



County of Los Angeles CHIEF EXECUTIVE OFFICE

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January 22, 2013

To: Supervisor Mark Ridley-Thomas, Chairman
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

COUNTY FACILITY FILMING RATES

On October 9, 2012, on motion of Supervisor Knabe, the Board instructed the Chief Executive Office to report back on film rates charged at County facilities, including those that are run by non-profit foundations, and make recommendations to ensure that reasonable rates are being charged to film at Los Angeles County facilities. This memorandum reports on filming rates and activities at County facilities, and provides information on recent and continuing County efforts aimed at ensuring the County is charging reasonable filming rates, and encouraging the retention of filming activities in Los Angeles County.

In response to the Board Order, this Office contacted all County departments involved in filming, conducted a survey of facility use rates and frequency of filming activities, met with departments and deputies representing each Board office on the survey results, and solicited feedback from representatives of the California Film Commission, film industry, and FilmL.A. on the Grand Park film rates structure. The results of our findings and analysis are described below.

Survey of Facility Use Rates for Filming Activity

The Chief Executive Office conducted a survey of facility use rates charged for filming at County facilities, including those managed by non-profit organizations. The survey found that a filming rate of \$400 per-day (established in 1992) is charged at most County facilities, excluding permit fees and other cost-recovery fees such as staff review and service fees, which were not part of the survey. These facilities include beaches, parks and recreation facilities, Sybil Brand Institute, fire stations, parking lots, Kenneth Hahn Hall of Administration, and other County-owned buildings.

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The attachment provides information on facility use rates for filming at County facilities managed by non-profit foundations that exceed the aforementioned facility use rates (ranging from \$1,500 to \$17,000 per day), and the volume of filming activities in 2012. In addition, five County airports managed by the Department of Public Works through the private airport management company charge filming rates of up to \$3,000 per day. The precise fee depends on the size and scope of the production as well as other factors that impact the airport operating environment (such as runway, hanger, control tower, and other roadways) and the task required to mitigate such impacts. The Arts Commission, which manages the Ford Theatres, may charge a filming rate of up to \$4,200 per day for filming activities that would impact the rental or usage of the facilities.

Promotion of Filming in Los Angeles County

Over the past year, the Chief Executive Office, along with other County departments have pursued various efforts/issues to promote and encourage filming retention in Los Angeles County. Moreover, the County has established a working relationship with film industry representatives to ensure that Los Angeles County does its part in encouraging filming retention. Recent efforts/issues include:

- Semi-Annual Film Permit Coordination Meetings – Since November 2011, the County of Los Angeles, along with FilmL.A., has met with film industry representatives on a semi-annual basis to discuss film permit coordination, as well as any emerging film-related issues. These meetings help facilitate an ongoing dialog to ensure that the lines of communication are open between the County and filming industry.
- Quarterly Filming Community Relations/Communications Committee Meetings – The County regularly attends the quarterly meeting chaired by the film industry and attended by FilmL.A., as well as the City of Los Angeles, regarding issues encountered during film shoots.
- County Film Policy Based on California Film Commission's Model Film Ordinance and Best Practices - Based on your Board's direction, this Office provided your Board with a memorandum on July 31, 2012, recommending that the California Film Commission's Model Film Ordinance and Best Practices, as revised, be adopted as a Board policy. The recommended County Film Policy is being reviewed by the Audit Committee and will be placed on an upcoming Board Agenda for your consideration. The proposed County Film Policy is intended to serve as a vehicle for the Board to express its support for facilitating the County's interaction with the filming industry and encourage retention.
- Review of Grand Park Film Rates – On September 21, 2012, this Office provided your Board with an event and film rental rate structure for the newly opened Grand Park. The film location rental rates were set at \$20,000 per block, with the park consisting of four blocks. Due to concerns over the rental rates, this Office met with representatives

from the Music Center, film industry, FilmL.A., California Film Commission, and deputies from each Board Office to discuss alternative filming rate structures. As a result, this Office, in coordination with the Music Center and film industry representatives, has drafted a revised rate structure that is on average more than 50 percent lower than the original rates. We are continuing to solicit the film industry's input on the revised rate schedule. We are currently targeting submission of the proposed revised rates for the Board's consideration in February 2013.

The County's current agreement with FilmL.A. also calls for FilmL.A. to market and promote the County to the entertainment industry. In this regard, they regularly solicit input from community members and consult with filmmakers, elected officials, and County departments, as well as cooperate with other governmental agencies seeking to promote the development of the film industry in the County.

