



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Public Services

**MEETING DATE:** January 12, 2016

**PREPARED BY:** Lisa Hansberger  
Senior Recreation Supervisor

**AGENDA LOCATION:** AR-1

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**TITLE:** Filming in Old Town

**BACKGROUND:** Old Town Monrovia is a popular destination for commercial shoots, student films, and television and movie productions. Guidelines for filming in Old Town were established to mitigate impacts to both merchants and customers during the filming process. In order to facilitate successful filming in Old Town, the City entered into a contract for service with FilmL.A. Inc. (contract effective until June 2016). The City has also contracted with a local company to provide film liaison services, and to represent the interests of the Old Town Merchants during the filming process. The contract for film liaison services with 1 Take Permitting and Location expired June 30, 2015.

At the December 8 MOTAB meeting, the Board approved to secure an Old Town Merchant to voluntarily oversee film liaison responsibilities for one (1) year. The Board also indicated the need for a better understanding of the filming permit and approval process, and requested a review of the current filming guidelines.

**ANALYSIS:** In order to clearly define the roles and responsibilities of the Old Town Film Liaison (Ms. Fitzpatrick), the City developed a Letter of Appointment effective January 12, 2016. Ms. Fitzpatrick has reviewed and agrees to the proposed scope. In an effort to have contract uniformity, it is recommended that the Appointment be effective through the end of the Fiscal Year rather than January 2017 as suggested by the Board. **(See attachment A).**

In order to provide MOTAB with a better understanding of the steps taken for a Production Company to film in Old Town, Staff has outlined a step-by-step film permit and approval process below:

- **Production Company**
  - The Production Company first makes contact with the City to request to film in Old Town. Staff directs the Production Company to meet first with the Film Liaison.
  - The Film Liaison discusses all the details of the filming, type of activity being filmed, including locations, dates, times, street closures, etc.
  
- **Film Liaison**
  - Based on the information provided by the Production Company, the Film Liaison determines whether or not the filming request can be approved.
  - If the filming request is acceptable to the Film Liaison:
    - A strategy is developed that will have the least impact on the merchants.

- In the event of a street closure, the Film Liaison notifies the Production Company that they need to request approval of the street closure from MOTAB before the permit can be approved.
  - The Impact Fee is decided based on low, medium, or high Impact (generally ranging from \$500 - \$2,500).
  - The number and/or percent of required merchant signatures are determined.
- **FilmLA**
  - Collects all the filming information from the Production Company (activity, locations, dates, times, street closures), along with the Impact Fee and Insurance documents.
  - Sends the film request and documentation to City Staff for internal review.
- **City Staff & Film Liaison**
  - Review the documentation in the filming permit request to make sure all City and Filming Guideline requirements have been met.
  - City Staff and the Film Liaison notify the Production Company that the film request has been approved.
- **Production Company**
  - Collects all the required surveys with signatures as determined by the Film Liaison.
  - Negotiates fees paid to merchants based on the level of impact to each business.
- **FilmLA**
  - Sends out filming notifications to all businesses in close proximity to the filming
  - Releases the film permit to the Production Company.
- **Film Liaison & FilmLA**
  - Monitor the filming from set-up through clean-up to make sure all the conditions of the film permit are met.
- **FilmLA**
  - After the filming has concluded, Film LA processes and send payments of the all film related fees to the City and MOTAB.

### **Filming Guidelines and Film Study Documents**

In order to ensure that filming in Old Town is beneficial for the Production Company and Merchants, the following documents are used as a guide during the film permit process, and to study the benefits and impacts of Filming in Old Town.

- **Attachment B - Filming Guidelines** provide a framework in which Filming Impact and Merchant fees are determined, along with filming rules and regulations.
- **Attachment C – The 2009 Old Town Filming Study** was conducted in response to local merchant’s concerns regarding filming. The Study provides background regarding the need for the survey, a survey sample, and survey results.
- **Attachment D – The 2009 Old Town Filming Study Recommendations** provides a summary and recommendations of the 2009 Old Town Filming Study.

**FINANCIAL IMPACT:** There is no fiscal impact associated with this action.

**OPTIONS:** Staff has provided the following options for MOTAB’s consideration:

1. Recommend to City Council the approval of the Letter of Appointment for the Film Liaison and direct staff to work with the Film Liaison and one (1) member of the MOTAB Board to review the existing Filming Guidelines and advise on any recommended changes.
2. Recommend to City Council the approval of the Letter of Appointment for the Film Liaison and take no additional action related to the Filming Guidelines.
3. Do not recommend to City Council the approval of the Letter of Appointment for the Film Liaison and direct staff to work with one (1) member of the MOTAB Board to review the existing Filming Guidelines and advise on any recommended changes.
4. Do not recommend to City Council the approval of the Letter of Appointment for the Film Liaison and take no action related to the Filming Guidelines.

**STAFF RECOMMENDATION:** Staff recommends the board approve option No. 1, Recommend to City Council the approval of the Letter of Appointment for the Film Liaison and direct staff to work with the Film Liaison and one (1) member of the MOTAB Board to review the existing Filming Guidelines and advise on any recommended changes.

**MOTION:** If board concurs, the appropriate action is a motion to approve option No. 1, Recommend to City Council the approval of the Letter of Appointment for the Film Liaison and direct staff to work with the Film Liaison and one (1) member of the MOTAB board to review the existing Filming Guidelines and advise on any recommended changes.