



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: December 8, 2015

PREPARED BY: Lisa Hansberger
Senior Recreation Supervisor

AGENDA LOCATION: AR-2

TITLE: Filming in Old Town

BACKGROUND: Old Town Monrovia continues to be a popular destination for commercial shoots, student films, and television and movie productions. Old Town Monrovia, the area located between the south side of Foothill Boulevard and the north side of Olive Avenue, and between the east side of Primrose Avenue and the west side of Ivy Avenue is designated as the Monrovia Downtown Business Improvement District (BID). 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) who coordinates the disbursement of film permits, issues filming notifications to Old Town businesses, provides staff to monitor filming to ensure film companies are adhering to the City issued film permit, and promotes and markets the City to the entertainment industry. The City also contracted with a local company, 1 Take Permitting and Location, to provide a film liaison to represent the interests of Old Town businesses, during both the film permit process and filming related activities. This report outlines options for MOTAB's consideration for the oversight of future filming in Old Town.

ANALYSIS: The contract for Film Liaison services has been provided by 1 Take Permitting and Location which expired June 30, 2015. The agreement with the City and 1 Take Permitting and Location specifies that the company receive twenty percent (20%) of the MOTAB Impact fee per filming for the following film liaison services:

- Meet with designated FilmL.A. representatives, designated MOTAB Board Member, and the Production Company prior to issuance of a filming permit within the District to negotiate the guidelines for the film shoot
- Determine the feasibility and details of the film shoot in accordance with the MOTAB approved Filming Guidelines for Filming in the District
- Consider the sensitive nature of the District and reducing the impact to individual merchants to the maximum extent practicable when negotiating terms with the film production companies
- Determine and advise the Production Company and FilmL.A. of the "Impact Fee" to be paid to MOTAB in accordance with Filming Guidelines
- Determine and advise the Production Company and FilmL.A. as detailed by the Filming Guidelines, which merchants and/or property owners must be notified and approve the proposed filming

- Maintain, update and distribute the signature sheet for each block in Old Town to the Production Company, and review and authorize the signatures obtained by Production Company
- Assist the production company on how to obtain and prepare a permit from FilmL.A. to film in the District
- Assist the merchants and property owners with filming-related issues
- Be available to City staff, FilmL.A., MOTAB, merchants, and property owners on filming days for the duration of the filming as defined by the Film Permit Conditions of Approval, either by telephone or in person
- Provide quarterly customer service reports from merchants to FilmL.A. as well as quarterly verbal updates to MOTAB.

The MOTAB Board has recently expressed a number of concerns with the filming in Old Town, and the performance of the film liaison including:

- Lack of availability of the film liaison during filming (either by phone or in person)
- Lack of communication between the film liaison and Old Town business owners
- Lack of assistance for merchants and business owners in identifying and resolving filming-related issues

It's important to note that 1 Take Permitting and Location is not interested in providing film liaison services in the BID. Staff recommends that MOTAB secure a film liaison that has the necessary experience and ability to advocate for Old Town's interests during filming.

FINANCIAL IMPACT: Based on the previous agreement for film liaison services for filming in Old Town, MOTAB would receive a minimum of \$500 per day for a low impact filming, and \$2,500 per day for high impact filming in Old Town. The filming revenue MOTAB received from the past three years (2011 – 2014) averaged \$14,710.

OPTIONS: Staff has provided the following options for consideration:

1. Solicit proposals for a new film liaison
2. Do not solicit proposals for a new film liaison and request more information from Staff.
3. Secure an Old Town Merchant to voluntarily oversee film liaison responsibilities for one (1) year, and re-evaluate for program effectiveness.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 3, to secure an Old Town Merchant to voluntarily oversee film liaison responsibilities for one (1) year, and re-evaluate for program effectiveness.

MOTION: If board concurs, the appropriate action is a motion to approve option No. 3, to secure an Old Town Merchant to voluntarily oversee film liaison responsibilities for one (1) year, and re-evaluate for program effectiveness.