

TO CITY CLERK FOR PLACEMENT ON NEXT
REGULAR COUNCIL AGENDA TO BE POSTED #55

MOTION

The Primetime Emmy Awards celebrate excellence in national primetime programming, awarding top honors at an annual televised awards ceremony. The event is presented by the Academy of Television Arts & Sciences (ATAS) and will be held on Monday September 12, 2022. The 74th Primetime Emmy Awards consistently attracts fans and visitors, a worldwide television audience aired on NBC, and is attended by the most prominent celebrities, entertainers, and executives in the entertainment industry. The 74th Primetime Emmy Awards will take place at the Microsoft Theater in Los Angeles, California.

As a special event with activations in the City of Los Angeles, the 74th Primetime Emmy Awards is subject to the Special Event Ordinance enacted in October 2009 which requires recovery of costs for City resources. The Ordinance also provides for negotiations with event sponsors in determining an appropriate payment for City services at major entertainment venues. Such negotiations take into consideration the significant economic benefit through direct, indirect, and induced revenue as well as increased opportunities and job creation. Given the local ties and extremely high-profile nature of the Primetime Emmy Awards, negotiating payment for City services is an option to be pursued. Additionally, providing support and service fee considerations encourages the Academy of Television Arts & Sciences as well as the NBC network to continue showcasing the City of Los Angeles as the entertainment capital of the world.

The current fees based on BSS Permit 20220982-2022 is predominantly LAPD and DOT staffing. The event had an impact on the City of Los Angeles and required street closures impacting pedestrian and vehicle traffic in and around LA Live.

I THEREFORE MOVE that Council approve a negotiated rate of \$110,000.00 for all City services on behalf of the Academy of Television Arts & Sciences and the 74th Primetime Emmy Awards on NBC.

PRESENTED BY *[Signature]*

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

SECONDED BY *[Signature]*

ORIGINAL

PMK

OCT 25 2022