

MOTION

The 90th Annual Academy Awards, one of the most prominent award ceremonies in the world, will be held on March 4, 2018 at the Dolby Theatre in Hollywood. The Oscar statuette, bestowed by the Academy of Motion Picture Arts and Sciences (AMPAS), is the most prestigious award in the motion picture industry. The award recognizes and honors excellence and distinctive achievements among film making professionals including directors, actors, and writers. The Academy Awards is the oldest award ceremony in the media, and remains one of the biggest viewership events in television, with a vast worldwide audience of more than 225 countries.

As a special event, the Academy Awards is subject to the Special Events Ordinance which requires the recovery of costs for City services from the event sponsor. The Ordinance also provides for negotiations with the event sponsor in determining a payment amount for City resources. Such negotiations take into consideration the economic benefit generated by the event.

The City's cultural identity is strongly tied to motion pictures given that major film making began in Los Angeles. With its rich history, the film industry has been an extremely important component of the local economy. The televised Academy Awards showcases to the world Los Angeles' renown as the entertainment capital, and as such, is a special event the City must continue to support. For these reasons, negotiating with AMPAS an appropriate payment for City resources for the Academy Awards, including a multi-year special events contract, is an option that should be pursued. AMPAS has agreed to pay a flat fee of \$340,000 for City resources for the March 4, 2018 Academy Awards ceremony, which is appropriate based on the economic benefit from this event.

I THEREFORE MOVE that Council authorize the payment acceptance of \$340,000 for City resources utilized for the Academy of Motion Picture Arts and Sciences' (AMPAS) 90th Academy Awards at the Dolby Theatre on March 4, 2018.

I FURTHER MOVE that the Council instruct the City Administrative Officer (CAO) and Chief Legislative Analyst (CLA), with the assistance of the City Attorney, to negotiate a contract between the City and AMPAS for City resources to hold future Academy Awards in the City of Los Angeles.

I FURTHER MOVE that Council authorize the CAO to execute and administer the contract between the City and AMPAS, subject to the approval of the City Attorney as to form and legality.

PRESENTED BY: 

MITCH O'FARRELL

Councilmember, 13th District

SECONDED BY: 

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JAN 31 2018

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