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CHIEF EXECUTIVE OFFICE

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January 6, 2015

To: Mayor Michael D. Antonovich
Supervisor Hilda L. Solis
Supervisor Mark Ridley-Thomas
Supervisor Sheila Kuehl
Supervisor Don Knabe

From: Sachi A. Hamai
Interim Chief Executive Officer

UPDATE ON FILMING RENTAL RATES AT GRAND PARK

Attached is the filming inquiry log from June 2013 to December 2014 prepared by Grand Park staff to accurately account for all filming inquiries at Grand Park (Park).

In April 2013, the Board adopted the revised filming and event rental rates for Grand Park. The Board approved filming rental rates ranging from $1,920 to $5,720 depending on the location within the Park, with a maximum cost of $12,000 for the use of the entire Park, during off peak hours. Photography rental rates range from $800 to $4,000, depending on commercial or non-commercial use.

Between June 2013 and December 2014, the Park received 82 formal inquiries, with 29 successful completed filming events as detailed in the Attachment. All revenue collected from filming rentals at the Park is to be deposited to the Grand Park Operating Budget to be allocated for programming.

As the Park moves into its third year of operation and increasingly becomes a popular destination in Los Angeles County, Park staff continue to balance filming activity and free programming at the Park. We recommend no change to the current Board approved filming rates. We will continue to monitor the filming activity, and will report back to the Board with any future recommended revisions to the rates and guidelines.

If you have any questions, please contact Ms. Christine Frias at (213) 974-1089.

SAH:SHK:BMB
FC:CF:rp

Attachments

c: Executive Office, Board of Supervisors
County Counsel
Grand Park
Performing Arts Center of Los Angeles County

Attachment

GRAND PARK FILM INQUIRY LOG
1ST AND 2ND QUARTERS
(JULY - DECEMBER 2014)
FY 2014-15

DATE RECEIVED	PROD. DATE/TIME	ENTITY	BUDGET	TYPE OF PRODUCTION	LOCATION	CREW/TALENT	STATUS	OUTCOME
11-Dec-14	12/11-12/15	Moot Point Secret Inc.	mid	Motion Picture Shoot "The Secret In Their Eyes"	B1	110	Approved	Pending
1-Dec-14	12/6/2014	N/A	Low	Dog Arthritis Medication Commercial Featuring Cesar Milan, "Dog Whisperer"	B2	15	Discussion	Did Not Commence
20-Nov-14	12/5/2014	N/A	Low	Small Fashion Film Shoot	N/A	N/A	Discussion	Did Not Commence
19-Nov-14	Sometime 12/3-5/14	N/A	Low	Small Commercial Shoot	B4	30	Discussion	Did Not Commence
10-Nov-14	12/1/2014	Hold Fast Productions	Low	Filming episode for Amazon show BOSCH	B4	70	Approved	Complete
6-Nov-14	11/20/2014	Cristian Quintero	Low	"AAR Vide" Film Shoot	B3	15	Approved	Complete
4-Nov-14	11/23/2014	TK Digital Corporation	Low	Commercial Spot for Japanese TV show, Battle of the Big Eaters	B3	35	Approved	Complete
29-Oct-14	11/3/2014	Colourmovie	Low	B-roll for Bravo Reality Show, around fountain	B1	5	Approved	Did Not Commence
28-Oct-14	1 day within 12/1-12/6/2014	Glam PR	Low	still photo shoot around fountain	B1	25	Approved	Pending
20-Oct-14	Either 10/29 or 10/30	D&R Productions	Micro	Filming a video/photo commercial called "Thousands"	B3	20	Approved	Did Not Commence
17-Oct-14	11/15/2014	N/A	Low	Commercial shoot focusing on fountain	B1	25	Approved	Did Not Commence
3-Oct-14	10/27/2014	Hold Fast Productions	Low	Filming episode for Amazon show BOSCH	B3	60	Approved	Complete
19-Sep-14	11/20/2014	AFI Graduate Student	Low	Student film shooting towards City Hall; 1st day is only staging and production camp; 2nd day actual filming	B4	50	Approved	Complete
18-Sep-14	Week of 9/22	MMS Trading	Micro	Still photo shoot for a handbag company	N/A	10	Approved	Did Not Commence
18-Sep-14	2 day shoot: 9/30-10/1/14	CBS Television Studios	Mid	Filming an episode of TV show NCIS: LOS ANGELES	B1, B2	130	Approved	Complete
17-Sep-14	9/21/14	Milagro Films	Low	Sprint Commercial	B3	60	Approved	Complete
15-Sep-14	9/27 or 9/28/14	N/A	Low	Filming at the fountain, project N/A	B1	N/A	Not Approved	Did Not Commence
25-Aug-14	9/16/14	Soul Pancake	Low	Kitten Therapy video for client Purina	B2	40	Approved	Complete
21-Aug-14	4 days within 8/28-31/14	N/A	Low	A shoot featuring skateboards at the park	B1	N/A	Not Approved	Did Not Commence
18-Aug-14	Per park schedule	OTL (Fountain Vendor)	Low	Fountain shoot during day and night time, for company portfolio	B1	4	Approved	Pending
15-Aug-14	9/20/14	Pie Town Productions	Low	Segment for "I Could Live There" Travel Channel Show	B1	10	Approved	Did Not Commence

