

ACCELERATED REVIEW PROCESS - E

Office of the City Engineer

Los Angeles California

To the Honorable Council

Of the City of Los Angeles

Honorable Members:

JAN 29 2014

C. D. No. 13

SUBJECT:

Hollywood Boulevard and Vine Street - Walk of Fame Additional Name in Terrazzo Sidewalk –
TOM SHERAK

RECOMMENDATIONS:

- A. That the City Council designate the unnumbered location situated one sidewalk square southerly of and between numbered locations 41J and 42j as shown on Sheet #19 of Plan D-13788 for the Hollywood Walk of Fame for the installation of the name of Tom Sherak at 6906 Hollywood Boulevard.
- B. Inform the Hollywood Chamber of Commerce of the Council's action on this matter.
- C. That this report be adopted prior to the date of the ceremony on February 14, 2014.

FISCAL IMPACT STATEMENT:

No General Fund Impact. All cost paid by permittee.

TRANSMITTALS:

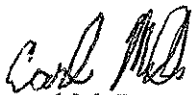
- 1. Unnumbered communication dated January 23, 2014, from the Hollywood Historic Trust of the Hollywood Chamber of Commerce, biographical information and excerpts from the minutes of the Chamber's meeting with recommendations.

DISCUSSION:

The Walk of Fame Committee of the Hollywood Chamber of Commerce has submitted a request for insertion into the Hollywood Walk of Fame the name of Tom Sherak. The ceremony is scheduled for Friday, February 14, 2014 at 12:30 a.m.

The communicant's request is in accordance with City Council action of October 18, 1978, under Council File No. 78-3949. Following the Council's action of approval, and upon proper application and payment of the required fee, an installation permit can be secured at 201 N. Figueroa Street, 3rd Floor, Counter 23.

Respectfully submitted,


for Lemuel M. Paco, P.E.
Central District Engineer
Bureau of Engineering

pkt:wof.02
(213) 482-7030

cc: Construction Services Center, Counter 23
Bureau of Street Services
Administration

TIME CHANGE-STAR CEREMONY WILL BE HELD AT 12:30 DUE TO EVENT AT CHINESE THEATRE AT 10:30 A.M.

PLEASE NOTE: STAR CEREMONY WILL BE HELD AT 12:30 P.M.



January 23, 2014

Mr. Gary L. Moore

Public Works Engineering

Att: Lemuel Paco

201 N. Figueroa, 3rd Floor, M.S. 503

Los Angeles, CA 90014

Dear Mr. Moore:

The Walk of Fame Committee of the Hollywood Chamber of Commerce has approved the below listed name for insertion into the Hollywood Walk of Fame:

TOM SHERAK-(Category –MOTION PICTURES) Requested star location to be 6906 Hollywood Boulevard south side of the street in front of the Zara store and across the street from The Dolby Theatre. The star for TOM SHERAK will be placed in the second row next to the original row closest to the property. The stars situated in the original row where star is situated are GREGORY LA CAVA (41J) to the East and CUBBY BROCCOLI (42j) to the West. According to sheet # 19 plan 13788, TOM SHERAK'S star is next to the star of DANNY DEVITO (East) and a blank square (West) and have no designated numbers) in the second row. STAR TO POINT WEST. The dedication ceremony is scheduled for Friday, February 14, 2014 at 12:30 p.m.

Thank you for your cooperation in this request. I look forward to a response from your office soon.

The following materials are enclosed: TOM SHERAK' bio, and the Board of Director's Minutes.

Sincerely,

Ana Martinez

Vice President, Media Relations, Producer-Walk of Fame

cc:

Mayor Garcetti

Leron Gubler

Darin Cohen

Councilman O'Farrell

SEM

Hannibal Harris

William Ayala

Top End Const.

Steven Whidden

Sgt. Lamont Jerrett

Carmine Goglia

Lauren French

TOM SHERAK- Biography

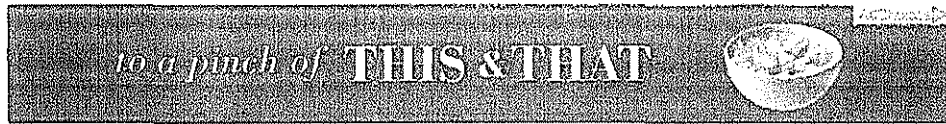
Tom Sherak, whose remarkable career has seen him at the pinnacle of motion picture marketing, distribution and production, was President of the Academy of Motion Picture Arts and Sciences and is currently Mayor Eric Garcetti's LA Film Czar, in addition to consulting for Skydance Productions, One Three Media, and other entertainment entities. Previously, Sherak was a partner at Revolution Studios which released more than forty seven films, including *America's Sweethearts*, *Black Hawk Down*, *XXX*, *Anger Management*, *13 Going On 30*, and *Across the Universe*. Sherak also consulted for Marvel Studios on films such as *Iron Man*, *The Incredible Hulk*, *Iron Man 2*, and *Thor*.

