

HOLLYWOOD in San Pedro

A compilation of facts and suggestions
about filming in Downtown San Pedro

San Pedro
CHAMBER of
COMMERCE

Compiled by the



Table of Contents

Introduction (“Filming”)	1
The Film Industry	2
Special Conditions for Filming in the San Pedro Business District	3
Before and During a Shoot	4
Why Rent Your Property to the Film Industry?	5
What Should You Charge?	5
Considerations for Filming Inconvenience Fee Negotiation	6
Understanding Filming	7
Resources	9
Location Form	10



Lights, camera action! Cars racing, people running, vintage costumed extras strolling and film star, Will Smith lifting cars to rescue people, victims of a train wreck! San Pedro has long served as a location for film, television, music videos and commercials. Many of our landmarks, streets, businesses and natural vistas have been deemed perfect for use as Hollywood's back lot. Some of the many films shot here over the years; the 1933 "King Kong" at Cabrillo Beach, 1974 "Chinatown" at Point Fermin and Sunken City, 2001 "Pearl Harbor" at 6th St, the Warner Grand, Angels' Gate and the Lane Victory, and 2004 "50 First Dates" at Cabrillo Beach, just to mention a few. In 2007 saw filming at Harbor Boulevard and 6th for Will Smith's movie "Hancock", the 6th St Arcade Building for Steve Correll in "Get Smart", 6th Street for television's ongoing "Criminal Minds", "Journeyman" and "Dexter". Many in the neighborhood recently watched a speeding car driven by a chicken rounding corners at various locations for a Wendy's commercial. Sorry, no space to explain that one!



Filming: sometimes a joy and sometimes a curse! The San Pedro Chamber of Commerce surveyed a number of business owners in the downtown area last year to learn what they like and what they don't like about filming. The consensus was that if the film production companies are respectful and offered an appropriate compensation for inconvenience to those affected, then filming is an asset to the community. However,

when problems arose, they felt that no one listened or cared. The Chamber created the position of Film Liaison to assist the downtown stakeholders in their interactions with the film companies. The liaison works with the location scout/manager to clarify the special concerns of our community. Please call with your concerns and questions; see contact below.

If film companies find the area to be generally welcoming, they will return and suggest others do so as well. Many business owners have appreciated the extra income. Check with your accountant or tax preparer; while we can't give advice on such matters, we have been told the compensation for a property which is filmed is tax free for the first 14 days; also that production companies are not required to report compensation under \$600 a year per business.

This booklet is compiled of information, hints and suggestions compiled from business owners, FilmLA and the California Film Commission. We hope you find it useful, whether a newcomer or veteran to this process.

Film Liaison, Linda Alexander

lalex@cox.net

310-548-5395 office

310-971-3440 cell

The Film Industry

The film Industry seems glamorous to most people – until a film crew sweeps in and takes over their property. While there's a great deal of pressure to "get the shot" and move on, there's also a great deal of waiting around while equipment must be moved and people serviced. The same scene can be shot over and over until the director is satisfied. Days are long and tempers sometimes get short. It's just like any business, except suddenly it's in the midst of your home or office. Don't worry. If you know what to expect, you can minimize the impacts and enjoy the filmmaking process.

Types of Productions, Schedules & Budgets

Locations for all entertainment projects are scouted and secured during the period before filming known as "pre-production." The time allowed for this can be as little as a few days, depending on the production. The main types of production most likely to be interested in your property are feature films, television and commercials.

Feature Films

Feature films typically have a cast and crew size of 85-100 people. Budget range from less than \$1 million to over \$100 million, and preparation may begin up to 4 months in advance of the start of principal photography. During this time, budgets are set and locations are chosen. The average shooting schedule for a film is three months, and one location might be utilized for only a few days or for the entire production.

Made-for-Television Movies and Mini-Series

The average crew size for a mini-series or made-for-television movie (also called movie-of-the-week, or MOW) is similar to feature films. The budget per television movie is approximately \$3-8 million. Mini-series budgets can easily triple that figure. Pre-production for this format is usually 30 days. A two-hour MOW can be filmed in four weeks.