GRAND PARK FILM INQUIRY LOG
FY 2013-2014

DATE RECEIVED	PROD. DATE/TIME	ENTITY	BUDGET	TYPE OF PRODUCTION	LOCATION	CREW/TALENT	STATUS	OUTCOME
25-Jun-14	7/2/14	Student - NY Film Academy	Micro	Dramatic scene for thesis film WARMING	B3	10	Not Approved	Did Not Commence
19-Jun-14	6/26/14	O'Malley Productions	Low	Filming episode of TV show FOOD PARADISE for Travel Channel	Olive Court	10	Approved	Complete
16-Jun-14	6/24/14	Soul Pancake	Low	Filming on Broadway, using Grand Park for backstage/camp	B4	15	Approved	Complete
27-May-14	5/29/14	Soul Pancake	Low	Man on the Street interviews about Life's Big Questions	N/A	15	Not Approved	Did Not Commence
12-May-14	5/23/14	Soul Pancake	Low	Impromptu Dance Party with tent, red carpet, inviting public to join and dance	B3	15	Approved	Complete
23-Apr-14	5/1/14	Smugger	Low	AT&T Airwaves Commercial	B1	N/A	Approved	Did Not Commence
11-Apr-14	5/9/14	All In Productions	Low	Reshoots: Filming of episode of TV Show THE HELP DESK WITH DEEPAK CHOPRA for the Oprah Winfrey Network	B3	10	Approved	Complete
31-Mar-14	4/14/14	Soul Pancake	Low	Kid President film shoot with "Weird Al" Yankovich	B4	12	Approved	Complete
27-Mar-14	4/14	Legend Locations	N/A	Still photo shoot	N/A	N/A	Discussion	Did Not Commence
27-Mar-14	2 days within 4/10-14/14	N/A	Low	Hyundai commercial, featuring fake rain	B4	500	Discussion	Did Not Commence
24-Mar-14	4/4/14	N/A	Low	Tennis Shoe Company	B1	15	Discussion	Did Not Commence
20-Mar-14	4/27 or 4/28/14	Lockbox Productions	Low	Photo and Video Shoot	N/A	N/A	Not Approved	Did Not Commence
11-Mar-14	3/17/14	Student Film - UCLA	Micro	Student Film featuring Google Glass	B1	13	Approved	Complete
27-Feb-14	3/22/14	Lockbox Productions	Low	Verizon Still Photo Shoot using prop food trucks	B1	40	Approved	Complete
21-Feb-14	3/5/14	Emphatic Entertainment	Micro	music video scene, 2 hour shoot	B1	5	Discussion	Did Not Commence
13-Feb-14	3/22 or 3/23/14	N/A	Low	Filming TV competition THE WORLD'S STRONGEST MAN	Olive Court, B2	100	Discussion	Did Not Commence
13-Feb-14	Btw 3/17 and 3/27/14	Image Locations	Low	Target Photo Shoot	N/A	30	Discussion	Did Not Commence
12-Feb-14	3/8/14	First Shot Productions	Low	Volkswagen Still Photo Shoot	B4	1	Approved	Complete
11-Feb-14	2nd or 3rd week in March	N/A	Micro	Indie Movie, new media category, 50 min length; using park for a festival scene	b2, b3	60	Discussion	Did Not Commence
6-Feb-14	2/19/14 or 3/20/14	Flight 33 Productions	Micro	History Channel TV show element, man-on-street interviews	b2	5	Approved	Did Not Commence
24-Jan-14	2/16/14	All In Productions	Low	Filming episode of TV show THE HELP DESK WITH DEEPAK CHOPRA for the Oprah Winfrey Network	Olive Court	40	Approved	Complete
24-Jan-14	N/A	Glen PR	N/A	Fashion Still Photo Shoot	N/A	8	Discussion	Did Not Commence
21-Jan-14	Btw 2/14 and 4/14	Warner Bros. TV	Low	ENTOURAGE motion picture	B2	2,000	Discussion	Did Not Commence
17-Jan-14	N/A	N/A	N/A	Best Buy Commercial (1/2 day shoot)	B3, B4	N/A	Discussion	Did Not Commence
17-Jan-14	1/ 27-30/14	N/A	N/A	Nationwide Insurance commercial	N/A	N/A	Discussion	Did Not Commence

