

MOTION

Keep Hollywood Home - Keep Hollywood Home Seed Fund (Public-Private Matching Program)

The City of Los Angeles is the historic home of American film and television, but the region is increasingly losing market share among small-to-midscale productions that lack the institutional backing of major studios. For many independent filmmakers and commercial producers, the primary barrier to staying in Los Angeles is not a lack of creativity, but the cumulative "friction costs" of on-location filming, including permit fees, mandated public-safety staffing, and high costs associated with City-owned property.

To retain these projects, the City must establish a competitive seed and matching fund that utilizes public dollars to attract private, philanthropic, and industry investment. By providing an initial seed allocation, the City can de-risk the program for outside partners and provide direct cost relief for productions that commit to filming and finishing in Los Angeles.

I THEREFORE MOVE that the City Council INSTRUCT the Department of Cultural Affairs (DCA), the Board of Public Works (BPW) Film Liaison, and the City Administrative Officer (CAO), in consultation with the Mayor's Fund and industry partners, to establish the **Keep Hollywood Home Fund**, a discretionary grant/rebate program designed to stabilize and grow the local production ecosystem.

I FURTHER MOVE that the fund be open to a **broad range of qualified small-to-midscale productions**, with eligibility based on objective criteria such as:

- Verified "In-City" production or post-production activity.
- Total project budget within a defined "independent" or "mid-tier" range.
- Demonstrated economic impact through local vendor spending.

I FURTHER MOVE that the CAO be instructed to report back within 60 days with a **suite of options for a \$2,000,000 City Seed Allocation** to launch the fund, exploring sources such as the General Fund, Public Works Trust Fund, Arts Development fee or any other revenue-sharing models from City filming permits, or existing public works, departments or economic development accounts. The primary purpose of this Fund is to signal City intent, unlock private and philanthropic matching resources, and stabilize local production activity.

I FURTHER MOVE that the fund prioritize offsetting the **most significant financial deterrents** to filming in Los Angeles, including:

- **Permit and Administrative Fees:** Direct credits or waivers for FilmLA and City-department application and rider fees.
- **Safety Staffing Costs:** Subsidies for mandatory Fire Safety Officer (FSO) or Motion Picture Officer (MPO) staffing where required by safety triggers.
- **Location Access Costs:** Grants to offset costs associated with filming on City-owned property or in high-impact corridors.

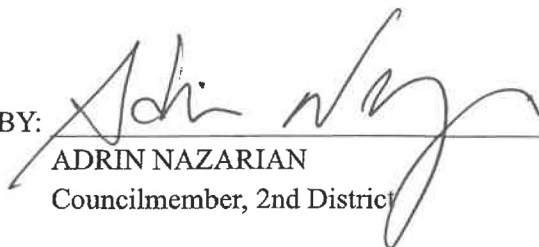
I FURTHER MOVE that as a condition of eligibility, any production entity receiving a benefit must employ workers under an employer-sponsored health insurance plan meeting industry standards for portability.

I FURTHER MOVE that DCA, CAO, and the Film Liaison report back within 90 days with a proposed governance structure, a non-prescriptive application framework, and a plan for a 12-month pilot launch.


FEB 13 2025

DCA's role shall be limited to program administration and evaluation, and shall not alter or replace existing permitting authority and shall not require FilmLA to create new permit categories, administer grants, or expand staffing beyond existing contract scope.

PRESENTED BY:



ADRIN NAZARIAN
Councilmember, 2nd District

SECONDED BY:



ORIGINAL