

June 22, 2015

Sharon Gin
City Clerk
200 North Spring Street
Los Angeles, CA 90012

RE: Academy Museum 6001-6067 Wilshire Blvd., Planning and Land Use Management Committee
Hearing, June 23

Dear Ms. Gin,

I am writing in support of the planning Academy Museum of Motion Pictures. The Academy of Motion Picture Arts and Sciences has been devoted to recognizing excellence in moviemaking and to the preservation and advancement of motion pictures. The Academy has long been committed to celebrating the art of cinematic storytelling and how it impacts our culture and educates the world about pressing global issues.

Now, through the creation of the Academy Museum of Motion Pictures, the Academy will have a permanent home that is exclusively devoted to showcasing the story of the movies and how they inspire curiosity about the world around us.

The planned theater is integral to the Museum's mission to showcase the art and science of moviemaking. I have a great respect for the Academy because they are dedicated to showing films to the public as they were meant to be seen. This is why it is important for the Museum to have a state-of-the-art theater that can screen 16 to 70mm film, digital and 3D. Furthermore, the Academy has specifically stated that all events taking place in the larger theater will be film related.

I am a lifetime student of film. My interests in the History of film digs deep into the origins of Cinema - dating back to the films of the 1890's, the inventions around the same time that made film history possible and the Golden years of Hollywood. Originally from Oklahoma, I have been in Los Angeles for 11 years now and have noticed a trend, and that trend seems to be that all signs of Classic Hollywood are disappearing. "Hollywood" seems to have turned into Tourist trap instead of a Tourist destination. Tourist, local film buffs, and the average everyday Joe needs a solid place, like the Academy Museum of Motion Pictures - dedicated to keeping the spirit of 120 years of cinema and its history alive...

I believe that this museum will become as much a staple to the term - "Hollywood" as The Hollywood sign is to "Hollywood".

I am a Founding Supporter of this Museum because I believe in the Academy's vision. I hope you will approve this project as presented.

Thank you.

Sincerely,

Theodore Carl Flood
323.445.4596



Ernest Wooden Jr.
President and CEO

June 22, 2015

The Honorable Planning and Land Use Management Committee
Committee of the Los Angeles City Council
Room 395 City Hall
200 N. Spring Street
Los Angeles, California 90012

Dear Honorable Planning and Land Use Management Committee,

The entertainment capital of the world, Los Angeles has long desired a world-class museum dedicated to the movies—our hometown art form and industry. Thankfully, the Academy of Motion Picture Arts and Sciences is finally giving us the film museum we have desired for more than 90 years—The Academy Museum of Motion Pictures.

This project is incredibly important to the vitality of our city—it will increase tourism, create jobs, and boost our local economy as visitors will support the area's dining, shopping, and lodging options.

Last year, Los Angeles had a record number of visitors—44.2 million. Our tourists want to experience the magic of Hollywood and The Academy Museum will be *the* place to do that. We strongly support the creation of The Academy Museum.

Sincerely,

A handwritten signature in black ink that reads "Ernest Wooden Jr." The signature is written in a cursive style.

Ernest Wooden Jr.
President and CEO
Los Angeles Tourism & Convention Board