Recommendations Regarding the Structure of Facility Use Rates Charged at County Locations

Numerous County facilities, whether operated by a County department or a non-profit foundation, possess unique physical characteristics and satisfy a variety of location requirements from the film industry. The experience gained and lessons learned through working with different film companies have resulted in different rate schedules, protocols, and guidelines for handling filming requests at the different venues. For example, the rate schedule and restrictions employed by the Natural History Museum (NHM) and the County airports are quite different. NHM has invaluable, sensitive collections and, therefore, places more restrictions on set construction and how filming is conducted within its structure. The County airports' main concerns are the impact to the airport operating environment and mitigating the impact to the users of the airport and the surrounding communities. Examples of filming activities that require extensive mitigation include erection of tall structures, glaring lights, closure of runway or taxiway, and excessive noise.

Our survey revealed that many venues offer reduced rates based on time of day, season, interior/exterior usage, percent of space occupied, size of filming crew, amount of time for setup/take-down, and non-profit status. All organizations are aware of striking the necessary balance between public enjoyment/use of the facilities and support of the film industry. Each facility is also free to impose a no-filming period when filming activity poses a conflict with event programming.

Based on the discussions with departments and various non-profit organizations, this Office does not recommend any specific changes or revisions to the existing filming rates at this time. This Office will continue to work with County departments, FilmL.A., the filming industry, and your staff on an on-going basis to promote reasonable filming rates and to encourage the retention of filming activities in Los Angeles County. Any new County-managed facility where filming facility use rate may exceed the aforementioned \$400 per-day will be brought to the Board for consideration, as in the case with Grand Park.

Each Supervisor
January 22, 2013
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Recommendations from the Commission on Local Governmental Services

On October 9, 2012 the Commission on Local Governmental Services (Commission) made a recommendation that the Board considers a one-year pilot program to waive filming rates where possible, to encourage/regain the loss of filming activities, as well as, create employment opportunities in Los Angeles County. In addition, on December 4, 2012, the Commission made an additional recommendation that in certain situations where County personnel is currently utilized for coordinating filming activities (such as directing traffic), the County consider allowing the production companies to utilize off-duty or retired public safety employees to reduce production costs.

Please let me know if you have any questions, or your staff may contact Martin Zimmerman at 213-974-1326 or mzimmerman@ceo.lacounty.gov.

WTF:ES:MKZ
FC:JR:ib

Attachment

c: Executive Office, Board of Supervisors
County Counsel
Beaches and Harbors
Fire
Internal Services
Military and Veterans Affairs
Museum of Art
Natural History Museum
Parks and Recreation
Public Works
Arts Commission
La Plaza de Cultura y Artes
Performing Arts Center of Los Angeles County

Filming Facility Use Rates and Activity at County Facilities Managed by Non-Profit Foundations

| County Facility | Managing Organization | Filming Facility Use and Setup Rates | Number of Filming Shoots in 2012 |
|---|--|--|----------------------------------|
| Arboreta & Botanical Gardens (South Coast, Descanso, Virginia Robinson) | California Arboretum Foundation | <u>Filming</u> \$1,500 - \$6,400 per day, \$3,300 (flat rate) for 1/2 day (up to 7 hours) <u>Setup</u> Depending on the size of the production, not to exceed \$500 per day. | 25 |
| Los Angeles County Museum of Art | Museum Associates | <u>Filming</u> Exterior filming up to 10 hours: facility rate of up to \$10,000. Interior gallery filming requires special permission due to the art, with a rate of up to \$15,000 for 6 hours. <u>Setup</u> No Charge | 3 |
| Natural History Museum | Natural History Museum Foundation/ Unreel Locations | <u>Filming</u> Up to \$9,000/14-hour shoot depending on the locations requested and size of cast and crew <u>Setup</u> Up to \$4,500/day | 33 |
| Page Museum | Natural History Museum Foundation/ Unreel Locations | <u>Filming</u> Up to \$8,000/14 hour shoot depending on the locations requested and size of cast and crew <u>Setup</u> Up to \$4,000/day | 13 |
| La Plaza de Cultura y Artes | LA Plaza Foundation | <u>Filming</u> \$3,000 - \$5,000 per day <u>Setup</u> \$1,500 per day | 1 |
| Music Center Plaza and Lobbies, Dorthy Chandler, Mark Taper Forum, Ahmanson, Walt Disney Concert Hall- Garden – Exteriors – BP Hall | Performance Arts Center of Los Angeles County | <u>Filming</u> \$8,500 per day (up to 12 hrs), prorated after 12 hrs <u>Setup</u> No Charge | 12 |
| Walt Disney Concert Hall Auditorium | Performance Arts Center of Los Angeles County | <u>Filming</u> \$15,000 per day (up to 12 hrs), prorated after 12 hrs <u>Setup</u> No Charge | 0 |
| Grand Park | Performing Arts Center of Los Angeles County | <u>Filming</u> Rate information pending <u>Setup</u> Rate information pending | 1 |
| Hollywood Bowl | Los Angeles Philharmonic | <u>Filming</u> Up to \$17,000 for first 8 hours depending on the location(s) requested and size of production <u>Setup</u> No Charge | 3 |