Episodic Television

These are usually one-hour dramatic series that regularly shoot on the streets of Southern California and other California communities. Cast and crew sizes for television shows are slightly smaller than for features. Weekly drama series production has an average shooting budget of \$2 million per episode. They film an episode in eight working days, with three to four days per episode shot on location. Most action series average nine locations per episode. Episodic television and commercials almost always suffer from severe time crunches. Quite often, a series is given an approved script just days prior to production. In addition, episodic television often uses the same locations multiple times, creating a recurring source of revenue for the homeowner and the state.

Commercials

Commercials have a very short turnaround time. They frequently shoot and edit in one week, and the spot is aired the following week. Often, if the advertising agency is from outside of Los Angeles (as most are), final decisions on locations are not made until these executives arrive.

Special Conditions for Filming in the San Pedro Business District

FilmL.A. 05/2009

The following Special Conditions for location filming in the San Pedro Business District have been established so that both the established businesses and production companies filming in the area can operate successfully and function in a cooperative manner. These Special Conditions apply to the area in downtown San Pedro comprised of 5th & 7th Streets between Pacific Avenue and Palos Verdes Street during normal business hours which are defined as 9:00 a.m. to 7:00 p.m. Violation of these conditions outlined below may result in permit revocation or other administrative action.

- Affected residents/merchants/businesses within 500 feet of any filming activity, including equipment parking, must be notified at least two working (2) days in advance of the first day of filming or the first day of any substantial set preparation. When filming on the 400 block of 6th Street, the entire 400 block of 6th Street. Permit requests must be submitted to FilmL.A. at least three (3) days in advance.
- Catering and feeding of cast/crew members inside the business district will be allowed on private property only. Any outdoor catering and feeding will require area to be tented. No street, sidewalk or public parking lots may be used for catering trucks or feeding crew at any time. If no private property is available, catering must be done outside of the business district.
- Cast/crew parking is not permitted to park on area streets, nor in any public parking areas within the San Pedro Business District. Off street, alternative parking must be provided.
- Production vehicle parking and the posting of “No Parking” signs require the signature of affected businesses. Posting/parking should be kept to a minimum in order to reduce any negative impact on the local business community. Productions companies are required to submit signatures to FilmL.A., for approval, at least twenty-four hours in advance of the film date.
- A FilmL.A. monitor will be assigned to encourage compliance with the permit and conditions. The monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming related activities to monitor permit compliance and proper departure time.
- Whenever possible, filming activities which involve exteriors, the use of sidewalks or streets, or public parking facilities are prohibited on the following holidays and the day prior: Valentine’s Day, Mother’s Day, Father’s Day, Easter and Thanksgiving.
- Winter holiday season filming activities which involve exteriors, the use of sidewalks or streets, or public parking facilities will not be permitted during regular business hours for the two weeks proceeding Christmas Day, unless approved by FilmL.A. FilmL.A approval will be based on an authorized signature survey of affected businesses demonstrating substantial support of the filming activities.
- Companies must notify the Chamber of Commerce, Linda Alexander at (310) 548-5395, of intended film, prep and strike days a minimum of 2 days in advance.
- Companies should be aware of the following events happening on a regular basis in the San Pedro business area and filming will generally not be permitted.
 1. First Thursdays: This event is the 1st Thursday of every month from 4pm to 10pm. The boundaries are 4th Street, Palos Verdes Street, 8th Street & Pacific Avenue.
***** No filming on the first Thursday of each month *****
 2. Farmers’ Market: This event is every Friday from 8:00 am – 3:00 pm on 6th Street between Pacific Avenue and Mesa Street.
- City parking lot #683 may be used. Companies will be allowed to use the East 1/2 of the lot for a total of 13 spaces. No trucks or trailers allowed.

