

## Communication from Public

**Name:** Association of Independent Commercial Producers

**Date Submitted:** 06/05/2019 08:20 AM

**Council File No:** 19-0309

**Comments for Public Posting:** The Association of Independent Commercial Producers represents over 400 companies that specialize in producing commercials for advertisers and agencies. AICP member companies account for 85 percent of all domestic commercials aired nationally on all media platforms. Almost half of those commercials are shot in Southern California, including over 6,000 on-location shoot days in the Los Angeles area in 2018. AICP recognizes and understands the need to improve the safety and infrastructure of city sidewalks and roadways. Infrastructure improvements, however, frequently have unintended impacts for film productions of all types, but especially commercials, 70 percent of which are filmed on location. These unintended consequences are further exacerbated by a lack of clear communication and coordination from City departments. We greatly appreciate and support this motion to promote clear, consistent and timely coordination between City departments and film industry stakeholders to help mitigate, as much as possible, any potential adverse impacts to the continued growth of this key economic sector in Los Angeles. We urge the City Council to approve this motion. Thank you very much for your time and consideration.