

ECONOMIC DEVELOPMENT AND JOBS COMMITTEE REPORT relative to exploring opportunities to assist vertical content creators by establishing a grant program that provides upfront funding to incentivize local production, and related matters.

Recommendations for Council action, as initiated by Motion (Blumenfield – Harris-Dawson):

1. DIRECT the Economic and Workforce Development Department (EWDD), with the assistance of the Board of Public Works (BPW), to report with:
  - a. Economic development tools to attract long-term industry infrastructure investments.
  - b. 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.
  - c. 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.
  - d. Identify opportunities to offer augmented in-kind cost offsets (e.g. reduce or waive all city service fees for qualifying productions).
  - e. 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.
2. DIRECT the Office of Finance, with the assistance of the EWDD and BPW, to report with tax rebate opportunities for property owners who offer discounted rates to qualifying productions to increase inventory of affordable locations for vertical content creators.
3. DIRECT the Chief Legislative Analyst (CLA), with assistance from the EWDD and City Administrative Officer (CAO), 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 microdrama 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.
4. DIRECT the EWDD and CLA to report to Council on recommending a feasible production threshold to impose employer-sponsored portable healthcare labor standards that will not be detrimental to the budget of the project.

Fiscal Impact Statement: Neither the CAO nor the CLA has completed a financial analysis of this report.

Community Impact Statement: Yes

For:

Westside Neighborhood Council

## SUMMARY

At the meeting held on December 2, 2025, your Economic Development and Jobs Committee considered a Motion (Blumenfield – Harris-Dawson) relative to exploring opportunities to assist vertical content creators by establishing a grant program that provides upfront funding to incentivize local production, and related matters.

After an opportunity for public comment was held, the Committee moved to approve the recommendations contained in the Motion, as amended, as detailed above.

This matter is now forwarded to the Council for its consideration.

#### ECONOMIC DEVELOPMENT AND JOBS COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
PRICE:	YES
SOTO-MARTINEZ:	YES
JURADO:	YES
NAZARIAN:	YES
PARK:	YES

JL 12.2.2025 25-1081

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**