

**CITY OF OAKLAND**  
**AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2008 OCT 16 PM 6:44

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Cultural Arts & Marketing Division  
DATE: October 28, 2008  
RE: **A Report Analyzing the Economic Benefits of Film Companies doing Filming in Oakland and the Impact of Parking Fees on the Amount of Filming that is being done and an Ordinance Amending Ordinance Number 12880 C.M.S. (Master Fee Schedule) to Establish a Film Activity Parking Fee.**

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**SUMMARY**

Over the last few years Oakland has seen a marked decline in the amount of filming related to the steep rise in parking fees, which have nearly tripled. At the same time, it has become standard practice for cities and states to promote film production for economic benefit by offering financial incentives to attract film productions to their area.

Staff is recommending that a new film parking fee be established to allow Oakland to remain competitive in attracting film production, and the associated economic benefit to the City through fees resulting in direct revenue, as well as associated local expenditures, jobs, and media presence. A more competitive fee structure should result in an increase in film production in Oakland and the associated economic and social benefits.

**FISCAL IMPACT**

Housed in the Cultural Arts & Marketing Division, the Oakland Film Office (OFO) is staffed by 2.0 FTEs and funded through the City's General Purpose Fund (1010). The total cost of the OFO operation is \$242,749 for FY 07-08. Since January 2007, the OFO has generated \$40,275 in direct City revenue from film permit and City owned facility rental fees, and \$167,184 to the Oakland Redevelopment Agency from Oakland Film Center rental revenue. Using a formula determined in a study done by the Motion Pictures Association of America (MPAA), it is estimated that since January 2007 filming has resulted in a \$7.7 million economic impact for Oakland's economy. According to the Monitor Report, as commissioned by the Directors Guild of America and the Screen Actors Guild, film industry revenue into a local economy "turns over" three times, which means it has triple the economic impact. The estimated impact of \$7.7 million does not reflect this multiplier, so the economic impact on Oakland could be approximately \$23 million.

Currently film productions pay approximately \$40-\$113 per metered parking space per day and \$20-\$94 per non-metered parking space per day. Staff is anticipating that with competitive fees, Oakland will draw new vendors and this increase in volume will potentially offset the decrease in revenue from current fees.

Item: \_\_\_\_\_  
Finance and Management Committee  
October 28, 2008

If new film parking fees are implemented in Oakland, it is reasonable to assume that filming will increase because Oakland will once again be competitive with the industry standard. Although there would be an immediate reduction in the direct revenue from issuing obstruction permits to film productions, the actual number of film productions – and the related revenue they generate for Oakland – would increase. This increased revenue would come from associated expenditures made by film production companies in the form of other fees paid directly to the City of Oakland (film permit fees, location fees, etc.), and in the form of sales, business and Transient Occupancy Taxes (TOT). There will also be an increase in the number of film production jobs, and positive media exposure for Oakland.

Although it is impossible to predict an exact number, it is certain that the amount of filming in the foreseeable future would grow as Oakland becomes more financially competitive as a film location.

**Below is a summary of revenue generated by the OFO since January 2007:**

<b>Film Permit and Location Fees (approx)</b>	<b>\$45,000</b>
<b>Oakland Film Center rental for 2007-08 (\$6966 per month for two years)</b>	<b>\$167,184</b>
<b>Estimated Economic Impact from Film (Based on MPAA study)</b>	
161 film days in 2007 and 2008 (partial) x \$47,993*	<b>\$7,726,873</b>

## **BACKGROUND**

The Oakland Film Office was established in 1989 and is governed by City of Oakland Filming Permits Ordinance, Oakland Municipal Code (OMC) (Chapter 5.24).

The OFO promotes filmmaking in the City of Oakland to advance economic development; generate revenue for the City and local economy; instill civic pride; and increase regional, national and international awareness of Oakland as a vibrant, beautiful and culturally diverse city. OFO services include marketing Oakland to the film industry; providing employment and

\* The Motion Picture Association of America has established an average dollar amount (\$47,993) spent locally per film day which includes food & catering, office supplies, car rentals, hotel accommodations, local transportation, building supplies, and other goods and services purchased locally. The actual dollar amount may be much higher for major projects. "The Bee Season" alone reports spending \$6.0 million out of their \$11 million budget in the Oakland area, far greater than the average of \$47,993 per film day.

business referrals; researching prospective locations; issuing and coordinating film permits; and supporting local film festivals and other film related events. Staff works closely with film personnel and production companies, cultivates strong working relationships with community organizations and businesses, and develops extensive mechanisms such as an interactive website, hotline, and volunteer internship program.

The OFO works closely with local production companies to find locations for their film projects. OFO staff ease the impact on the areas in which the filming is taking place by coordinating permits issued by public agencies, parking plans, financial arrangements with impacted businesses, police services, press, etc.

