

## **City Council Arts & Culture Committee Briefing August 2025**

### **Third Annual Houston Media Conference August 22-24, 2025**

**presented by:**

**Houston Cinema Arts Society (HCAS)**

**Southwest Alternate Media Project (SWAMP)**

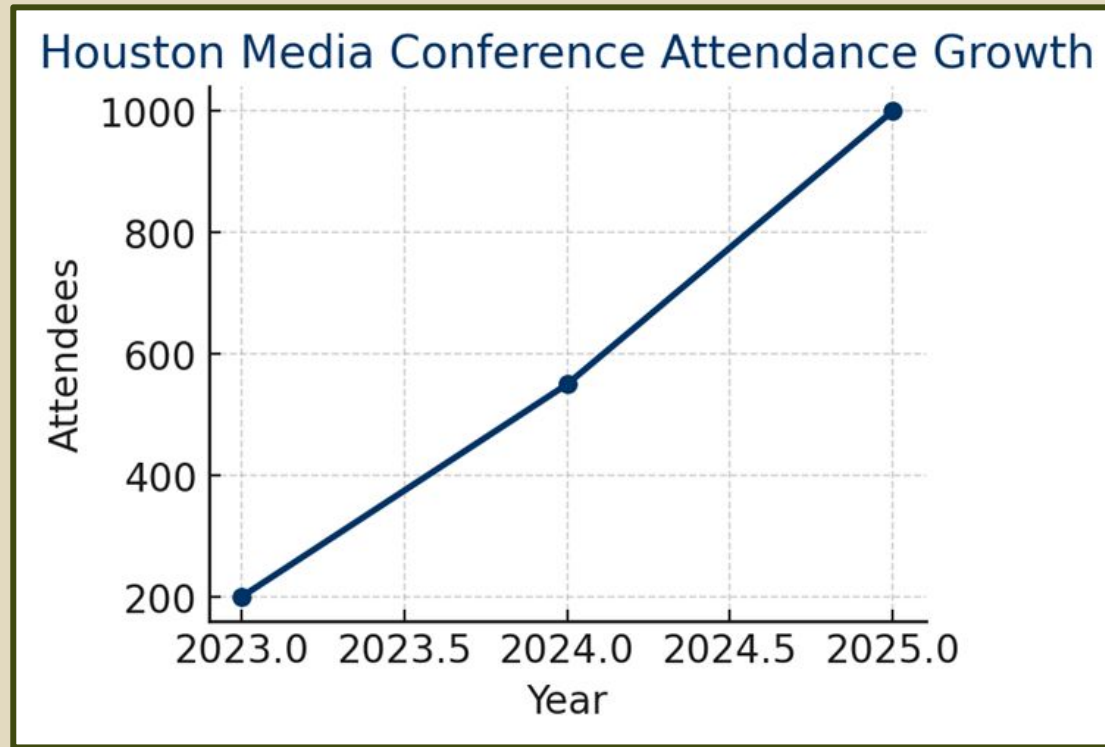
**supported by:**

**Houston Film Commission**

**Houston Arts Alliance**



# Growing Impact: Attendees



- From 2023 to 2024, Attendance more than doubled (200 to 550)
- Anticipating over 900 Attendees for 2025; approx. 30-50% growth
- Over 3,000 tickets sold for individual programs in 2024
- 15,000+ digital reach, strengthening community engagement
- 2025 welcomes over 100 speakers from all over the country to teach workshops, hear pitches, and engage with Houston talent



# Growing Impact: Vendors & Businesses

HOUSTON  
MEDIA  
CONFERENCE

Vendor Engagement:

18 Vendors in 2023

Over 50 Vendors in 2025

showcasing the robust industry and  
entrepreneurship of Houston media

Vendor Highlights

Houston Universities

Prestigious Local Studios

National Gear Brands

Film Commissions and Public Entities



HOUSTON  
CINEMA  
ARTS  
SOCIETY



Houston Film Commission



SWAMP



suite  
bread



FILMATIC



The

De LUXE  
THEATER

COBLE  
STUDIOS



SH Sam Houston State University  
College of Arts & Media



TXMPA

UH Kathrine G. McGovern  
College of the Arts  
UNIVERSITY OF HOUSTON

IEP  
The international entertainment partnership.



# Why the Houston Media Conference Matters

- Strengthens Houston's position as a hub for film, media, and digital arts
- Fosters collaboration between local and national industry leaders
- Builds workforce pipelines and retains creative talent in Houston
- Drives tourism, hospitality, and economic growth
- Increases Houston's visibility on the national creative map

