

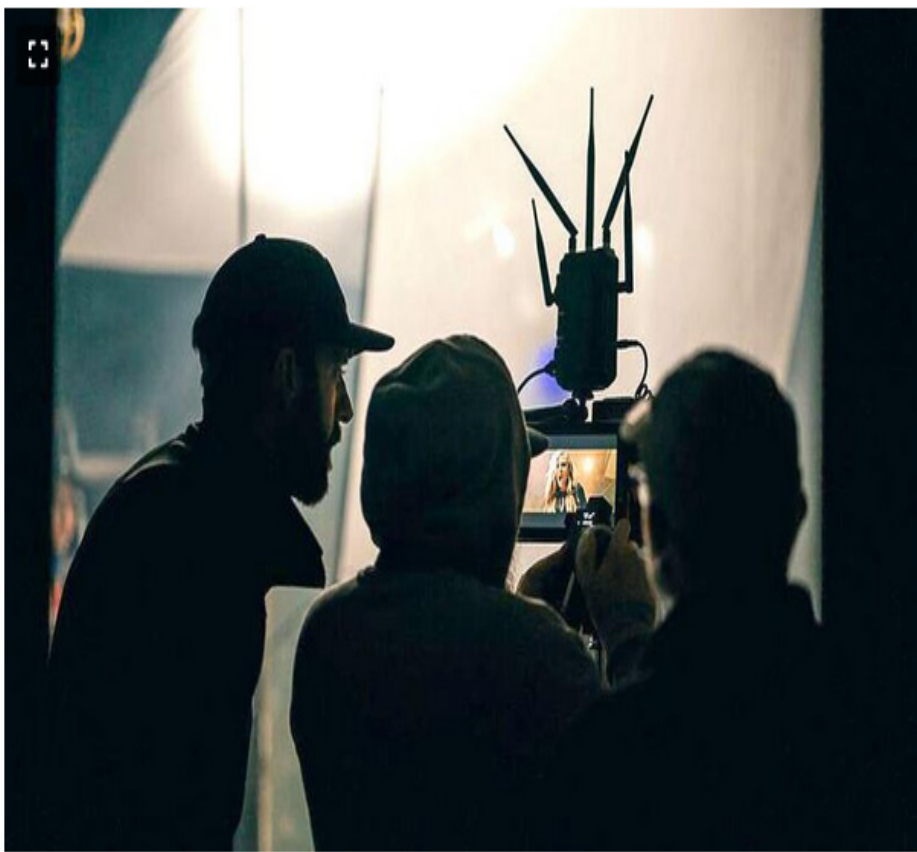
Mineral Wells Index

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Mineral Wells officially designated Texas FILM FRIENDLY



Members of a production crew work on a new music video for Dallas rock singer-songwriter She is Floyd supporting her new song, "You'll Get Yours." Shane Reitzammer, producer, for CinemaStory Productions, brought the crew to Mineral Wells earlier this month to film the music video.

COURTESY

A cinematic star is born. Its stage name is Mineral Wells.

The city of Mineral Wells on Friday was confirmed as the newest [Texas Film Commission's](#) "Film Friendly Texas" destination, opening the area to potential movie, television and movie productions.

"I congratulate the City of Mineral Wells on earning the Film Friendly Texas designation," said Governor Greg Abbott. "Texas has much to offer, and through the Film Friendly Texas training and certification process, communities large and small are readied to help match local businesses with production-related needs, creating jobs for Texas-based crew members and local residents as well as spurring on-site spending at local small businesses. And I am proud of all that the Texas Film Commission has accomplished in helping communities like Mineral Wells to grow their local economy."

Mineral Wells joins more than 130 Film Friendly Texas communities that receive ongoing training and guidance from the Texas Film Commission on media industry standards, best practices and how to effectively accommodate on-location filming activity in their community.

The Texas Film Commission in the Office of the Governor's Economic Development and Tourism Division has attracted \$1.39 billion in local spending and created more than 153,000 production jobs across the state from 2007 to 2017.

Already a picture of downtown Mineral Wells is featured on the Texas Film Commission's website homepage and its page for North Central Texas film friendly locations.

Mineral Wells City Council last year took the first steps by adopting regulations and guidelines for filming in the city intended to streamline and aid the process for production companies coming to town to shoot – something the city is not unfamiliar with TV shows like "Prison Break," the movie "Three Days in August" and various other movies and videos filmed locally.

The official state designation means Mineral Wells will be included on the state film commission's official list of approved film friendly cities. It also means the city, Palo Pinto County and the [Mineral Wells Area Chamber of Commerce](#) can market and promote the area to producers as a film friendly site.