The OFO also promotes the Oakland Film Center (OFC), an incubator housing 25 film related businesses on the former Oakland Army Base. The Film Office refers local and non-local production companies to the OFC on a regular basis. Production companies rent equipment and trucks, hire contractors and use the surrounding area as a base camp at the OFC.

A production company reserves anywhere from one parking space to sixty parking spaces depending on the production. Comments received from production companies are included as Attachment A.

#### **Benefits of Filming Activity:**

Films made in Oakland bring national and international attention to the City, promote civic pride, tourism and highlight Oakland's diversity, amenities and assets. When filming is in progress, the productions also bring high profile producers, directors and actors to Oakland, who often return for more projects and refer their colleagues. Executives from the corporations for which commercials are being made (Toyota, Lexus, Jaguar, Adobe, Coca-Cola, etc.) are often at the filming location, providing the opportunity for Oakland to make an impression that may carry into other business opportunities.

The film industry is structured to create new job development. It offers a "career ladder" that affords entry-level opportunities for residents with limited educational and work experience as well as progressive career advancement after initial employment.

Entertainment workers earn substantially higher average wages than other workers in California. Average annual earnings for entertainment workers were \$73,000 in 2006, nearly 80 percent higher than the salary nationwide. The industry brings \$30.2 billion in revenue to U.S. vendors and suppliers and \$10 billion in income and sales taxes according to a report entitled "The Economic Impact of the Motion Picture and Television Production Industry on the United States 2006."

Following is a list of the types of businesses that typically derive direct revenue from film production:

Production supply services (i.e., tenants at Oakland Film Center)  
Building Suppliers (Lumber, paint, etc.)  
Office Suppliers  
Food & Catering Companies (on site)  
Hotels and Restaurants  
Car Rentals  
Transportation (Trucks and bus)  
Office and Telecommunications Equipment providers  
Gas Stations  
Retail Stores (Clothes, shoes, furniture, appliance, etc.)  
Dry Cleaners & Cleaning Services  
Airport traffic and taxes (passenger and freight)

## **KEY ISSUES AND IMPACTS**

The impacted City agencies and departments – Finance - Parking Division, Department of Information Technology (DIT) and CEDA were asked to provide feedback on the proposed new fee. The Parking Division and DIT expressed concerns that the new fee might reduce revenue; however Parking will collect the same fee (\$12.50 per meter) they currently receive, so there would be no loss in revenue. The Technology Enhancement Fee and Records Management Fee will still be assessed on the proposed new film parking fee and will continue to go to DIT. DIT may initially experience a modest decrease in revenue because the Technology Enhancement Fee and Records Management Fee are percentages assessed on each meter or non-meter space permitted. However once more filming activity is generated, the Parking and DIT revenue could increase. CEDA stated that their agency acts as a pass-through for the fees collected per metered and non-metered parking spaces above the \$12.50 that goes to Parking, and those monies go to the General Fund. It is important to note that when issuing the permits, CEDA does not currently track the fees collected by source/activity so it is not known how much filming-related fees are generated.

## **PROGRAM DESCRIPTION**

Cities and states all over the United States offer financial incentives to attract film productions to their area. However, the State of California and the City of Oakland do not offer such film incentives. Therefore, it is important that Oakland's fees are competitive to other U.S. locales in

order to attract filming. Remaining competitive brings more business and is an investment into the City's future.

Film productions reserve parking spaces in order for their production related vehicles to be near the filming site. Additionally, they reserve parking in order to clear the picture for the shot. The permit fee for reserving meter or non-metered parking spaces has more than tripled in the last few years resulting in a loss of film business.

A survey of 23 cities (Attachment B) found that the average cost to reserve a meter for film production is \$4.95; the average parking permit fee for Oakland is \$50. Twelve of the 23 cities surveyed offer free metered parking for productions. Nearby, the City of San Francisco offers free parking – as well as other financial incentives – to film companies.

**Total Filming Days in Oakland since January 2000:**  
(Filming projects on public property)

- Jan – Aug 2008: 90
- Jan – Dec 2007: 71
- Jan – Dec 2006: 145
- Jan – Dec 2005: 171
- Jan – Dec 2004: 174
- Jan – Dec 2003: 180
- Jan – Dec 2002: 158
- Jan – Dec 2001: 173
- Jan – Dec 2000: 156

History of fees for metered parking (plus permit fee, records management fee and technology enhancement fees):

Fiscal Year	Base Fee	Permit Fee	Records Management Fee 9.5%	Technology Enhancement Fee 5.25%	Total
2008-09	\$32.50	\$66	\$9.36	\$5.17	\$113.02
2007-08	\$31.20	\$63	\$8.95	\$4.95	\$108.10
2006-07	\$30.00	\$61	\$8.65	\$4.78	\$104.43
2005-06	\$29.00	\$59	\$8.36	\$4.62	\$100.98
2004-2005	\$26.00	\$54	\$7.60	\$4.20	\$91.80
2003-2004	\$12.00	\$52	0	0	\$64.00
2002-2003	\$11.00	0	0	0	\$11.00

Though parking fees began to escalate in the 2004-2005 budget year, production days began to decline as word spread slowly that Oakland's parking fees were outside the industry standard.

