

Adm Led

Department of Water and Power



the City of Los Angeles

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Interim General Manager
RAMAN RAJ
Chief Operating Officer

December 23, 2009

The Honorable City Council
c/o Office of the City Clerk
Room 395, City Hall
Mail Stop 160

Attention: Councilmember Richard Alarcón
Chair, Jobs and Business Development

Honorable Members:

Subject: City of Los Angeles and FilmLA

In response to your letter dated September 25, 2009, you requested that the Los Angeles Department of Water and Power (LADWP) address several issues concerning the filming industry and steps necessary to help keep the filming industry in the City of Los Angeles. I am pleased to report that the LADWP has continued to work closely with FilmLA, Inc. (FilmLA), and the movie production companies to provide a film-friendly environment at LADWP properties. The LADWP has designated approximately 30 LADWP locations that have been approved for filming, parking, and/or base camps. The locations can be found on the LADWP's website under current film locations.

It was requested that LADWP look into the feasibility of establishing power nodes for the film industry. LADWP's Power System Engineering Division has met with FilmLA and various production company representatives to discuss construction of four power nodes at specific locations. The three locations at this time are the John Ferraro Building, two power nodes at City Hall, and a large parking lot next to an old Bank of America on 650 South Spring Street in downtown Los Angeles. This parking lot location is dependent on cooperation of the owner of the parking lot. The owner must grant LADWP an easement to enter the property to establish the power nodes. This pilot project is scheduled to be completed by the end of February 2010.

It was also requested that the LADWP open its transmission line right of ways to the filming industry. This has already been accomplished. The rights of ways are being

Water and Power Conservation ... a way of life

111 North Hope Street, Los Angeles, California 90012-2607 Mailing address: Box 51111, Los Angeles 90051-5700
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December 23, 2009

used by the industry for filming, parking, and base camps. The film industry has been allowed to use these open spaces on a case-by-case basis. Currently, at one of the Valley transmission right of ways, the production company, Pacific 2.1 Entertainment (Sons of Anarchy), has been parking on the property for the past five months.

It was also requested that the LADWP designate an employee to liaison with the film industry. Mr. Patrick K. Findley, Director of Security Services and Emergency Management, is designated as the Filming Liaison for LADWP at the executive level. In addition, Mr. Findley has two employees assigned to coordinate all filming inquiries and requests from FilmLA and any interested production company. Information on LADWP filming locations, requirements, and regulations are located on our website at www.ladwp.com.

The LADWP is committed to keeping filming productions in the City of Los Angeles and will do everything possible to maintain a close working relationship with FilmLA. If there are any questions, please contact Mr. Findley at (213) 367-4493.

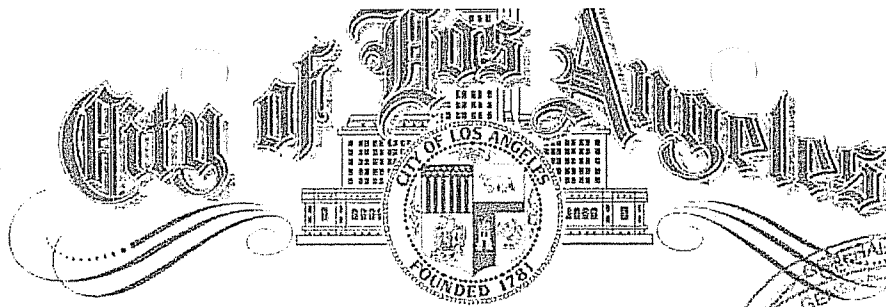
Sincerely,



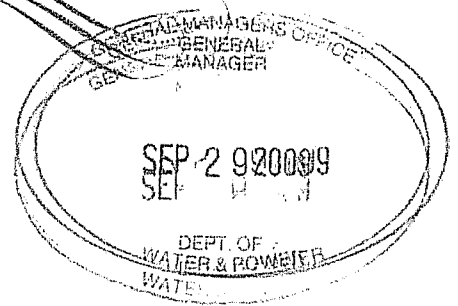
S. David Freeman
Interim General Manager