The chamber seized on the opportunity and potential. The chamber's new director of Tourism and Marketing, Rose Jordan, focused on completing the necessary steps through the Texas Film Commission to achieve the now official designation.

"The Arts in general is a big opportunity for economic growth in Mineral Wells," Friend said. "It is impressive that since my speech last year, how quick the Filming in Mineral Wells Guidelines were adopted by our city and the response by the Chamber of Commerce to make the efforts necessary to designate Mineral Wells as a 'Film Friendly City' by the Texas Film Commission. I am very excited about the future opportunities this can bring to Mineral Wells."



Dallas rock singer-songwriter She is Floyd works on production for a video supporting her new song, "You'll Get Yours," inside a building in downtown Mineral Wells earlier this month. Shane Reitzammer, producer, for CinemaStory Productions, brought the crew to Mineral Wells earlier this month to film the music video.

COURTESY

Two weeks ago production crews were in town for several days filming at various locations, including a downtown building, West City Park and the former Beach Army Hospital, for a new video by Dallas rock singer-songwriter [She is Floyd](#) supporting her new song, "You'll Get Yours."

Friend said it was the first production to utilize the city's adopted film production guidelines. It was Friend's arts industry connections that helped bring the production to Mineral Wells. He worked as a production site coordinator for the production team.

Friend said it was an example, on a smaller scale compared to larger productions with much bigger budgets, the economic impacts film and video productions can have on the local economy.



A scene inside First United Methodist Church of Mineral Wells shot during the October 2015 filming of, "Three Days in August."

"Texas has a good incentive program for filmmakers," said Friend. "I like to call the program a rebate program because its funds are paid back to the production companies for money they have already spent in Texas. I think this is a good business model to review for bringing new industries and businesses to Mineral Wells."

Friend noted that the Texas Film Commission states that every dollar spent by a production company generates \$5.55 for the local economy. He said not only do restaurants and hotels benefit, but local merchants and contractors utilized to construct or prepare sets before filming, then in some cases returning them to their original condition after production.

"Being 'Film Friendly' puts our city on the Film Commission list for production companies. But that is not enough, emphasis needs to be on the 'friendly,'" said Friend. "We must be accommodating and we must attract the production companies to our town by offering our own incentive program. Our neighbor Weatherford duplicates what the state offers to production companies but Mineral Wells needs to do better than Weatherford."



A picture of the First United Methodist Church of Mineral Wells sanctuary, transformed into a movie stage in October 2015 for the filming of a funeral scene for the movie, "Three Days in August."

Index File Photo

Mineral Wells and Palo Pinto County are rich in film production settings and venues, more than many other Texas film destinations.

"We have the terrain, downtown, parks, the airport, golf course, ranches, Brazos River, military base and other properties," said Friend. "Residents can earn money by offering their property to be featured in films and commercials. The chamber will be hosting some educational workshops on what to expect when a film crew comes to town."

Jordan said that is what she is working on next – providing workshops so local people can learn how they can lease their homes or businesses to production companies, what that entails and what to expect. She will announce times and dates for those workshops soon, she said.

She has also been working to take pictures of many geographic and natural features, homes, properties and buildings that will serve as part of a venue catalog for production companies to view when looking for something specific that will fit their needs.

"It has been a lot of work but we are excited," Jordan said. "The pieces have already been put into place, the city has already put those guidelines together."

Shane Reitzammer, producer, for CinemaStory Productions, brought the crew to Mineral Wells earlier this month to film the music video.

"Mineral Wells was such a great place to film our music video production," Reitzammer said. "As a producer, one of my goals is to save time, so I wanted to find a place that we could film several interior sets along with a few exteriors including a baseball field all in two days and Mineral Wells had all of these locations within 15 minutes of each other. The unique historical buildings, natural landscapes and the atmosphere of the town offered everything that I was searching for and exceeded my originally concept designs for the music video."

He said working with Jackson and using his connections as their locations manager was very beneficial as well.

"They were so accommodating along with the city of Mineral Wells employees that made us feel safe and welcomed" said Reitzammer. "We are ecstatic with all the great images we captured in Mineral Wells and cannot wait to craft it into masterpiece so be on the look out for She is Floyd, "You'll Get Yours" music video coming very soon."

Playing off the chamber's motto, Friend said "Opportunity Runs Deep in Mineral Wells."

"We have a long way to go to attract the big productions but I believe we will get there," he said. "I want to thank Mineral Wells City Council, staff, The Chamber of Commerce and willing property owners for promoting Mineral Wells as the best place in Texas to film."