To regain filming activity, the OFO is proposing a new film parking fee that adjusts the film related parking fee to \$12.50 per metered space (to cover lost revenue) and \$2.95 for non-metered spaces (to cover the price of signage).

Major film highlights in Oakland include the Bee Season (Richard Gere), RENT (Rosario Dawson), Matrix Reloaded/Revolutions (Keanu Reeves) and the Kite Runner (based on the best selling book). However, Oakland has not hosted a major film shoot in over two years. Amongst the major film projects Oakland has lost due to high costs are: Lions for Lambs (Tom Cruise, Meryl Streep), Sweetwater, and a Tim Robbins film. This is a major loss of employment and business for Oakland.

### **Current Parking Permit Process**

The film company submits a map to the OFO with the number of parking spaces they would like to reserve and other details such as time and date of the posting. If the spaces are metered, a meter number needs to be included on the map. If the spaces are non-metered, then the production needs to indicate how many feet is needed (CEDA charges in 25 foot increments). Once the map is approved by the Oakland Film Office, the production company representative brings the map to CEDA's Permit and Forms Department on the 2<sup>nd</sup> Floor of the Dalziel Building. Contact information is entered by the CEDA representative and the production company is charged accordingly. No Parking signs are given to the production company representative to post on the metered or non-metered spaces.

Attachment C contains the current obstruction permit rates charged by the Community & Economic Development Agency. Attachment D is the Master Fee Schedule (Ordinance No. 12880 C.M.S.). A comparison of the two documents will show how the actual cost to the production company is significantly higher than the rate shown on the Master Fee Schedule. The base rate from the Master Fee Schedule is increased by the addition of application, records management and technology enhancement fees. A matrix showing the parking rate states a base rate of \$32.50 per meter. To reserve non-metered parking, it is \$16.25 per 25 feet per day. However, other costs added to this fee are the application, records management and technology enhancement fees bringing the cost much higher than the base rates. In addition to the fee per parking space there is an application fee of \$66, a records management fee of 9.5% and a technology enhancement fee of 5.25% of the parking and permit fees added on to the total.

Examples of current rates for parking in Oakland:

Cost of Metered Space Based on Quantity	Base Fee	Permit Fee	Records Management Fee 9.5%	Technology Enhancement Fee 5.25%	Total Parking Fees
1 (\$113.02)	\$32.50	\$66	\$9.36	\$5.17	\$113.02
5 (\$52.44)	\$162.50	\$66	\$21.70	\$12	\$262.20
10 (\$44.87)	\$325.00	\$66	\$37.14	\$20.53	\$448.67
15 (\$42.34)	\$487.50	\$66	\$52.58	\$29.06	\$635.14

Cost of Non-metered Space Based on Quantity	Base Fee	Permit Fee	Records Management Fee 9.5%	Technology Enhancement Fee 5.25%	Total Parking Fees
1 (\$94.38)	\$16.25	\$66	\$7.81	\$4.32	\$94.38
5 (\$33.79)	\$81.25	\$66	\$13.99	\$7.73	\$168.97
10 (\$26.20)	\$162.50	\$66	\$21.71	\$12.00	\$262.20
15 (\$23.69)	\$243.75	\$66	\$29.43	\$16.26	\$355.44

See Attachment E for a sample receipt for the cost of 32 spaces for one day of production. The expense to the production company was \$1,269.14 or \$39.66 per metered space per day.

When Oakland loses a project, it not only impacts business and employment, it misses out on the civic pride and inspiration resulting from filming activity. When the Will Smith/Riding the Bus Production "The Pursuit of Happyness" filmed in Oakland in 2005, they made generous donations to non-profit organizations. Will Smith visited the Bay Area Technology School, located at 1920 Telegraph, and invited the students to play hoola-hoop with him in his private staging area where he signed autographs and posed for pictures. Riding the Bus Productions estimates direct expenditures of more than \$50,000 in downtown Oakland on parking fees, merchant inconvenience fees, location fees and donations to non-profits in addition to the normal cost of production.

Proposed Film Activity Parking Fee

Staff proposes a new set of Film Parking Fees that will accomplish two things:

- A) Recover the amount of revenue that would be raised per metered space if it generated income on the same day through normal usage
- B) Regain competitive edge for film production.

The City of Oakland charges \$1.25 per hour for parking at a metered space under normal circumstances, for a total of \$12.50 per day.