The Special Filming Conditions described above will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These Special Conditions are general guidelines, and may not represent fully or accurately the conditions applicable to a particular filming or still photography activity on a particular date. Circumstances change constantly. **TO BE FULLY INFORMED OF CURRENT CONDITIONS, PRODUCTION COMPANIES MUST CONTACT FILML.A. WHEN WISHING TO FILM IN THIS NEIGHBORHOOD.**

Before and During a Shoot

1. Begin your dialogue with a location scout or manager with the respect and consideration you would like to receive. One can always move to a more aggressive stance. Often, they will be more generous to those who are pleasant.
2. Be reasonable: Yes, filming can be inconvenient and on occasion problematic, however; hundreds of thousand of dollars come into downtown San Pedro every year in payments to business and property owners. On occasion, a production company will bend to unreasonable demands because of time pressures; but that company also might never return and warn others to stay away.
3. If you object to the demands or approach of the location manager/scout write your comments or complaints on the signature sheet. These sheets are submitted to FilmLA before permits are given. The goal is to have all affected businesses sign the notice sheets. Any complaints are reviewed by FilmLA. In practice, if asked by the production company, FilmLA will intervene and, based on past experiences, may direct the Location manager to adjust their requirements, or, may allow less than 100% signing of affected businesses.
4. If you are having a problem during a shoot you can contact the following for assistance:
 - a. Location or Production Manager whose cell phone is listed on the door knob notices. They are usually in the vicinity of the shoot and responsive.
 - b. FilmLA monitor, on location, wears a polo shirt inscribed FilmLA and can be found where the action is on the street. If you are having difficulty locating him, contact FilmLA, at 1-213-977-8600 to ask for the production coordinator who has issued the permits. Virtually all downtown San Pedro filming includes a FilmLA monitor. FilmLA will ask for the Permit Numbers listed on the doorknob card to determine the Monitor assigned and will have them contact you.
 - c) Linda Alexander, San Pedro Chamber of Commerce Film Liaison at 310-548-5395 or (cell) 310-971-3440 - often also at the film site or within 5 minutes of downtown



Why Rent Your Property to the Film Industry?

The short answer is that the film industry will pay you for use of your property. Productions create other benefits as well, which we've listed below:

Property Improvement

Numerous industry regulations govern how production companies treat your property. Like campers in the wild, they are encouraged not only to leave the site in the same condition as when they found it, but often film companies will leave property in better condition. Based on the needs of the production, and with your permission, experienced construction personnel might need to mend cracks in walls, give a room a fresh coat of paint or plant new landscaping. It's an unexpected way to give your property a fresh look!

Promotional Opportunities

From the first use of your property – and your reputation in dealing with the crew – positive word-of-mouth can attract other film, television and commercial producers. Then there's the promotional or resale value in being able to say "My office building was featured in three episodes of CSI" or "they used my home as the hero's house" in a major Hollywood hit.

Regional Economy / Global Benefits to the State

Major productions can be a boon for entire communities. Restaurants, hardware stores, caterers, new and used clothing shops and myriad businesses benefit.

Furthermore, money spent in California benefits the entire state economy. More than 250,000 Californians are employed directly by the entertainment industry, which contributes more than \$1 billion annually in state sales tax. The industry generates over \$34 billion annually in California.

If a company is denied use of a preferred property, it is forced to look somewhere else. Sometimes that means outside of California. And when productions leave the state, they take their checkbooks with them. We want to do everything we can to ensure that they stay, reinforcing California's image as a "filmmaker-friendly" state.

What Should You Charge?

You've decided to say yes, and now it's time to set the fees. How do you do this?

The CFC recommends that you develop a sliding fee scale that takes into account various production budgets and the crew size. Don't forget to consider the time the company needs to dress (prepare) a location and strike (remove) the set dressing. You should charge a lesser fee (one-third to one-half of film day fees) for these days.

You should also consider the length of time that the film crew is there (some shoots may last only a half-day or less).

Additionally, if you are a small business (shop or service), you should be compensated for all lost busi-

ness while your premises are closed for filming, in addition to a location fee. If you are a larger business (corporation, office building) and not necessarily put out of business for the filming day, but inconvenienced, base your price on the rate comparable businesses in your area charge film companies for similarly requested activities. Leave negotiating room for differing types of activity and impact.

You should also take into consideration your level of inconvenience. You may wish to have different fees for interior and exterior filming. Since exterior filming is less intrusive, we suggest you charge a lower fee.

