

MOTION

Los Angeles has long been considered the entertainment capital of the world, home to studios, post-production facilities, a myriad of outdoor locations and the most talented and well-trained creative and technical workers in the field. The film industry is a catalyst for economic development that supports thousands of service and supply industries. It is estimated that the industry brings over \$30 billion to the State of California and supports over 200,000 jobs in the Los Angeles area.

The City has previously approved several industry incentives designed to retain and attract film, television, and commercial productions in the City including a reduction in the business tax rates charged for commercial, television, and film productions. In 2011 the threshold for exemption from business tax was raised from \$2.5 million to \$5 million, creating a significant reduction in taxes paid by all productions. Additionally, the City has made most City properties available for commercial, television, and film production at no charge including City Hall.

Despite the fact that minorities represent a large portion of the U.S. population, their visibility on screen and behind the camera is infrequent. A 2019 study conducted by the USC Annenberg Inclusion Initiative found that the Latino community in the U.S. commands roughly \$1.7 trillion in spending power and represents 23% of ticket buyers, yet the motion picture industry fails to court them as a viable audience for their stories.

Georgia has quickly become one of the top filming locations in the world. In 2016, Georgia's House of Representatives adopted a resolution sponsored by Representative "Able" Mable Thomas. House Resolution 1577 called for house members to examine minority participation in Georgia's TV and film industry and find ways to increase minority participation in film and television productions being filmed in Georgia.

In 2011, the Mayor's Executive Directive 14 called for the creation of the Business Inclusion Program. Since its implementation, the Business Inclusion Program has helped ensure that all businesses including minority, women, small and disabled veteran businesses have an equal opportunity to do business with the City. Like with City contracts, minorities should have equal opportunities in the film industry both on screen and behind the camera.

I THEREFORE MOVE that Film L.A. be requested to report on ways the City can address the need to increase minority representation in the film industry.

PRESENTED BY: 

GILBERT A. CEDILLO
Councilmember, 1st District

SECONDED BY: 


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