 2 - Wishes Fulfilled	Houston, TX	Television Commercial	\$107,921.51	\$6,745.09
Directorz	Zaxby's 1	Houston, TX	Television Commercial	\$245,998.45	\$15,374.90
Martino Flynn	Dick's Sporting Goods	Hurst, TX	Television Commercial	\$309,924.69	\$15,496.23
Terminal Reality Inc	KOF Anthology	Lewisville, TX	Video Game	\$578,859.21	\$28,942.96
Terminal Reality Inc	Samurai Showdown Anthology	Lewisville, TX	Video Game	\$422,944.40	\$21,147.22
Rio Bravo Pictures	Lone Star National Bank Image 08	McAllen, TX	Television Commercial	\$164,289.07	\$10,268.07
1080 Entertainment	Jurassic Fight Club	San Antonio, Caddo Lake, Austin, Houston, Bryan, Bastrop, Sisterdale, Del Rio, TX	Television Program	\$4,609,695.54	\$288,105.97
Switch, Inc.	Honda Ridgeline Sheep Spot	San Antonio, Fort Worth, TX	Television Commercial	\$182,687.00	\$11,417.94
Cibolo Films	CPS Energy	San Antonio, TX	Television Commercial	\$147,800.54	\$9,237.53
Sugar Film Production	HEB 2 - Spurs TV	San Antonio, TX	Television Commercial	\$158,766.81	\$9,922.93
Directorz	Whataburger 3	San Antonio, TX	Commercial	\$244,817.10	\$18,361.28
Directorz	Whataburger 1	Seguin, TX	Television Commercial	\$250,436.76	\$15,652.30
TimeGate Studios, Inc.	Section 8	Sugar Land, TX	Video Game	\$4,312,740.11	\$250,000.00
Sticks + Stones Studios	Trinity Mother Frances Hospital	Tyler, TX	Television Commercial	\$126,070.80	\$7,879.43
Directorz Inc.	Dallas Morning News	Waxahachie, TX	Television Commercial	\$161,470.58	\$8,073.53
Beacon The Movie, LLC	The Beacon	Waxahachie, TX	Feature Film	\$1,243,932.15	\$62,196.61
TOTALS				\$106,756,233.02	\$5,724,249.09

Source: Texas Film Commission (8/31/10)

MAP 5.4

5.4 Map - Texas Moving Image Industry Incentive Program

Although the majority of grants in 2009-10 were awarded to projects in the Dallas, Austin and San Antonio areas, some awards went to projects on the border and in East Texas.