Considerations for Filming Inconvenience Fee Negotiation

A. First, evaluate the likely impact on your business

High Impact

- Business must be closed due to use of the interior by the film company; requires movement or storage of contents and/or attendance by owner or staff
- Business must be closed due to filming activity preventing access by customers
- Street closure or extensive traffic interruption
- Large truck/s in front of business; blocking view of business

Medium Impact

- Business open but sidewalk activity limits access; parking for customers is severely limited
- Business facade used in film but business remains open
- Window is re-done for film but business remains open
- Filming 2 or more businesses away but sidewalk access and parking restricted
- Loss of parking within 1 block

Low Impact

- Business is not normally open one or more days of the shoot
- Filming taking place outside of normal business hours
- Filming is taking place in the next block or some distance away on the same block and has little effect

B. Second, calculate the likely cost to your business based on:

- High, Medium or Low impact
- Receipts of prior years for that date, day of week or month of the year
- Calculate realistic expectations of receipts for this particular time
- Consider overhead or staffing requirements for that day/ if different from a normal day
- Decide an amount for your customers/ your inconvenience for your business being disrupted

For Further additional discussion on possible fees please contact either: Linda Alexander (310) 548-5395 or Marta Valladolid, Bringelson Jewelers (310) 832-5482, longtime merchant and former Film Liaison.

NOTE: If you are a tenant, it is important to understand your lease in regard to film negotiation.

- You may have a clause in your lease which requires that the landlord control negotiations
- Your landlord will have concerns about liability if filming is actually on their property
- Communicate!

Understanding Filming

The Shoot

For smaller film companies, there may be only a van or two and a few private vehicles. For larger companies the equipment trucks will arrive first, and include:

Parked closest to the location:

- 35-foot, 5 or 10-ton electrical truck (contains all lighting equipment)
- 35-foot grip truck (contains other equipment)
- 60-foot, 10-ton production truck (may include generators at rear of tractor)
- 20-foot camera van (camera equipment)

Space permitting, this equipment also needs to be parked as close as possible to the location:

- 30-foot, 5-ton set dresser's truck (contains props, flats, greenery)
- 30-foot, 5-ton special effects truck (if required, contains material/props for stunts, special effects)
- 30-foot crane (if needed, a large crane on wheels)

Parked nearby:

- 65-foot dressing room – toilet unit (commonly called a “honey-wagon”)
- 30-foot pick-up truck with wardrobe trailer
- 30-foot catering truck
- Motor homes 8 x 25 feet (two or more), for actors or director
- 15-foot maxi-van (for shuttling crew, cast)
- Production cars – 2-3 vans (for errands, runs to studio)

In addition, there may be “picture vehicles” – cars/trucks used within the shot. The trucks will be unloaded and the first set will be “set.” This takes about 1-1/2 hours. Then the cast will arrive.

The Role of the On-Site Monitor

Your monitor should be very familiar with your community's particular guidelines and should have the authority to approve or deny any filming requests as they arise. If you need to find the location or production manager, find a crewmember with a radio and have them paged.

Some possible last-minute reasons why your property won't be used:

Weather – Cover Set

The most common reason for change of location on short notice during shooting is weather. Some companies will have a “cover set” (alternate interior location) but will need to reschedule.

Schedule

The company may get ahead of or behind schedule and the shooting schedule may call for a location that was previously set for another date.

Cast (Illness, Conflicts, Not Scheduled)

An actor in a particular scene scheduled for that day's shooting may be ill, which would mean a change to another location at the last minute.

Script Rewrites

Script rewrites occur quite often and can create location changes.

Equipment Breakdown or Non-Arrival

The breakdown of equipment such as cameras and generators can bring about last-minute changes in the location schedule.