Proposed Rate for Film Parking:

Metered Parking (excluding Sundays and holidays):  
\$12.50 per meter

Metered Parking on Sundays and holidays:  
\$2.95 per 25 linear feet of metered space(s)

Non-Metered parking:  
\$2.95 per 25 linear feet

Cost per Metered Space based on Quantity	Base Fee	Records Management Fee 9.5%	Technology Enhancement Fee 5.25%	Total Parking Fees
1 (\$14.35)	\$12.50	\$1.19	\$.66	\$14.35
5 (\$14.34)	\$62.50	\$5.93	\$3.28	\$71.71
10 (\$14.34)	\$125.00	\$11.88	\$6.56	\$143.44
15 (\$14.34)	\$187.50	\$17.81	\$9.84	\$215.15

Cost per Non-metered Space based on Quantity	Base Fee	Records Management Fee 9.5%	Technology Enhancement Fee 5.25%	Total Parking Fees
1 (\$3.38)	\$2.95	\$.28	\$.15	\$3.38
5 (\$3.38)	\$14.75	\$1.40	\$.77	\$16.92
10 (\$3.38)	\$29.50	\$2.80	\$1.55	\$33.85
15 (\$3.38)	\$44.25	\$4.20	\$2.32	\$50.77



Staff recommends that film productions pay a new film parking fee that is based on cost recovery, and that the film parking fee be adjusted automatically to reflect any future changes to the parking rate paid at meters. The same procedure that is currently employed for obtaining an encroachment permit (as described above in the Current Parking Permit Process section) would be maintained to obtain a film parking permit.

When filming in Oakland, production companies would purchase a film parking fee in lieu of the construction based CEDA parking fee. The fee would be directed to parking enforcement. The production company would not be subject to the CEDA obstruction permit application fee (film companies already pay a film permit fee), and would continue to pay the CEDA records management fee and technology enhancement fee.

## **SUSTAINABLE OPPORTUNITIES**

**Economic:** The direct economic opportunities associated with the OFO include TOT, business tax and sales tax revenues generated for the City of Oakland from production company expenditures. By attracting film production, the OFO's marketing activities indirectly provide entry-level to executive-level employment opportunities for Oakland residents in jobs within the film business including, but not limited to, location scouts and managers, production assistants, office staff, caterers, lighting and sound technicians, camera operators, set decorators, props and scenery designers, painters and construction crews, editors, special effects designers, drivers, publicists, actors, directors, producers and many others.

**Environmental:** "Green" filmmaking practices and businesses such as Tree Hugger catering are encouraged. One of the businesses at the Oakland Film Center provides generators that are fueled by bio-diesel. The OFO recycles its discarded paper and other recyclables, and encourages all clients to do the same, including encouraging them to donate leftover food to organizations such as Oakland Potluck and other worthy charities.

**Social Equity:** The film industry revenues generated by the OFO are part of the City's General Fund budget, which supports vital community services.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

This report does not impact disability or senior citizen access. The OFO is accessible to both senior citizens and persons with disabilities.

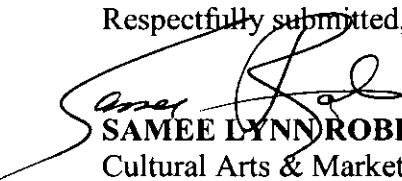
## RECOMMENDATION(S) AND RATIONALE

Staff recommends that Council accept this report and adopt the proposed ordinance amending the Master Fee Schedule. Once adopted, the amended fees would take effect immediately. By establishing a new film parking fee structure, Oakland will be more competitive in the film industry. Increased film production would result in increased employment opportunities for Oakland residents and increased spending to spur Oakland's economy. Additional filming would increase Oakland's visibility in media and electronic arts including but not limited to: film, television, commercials, print advertisements, web, etc.

## ACTION REQUESTED OF THE CITY COUNCIL

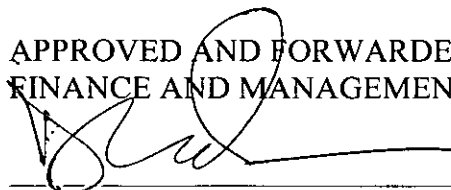
Staff recommends that Council accept this report and adopt the proposed ordinance amending the Master Fee Schedule. Once adopted, the amended the new film parking fees would take effect immediately.