GRAND PARK FILM INQUIRY LOG
FY 2013-2014

DATE RECEIVED	PROD. DATE/TIME	ENTITY	BUDGET	TYPE OF PRODUCTION	LOCATION	CREW/TALENT	STATUS	OUTCOME
14-Jan-14	N/A	Rip Tide Films (NYC)	N/A	Motion Picture	N/A	N/A	Discussion	Did Not Commence
14-Jan-14	1/21/14	N/a	N/A	Still photo shoot	N/A	N/A	Discussion	Did Not Commence
18-Dec-13	Late 12/13, Early 1/14	N/A	Micro	Still Photo Shoot	B1	N/A	Discussion	Did Not Commence
11-Dec-13	1/11/14	Ian Logan Photography	Low	Still photo shoot for SKETCHERS	B3, B4	15	Approved	Completed
9-Dec-13	12-14-13	Samantha Rockman	Micro	Still Photo Shoot	B1, B2	N/A	Discussion	Did Not Commence
9-Dec-13	3 days in mid-January	Red Wagon Ent./Summit/Lionsgate	Mid-High	Motion Picture "Catbird," code name for DIVERGENT	B4	N/A	Discussion	Did Not Commence
2-Dec-13	12-9-13; 4AM-9PM	ABC Television	Mid	Filming an episode of TV show INTELLIGENCE	B1, B2	65/45	Approved	Complete
26-Nov-13	12/5/13; TBD	Showtime TV	Mid	Showtime program; Café Scene	B4	N/A	Not Approved	Did Not Commence
26-Nov-13	12/17/13; 9AM-1PM	Fostered Productions	Low	Web video promoting self-help App, VIM-LIVING A FULL LIFE	B3	15	Approved	Complete
25-Nov-13	12/14/13; TBD	Kim Lance	Low	2 Hour Still Photo Shoot for 'Flonase'	B1, B2	15	Approved	Did Not Commence
11-Nov-13	11/18/13; 4AM-9PM	Warner Bros. TV	MID	Filming episode of TV show THE MENTALIST	B1, B2	120	Approved	Complete
30-Oct-13	11/19/13; 10AM-4:00PM	Centro Net Productions	Low	Live segment for Mundo Fox / Canal 22	B2	20/2	Approved	Did Not Commence
9-Oct-13	10/21/13; 5:30AM-6:30PM	Black Lab Productions	Low	2 regional commercials for Norm's restaurants	B1, B2	25/15	Approved	Complete
2-Oct-13	10/5/13; 4 daytime hours	ITV Studios	Low	N/A	B1, B2	N/A	Not Approved	Did Not Commence
30-Sep-13	10/17/13; 6AM-12PM	Wayfarer Entertainment	Micro	Music Video for singer Chris Wallace	B1, B2	25/2	Approved	Complete
26-Sep-13	9/30 or 10/1/13	Bauer Fine	N/A	Still Photo Shoot for Samsung	N/A	N/A	Not Approved	Did Not Commence
24-Sep-13	10/19/13; 7AM-7PM	Anne Tower Productions	Low	Still Photo Shoot for 2014 Toyota Highlander	B4	25/10	Approved	Complete
20-Sep-13	10/3/13; 7AM-7PM	NCIS: Los Angeles	MID	Filming episode of TV show NCIS: LOS ANGELES	B1, B2	85/100	Approved	Complete
16-Sep-13	Week of 9/23; daytime	MSNBC	Low	Filming a staged protest	B3	100/125	Discussion	No Call Back
16-Sep-13	10/12/2013; 6AM-12PM	Melanie Spiegel, producer	Low	Still photo shoot for AT&T	B3, B4	20/5	Approved	Complete
10-Sep-13	9/13/2013: Daytime 3hrs	N/A	MICRO	Teaser Trailer	B1-B4	10/10	Discussion	No Call Back
21-Aug-13	8/29/2013: 10AM-4PM	Student	MICRO	3D Filming Project	B1	2/8	Negotiation	Did Not Commence
20-Aug-13	8/24/2013: 9AM-1PM	New York Film Academy	MICRO	Student Short Film; Dramatic Scene	B3	3/3	Approved	Complete
20-Aug-13	8/27/2013: 8AM-4PM	Definition Branding and Marketing	LOW	Product commercial for LA Times website	B3	3/0	Approved	Complete
15-Aug-13	8/26/2013: 7AM-8PM	Duroo Productions	LOW	Shooting a small version of an outdoor festival w/ booths, stage, etc.	B4	50/60	Discussion	No Call Back
11-Aug-13	8/26/2013: Time TBD	Marlboro	N/A	Still Photo shoot w/model advertising Marlboro	B1	25/2-3	Not Approved	Did Not Commence
9-Aug-13	8/13/2013: 8AM-8AM	CONNECT THE DOTS INC	Low	Still photo shoot w/model for Sony product	B2, B3, B4	25/2	Discussion	Did Not Commence

