



For Immediate Release
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ALARCÓN TO THE ENTERTAINMENT INDUSTRY: FILM, TV AND COMMERCIAL PRODUCTION IS A PRIORITY FOR LOS ANGELES

Los Angeles, CA – This afternoon, the Los Angeles City Council’s Jobs and Business Development Committee held a meeting focused on the economic impact of film, television and commercial production in Los Angeles and strategies to retain and attract production. Though Los Angeles is known as the entertainment capitol of the world, many within the film industry view the City as a hard place to do business. Concerns about how hard it is to find parking for crew and base camps, the cost of location shoots and the lack of tax incentives top the list of reasons why companies often choose to shoot out of state or overseas. As Chair of the Jobs and Business Development Committee, the committee which oversees issues related to filming, Los Angeles City Councilmember Richard Alarcón has made finding ways to retain and attract filming one of the major focuses of the Committee.

“Today, we made a strong statement that filming is a priority in Los Angeles and the direction that came out of the hearing is a clear indication of the aggressive agenda we will be pursuing to make it easier to film in Los Angeles,” said Councilmember Richard Alarcón.

During the meeting, the Committee received an update from the Office of the Chief Legislative Analyst on the “Ugly Betty and Film Production Flight” report, which included seven recommendations to help make it easier to film in Los Angeles. (*Reports attached*). In an effort to jump start the cities efforts regarding filming, Councilmember Alarcón gave seventeen specific directions, based on the seven recommendations in the report and testimony from representatives of the film industry and FilmL.A. These seventeen recommendations are:

1. Request the Business Tax Advisory Committee (BTAC) to evaluate a business tax credit to building owners that allow the exteriors to be filmed for free.
2. Request BTAC to evaluate a business tax credit to building owners that allow interior filming for a “reasonable rate.”
3. Request BTAC to evaluate a business tax incentives to private parking companies which provide parking to film shoots at a “reasonable rate.”
4. Instruct the Office of Finance to report to Committee in 30 days on the feasibility and fiscal impact of a sales tax refund for purchases made for filming within the City when at least 75% of the shooting is done in LA.
5. Have the City Council send a letter from the Council President and Chair of the Jobs and Business Development Committee to the Department of Water and Power (DWP), asking them to create three power utility nodes as part of a pilot project in Downtown LA, which film productions can use in lieu of noisy, polluting generators.
6. Request DWP to provide free parking / base camp use for up to one week under DWP powerlines and to return to Committee with a map of these locations.

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7. Direct the General Services Department (GSD) and the Department of Transportation (DOT) to implement a free parking program, except for cost of security, in all available City lots after business hours and during weekends. Departments shall report to Committee with assistance from Chief Legislative Analyst (CLA) in 30 days.
8. Request the Film Industry Parking Task Force to report back on recommendations for partnering with other government entities (such as LAUSD) to find additional parking opportunities.
9. Have the City Council send a letter from the Council President and Chair of the Jobs and Business Development Committee send a letter to all Councilmembers asking for them to designate one staff person per office that is the film contact.
10. Direct CLA and City Administrative Officer (CAO) to collect, distribute, and place on City website a list of each of the City Department contacts regarding film.
11. Direct CLA and CAO to work with Location Managers (Teamsters Local 399) to find solutions for filming issues outlined by the “Top 10 Hit List” of hardest to film locations in Los Angeles. (Presented by Ed Duffy, Local 399)
12. Direct CLA and CAO to work with FilmL.A. to develop a process whereby FilmL.A. can manage vacant city property.
13. Direct CLA/CAO to return with a draft ordinance whereby the LAPD can legally enforce properly permitted shoots, including making it illegal to disrupt a properly permitted shoot.
14. Direct the CAO to review the draft contract for FilmL.A. and find opportunities to increase their role in marketing the film industry to city residents and acting as an ambassador between the City and the film industry.
15. Direct the Department of Recreation and Parks to report back in 30 days on their film policy, including cost and availability of their spaces, who their film coordinator is and the discrepancies found between locations and work with the CLA and CAO report on recommendations on how to make it easier to film in Rec & Park locations.
16. Request FilmL.A. to work with the CLA and CAO to create a website which will include a list of city properties, city incentives, contact information, parking and base camp locations and costs. This website should highlight locations outside of Downtown – in areas where there is less filming.
17. Direct GSD to return with a comprehensive list of vacant property – which will be included in possible filming locations.

In addition to the specific actions directed, today the Jobs and Business Development Committee heard testimony from multiple players in the industry. Jack Kyser (Los Angeles Economic Development Corporation) spoke about the economic impact of filming. This included the fact that in 2008, 129,358 persons were employed by the motion picture and television industry for a payroll of over \$11.9 billion dollars. Unfortunately, the recent trend show that there will be approximately 6,000 fewer jobs for film industry employees this year – which dramatically effects the local economy. Also on hand for presentations were Paul Audley (President of the non-profit FilmL.A.), which works with the City on permit issuing and other aspects of filming in Los Angeles, Jim Sharp (Executive VP of Production, 20th Century Fox Television), Ed Duffy (Business Manager, Teamsters Local 399), David Phelps (Government Relations, Association of Independent Commercial Producers) and Pamm Fair (Deputy National Executive Director, Screen Actors Guild). All of the presenters spoke about the challenges they face when shooting in Los Angeles and provided recommendations on opportunities to make LA a more “film friendly” City.

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