Respectfully submitted,

  
**SAMEE LYNN ROBERTS, MANAGER**  
Cultural Arts & Marketing Division  
Office of the City Administrator

Report prepared by:  
Ami Zins, Film Coordinator  
Janet Austin, Assistant Film Coordinator

APPROVED AND FORWARDED TO THE  
FINANCE AND MANAGEMENT COMMITTEE:

  
\_\_\_\_\_  
Office of the City Administrator

Attachment A – Customer comments regarding current parking rates in Oakland  
Attachment B – Parking Fee Best Practices of Selected Competitors  
Attachment C – FY08-09 Obstruction Permit Rates  
Attachment D – FY08-09 Film Related Fees (Master Fee Schedules)  
Attachment E – Example - Obstruction Permit Receipt

Item: \_\_\_\_\_  
Finance and Management Committee  
October 28, 2008

**Attachment A**

**Customer Comments Regarding Current Parking  
Rates in Oakland**

Oakland Film Office

From: **Jeromy Z** <[jeremiahz@yahoo.com](mailto:jeremiahz@yahoo.com)>

Date: Thu, Jul 10, 2008 at 12:37 PM

Subject: Oakland Parking

To: [filmoakland@filmoakland.com](mailto:filmoakland@filmoakland.com), [dbrooks@oaklandnet.com](mailto:dbrooks@oaklandnet.com), [jquan@oaklandnet.com](mailto:jquan@oaklandnet.com),  
[pkernighan@oaklandnet.com](mailto:pkernighan@oaklandnet.com), [cityochang@aol.com](mailto:cityochang@aol.com), [idelafuente@oaklandnet.com](mailto:idelafuente@oaklandnet.com),  
[nnadel@oaklandnet.com](mailto:nnadel@oaklandnet.com), [lreid@oaklandnet.com](mailto:lreid@oaklandnet.com), [jbrunner@oaklandnet.com](mailto:jbrunner@oaklandnet.com),  
[citymanager@oaklandnet.com](mailto:citymanager@oaklandnet.com), [officeofthemayor@oaklandnet.com](mailto:officeofthemayor@oaklandnet.com)

**To whom it may concern:**

**I understand there is major discrepancy between the rates charged for parking for commercial, television and film production in the city of Oakland and every other major city in the U.S.**

**While parking rates may not seem like much, they are just one small step toward bringing more production companies to the East Bay. It should be obvious that the more production that comes to Oakland, the more prosperous all business in Oakland become.**

**Production supports all types of businesses in all different aspects. If we have to chip away one bit at a time, parking rates are as good a place to start as any. Please add my vote to asking for more competitive parking rates for production within the city of Oakland.**

**It truly is one step closer to bringing more production, and therefore more jobs and more work for those business working here.**

**Thank you,**

**Jeromy Zajonc**

**Line Producer**

**"Touching Home" (starring Ed Harris)**

**[www.touchinghomemovie.com](http://www.touchinghomemovie.com)**

**(415) 259-7263 cell**

From: **Chris Martin** <[chrismartinsf@gmail.com](mailto:chrismartinsf@gmail.com)>

Date: Tue, Jul 8, 2008 at 12:11 PM

Subject: Oakland's Parking Rates

To: [dbrooks@oaklandnet.com](mailto:dbrooks@oaklandnet.com), [iquan@oaklandnet.com](mailto:iquan@oaklandnet.com), [pkernighan@oaklandnet.com](mailto:pkernighan@oaklandnet.com),  
[cityochang@aol.com](mailto:cityochang@aol.com), [idelafuente@oaklandnet.com](mailto:idelafuente@oaklandnet.com), [nnadel@oaklandnet.com](mailto:nnadel@oaklandnet.com),  
[lreid@oaklandnet.com](mailto:lreid@oaklandnet.com), [jbrunner@oaklandnet.com](mailto:jbrunner@oaklandnet.com), [citymanager@oaklandnet.com](mailto:citymanager@oaklandnet.com),  
[officeofthemayor@oaklandnet.com](mailto:officeofthemayor@oaklandnet.com)

Cc: [filmoakland@filmoakland.com](mailto:filmoakland@filmoakland.com)

Dear Mr. Mayor and Oakland City Council Members

I wanted to add my voice to others who have recently requested the City of Oakland reexamine its parking rates charged to film productions. I've attended several of the council meetings in the past in which the economics of filmmaking have been discussed. It appears that many council members at least agree with the reasoning that a dollar spent on a film project in Oakland yields more than a dollar in downstream revenue. It's because of this that cities and states throughout the country are happily establishing incentive programs to benefit their workforces and small business.

Though these parking rates yield revenue directly to the city, it is a small, short term, and limited revenue. That money is better spent on labor and small businesses which later create more lucrative tax bases.

Oakland has a healthy recent history of opening itself to film productions, thanks in part to the Film Office. While a lasting incentive program may currently be beyond the reach of Oakland, the small amount it realizes in parking fees is actually a significant expense to film productions, particularly over four to six week period, because most productions are mobile entities with lots of cars and trucks in tow. Lessening or eliminating these fees would go far to encouraging productions to come to Oakland.

Thank you for your considerations.

