

# City of Laredo

## Legislation Text

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File #: 2025-O-192, Version: 1

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### **SUBJECT**

An Ordinance of the The City of Laredo, Texas, amending Chapter 18, Licenses, Permits and Miscellaneous Business Regulations, of the Code of Ordinances of the City of Laredo, Texas, by adding Article XI, titled "Filming Regulations"; establishing rules and regulations for the permitting of film, television, and digital media productions; creating a permitting process and fee structure; designating the Laredo Convention and Visitors Bureau as the administering agency; establishing insurance and indemnity requirements; providing for enforcement and penalties; and providing for an effective date. The proposed ordinance seeks to encourage filming activity in Laredo while protecting public health, safety, and welfare, and ensuring an efficient and consistent permitting process.

### **VIVA LAREDO PLAN ALIGNMENT**

**Alignment Rating:**

**Supporting goal(s)/policy(ies):**

**Summary of alignment:**

### **PREVIOUS COUNCIL ACTION**

Public Hearing & Introductory Ordinance No. 25-1506 was passed at the September 15, 2025, City Council Meeting

### **BACKGROUND**

The Laredo Convention and Visitors Bureau (CVB) has been actively working with the Laredo Film Society and the Texas Film Commission to develop a framework for regulating and supporting film, television, and digital media productions in the City of Laredo. This collaborative effort is part of a strategic initiative to position Laredo as a recognized Film Friendly Destination, attracting commercial productions that can enhance the local economy, promote tourism, and showcase the city's unique culture and landscapes.

The proposed ordinance establishes a clear and consistent permitting process, including application requirements, fees, insurance, and indemnification provisions, as well as guidelines for the use of City property and coordination with municipal departments. By implementing these regulations, the City seeks to streamline production requests, ensure public safety, and protect City resources, while fostering a film-friendly environment that aligns with industry standards promoted by the Texas Film Commission.

Adoption of this ordinance will place Laredo on the path toward official Film Friendly Texas certification, increasing the city's visibility to production companies and creating new opportunities for local economic development.

**COMMITTEE RECOMMENDATION**

N/A

**STAFF RECOMMENDATION**

Staff recommends approval of the ordinance amending Chapter 18 of the City of Laredo Code of Ordinances by adding Article XI, titled “Filming Regulations.” The proposed ordinance establishes a standardized permitting process for film, television, and digital media productions, outlines applicable fees, and sets forth insurance and indemnification requirements to protect the City’s interests.

This regulatory framework has been developed in collaboration with the Laredo Film Society and the Texas Film Commission as part of the City’s strategic goal to achieve Film Friendly Texas certification. Adoption of this ordinance will enhance Laredo’s competitiveness in attracting productions, promote local economic development, and further position the City as a premier filming destination in Texas.

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**Fiscal Impact**

Fiscal Year:	2024-2025
Budgeted Y/N?:	N
Source of Funds:	N/A
Account #:	N/A
Change Order: Exceeds 25% Y/N:	N/A

**FINANCIAL IMPACT:**

No financial impact