

MOTION

The Primetime Emmy Awards (Emmys) celebrate excellence in national primetime programming, awarding top honors at annual televised award ceremonies. The 68th Annual Primetime Emmy Awards will honor the best in U.S. prime time television programming from June 1, 2015 to May 31, 2016, as presented by the Academy of Television Arts & Sciences (ATAS - a non-profit). The ceremony is to be held on Sunday, September 18, 2016, at the Microsoft Theater in Downtown Los Angeles. The ceremony will be hosted by Jimmy Kimmel.

As a special event, the Emmys are subject to the Special Events Ordinance enacted by the Council in October 2009 which requires the recovery of costs for the use of City resources. The Ordinance also provides for negotiations with the event sponsors in determining an appropriate payment for City services at major entertainment venues. Such negotiations take into consideration the economic benefit generated by the event. Given the high profile of the televised Emmy Awards, negotiating an appropriate payment for City services is an option that should be pursued. Moreover, doing so encourages ATAS to maintain its long-standing relationship with the City to hold the Emmys at a City venue.

ATAS has offered to pay a negotiated flat fee of \$110,000 for City services for the 2016 event and has indicated an interest in pursuing a contract to continue to hold future events in the City. Such negotiations should commence soon after the 2016 telecast.

I THEREFORE MOVE that the City Council approve the amount of \$110,000 for City services for the Academy of Television Arts & Sciences to hold the 68th Primetime Emmy Awards at the Microsoft Theater.

I FURTHER MOVE that the City Administrative Officer (CAO) and Chief Legislative Analyst (CLA) be authorized to negotiate and execute a contract between the City and Academy of Television Arts & Sciences to hold the Primetime Emmy Awards in the City of Los Angeles.

I FURTHER MOVE that the CAO be authorized to administer the contract between the City and the Academy of Television Arts & Sciences.

PRESENTED BY:



CURREN D. PRICE, JR.
Councilmember, 9th District

SECONDED BY:



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