



PRESS RELEASE

FOR IMMEDIATE RELEASE
Wednesday, July 11, 2012

So Cal Entities Partner to Support \$30 Billion Entertainment Industry

CA Film Commission, LAEDC, FilmL.A. & SCAG act to support region's entertainment industry cluster

LOS ANGELES —The Los Angeles County Economic Development Corporation (LAEDC), FilmL.A., the California Film Commission and the Southern California Association of Governments (SCAG) have joined together to help protect the more than 6,600 business establishments that comprise California's film, television, and commercial production industry, and the hundreds of thousands of jobs supported by the entertainment industry throughout the state.

According to the LAEDC, the entertainment industry accounts for 176,700 jobs and \$30 billion in spending in the Southern California region. However, there are 40 states and numerous countries around the world that are competing aggressively for this business. In response, SCAG, FilmL.A., the California Film Commission and the LAEDC are partnering to support the important job creation and financial contribution of the entertainment industry to our region's economic recovery and sustained growth.

Following extensive stakeholder outreach, on May 1, 2012 the California Film Commission adopted a revised statewide Model Film Ordinance and Best Practices (MFO/BP). The purpose of a standardized statewide ordinance is to provide the entertainment industry with a uniform set of policies and procedures to secure on-location production. The purpose of asking cities and counties to adopt local filming ordinances based upon the state's ordinance is to streamline the permitting process and send a clear signal that this is a coveted industry California intends to retain.

On July 5th, SCAG's Regional Council unanimously moved to encourage its 191 member cities and six counties to adopt a version of the MFO/BPs that fit their particular needs. The motion, urged by SCAG Regional Council President Glen Becerra, and the unanimous vote were clear and explicit expressions of support for one of Southern California's most important and touchstone industry clusters, entertainment, which directly supports 176,700 jobs with \$18.5 billion in total wages in Southern California in 2010, but which has been threatened in part by productions leaving the region for places offering lucrative incentives and film-friendlier environments.

"Given California's persistent high unemployment rate, cities and counties are taking the lead locally to ensure that they retain important revenue generating industries and attract additional business. Southern California is home to 'Hollywood' - it is our heritage, but cannot be taken for granted. By including the MFO/BP in Phase II of our Economic Recovery & Job Creation Strategy we are clearly stating that supporting the entertainment industry is critical to our region's economy and future. In addition, this is only the beginning of government, business and

(more)

So Cal Entities Partner to Support \$30 Billion Entertainment Industry (cont.)

an industry specialist working together to adopt business-friendly principles that secure a prosperous California," stated SCAG President and City of Simi Valley, Glen Becerra.

According to a 2005 report commissioned by the California Film Commission, 10 "feature films" (budgets greater than \$70 million) that leave the state means a loss of \$106 million in state revenues, not to mention all the high value jobs and small businesses such as hotels, restaurants, and dry cleaners that may be lost as well.

California Film Commission Executive Director Amy Lemisch said, "The Model Film Ordinance is a valuable tool for helping municipalities become more film-friendly, as well as more adept at dealing with how filming impacts the local community. This region has more experience and know-how than anywhere in the world when it comes to managing film and TV production, and it's simply good policy for local governments to follow established best practices. Widespread adoption of the MFO will help Southern California create jobs and compete more effectively against runaway production."

"Despite being recognized as the entertainment capital of the world, Southern California must take additional steps to retain film and television production. So, I encourage cities throughout Southern California to take SCAG's unanimous support for film and television production to heart, adopt some version of the Model Film Ordinance and Best Practices that fits their jurisdiction's needs, and send a clear and loud message that filming is welcome and will always have a home in Southern California," said LAEDC CEO and President Bill Allen.

Several cities, including the cities of Carson, Simi Valley, and Duarte have already taken steps to revise their ordinances in accordance with the MFO/BPs. In particular, the City Council of Carson voted on June 6, 2012 to revise its film ordinance to reflect the principles contained in the MFO/BPs, including:

- Eliminating the city's business license requirement for film productions.
- Adjusting the film permit structure to a weekly rate of \$650 for the first week and \$500 thereafter.
- Reducing the advanced notice requirements from two weeks to five days.
- Requiring law enforcement on an as-needed basis only.
- Reducing the radius required to notify businesses and residents of filming from 500' to 300'.
- Reducing the radius required to survey businesses and residents of filming for extended hours from 500' to 300'.

"Carson has been the home of many productions over the years. Film makers told us our policies were getting in the way of getting the job done," said Barry Waite, Business Development Manager for the City of Carson. "We listened and developed new regulations that meet the community's needs and the industry's needs at the same time. With so many great filming locations in town, it would be a shame to have them go unused."

FilmL.A. President Paul Audley weighed in on the SCAG Regional Council motion:

"One of the constant refrains I hear from filmmakers is the need for predictability and uniformity in the film permit process. SCAG's adoption of the Model Film Ordinance will help urge local communities and county governments to work within a framework of policies that can create a region that is attractive to the Industry. The much-needed economic benefits from increased film spending and getting more cast and crew back to work will be substantial as a result."

So Cal Entities Partner to Support \$30 Billion Entertainment Industry (cont.)

To read the revised Model Film Ordinance, please visit: laedc.org/strategic/filmfriendliness.html. To view a list of cities within the “30 Mile Zone” and a summary of their policies, please visit: film.ca.gov/30MileZone.htm.

About the LAEDC

The LAEDC, the region’s premier economic development leadership organization, is a private, non-profit organization established in 1981 under section 501(c)(3). Its mission is to attract, retain, and grow business and jobs for the regions of Los Angeles County. Since 1996, the LAEDC has helped retain or attract more than 175,000 jobs while providing \$8.5 billion in direct economic impact from salaries and more than \$145 million in annual tax revenue benefit to local governments and education in Los Angeles County.

About the California Film Commission

The California Film Commission (CFC) enhances California's status as the leader in motion picture, television and commercial production. A one-stop office for filmmakers, the Commission supports productions of all sizes and budgets. Services include film and TV tax credits, an extensive digital location library, free online permitting, low cost use of state properties as shooting locations, and production assistance. More information is available at film.ca.gov.

About the Southern California Association of Governments

SCAG is the nation’s largest metropolitan planning organization, representing six counties, 191 cities and more than 18 million residents. SCAG undertakes a variety of planning and policy initiatives to plan for a livable and sustainable Southern California now and in the future. For more information about SCAG’s regional efforts, please visit www.scag.ca.gov.

About FilmL.A.

FilmL.A. is a private, 501(c)4 not-for-profit organization established for the public benefit. We coordinate and process permits for on-location motion picture, television and commercial production under contract to an ever-increasing roster of [public-sector clients](#) in the Los Angeles region.

MEDIA INQUIRIES

LAEDC & Kyser Center for Economic Research

Colin Maynard
213-236-4845
colin.maynard@laedc.org

FilmL.A.

Philip Sokoloski
213-977-8630
psokoloski@filmla.com

Southern California Association of Governments

Tracy Young
310-567-0417
young@scag.ca.gov

California Film Commission

Erik Deutsch
(310) 597-9245
erikd@excelpr.co

###