Prior to joining Revolution Studios, Sherak was Chairman of Twentieth Century Fox Domestic Film Group. In addition, Sherak served as Senior Executive Vice President of Fox Filmed Entertainment. Previously, he was President of Domestic Distribution and Marketing for Twentieth Century Fox. In that position, he supervised the company's domestic distribution, advertising/publicity/promotion operations and the non-theatrical film division. Sherak has overseen the marketing and distribution of such films as *Star Wars Trilogy Special Edition*, *Romancing the Stone*, *Wall Street*, *Die Hard*, *Working Girl*, *Home Alone*, *Edward Scissorhands*, *Die Hard: With a Vengeance*, *Mrs. Doubtfire*, *True Lies*, *Speed*, *Independence Day*, and *Star Wars: Episode I—The Phantom Menace*. Sherak joined Fox from General Cinema, where he was Vice President and head film buyer. Sherak began his career in the film industry at Paramount Pictures in 1970 where he worked in the New York, Washington, D.C. and St. Louis distribution offices.

He was an active board member of the Southern California Chapter of The National Multiple Sclerosis Society and chaired the MS Dinner of Champions for over 20 years, raising over 47 million dollars for multiple sclerosis research and programs. He is currently the Chairman of the MS Hope Foundation, which he recently helped form, as well as an active board member of the Fulfillment Fund of Southern California, a college access organization helping inter-city youth in Los Angeles. He is a former Chairman of the Will Rogers Motion Picture Pioneers Foundation and formerly on the Board of Directors for the Motion Picture and Television Fund as well as the Southern California Variety – the Children's Charity. Sherak has also previously served as Treasurer of the Academy of Motion Picture Arts and Sciences. He and his wife, Madeleine, received the 2010 Visionary Honor from the Lighthouse International Board of Directors for their philanthropic work. The Professional Baseball Scouts Foundation recently gave Sherak the 2011 Dave Winfield Humanitarian Award. In April 2011, the American Academy of Neurology honored Sherak with the Public Leadership in Neurology Award for his efforts in raising funds and public awareness on behalf of patients with multiple sclerosis and their families. He also serves on the advisory board of Vision To Learn.

Sherak received an honorary doctorate in the arts from the Academy of Art University in May 2010 and holds a degree in Marketing from New York City Community College and served on the faculty in the UCLA Producers Program. Along with his consulting, Sherak was also one of the producers of the Broadway stage play *Relatively Speaking*, which opened in October 2011.

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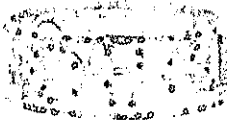
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SEE IT ALL

Tom Sherak is named Los Angeles film czar

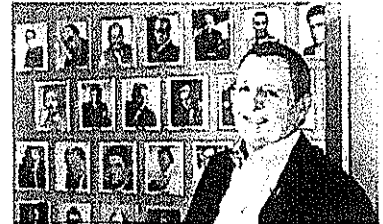
Sherak will lead efforts to make L.A. more film friendly and persuade state lawmakers to support the entertainment industry.

September 27, 2013 | By Richard Verrier

Tweet 0

Veteran Hollywood executive Tom Sherak has a new role: Los Angeles film czar.

Los Angeles Mayor Eric Garcetti on Thursday appointed Sherak to be his senior film advisor and help stem the flow of production that has taken a toll on the city's signature film and television business.



Tom Sherak will serve as the director of the Mayor's Entertainment... (Lawrence K. Ho, Los Angeles...)

FROM THE ARCHIVES

Hollywood seeks to bolster California film and TV tax credit

January 2, 2014

MPAA's Dodd calls for more robust California film and TV...

October 4, 2013

Tom Sherak's political appointment a long time coming

September 26, 2013

Mayor Eric Garcetti appoints Tom Sherak as L.A. film czar

September 26, 2013

Search for L.A. film czar drags on at City Hall

September 18, 2013

Sherak, the former president of the Academy of Motion Picture Arts and Sciences, will lead Garcetti's efforts to make L.A. more film friendly and persuade state lawmakers to do more to support the state's entertainment industry, the mayor said in a statement.

PHOTOS: Hollywood Backlot moments

"The entertainment industry generates more than 500,000 local jobs. Protecting and expanding it is an absolute necessity," Garcetti said. "Tom will lead our campaign for production incentives in Sacramento and is empowered to work across city departments to make L.A. the best possible location for production."

Sherak will serve as the director of the Mayor's Entertainment Industry and Production Office, drawing a token salary of \$1 per year.

"The idea is to be able to give back because I've been blessed by this wonderful industry," Sherak said in an interview. "We have to figure out how to keep jobs here and keep people working in California."

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The appointment comes at a time when L.A. has experienced significant declines in film and TV production as business has flocked to other U.S. states and countries offering an assortment of tax credits and rebates. California allocates \$100 million annually to its film and TV tax credit program, much less than what New York and other rivals offer.

