

ECONOMIC DEVELOPMENT AND JOBS COMMITTEE REPORT relative to instructing the City Tourism Department, with input from LA Tourism, Film LA, and any other relevant organizations, to develop and launch a Citywide Film Location Fan Tour and a “Made in LA” Film Branding Initiative; and related matters.

Recommendations for Council action, as initiated by (Nazarian - Park):

1. INSTRUCT the City Tourism Department, with input from LA Tourism, Film LA, and any other relevant organizations, to report to Council on the potential creation of a Citywide Film Location Fan Tour and a “Made in LA” Film Branding Initiative, including initial concepts and budgetary costs.
2. INSTRUCT the Community Investment Department, with assistance of Board of Public Works, Department of Tourism, and any other relevant department, and in consultation with Film LA, to develop a comprehensive Film Business Directory as outlined in the motion.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: Yes

For:

Greater Wilshire Neighborhood Council

Noho Neighborhood Council

Los Feliz Neighborhood Council

SUMMARY

At the meeting held on February 17, 2026, your Economic Development and Jobs Committee considered Motion (Nazarian – Park) relative to instructing the City Tourism Department, with input from LA Tourism, Film LA, and any other relevant organizations, to develop and launch a Citywide Film Location Fan Tour and a “Made in LA” Film Branding Initiative; and related matters.

After an opportunity for public comment was held, the Committee moved to approve the recommendations, as amended, as stated above. This matter is now submitted to the Council for consideration.

Respectfully Submitted,

ECONOMIC DEVELOPMENT AND JOBS COMMITTEE

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