GRAND PARK FILM INQUIRY LOG
FY 2013-2014

DATE RECEIVED	PROD. DATE/TIME	ENTITY	BUDGET	TYPE OF PRODUCTION	LOCATION	CREW/TALENT	STATUS	OUTCOME
8-Aug-13	8/13/2013: 2:30AM-5AM	Golden Era Productions	LOW	Non-Profit Commercial at Splash Pad, Fountain	B1	20/2	Approved	Did Not Commence
6-Aug-13	2 days/Week of 8/12/13	20th Century Fox	MID	Scene for episode of TV show The Crazy Ones	B3	50/100	Discussion	Did Not Commence
1-Aug-13	8/20/2013: 7AM-7PM	MRB Productions	LOW	Toy Commercial for web	B1	35/x	Discussion	Did Not Commence
24-Jul-13	8/9/2013	Soul Pancake	MICRO	Video Project	B4	N/A	Discussion	Did Not Commence
16-Jul-13	8/8 or 8/9, 2013	Dodge	LOW	Dodge commercial	N/A	N/A	Discussion	No Call Back
11-Jul-13	9/25/2013: 3PM-2AM	NZK Productions	MID	Splash Pad Dinner for TV show THE BACHELOR	B1	25/2	Negotiation	Did Not Commence
9-Jul-13	N/A	Japanese prod. co.	N/A	N/A	N/A	N/A	Discussion	No Call Back
1-Jul-13	7/9/2013: 7AM-7PM	Laundry!	LOW	Industrial commercial for Sony headphones	B1, B2	25/3	Approved	Complete
26-Jun-13	7/20 or 7/21, 2013; Night	hitRECord onTV	LOW	Shoot a concert for the Joseph Gordon-Levitt television show based on his web series	B2	N/A	Discussion	No Call Back