



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center & Gardens
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MEMORANDUM

TO: The Governing Board

FROM: 
Joseph T. Edmiston, FAICP, Executive Officer

DATE: April 20, 2006

SUBJECT: **Agenda Item VI: Consideration of resolution authorizing expenditures to develop an enhanced marketing program for filming in MRCA managed parkland.**

Staff Recommendation: That the Governing Board adopt the attached resolution authorizing expenditures to develop an enhanced marketing program for filming in MRCA managed parkland, in an amount not to exceed \$20,000.

Background: The MRCA's various parklands are often utilized for commercial filming and still photography shoots. Clients are charged fees based on the extent of the shoot, the amount of MRCA staff supervision that is required, and the potential disturbance to park users. The revenue generated from filming is valuable because it can be used for many purposes, including maintenance activities that cannot be funded through state or local bonds. The projected budget for filming revenue in fiscal year 05/06 was \$400,000. As of March 2006, the revenue received had already exceeded that estimate by \$200,000.

The proposed action would authorize funds for an enhanced marketing program that would encourage location scouts to use MRCA parklands for filming. The action would take advantage of the current revenue surplus to have professional photography done of MRCA properties, and improve the website for easier use by location scouts. By making MRCA parklands better known and more available for filming, the marketing program would also have an auxiliary benefit of helping to keep filming industry jobs in Southern California.