



City of Culver City

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Staff Report

File #: 16-139, **Version:** 1

Item #: A-4.

CC - Approval of a Five-Year Professional Services Agreement with FilmL.A., Inc. for Film Permit Coordination, Notification, and Monitoring Services, at No Cost to the City.

Meeting Date: 08/22/2016

Contact Person/Dept: Michael Nagy/Fire Department
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Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☒ No ☐

Public Hearing: ☐ **Action Item:** ☒ **Attachments:** ☐

Commission Action Required: Yes ☐ No ☒ **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (08/16/16);

Department Approval: David White (08/10/16)

RECOMMENDATION

Staff recommends the City Council approve a five-year professional services agreement with FilmL.A., Inc., to provide film permit coordination, notification, and monitoring services for filming activities on public property, public right-of-way, and in City facilities, at no cost to the City.

BACKGROUND/DISCUSSION

Culver City Municipal Code (CCMC) Chapter 11.14 outlines the City's requirements for filming activity. Currently, permits for commercial filming activities on public property, public right-of-way, and in City facilities are issued by the Culver City Police Department. Police Department staff coordinates approvals for film permits with impacted City departments. The current turnaround time is approximately five business days.

Over the past five years, the City issued an average of 272 permits annually for commercial filming activities on public property, public right-of-way, and in City facilities. Of the 272 film permits, an average of 17 were for still photography and 255 were for film/motion. Based on location and application fees, which vary by site and type of activity, the City collected an average of \$417,428 in annual revenues from film permits, not including fees for the cost of public safety personnel assigned to film projects. If the City were to enter into an agreement with FilmL.A., the City would continue to

collect film permit fees at the same rates.

Staff recommends streamlining the film permitting process and expanding the services provided to filmmakers and the community by centralizing the issuance of film permits, providing consistent notification of proposed filming activities to the community, and providing location monitors to ensure compliance with film permit terms and conditions.

FilmL.A., Inc. is a non-profit public benefit corporation that has been providing film permit processing services to municipalities for more than 20 years. FilmL.A., Inc. is the film office for the County of Los Angeles, City of Los Angeles and twelve other cities, seven school districts, and the Angeles National Forest. All of the services FilmL.A., Inc. provides are at the film company's cost based on the types of permits and/or services required.

FilmL.A., Inc. would coordinate and issue permits for all public areas in the City and City facilities, including Town Plaza, City Hall, Veterans Memorial Complex and City parks, providing a consistent interface for the filmmakers and the community. The role of existing Police Department staff responsible for processing film permits would shift to coordinating permit approvals with FilmL.A., Inc. and other City departments.

FilmL.A., Inc. would provide the following services at no cost to the City. Additional fees to filmmakers are listed with the services provided below:

1. Permit Coordination

Coordinate film permits through a centralized, online permit system designed to meet the requirements of the City, and the needs of the community and the film industry, which would also comply with the City's guidelines. This system would allow filmmakers to apply once, across jurisdictional lines, for up to 10 locations per permit. City staff would approve all permits prior to issuance. The FilmL.A., Inc. application fee for still photography is \$63; student permits range \$25-\$95; and film/motion is \$660 for up to 10 locations, even across jurisdictional lines.

2. Neighborhood Notification

Deliver notices of proposed filming activities to affected residents and businesses in advance of filming dates per City requirements. Provide uniform, consistent notification, maintain accurate records, and provide real-time tracking of notices delivered. This would also build a database of locations, issues, and filming activities for the City. The notification fee is \$164 for a 250-foot radius of the film location.

3. Location Monitoring

Assign location monitors at the request of the City or the film company to ensure compliance with film permit terms and conditions, such as hours of filming, street parking, etc. Location monitors would respond to residents and businesses who may have concerns and attempt to resolve any issues on the day of filming. City staff would also continue to be available. Providing location monitors allows for immediate responses on location and proactive enforcement of permit requirements. Fees for monitors range from \$31-\$63 per hour.

4. Fee Collection

Collect all applicable film permit fees, process refunds, and remit fees to the City within 30 days. FilmL.A., Inc. guarantees payment of all fees associated with the permit process.

5. Marketing

Provide marketing services through rotating profiles on the FilmL.A., Inc. website, and by photographing and listing City properties on an online location library at www.locoscout.com if the City chooses to profile targeted locations.

In 2013, the City of Santa Monica underwent a competitive bidding process for film permit coordination, notification and monitoring services. They received two proposals, but only considered FilmL.A., Inc.'s proposal to be responsive to their needs, in that FilmL.A. demonstrated an understanding of the scope of work and the capability to provide the desired level of services.

Pursuant to CCMC Section 3.07.085.A, the services proposed to be provided by FilmL.A. are exempt from competitive bidding procedures, provided the contract is based upon competitive quotations, whenever practical, as determined by the City Manager. Given the recent competitive process completed by the City of Santa Monica, competitive bidding was determined to be impractical in this case.

FISCAL ANALYSIS

There is no immediate financial impact or budget action necessary as a result of the recommended action. The City will continue to receive revenue for film permit fees in the amounts established by resolution of the City Council. Film permit fees are expected to remain at current levels. Staff will review current fees six months after implementing the new permitting system and adjust as necessary.

ATTACHMENTS

None

MOTION

That the City Council:

1. Approve a professional services agreement with FilmL.A., Inc., for a five-year term to provide film permit coordination, notification, and monitoring services for filming activities on public property, public right-of-way, and in City facilities, at no cost to the City; and,
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.