



AGENDA MEMORANDUM

First Reading for the City Council Meeting of August 25, 2015
Second Reading for the City Council Meeting of September 8, 2015

DATE: 7/9/2015

TO: Ronald L. Olson, City Manager

FROM: E. Jay Ellington, Director, Parks and Recreation Department
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Film Ordinance

CAPTION:

Ordinance repealing Chapter 53, Article VII, Section 53-208 "Motion Picture Event"; Amending the City Code of Ordinances Chapter 36, Parks, Recreation, Cultural and Leisure Time Activities by adding Article III, Procedures, Guidelines and Fees for Commercial Filming; Establishing the Corpus Christi Film Commission; Providing for severance; Providing for penalty; Providing for an effective date; and Providing for publication.

PURPOSE:

Establish the Corpus Christi Film Commission under the leadership of the Corpus Christi Convention and Visitors Bureau (CVB) and create a process for obtaining a film permit.

BACKGROUND AND FINDINGS:

The CVB and the City have been working towards the development of this ordinance for over four years.

The film industry can enhance the social, economic and educational landscape of a community and has proven to provide awareness of a city. When these filmmakers travel they also bring entire an entire production staff that will stay in a city's hotels, eat in a city's restaurants and provide a direct economic impact.

Highlights of the proposed ordinance include:

- CVB is designated as the Corpus Christi Film Commission.
- CVB will host an online application for a filming permit. Proposed application fee is \$25.
- CVB will coordinate application review and approval through the Special Event Program Manager's Office and manage payment of fees and services.
- Approval of the permit within the City will follow a similar but much faster process as special event permit applications.

The CVB will hold training workshops for local filmmakers so they can become familiar with the process of obtaining a permit and how to get connected with a larger network of professionals in the industry. In addition the CVB will work with the city's Special Event Program Manager to facilitate the

permitting process similar for parade, marches and special event permits.

Also, once an ordinance is established the CVB will begin a marketing effort to target those in the film, television and emerging technology industries. Corpus Christi would be included in a national and international database of municipalities that provide these types of services to the film industry such as Austin, Atlanta, Brownsville and El Paso.

ALTERNATIVES:

Do not approve ordinance and apply special event ordinances for oversight of filming.

OTHER CONSIDERATIONS:

Not applicable

CONFORMITY TO CITY POLICY:

City Council must approve all ordinances.

EMERGENCY / NON-EMERGENCY:

Non-Emergency

DEPARTMENTAL CLEARANCES:

Legal, Traffic Engineering, Police

FINANCIAL IMPACT: Not applicable

Fiscal Year: 2015-2016	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Line Item Budget		\$		
Encumbered/ Expended Amount				
This item				
BALANCE				

Fund(s): N/A

Comments: [Click here to enter text.](#)

RECOMMENDATION:

Staff recommends approving this ordinance.

LIST OF SUPPORTING DOCUMENTS:

Ordinance

Presentation