Chris Martin  
Production Manager  
415 861 8832 office  
415 200 8449 cell

From: **Nancy\*Hart\*Servin** <[nharts@silcon.com](mailto:nharts@silcon.com)>

Date: Sat, Jul 5, 2008 at 12:51 PM

Subject: High parking fees for Film productions

To: [filmoakland@filmoakland.com](mailto:filmoakland@filmoakland.com), [dbrooks@oaklandnet.com](mailto:dbrooks@oaklandnet.com), [jquan@oaklandnet.com](mailto:jquan@oaklandnet.com),  
[pkernighan@oaklandnet.com](mailto:pkernighan@oaklandnet.com), [cityochang@aol.com](mailto:cityochang@aol.com), [idelafuente@oaklandnet.com](mailto:idelafuente@oaklandnet.com),  
[nnadel@oaklandnet.com](mailto:nnadel@oaklandnet.com), [lreid@oaklandnet.com](mailto:lreid@oaklandnet.com), [jbrunner@oaklandnet.com](mailto:jbrunner@oaklandnet.com),  
[dlindheim@oaklandnet.com](mailto:dlindheim@oaklandnet.com), [officeofthemayor@oaklandnet.com](mailto:officeofthemayor@oaklandnet.com)

Hello-

I have just received an email forwarded from my union, IATSE Local 784, about very high parking rates that the City of Oakland charges film companies who want to film in Oakland.

If this is true, I would like to ask you to consider ending Oakland's parking fee policy for film companies immediately, and that the Oakland Film Office do whatever is needed to advertise that fact.

Surely the amount of extra income from parking fees cannot be rationally balanced against the financial loss of even one film not shooting in Oakland because of unusually high costs. Oakland has many interesting and varied locales to entice filmmakers- as you can see by the Oakland Film Office's own website-

[http://www.filmoakland.com/locationgallery/locationgallery\\_overview.htm](http://www.filmoakland.com/locationgallery/locationgallery_overview.htm)

All of us who work in the film industry in the Bay Area are aware of a huge drop in films and television being shot here. Many productions are now filmed in Canada because it is cheaper- especially cheaper than San Francisco. Let's not see Oakland lose that income also.

Please end any parking fee program that will drive potential film shoots away from Oakland.

Here's a quote from the email I rec'd today:

Producers from "Four Christmases", 12-07, stated they would never film in Oakland again. These are producers who film all over the the country and the world. Commercial companies are now shying away from Oakland.

Thank you-

Nancy Servin  
Member IATSE Local 784  
41st St. Oakland

From: **Amanda Steigerwald** <[amandasteigerwald@gmail.com](mailto:amandasteigerwald@gmail.com)>

Date: Wed, Jul 2, 2008 at 12:44 PM

Subject: Oakland Parking Rates - Please do something!

To: [filmoakland@filmoakland.com](mailto:filmoakland@filmoakland.com), [dbrooks@oaklandnet.com](mailto:dbrooks@oaklandnet.com), [jquan@oaklandnet.com](mailto:jquan@oaklandnet.com),  
[pkernighan@oaklandnet.com](mailto:pkernighan@oaklandnet.com), [cityochang@aol.com](mailto:cityochang@aol.com), [idelafuente@oaklandnet.com](mailto:idelafuente@oaklandnet.com),  
[nnadel@oaklandnet.com](mailto:nnadel@oaklandnet.com), [lreid@oaklandnet.com](mailto:lreid@oaklandnet.com), [jbrunner@oaklandnet.com](mailto:jbrunner@oaklandnet.com),  
[citymanager@oaklandnet.com](mailto:citymanager@oaklandnet.com), [officeofthemayor@oaklandnet.com](mailto:officeofthemayor@oaklandnet.com)

Dear Oakland City Officials:

Hello, my name is Amanda Steigerwald. I am a production coordinator in the bay area . Born and raised in Oakland, I attended film school in New York City, but came back to Oakland to start my career in the industry. I had heard that Oakland was becoming a place where filmmakers wanted to go to make their films. I know this is still true, but sometimes filmmakers have to make sacrifices, and although they want to shoot in Oakland, they end up shooting just over the bridge in San Francisco, or going all the way to L.A. to make their films because Oakland doesn't offer any incentives to shoot here. It is becoming increasingly more difficult to compete in the market for commercials and feature films in the city of Oakland. Production companies spend so much money at local businesses while they are here, I would think that Oakland would want to encourage people in the industry to come to our city to film. If the Olympic committee wanted to hold the Olympics in Oakland the city would do everything possible to bring that revenue into our city. Oakland should do the same for the film industry. Meanwhile, I know so many talented people in the industry: producers, production managers, art directors, and production assistants, the list is endless, who have moved to L.A. because there just isn't enough work here for them to survive, let alone thrive. I don't want to move from this amazing city. Please do something to bring film and commercial productions to Oakland. Producers want to film here. It wouldn't be difficult to get them here, if we just made it a little easier and more competitive with other cities. Did you know that out of New York City, Chicago, Los Angeles, and San Francisco, that Oakland is the only city that charges for parking? Even just this one change could make all the difference.

Thank you for your time.