Clean-Up

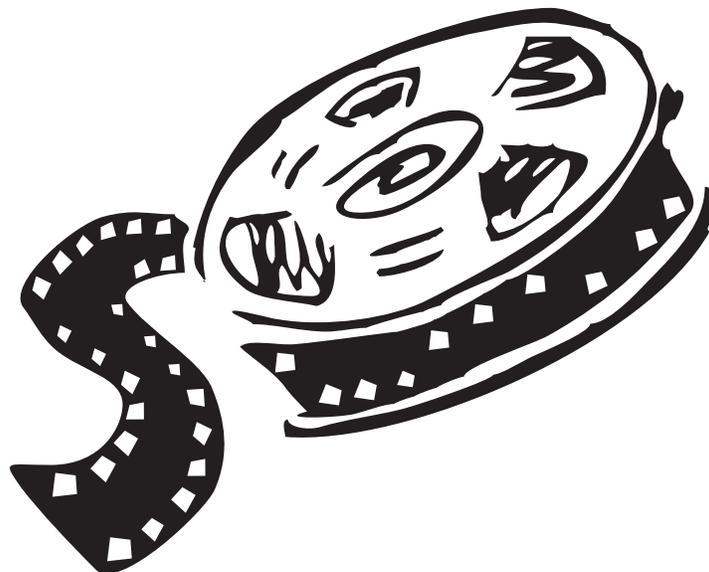
After the last shot is completed, the cast will leave and the crew will "wrap out" (close out the production). The assistant directors and the location manager will stay until the last truck has left. Make sure the film company employees leave your location the way they found it! All trash should be removed and all furniture, signs, etc., should be restored to their original places. Make sure that you have in writing a provision that the film company must restore your property to its original condition.

Damages/Claims

If you can spot damages as the company is wrapping out, bring it to the attention of the location manager or assistant director. They will either fix them at that time or schedule a day to complete repairs. If damages are extensive, present them in writing as soon as possible to the location manager or the unit production manager, who may then file an insurance claim. While on location, a film company is adequately insured for property and injury. This also includes personal damage if, for example, a crew member backs his rig into the neighbor's car.

Invoices

As mentioned, the CFC encourages payment, or partial payment, be requested before the company leaves the location. If this does not happen, invoice the company immediately. If you have any problems, please contact the CFC.



Resources

www.filmla.com - *FilmL.A., Inc.*

FilmL.A. is a private, nonprofit organization that coordinates and processes permits for on-location motion picture, television and commercial production under contract to an ever-increasing roster of public-sector clients in the Los Angeles region.

Ongoing community relations is a key component of the service we provide. We work to strike a balance between the needs and interests of the entertainment industry and the neighborhoods affected by on-location production.

In today's highly competitive, global entertainment production market, our services help the Los Angeles region retain its status as the entertainment production capital of the world.

www.film.ca.gov - *State of California Film Commission*

The California Film Commission is your one-stop office for permitting, location assistance, and filming resources throughout California. Our moderate weather with 315 sunny days per year and 840 miles of coastline, coupled with the greatest film crews and production facilities in the world makes California home to the entertainment industry.

The California Film Commission offers free on-line permitting for all state property including state parks and beaches, freeways, roads, and government buildings. From hospitals and prisons to back roads and mountain ranges, the California Film Commission helps filmmakers gain access to the perfect locations.

The California Film Commission staff is subject to state mandated furlough days twice per month. Due to the shortened work schedule, all permit applications must be submitted 4 business days prior to the 1st day prep/shoot day.

Cinemascout is our on-line database featuring California locations available for filming. We also host visitors at our on-site Location Resource Center for personalized assistance when searching for locations.

California has a network of over 50 Regional Film Offices across the state to provide localized support, detailed location information and facilitate the permit process.

We look forward to working with you on your next production in California!

Location Form

Date: _____ (Please fill out one sheet for each day you will be here.)

Hours: _____

Load In: Yes _____ No _____

Load Out: Yes _____ No _____

Full Street Closure: Yes _____ No _____

Partial Street Closure: Yes _____ No _____

Intermittent Traffic Control (ITC): Yes _____ No _____

Will you be using Parking Spaces on 6th. St? Yes _____ No _____

If yes where? _____

Will you be using parking Spaces in front of my building? Yes _____ No _____

Will you be using parking Spaces within 500 feet of my building? Yes _____ No _____

Will you be using Parking Spaces on Mesa? Yes _____ No _____

Will you be using Parking Spaces on Pacific? Yes _____ No _____

Will there be noise? Yes _____ No _____

Will the sidewalks be blocked? Yes _____ No _____

Production Company

Production Office Phone

On Site Location Manager

Phone

On Site Production Representative

Phone

Signature of Representative: _____

Please Print Name: _____

