

MOTION

PUBLIC WORKS
ECONOMIC DEVELOPMENT & JOBS

The City of Los Angeles is The Entertainment Capital of the World, and attracts talent, dreams, and opportunity for content creation on the big screens, the small screens and the pocket screens. The rise of “vertical content”, for consumption on mobile devices, reflects a fundamental shift in how audiences consume media, with stories increasingly created in the 9:16 aspect ratio tailored for mobile viewing. The market for professionally produced short-form content, “micro-dramas,” is projected to hit \$15 billion by 2028, and the City of Los Angeles needs to be positioned as the national and global hub for this next wave of storytelling.

With budgets typically less than \$200,000, *micro-drama* productions fall below the threshold to qualify for California’s state tax credits and creators are relocating to other cities to benefit from tax credits offered by other jurisdictions. A recent survey showed 78% of local independent producers now shoot these projects outside of Los Angeles, resulting in significant loss of jobs and local revenue.

The City of Los Angeles should explore opportunities to assist vertical content creators by establishing a grant program that provides upfront funding to incentivize local production and generate local jobs. The targeted support to micro-drama production will not only nurture a new generation of creative talent, but also help future-proof Los Angeles’ position at the center of the global entertainment industry.

I THEREFORE MOVE to direct the Economic and Workforce Development Department (EWDD), with the assistance of the Board of Public Works, to report back with:

- Economic development tools to attract long-term industry infrastructure investments;
- Explore how to leverage EWDD’s special funds and other funding sources to finance a targeted local incentive to complement the State credit and reward local hiring
- Review permit fee structure for small and independent productions to improve competitiveness for local productions, with a “Micro-Budget Concierge” service at FilmLA guaranteeing a 3-day permit turnaround;
- Identify opportunities to offer augmented in-kind cost offsets (e.g. reduce or waive all city service fees for qualifying productions);
- Explore complementary tools and incentives to enhance the impact of the State’s expanded Film & Television Tax Credit Program and to boost local production for vertical content in Los Angeles

I FURTHER MOVE to direct the Office of Finance, with the assistance of EWDD and the Board of Public Works, to report back with tax rebate opportunities for property owners who offer discounted rates to qualifying productions to increase inventory of affordable locations for vertical content creators.

I FURTHER MOVE to direct the Chief Legislative Analyst, with assistance from EWDD and City Administrative Officer, to identify \$5,000,000 in public and/or private/philanthropic funding sources to establish a “40% Launch & Rebate” grant, which provides up-front funding to micro-drama productions offering a 40% rebate on qualifying LA expenditures with an initial 20% upfront grant upon project approval to address cash-flow for small productions, and the final 20% paid upon completion.

PRESENTED BY:


BOB BLUMENFELD

Councilmember, 3rd District

SECONDED BY:



ORIGINAL


SEP 16 2025