

THE TEXAS LEADERSHIP INSTITUTE

When Hollywood Comes to Town

- 8:00 am – 8:30 am Arrival and Registration
- 8:30 - 10:15 am Session A: Overview of the Texas film/television production industry
- “Highlight Reel: The Texas Film and Television Showcase”
 - A look behind the scenes
 - Working with the Texas Film Commission
 - State financial incentives offered to filmmakers
 - “Film Friendly Texas” certification
- 10:15 am – 10:30 am Break
- 10:30 am – 11:45 am Session B: How Film Locations Are Chosen
- Overview of the location scouting process
 - Expediting film inquiries
 - What location scouts need – and don’t need – to see
 - You’ve landed the project: what happens next
 - Dealing with local media
- 11:45 am – 12:45 pm lunch provided on-site
- 12:45 pm – 2:00 pm Session C: Developing a Photo Location Package (hands-on session; bring your camera)
- Documenting your town’s unique locations
 - Technique and format: The panoramic photograph
 - Submitting photos and information to the Texas Film Commission
- 2:00 pm – 3:15 pm Session D: Creating Effective Film Guidelines
- Use of public properties
 - Insurance
 - Location agreements
 - Notifications to property owners and tenants (residential and commercial)
 - Charging fees and offering in-kind incentives
- 3:15 – 3:30 pm Break
- 3:30 pm – 4:30 pm Session E: ...And Then What Happened? Success Stories
- Smithville, home of HOPE FLOATS, TREE OF LIFE and many more
 - Television commercials, all through Texas
 - Community representatives and location owners relate first-hand experiences