Garcetti, who represented the Hollywood area when he was a city councilman, has said pressing for increased state film tax credits was one of his priorities as mayor. He also has pushed for the city to do more to help the industry, such as a proposed measure to waive city fees for television pilots.

ON LOCATION: Where the cameras roll

Sherak, who has been undergoing chemotherapy for prostate cancer, said he was initially uncertain about the job but accepted the offer after he met with Garcetti on Monday.

He said he was persuaded by the mayor's commitment to the cause of keeping jobs in L.A.

"I told my oncologist about it," Sherak said. "He said, 'Tom, take it. You'll be fine.'"

Sherak said he was also drawn to the challenge of the job, including convincing skeptical lawmakers in Northern California that they should do more to help an industry concentrated in Southern California.

"I know it's tough and it's not an easy thing to do, but that's never stopped me before," Sherak said. "Politics is new to me. What's that line from 'Star Trek'? 'Politics is the last frontier.' That's the way I look at it."

Sherak currently consults for Skydance Productions and other entertainment companies. He has extensive ties in Hollywood, formed over the course of a four-decade career in show business, primarily focused on marketing and distribution.

In addition to being a past president of the Academy of Motion Picture Arts and Sciences, Sherak was a partner at Joe Roth's Revolution Studios, where he supervised the releases of several dozen features, including "Black Hawk Down," "Rent" and "Across the Universe."

PHOTOS: Celebrities by The Times

Before that, Sherak worked at 20th Century Fox, where he was chairman of Twentieth Century Domestic Film Group and senior executive vice president of Fox Filmed Entertainment. In addition to focusing on the distribution of Fox releases, Sherak was the studio's personal contact with George Lucas, whose "Star Wars" movies were distributed by the studio, and collaborated with James Cameron on the marketing of the director's "Aliens" and "The Abyss."

He launched his Hollywood career at Paramount Pictures in 1970, and recently served as a consultant to Marvel Studios and Relativity Media.

Like many Hollywood studios, Fox, Revolution, Marvel and Relativity film many of their movies outside Los Angeles and California. A large number of Revolution's movies were filmed out of state, including "Daddy Day Care" (Utah), "Perfect Stranger" (New York), "The Prize Winner of Defiance, Ohio" (Canada) and "Hellboy" (Czech Republic).

Sherak is well known and well respected.

"He's a very well-known figure and has a lot of good contacts and is definitely someone who can help us," said Ed Duffy, business agent for Teamsters Local 399, which represents location managers, casting directors and studio drivers. "Our union alliance looks forward to working with him in Sacramento to help secure the much-needed expansion of our film incentives."

Sherak is the chairman of the MS Hope Foundation, which he helped create, a former chairman of the Will Rogers Motion Picture Pioneers Foundation, and a former board member of the Motion Picture and Television Fund.

He received an honorary doctorate in the arts from the Academy of Art University and holds a degree in marketing from New York City Community College. He has served on the faculty of the UCLA Producers Program.

Hollywood Chamber of Commerce
BOARD OF DIRECTORS

Wednesday, June 19, 2013

MINUTES

Attending: Heather Cochran, Chair; Barton; Berberi, Assil, Butler, Campbell, Chong, Conti, Gallogly, Gonzales, Folb, Gargano, Goodwin, D. Green, H. Green, Kalantari, Koretz, Logan, Marlis, Mihalka, Sarian, See, Sundher, Zarrinnam.

Honorary Directors present: Arslanian, Cabral-Ebert, Diehl, Farrar, Hines, Morrison, Shelton, Smith.

Staff Present: Gubler, Kiecker, Shahenian

Board Members absent: Abou-Daoud, Dadigan, Druyen, Hart, Keyser, Mann, Massie, Moe, Rheinstein, Saavedra, Savage, Stephan, Taglyan.

I) Call to Order

Chair Heather Cochran called the meeting to order at 4:05 p.m.

V) Walk of Fame Committee Report

D. Green announced the 2014 Walk of Fame honoree recommendation submitted by the Walk of Fame Committee:

MOTION PICTURES: Orlando Bloom, Ray Dolby, Sally Field, Jack H. Harris, Jessica Lange, Matthew McConaughey, Liam Neeson, Paul Mazursky, and Tom Sherak

TELEVISION: Dabney Coleman, Kaley Cuoco, Claire Danes, Giancarlo Esposito, Deidre Hall, Cheryl Hines, Don Mischer, Tavis Smiley and Phil Hartman (posthumous)

RECORDING: Holland Dozier Holland, Jeff Lynne, Mana, Ray Parker Jr., Katy Perry, Rick Springfield and Tupac Amaru Shakur (posthumous)

RADIO: Renan Almendarez Coello (El Cucuy)

Motion by Stephan, seconded by Zarrinnam to approve the Walk of Fame committee selections for 2014.

Motion carried.