

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u>05/02/11</u>		Item Number: <u>A-2</u>
CITY COUNCIL AGENDA ITEM: Approval of a Fee Waiver Requested by THINK LIKE A MAN Feature Film Related to Film Location Fees.		
Contact Person/Dept.: John M. Nachbar		Phone Number: (310) 253-6000
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐
Public Hearing: ☐	Action Item: ☐	Attachments: ☐
Commission Action Required: Yes ☐ No ☒		Date: _____
Public Notification: Meetings and Agendas – City Council (04/27/11)		
Department Approval: John M. Nachbar (04/27/11)		City Attorney Approval: Carol Schwab (by H. Baker) (04/27/11)
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (04/27/11)		City Manager Approval: John M. Nachbar (04/27/11)
 <u>RECOMMENDATION:</u> Staff recommends the City Council approve a fee waiver requested by the feature film, THINK LIKE A MAN, related to film location fees associated with this upcoming motion picture to be filmed in part in Culver City. <u>BACKGROUND/DISCUSSION:</u> As the Heart of Screenland, the City Council has taken various steps to encourage filming and other pre- and post-production work be undertaken in Culver City and at the various studios located in Culver City. In recognition of the City's unique role in the film making business and the positive economic benefits locally filmed and produced items have on Culver City, the City Council recently adopted a Resolution suspending the collection of business taxes for itinerant motion picture and television producers for a period of five years. A production executive supervising THINK LIKE A MAN noticed that the City of Culver City has made a conscious decision to attract film production to the City after reading the positive press coverage of the City's suspension of the collection of business taxes for itinerant motion picture and television producers. The main production executive overseeing THINK LIKE A MAN has a vision of reaching agreement with private parties to have the majority of on-location filming occur at Culver City restaurants and private residences. The production has asked if certain public location site fees could be waived as		

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THINK LIKE A MAN is interested in shooting in or near a few public facilities within the City.

Given the potential positive impacts of the production and filming of a major motion picture in Culver City, the City Manager is recommending the City Council grant the fee waiver requested by THINK LIKE A MAN.

In addition to this particular motion picture, this production executive has represented that he tends to try to shoot as many films as possible in the local region. This is his first project where he's interested in shooting so much in the community, and he may perform additional filming and production work in Culver City in the future.

FISCAL ANALYSIS:

It is estimated that the location fees would total between \$8,000 and \$10,000 for this proposed production. This represents approximately 8% to 10% of the \$101,000 in location fees collected in calendar year 2010.

Should the fee waiver result in the filming in Culver City, the additional activity the filming brings is expected to have a positive impact on the City's sales tax and other general fund revenues. Estimating an exact amount of the impact would be difficult.

ATTACHMENTS:

None.

MOTION:

That the City Council:

Approve a fee waiver for location fees as requested by THINK LIKE A MAN.