

## LEGISLATIVE DIGEST

[Administrative Code - Film Commission Programs]

**Ordinance amending the Administrative Code to clarify when the filming of a news event does not require a use contract; to clarify that the Executive Director is appointed pursuant to Charter, Sections 3.100(19) and 4.102(5); to authorize the Executive Director to approve the use of the Film SF logo by third parties to market Film Commission programs and activities; to increase the daily use fees to engage in film production; and to allow funds from the Film Rebate Project Account to be used to administer and market the Film Rebate Program.**

### Existing Law

Existing law provides that a film company that wishes to film a news event is not required to obtain a film use contract from the Film Commission.

Existing law does not specifically authorize the Executive Director to approve third-party use of the Film SF logo for marketing and promotion of Film Commission programs and activities.

Under existing law, the daily use fees for film companies seeking to engage in film production are as follows:

- (1) Still photography: \$100 a day.
- (2) A commercial, corporate media, industrial media, video, or web video: \$200 a day.
- (3) A television series (each episode), web series (each episode), 1 movie, pilot, short subject, or documentary:
  - (A) For a production with a budget of less than \$100,000: \$50 a day.
  - (B) For a production with a budget of \$100,000 to less than \$500,000: \$100 a day.
  - (C) For a production with a budget of \$500,000 or greater: \$300 a day.

Existing law does not authorize the use of funds in the Film Rebate Project Account for the Film Commission's reasonable expenses to administer the Film Rebate Program or for marketing the Program.

### Amendments to Current Law

The proposed ordinance would clarify the exception from the film use contract requirement for news events. This exception applies to breaking news events and ongoing coverage of such events as they occur. The exception does not apply to

documentaries or other filming that may occur after coverage of the breaking news event has concluded.

The proposed ordinance would correct the code to reflect the Charter-mandated process governing the appointment and removal of the Executive Director. The Mayor appoints the Executive Director from a list of candidates provided by the Film Commission under Charter Sections 3.100(19) and 4.102(5). The Film Commission may remove the Executive Director on its own initiative or upon the Mayor's recommendation under Charter Section 4.102(6).

The amendments to the existing law would specifically allow the Executive Director to approve the third-party use of the Film SF logo for marketing and promotion of Film Commission programs and activities.

Under the proposed amendments, the daily use fees for film companies seeking to engage in film production would increase as follows:

- (1) Still photography: \$200 a day.
- (2) A commercial, corporate media, industrial media, video, or web video: \$300 a day.
- (3) A television series (each episode), web series (each episode), 1 movie, pilot, short subject, or documentary:
  - (A) For a production with a budget of less than \$100,000: \$100 a day.
  - (B) For a production with a budget of \$100,000 to less than \$500,000: \$300 a day.
  - (C) For a production with a budget of \$500,000 or greater: \$500 a day.

The amendments would authorize funds from the Film Rebate Project Account to be used for the Film Commission's reasonable expenses to administer the Film Rebate Program and for marketing and promotion of the Program.

n:\legana\as2023\2300332\01675783.docx