Sincerely,

Amanda Steigerwald  
[amandasteigerwald@gmail.com](mailto:amandasteigerwald@gmail.com)

From: **DAVID LEZYNSKI** <[lezynski@mac.com](mailto:lezynski@mac.com)>

Date: Mon, Jun 30, 2008 at 11:22 AM

Subject: Parking for Film..... Outrageous

To: [dbrooks@oaklandnet.com](mailto:dbrooks@oaklandnet.com), [jquan@oaklandnet.com](mailto:jquan@oaklandnet.com), [pkernighan@oaklandnet.com](mailto:pkernighan@oaklandnet.com),  
[nnadel@oaklandnet.com](mailto:nnadel@oaklandnet.com), [lreid@oaklandnet.com](mailto:lreid@oaklandnet.com), [jbrunner@oaklandnet.com](mailto:jbrunner@oaklandnet.com),  
[filmoakland@filmoakland.com](mailto:filmoakland@filmoakland.com), [citymanager@oaklandnet.com](mailto:citymanager@oaklandnet.com),  
[officeofthemayor@oaklandnet.com](mailto:officeofthemayor@oaklandnet.com)

Cc: Tim Ranahan <[ranahan@gmail.com](mailto:ranahan@gmail.com)>

To all.....

Just wanted to make a protest about the Cruel and Unusual parking rates for Film projects in Oakland.

I understand Oakland has lost more than one movie project because of Parking Fees.

Because of the local revenue generated by a motion picture, the city of Oakland has cut off its nose... And ignored the larger picture of income to the City.

I have lived in Oakland since 1980 and my livelihood is solely dependent on the Movies that come into the Bay Area.

Oakland seems to be Anti-MovieMaking..... This is not Good for Oakland or Myself.

I am a Citizen and Resident of Oakland and I ask for a review of the Crummy Parking Fees charged to Movie Companies

Sorely

David Lezynski  
3318 Octavia St  
Oakland CA 94619  
510-604-0155



From: **Ryan Neely** <[ryanneely@sbcglobal.net](mailto:ryanneely@sbcglobal.net)>

Date: Mon, Jun 30, 2008 at 9:58 PM

Subject: Re: Parking Costs for Film Production

To: [filmoakland@filmoakland.com](mailto:filmoakland@filmoakland.com), [dbrooks@oaklandnet.com](mailto:dbrooks@oaklandnet.com), [jquan@oaklandnet.com](mailto:jquan@oaklandnet.com),  
[pkernighan@oaklandnet.com](mailto:pkernighan@oaklandnet.com), [cityochang@aol.com](mailto:cityochang@aol.com), [idelafuente@oaklandnet.com](mailto:idelafuente@oaklandnet.com),  
[nnadel@oaklandnet.com](mailto:nnadel@oaklandnet.com), [lreid@oaklandnet.com](mailto:lreid@oaklandnet.com), [jbrunner@oaklandnet.com](mailto:jbrunner@oaklandnet.com),  
[citymanager@oaklandnet.com](mailto:citymanager@oaklandnet.com), [officeofthemayor@oaklandnet.com](mailto:officeofthemayor@oaklandnet.com)

To whom it may concern:

I understand there is major discrepancy between the rates charged for parking for commercial, television and film production in the city of Oakland and every other major city in the U.S.

While parking rates may not seem like much, they are just one small step toward bringing more production companies to the East Bay. It should be obvious that the more production that comes to Oakland, the more prosperous all business in Oakland become.

Production supports all types of businesses in all different aspects. If we have to chip away one bit at a time, parking rates are as good a place to start as any. If I could simply add my vote to asking for more competitive parking rates for production within the city of Oakland, I will thank you and take my leave.

It truly is one step closer to bringing more production, and therefore more jobs and more work for those business working here.

Thank you,

Ryan M. Neely  
510.395.7170 cell  
510.323.7010 efax  
[ryanneely@sbcglobal.net](mailto:ryanneely@sbcglobal.net)

From: **Andrew Lewis / The Art Dept.** <[AndrewProps@comcast.net](mailto:AndrewProps@comcast.net)>

Date: Mon, Jun 30, 2008 at 9:21 PM

Subject: Filming in Oakland

To: [dbrooks@oaklandnet.com](mailto:dbrooks@oaklandnet.com), [jquan@oaklandnet.com](mailto:jquan@oaklandnet.com), [pkernighan@oaklandnet.com](mailto:pkernighan@oaklandnet.com),  
[cityochang@aol.co](mailto:cityochang@aol.co), [jdela Fuente@oaklandnet.com](mailto:jdela Fuente@oaklandnet.com), [nnadel@oaklandnet.com](mailto:nnadel@oaklandnet.com),  
[lreid@oaklandnet.com](mailto:lreid@oaklandnet.com), [jbrunner@oaklandnet.com](mailto:jbrunner@oaklandnet.com), [citymanager@oaklandnet.com](mailto:citymanager@oaklandnet.com),  
[officeofthemayor@oaklandnet.com](mailto:officeofthemayor@oaklandnet.com), [ranahan@gmail.com](mailto:ranahan@gmail.com)

To all of those concerned, (we should all be concerned)

I have been involved in the film industry for many years and find it appalling that the City of Oakland is not doing everything in it's powers to encourage, entice and invite production companies to film in their beautiful city!

