

**MOTION**

The Emmy Awards celebrate excellence in the television industry awarding artistic and technical honors at an annual televised awards ceremony. The annual event is presented by the Academy of Television Arts & Sciences (ATAS). The Primetime Emmy Awards, and associated ATAS events, consistently attracts fans and visitors, a worldwide television audience aired on one of the four broadcast networks, and is attended by the most prominent celebrities, entertainers, and executives in the entertainment industry. The 77th Primetime Emmy Awards and associated ATAS events will take place between September 6th and September 14th, 2025 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 180881, 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 broadcast network to continue showcasing the City of Los Angeles as the entertainment capital of the world.


**I THEREFORE MOVE** that the Council instruct the City Administrative Officer (CAO) and Chief Legislative Analyst to negotiate a contract between the City and the Academy of Television Arts & Sciences (ATAS) to hold the 77th and 78th Emmy Awards events and associated ATAS events in the City of Los Angeles at venues including but not limited to the Peacock Theater, LA Live complex, or Crypto Arena; and

**I FURTHER MOVE** that, following the approval of the contract, Council authorize the use of supplemental Police law enforcement services to support ATAS during each annual Emmy Awards event and associated ATAS events, with full reimbursement of Police law enforcement services, in accordance with California Government Code section 53069.8; and

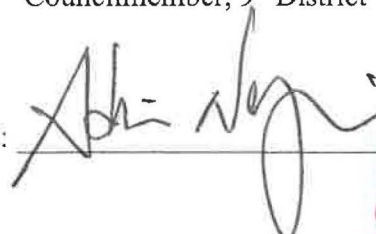
**I FURTHER MOVE** that, Council recognize the economic benefit generated by each annual Emmy Awards event being held in the City of Los Angeles and waive reimbursement requirements for City services (excluding Police law enforcement services) supporting each annual Emmy Awards event and associated ATAS events, pursuant to Los Angeles Municipal Code Sec. 41.20.1(c) Events at Major Sports and Entertainment Venues; and

**I FURTHER MOVE** that, Council authorize the CAO to execute and administer the contract between the City and ATAS, and contract amendments to extend the term up to a total of five years for subsequent Emmy Awards events and associated ATAS events, subject to the approval of the City Attorney as to form and legality.

PRESENTED BY:

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

SECONDED BY:



ORIGINAL

APR 11 2025

