

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

DATE: August 6, 2026

TO: The Honorable City Council

FROM: Steve Kang 
President, Board of Public Works
Chief Film Liaison

SUBJECT: CF 25-1501: KEEP HOLLYWOOD HOME – MADE IN LA TOUR, BRANDING AND BUSINESS DIRECTORY

RECOMMENDATION

That the City Council receive and file this report, as it is provided for informational purposes only.

DISCUSSION

CF 25-1501 envisions the City more fully embracing its identity as the historic home of film and television production through a comprehensive branding and tourism strategy. The Motion instructs various departments to do the following:

- Develop and launch a Citywide Film Location Fan Tour, including digital and in-person components;
- Develop a “Made in LA” branding initiative;
- Publish a Film Business Directory.

This report provides initial information on existing related assets, programs, and strategies planned or being used by respective departments, and also outlines resource and timing challenges in delivering the above instructions.

Board of Public Works

Since 2025, Board of Public Works (BPW) President Steve Kang has served as the Mayor’s Chief Film Liaison. Among the policy changes implemented by the Liaison is an alignment of the City’s quarterly Film & Television Task Force with a similar task force held by Los Angeles County. The first such meeting of the combined City/County Task Force will be held in May 2026. Among the joint priorities held by both the City and County is the establishment of a promotional campaign that will educate residents on the economic importance of filming and the benefits of welcoming

productions into area communities. The Los Angeles County Film Office has received seed funding to establish this campaign in the calendar year 2026. The City and FilmLA are both among the participants in developing this initiative, and there is expected to be overlap with some of the priorities expressed in this Motion.

City Tourism Department

Existing Assets and Programs:

The City contracts with the LA Tourism and Convention Board (LA Tourism) to market and promote Los Angeles as a premier destination for leisure travel, meetings and conventions. LA Tourism is a private, non-profit 501(c)(6) business association and is the City's official tourism marketing organization, reporting directly to the City Tourism Department (CTD) which manages and oversees their contract.

LA Tourism has published over 50 stories on film locations on its website, which is used by tourists for visitor information including where to eat and drink, itineraries, lodging information, transportation and more (link available [here](#)). Notable examples of published film location content include:

- [3 Days of Fabulous LA Film Locations](#)
- [Step into some of LA's Most Famous Film Locations](#)
- [Guide to Route 66 Movie Locations in LA](#)
- [Ultimate Guide to *Once Upon a Time in Hollywood* Locations](#)
- [Directed by Women, Filmed in LA](#)
- [Romantic Movie Locations in Los Angeles](#)

Additionally, there are private operators that have film location tours:

- [The Movie Guys LA Film Locations Tour](#)
- [Starline Tours](#)
- [Film Freak Movie Locations Tour](#)

Additionally, studios can promote locations they have used for their productions. For example, Apple TV posted on Instagram locations it used for *Imperfect Women* (link [here](#)).

FilmLA

FilmLA is the City's contractor with regards to film permitting, serving as the conduit between City departments and film productions, location managers and crew. It acknowledges with appreciation the impressive work the City Tourism Department (CTD) and LA Tourism are doing to weave Los Angeles' enduring film production legacy into the City's story and outreach to business and leisure travelers. Film LA would be pleased to support LA Tourism and CTD with additional information about filming and connections to continue those efforts.

As the City's film permitting administrator, FilmLA is not positioned to manage or operate large-scale tourism initiatives. It nonetheless supports efforts to celebrate Los Angeles as a film production capital and to help residents and visitors better understand the role filming plays in the City. FilmLA supports the concept of a "Made in LA" campaign celebrating and promoting LA-produced entertainment content. FilmLA is currently working with a subcommittee of Mayor

Bass' Entertainment Industry Council to further refine the "Made in LA" campaign concept and explore complementary community education goals related to the film industry as described above.

Regarding the instruction to the Community Investment Department (CID) to develop a comprehensive film business directory, FilmLA notes that there are already established industry resources for this, such as LA411, Creative Handbook, and ProductionHUB. It is not clear that creating and maintaining a new, comprehensive film business directory would create additional value for local vendors or the production companies that hire them. It would, however, introduce a new cost for the City of Los Angeles to absorb.

EWDD/CID

Some elements of the Motion's request for a film business directory could potentially be fulfilled by requesting Business Tax Registration Certificate (BTRC) data from the Office of Finance, which maintains records of businesses registered within the City of Los Angeles. The data could be queried to identify film industry-related entities. However, as noted above, established industry resources such as LA411, Creative Handbook, and ProductionHUB already exist, and it is not clear that creating and maintaining a new directory would provide additional value beyond what is currently available. It is recommended that an assessment of the currently available resources be first conducted to determine if a separate directory is needed.