PKF:jcc

c: Councilmember Paul Koretz, Vice Chair, Jobs and Business Development Committee
Councilmember Bernard Parks, Member
Councilmember Eric Garcetti, City Council President, Thirteenth District
Mr. Adam Lid, Legislative Assistant
Commissioner Lee Kanon Alpert, President
Commissioner Edith Ramirez, Vice President
Commissioner Forescee Hogan-Rowles
Commissioner Jonathan Parfrey
Commissioner Thomas S. Sayles
Ms. Winifred J. Yancy
Mr. Patrick K. Findley



CITY HALL
LOS ANGELES, CALIFORNIA 90012



September 25, 2009

Mr. H. David Nahai
Department of Water and Power
111 N Hope St
Los Angeles, CA 90012-2607

Dear Mr. Nahai,

Los Angeles is known world-wide as the center of the entertainment industry. For 100 years, movies, television and now commercials have filmed on the streets of LA and buildings and areas across the city are ingrained in the iconic images of our favorite films. However, because of what has become a race to the bottom for offering film incentives, other cities, states and nations are luring away productions from our neighborhoods – which means the loss of local jobs and tax revenue to the City. On average, a one hour scripted TV drama employs two hundred and fifty people, and the return on investment comes back to the City many times over.

We cannot afford to continue to lose filming. And while we cannot fully control tax incentives, the City and the Department of Water and Power have the opportunity to create policies that will help make it easier to do film, television and commercials shoots within our City boundaries.

In February of this year, the Chief Legislative Analyst released a report titled, “*Ugly Betty* and Film Production Flight.” This report included seven recommendations on how to retrain and attract production. On September 22, 2009, the City Council’s Jobs and Business Development heard testimony on the report, and requested multiple actions based on feedback from the industry and FilmLA. These include creating a policy to allow film productions to use certain City parking lots for free on nights and weekends, asking for a report on business tax incentives we could offer business owners who allow their buildings to be in productions free of charge and working with various entities to make it easier to film at their locations.

There were a number of items, however, that the City cannot handle on its own and we hope to work in partnership with the Department of Water and Power to find real solutions to the issues the film industry faces. Based on the "Ugly Betty and Film Production Flight" report and the testimony from the various entertainment industry representatives, we would like to request the following:

1. The Department of Water and Power work with the City of Los Angeles and FilmLA to implement a pilot project for the creation of three utility nodes that can be used by the film industry in Downtown Los Angeles. According to the Chief Legislative Analyst, key locations have already been identified in the Downtown area, and the Department of Water and Power has been given the technical specifications for the nodes.
2. The Department of Water and Power work with the City of Los Angeles and FilmLA to create a policy whereby film, television and commercial productions can utilize unused areas under LADWP guide wires, which is land owned by the LADWP, for parking or a base camp location for up to seven days per production.
3. The Department of Water and Power assign a staff person to serve as the liaison to the City Council and Jobs and Business Development Committee on all film policy- and production-related issues. This person will work with the Committee members, City Council staff, FilmLA and others to develop new ideas and to implement policies that will make it easier to film in Los Angeles.

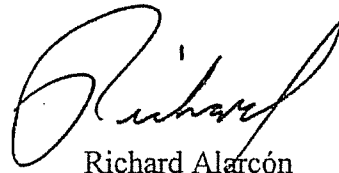
In order to help move forward our Committee's film, TV and commercial production policy agenda, we would ask that the Department of Water and Power report back to the Jobs and Business Development Committee in 30 days with a plan for implementation of these projects and a timeline for completion.

Thank you very much for your consideration of these requests and your commitment to helping support and expand film production in Los Angeles. Together, we can create new jobs, stimulate the local economy and ensure that Los Angeles remains the international hub of film, television and commercial production.

Yours truly,



Eric Garcetti
Council President, District 13



Richard Alarcón
Councilmember, District 7