

MOTION

The Primetime Emmy Awards celebrate excellence in national primetime programming awarding top honors at an annual televised awards ceremony. The event, presented by the Academy of Television Arts & Sciences (ATAS), was held on Monday, January 15, 2024. The 75th Primetime Emmy Awards consistently attracts fans and visitors, a worldwide television audience aired on FOX, and is attended by the most prominent celebrities, entertainers, and executives in the entertainment industry. The 75th Primetime Emmy Awards will take place at the Peacock Theater in Los Angeles, California.

As a special event, the Academy of Television Arts & Sciences is subject to the Special Events Ordinance enacted by Council in October 2009 which requires the recovery of costs for City resources. The Ordinance also provides for negotiations with the event sponsors in determining an appropriate payment for City services at major entertainment venues. Such negotiations take into consideration the economic benefit generated by the event. Given the high profile of the televised Primetime Emmy Awards, negotiating an appropriate payment for City services is an option that should be pursued. Moreover, doing so encourages the Academy of Television Arts & Sciences to maintain its long-standing relationship with the City to hold the Emmy Awards at a City venue. Providing support and service fee considerations encourages the Academy of Television Arts & Sciences as well as the FOX network to continue showcasing the City of Los Angeles as the entertainment capital of the world.

**I THEREFORE MOVE** that Council approve the negotiated payment of \$110,000 for City services from the Academy of Television Arts & Sciences associated with the holding of the 75th Primetime Emmy Awards at the Peacock Theater.

**I FURTHER MOVE** that the Council instruct the City Administrative Officer (CAO) and Chief Legislative Analyst (CLA) to negotiate a long-term contract between the City and the Academy of Television Arts & Sciences as well to hold future Emmy Awards in the City of Los Angeles.

**I FURTHER MOVE** that, following the approval of the contract, Council authorize the CAO to execute and administer the contract between the City and the Academy of Television Arts & Sciences.

PRESENTED BY:   
CURREN D. PRICE, JR.  
Councilmember, 9<sup>th</sup> District

SECONDED BY: 

kat   
JAN 26 2024

ORIGINAL