

MOTION

Keep Hollywood Home - Made in LA Tour, Branding and Business Directory

Los Angeles remains the historic home of film and television production, with iconic locations, world-class crews, and a deep ecosystem of small businesses that support the entertainment industry. However, the City has not maximized its ability to promote its film identity, coordinate location-based tourism, or highlight LA-based vendors and facilities in a unified way. Other major film jurisdictions have launched branded initiatives, public art installations, fan tours, and digital portals that simultaneously strengthen tourism, civic pride, and local economic development.

A coordinated “Made in LA” film branding initiative—paired with a Citywide Film Location Fan Tour and a comprehensive Film Business Directory—would promote Los Angeles’ film heritage, expand tourism opportunities, deepen public engagement, and support the small businesses and creative companies that anchor the industry. These tools would also reinforce the City’s broader film-retention strategy by making it easier for productions to identify LA-based vendors, find suitable locations, and showcase their contribution to the local economy.

I THEREFORE MOVE that the City Council instruct the Office of Tourism, the Department of Cultural Affairs (DCA), the Economic and Workforce Development Department (EWDD), and FilmLA, with support from all Countywide Councils of Governments, to develop and launch a **Citywide Film Location Fan Tour**—including digital and in-person components—within 90 days. This effort shall include:

- A curated map of iconic filming locations, civic spaces, public buildings, and Certified LA Stage areas, integrated into a publicly accessible digital platform;
- Optional QR-coded plaques or public art elements at select filming locations, managed by DCA, connecting visitors to tour content;
- A marketing and tourism campaign highlighting LA’s film history, in coordination with LAWA and Metro, including opportunities for airport and transit-based displays; and
- Integration of the Fan Tour with the Citywide Events Calendar and tourism materials used by partner agencies.

I FURTHER MOVE that the City Council instruct DCA, in coordination with FilmLA, EWDD, and the Office of Tourism, to develop a **“Made in LA” Film Branding Initiative**, including:

- A voluntary “Made in LA” Certification Mark that productions may display in credits or promotional materials;
- Branding guidelines for use by productions, small businesses, studios, and Certified LA Stages; Public-facing materials that promote Los Angeles as the premier global home for film and television;
- A coordinated campaign featuring digital, print, and public-space advertising; and
- An annual **“Made in LA Film Week”** celebrating the City’s film legacy through public programs, screenings, and neighborhood-based events.

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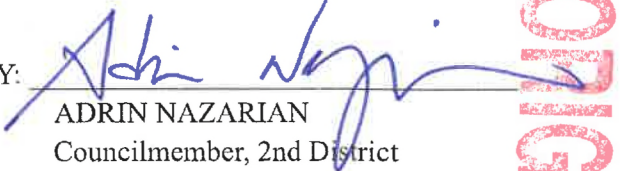
I FURTHER MOVE that the City Council instruct EWDD and FilmLA, with assistance from DCA, the Office of Finance and the Board of Public Works Film Liaison, to publish a comprehensive **Film Business Directory** within 90 days featuring:

- City-based vendors, rental houses, production-adjacent small businesses, Certified LA Stages, soundstages, post-production facilities, animation and VFX companies, and other film-support services;
- Digital search tools enabling productions to locate LA-based businesses by service type, geography, or production category;
- A “Filming-Friendly Business” designation, in partnership with local BID’s and small business districts; and
- Required annual updates to maintain accuracy and relevance.

I FURTHER MOVE that DCA, FilmLA, EWDD, and the Board of Public Works Film Liaison ensure that all digital products created under this motion—maps, directories, tour content, branding materials, and public-facing resources—are designed to integrate seamlessly with future elements of the Citywide Filming Handbook and any Municipal Code updates adopted under Phase 2 of the Keep Hollywood Home package.

I FURTHER MOVE that revenue generated from official City-supported tours, branded experiences, or merchandising associated with the Made in LA initiative be reported to Council with options to dedicate such funds toward film-retention programs

PRESENTED BY:


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SECONDED BY:



ORIGINAL