

## MOTION

The 94<sup>th</sup> Annual Academy Awards, one of the most prominent award ceremonies in the world, will be held on March 27, 2022 at the Dolby Theatre in Hollywood. The Oscar, bestowed by the Academy of Motion Picture Arts and Sciences (AMPAS), is the most prestigious award associated with the motion picture industry. The award recognizes and honors excellence and distinctive achievements among film making professionals including directors, actors, and writers. The Academy Awards is the oldest award ceremony in the media, and remains one of the biggest viewership events in television, with a vast worldwide audience of more than 225 countries.

As a special event, the Academy Awards is subject to the Special Events Ordinance which requires the recovery of costs for City services from the event sponsor. The Ordinance also provides for the negotiations with major sports or entertainment venues in determining a payment for City resources. Such negotiations take into consideration the economic benefit generated by the event.

The City's cultural identity is strongly tied to motion pictures given that major film making began in Los Angeles. With its rich history, the film industry has been an extremely important component of the local economy. The televised Academy Awards showcases Los Angeles as the entertainment capital of the world, and as such, is a special event that the City must continue to strongly support. Negotiating with AMPAS for event services and costs, including a multi-year special event contract, should be pursued. AMPAS will pay a flat fee of \$350,000 for City services that maybe required for the 94<sup>th</sup> Annual Academy Awards ceremony, considering the economic benefit from this event.

**I THEREFORE MOVE** that Council authorize the payment acceptance of \$350,000 for the provision of City services that maybe required for the Academy of Motion Picture Arts and Sciences (AMPAS) 94<sup>th</sup> Annual Academy Awards at the Dolby Theatre on March 27, 2022.

**I FURTHER MOVE** that the Council instruct the City Administrative Officer (CAO) and Chief Legislative Analyst (CLA), with the assistance of the City Attorney, to negotiate a contract between the City and AMPAS for City resources to hold future Academy Award ceremonies in the City of Los Angeles.

**I FURTHER MOVE** that Council authorize the CAO to execute and administer the contract between the City and AMPAS, subject to the approval of the City Attorney as to form and legality.

PRESENTED BY: 

MITCH O'FARRELL  
Councilmember, 13<sup>th</sup> District



SECONDED BY: \_\_\_\_\_

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