



OFFICE OF  
THE GOVERNOR

# TEXAS ECONOMIC DEVELOPMENT & TOURISM OFFICE

## Bringing Back Main Street Alvin

# Office of the Governor Texas Economic Development & Tourism Office

The Texas Economic Development & Tourism Office (EDT) promotes the state of Texas as a leading global business location and premier travel destination.



Business &  
Community  
Development

Economic  
Development  
Finance

Texas  
CHIPS  
Office

Texas  
Workforce  
Investment  
Council

Texas  
Music  
Office

Travel  
Texas

Texas Film  
Commission

# Travel Texas



Travel Texas is the state entity responsible for travel and tourism promotion to non-Texans and promotion of travel in Texas by Texans. The program's mission is to enhance and extend local economic development efforts by marketing Texas as a premier travel destination in out-of-state domestic and international markets, thereby generating non-Texan travel to the state and ultimately creating revenues and jobs for Texas communities.

- Domestic advertising campaign targeting out-of-state travelers and Texans
- Advertising in primary international source markets
- Public relations and marketing promotions targeting consumers, media and travel trade in domestic and primary international source markets
- Travel research and tracking available to Texas travel industry
- Tourism Friendly Texas Certified Community program

## Tourism Friendly Texas Certified Community

### Program Goals:

- Strengthen relationships with existing community partners
- Educate local leaders on the importance of tourism as a tool for economic development and job creation
- Encourage participation in state government programs available for tourism development
- Assist small or rural communities with limited tourism resources

# Travel Texas



## Tourism Friendly Texas Certified Community

### Certification Process:

- Letter of Intent
- Tourism Friendly Texas Certified Community Self Assessment
- Tourism Friendly Texas Certified Community Online Training
- Final Interview



# Texas Music Office



Texas Music Office (TMO) informs members of the industry and the public about the resources available in the state for music production. TMO attracts businesses and talent to Texas for continued growth, attends tradeshow and conferences to foster business opportunities and promotes Texas as a music tourism destination.

- Music Friendly Community Program
- Music Trails
- Music Industry Resources
- Texas Music Education & Community Grant Program (aka the License Plate Grant)
- New Business Development
- Annual Events
- Music Education in Texas
- Texas Music Industry Economic Impact Report



# Texas Music Office

## Music Friendly Community Program

Becoming a Certified Music Friendly Texas Community:

Participation in the TMO's Music Friendly Texas Certified Community Program provides Texas communities with a network for fostering music industry development and sends a clear message to industry professionals that certified communities are serious about attracting and developing music industry growth.



# Texas Music Office

## Music Friendly Community Program

### Certification Process:

- Complete Music Friendly Texas (MFT) Workshop petition form
- Schedule and host TMO sponsored Music Friendly Texas workshop
- Establish a Music Office/Liaison within a division of city government
- Register with TMO's [Texas Music Industry Directory](#)
- Sign a mutually agreed upon Memorandum of Understanding
- Create an advisory board



# Texas Film Commission



Texas Film Commission (TFC) is the first stop for resources that serve the film, television, commercial, animation, visual effects and video game industries of Texas. TFC supports the state's global position as a premier production destination across all media industries and acts as a liaison between various state agencies and production companies while also helping to administer requests pertaining to the use of state-owned properties for filming and encourage productions to hire locally.

- Film Friendly Texas
- Texas Moving Image Archive
- Texas Film Trails
- Texas Moving Image Industry Incentive Program
- Sales Tax Exemptions & Refunds
- Job Hotline
- Film Industry Resources
- Media Production Development Zone Program

# Texas Film Commission

## Film Friendly Texas

Established in 2007, the Film Friendly Texas (FFTX) program is a certification and marketing program administered by the Texas Film Commission. Film Friendly Texas Certified Communities receive ongoing training and guidance from the Texas Film Commission regarding media industry standards, best practices and how to effectively accommodate media production in their communities. The Film Friendly Texas program serves as an invaluable resource that helps position Texas as a premier destination for media production.

Participation in the FFTX program provides Texas communities with a network for fostering media production in their municipalities and sends a clear message to media industry professionals that Film Friendly Texas Certified Communities are serious about attracting their business.



# Texas Film Commission

## Film Friendly Texas



### Certification Steps:

- Establish an official Film Friendly Texas liaison within the community
- Attend a "How to Become a Film Friendly Texas Certified Community" workshop, hosted by the Texas Film Commission
- Pass administratively enforceable filming guidelines
- Submit photos of a minimum of five (5) filming locations

# Texas Film Commission

## Digital Media Friendly Texas



### Benefits:

- Attract business opportunities
- Cultivate your Digital Media community
- Educate residents about Digital Media
- Join a network of forward-thinking communities

# Texas Film Commission

## Digital Media Friendly Texas

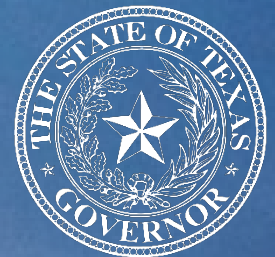




### Certification Steps:

- Establish an official Digital Media liaison within the community
- Attend a Texas Film Commission-sponsored Digital Media Friendly Texas community workshop
- Register the minimum number of Digital Media resources
- Create a Digital Media Committee

# Thank you!

Office of the Governor  
Texas Economic Development & Tourism Office  
P.O. Box 12428 | Austin, Texas 78711



512.936.0100 | [gov.texas.gov/business](http://gov.texas.gov/business) |      @TexasEconDev