

APPROVED AS TO FORM AND LEGALITY

  
CITY ATTORNEY'S OFFICE

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

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**RESOLUTION 1) AWARDING A GRANT TO OAKLAND CONVENTION AND VISITORS BUREAU (VISIT OAKLAND) IN AN AMOUNT NOT TO EXCEED ONE-HUNDRED THOUSAND DOLLARS (\$100,000) TO PURCHASE A FILM ATTRACTION DATABASE AND FUND IMPLEMENTATION AND MARKETING OF THE FILM ATTRACTION INITIATIVE; AND 2) AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND ENTER INTO A GRANT AGREEMENT WITH VISIT OAKLAND FOR UP TO A TWO-YEAR TERM WITH AUTHORITY TO EXTEND THE TERM WITHOUT INCREASING THE AMOUNT OF THE GRANT AWARD**

**WHEREAS**, recent economic reports prepared by Olsberg SPI and BAYVC Media, which City of Oakland staff included as Attachments A and B to the staff report on the film rebate program to City Council's Community Economic Development Committee on June 25, 2024, indicate that the Bay Area has regional assets to attract film productions, including investors, technology, storytellers, universities, and private foundations, but the current high cost of production as compared to other jurisdictions discourages film production in the Bay Area; and

**WHEREAS**, the lack of financial incentives to encourage film productions to take place in Oakland has resulted in only a small number of film productions to consider filming in the City each year; and

**WHEREAS**, the City permits film productions pursuant to Oakland Municipal Code (OMC) 5.24; and

**WHEREAS**, on July 16, 2024, the Oakland City Council adopted Ordinance No. 13808 C.M.S. to amend OMC 5.24 to establish a film rebate program to reimburse a percentage of film production expenses in the City; and

**WHEREAS**, the goal of the rebate program is to achieve a "win-win-win" of generating local employment and business opportunities, attracting new tax revenues to support City services, and providing outlets for artistic expression; and

**WHEREAS**, the Oakland Convention and Visitor's Bureau (Org. No. 2075608) (Visit Oakland) is a private, not-for-profit, 501(c)(6) organization whose mission is to increase tourism's economic impact to the City through destination development and whose core purpose is to elevate, celebrate and illuminate Oakland in all its vibrancy; and

**WHEREAS**, staff recommends providing Visit Oakland with funding to market the film rebate program and purchase a film attraction database to maximize public awareness of the film rebate program and to facilitate film productions to take place in the City, respectively; and

**WHEREAS**, Visit Oakland is uniquely qualified to market the City as a filming destination given their experience with promotional campaigns and Oakland's tourism sector; and

**WHEREAS**, as part of the City Council's adoption of the Fiscal Year 2024-2025 Midcycle Budget, the City Council allocated six hundred thousand dollars (\$600,000) towards the film program, with five hundred thousand dollars (\$500,000) of these funds allocated for the film rebate program and one-hundred thousand dollars (\$100,000) allocated for creating a database of Oakland film locations and assets and marketing Oakland as a destination for film productions; and

**WHEREAS**, funds are available in the General Purpose Fund (1010), Special Events Organization (85631), Third Party Grants Expenditure (54912), Film Initiative Project (1007498), Administration Program (IP03); now, therefore, be it

**RESOLVED:** That the City Council hereby awards a Grant to Visit Oakland in an amount not to exceed one hundred thousand dollars (\$100,000) for a two-year period for the purpose of purchasing a film attraction database and funding implementation and marketing of the film attraction initiative; and be it

**FURTHER RESOLVED:** That the City Administrator is hereby authorized to negotiate and execute a grant agreement with Visit Oakland in an amount not to exceed one hundred thousand dollars (\$100,000) and the City Administrator is authorized to modify, extend or amend the grant agreement without increasing the amount of the grant award; and be it

**FURTHER RESOLVED:** That City Administrator is authorized to take any other action necessary and consistent with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND  
PRESIDENT FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_

ASHA REED  
City Clerk and Clerk of the Council of the  
City of Oakland, California