

MERCHANT GUIDELINES

for Filming in Old Town



Old Town Monrovia is a popular destination for commercial shoots, student films, and television and movie productions. These guidelines for filming in Old Town are designed to inform merchants on filming process in Old Town, and offer options to mitigate impacts to both merchants and customers during the filming process.

DIRECT IMPACT TO MERCHANT

Filming activity where equipment and/or personnel placed directly in front of business.

- Merchant signature required for film permit approval.
- Potential merchant impact fee is negotiated between the Merchant & Film Company.

POTENTIAL IMPACT TO MERCHANT

Filming activity where adjacent parking spaces, pedestrian control, intermittent traffic control, and an obstructed view of a store front is taking place.

- Merchant notification required - 75% of impacted merchant approval needed for film permit approval.
- Potential merchant impact fee is negotiated between Merchant & Film Company.

MERCHANT COMPENSATION

Merchant Compensation may be determined by, but is not limited to, the following impacts:

- Customer Parking
- Sidewalk Accessibility
- Potential loss of Merchant Revenue (per day of filming)

COMMON FILMING QUESTIONS

- What if the film company uses more parking and/or space than what is outlined in the permit?
Contact the Film Liaison immediately – the Film Liaison will resolve the situation by working with the affected merchant(s) and Film Company.
- What if the film company is unwilling to or continually violates the permit?
Contact the Film Liaison who will make contact with City Staff and may recommend that the film permit is cancelled, and may require that the Film Company vacate the premises immediately.

To obtain a copy of the Old Town Filming Guidelines, visit cityofmonrovia.org.