The weather is great, the people are great and the scenery is great....if given the same courtesies that other "film friendly" cities give to production companies and film crews, a tremendous revenue can be expected in the form of good publicity, work, education and money.

The revenue generated is many times the discounts granted to these film related industries. Income from hotel rooms, rental cars & trucks, parking, tolls, restaurants, shopping, location & parking permits, work and many other forms of revenue are generated by this this industry!

Vancouver, a VERY "film friendly" city, generates approximately 650 million dollars in annual revenue related to Television Series, Feature Movies, Music Videos and Television Commercials. That is a considerable amount of money just for welcoming these "Film Related" companies to your city!

I encourage you to make the right decisions that will bring a much needed lift to the city of Oakland and the Bay area!

Sincerely

Andrew Lewis - Art Director / Prop Master

From: **erika ranahan** <eranahan@yahoo.com>

Date: Mon, Jun 30, 2008 at 12:34 PM

Subject: Exorbitant Parking rates

To: filmoakland@filmoakland.com

Greetings,

My name is Erika Ranahan and I have been working in the Bay Area film business for over 11 years. My bread and butter relies on having a thriving film industry in the area, especially Oakland and due to these exorbitant parking rates we are losing not only jobs in our industry but also a large influx of income for the whole business community of Oakland.

Film and media reaches the world and in my travels Oakland is known as a place for violence not a place that is home to such a varied and diverse population, wouldn't it be a great change if we began to promote Oakland and support the medium that brings Oakland to the world?

Let's look to future instead of living only for today, reviewing these rates and making a CHANGE would be a great place to start.

Thank you,  
Erika Ranahan

From: **cheryl rosenthal** <[truetolifefilms@mac.com](mailto:truetolifefilms@mac.com)>

Date: Sat, Jun 21, 2008 at 6:30 PM

Subject: filming in oakland

To: [dbrooks@oaklandnet.com](mailto:dbrooks@oaklandnet.com), [jquan@oaklandnet.com](mailto:jquan@oaklandnet.com), [pkernighan@oaklandnet.com](mailto:pkernighan@oaklandnet.com),  
[cityochang@aol.com](mailto:cityochang@aol.com), [idelafuente@oaklandnet.com](mailto:idelafuente@oaklandnet.com), [nnadel@oaklandnet.com](mailto:nnadel@oaklandnet.com),  
[lreid@oaklandnet.com](mailto:lreid@oaklandnet.com), [jbrunner@oaklandnet.com](mailto:jbrunner@oaklandnet.com), [citymanager@oaklandnet.com](mailto:citymanager@oaklandnet.com)

Dear City Council Members,

I have been in production in the bay area for 20 years. Over the years i have watched our film community flourish and cease. Most of the up's and down's can be attributed to how the local film commissions support our business.

It is with that in mind that i write you. Honestly, Oakland and Amy has been my favorite city in the bay area to shoot. But with the increase in parking rates, most of my budgets will not be able to pay the higher rates. Why have you raised the rates so high? Do you realize that this will turn business away? When filming leaves a city, other local businesses are effected as well individual labor income. I hope that you will reevaluate the impact these new rates have. Already, out of town companies are saying they will not come back to your city. This is a very sad turn for the film economy. Please, please, realize what this decision has done and the money you will lose because of it.

Sincerely,

Cheryl Rosenthal  
Producer

From: **Tim Ranahan** <[ranahan@gmail.com](mailto:ranahan@gmail.com)>

Date: Sat, Jun 21, 2008 at 12:16 PM

Subject: City of Oakland's parking rates drives away business

To: [filmoakland@filmoakland.com](mailto:filmoakland@filmoakland.com), [dbrooks@oaklandnet.com](mailto:dbrooks@oaklandnet.com), [jquan@oaklandnet.com](mailto:jquan@oaklandnet.com),  
[pkernighan@oaklandnet.com](mailto:pkernighan@oaklandnet.com), [cityochang@aol.com](mailto:cityochang@aol.com), [idelafuente@oaklandnet.com](mailto:idelafuente@oaklandnet.com),  
[nnadel@oaklandnet.com](mailto:nnadel@oaklandnet.com), [lreid@oaklandnet.com](mailto:lreid@oaklandnet.com), [jbrunner@oaklandnet.com](mailto:jbrunner@oaklandnet.com),  
[citymanager@oaklandnet.com](mailto:citymanager@oaklandnet.com), [officeofthemayor@oaklandnet.com](mailto:officeofthemayor@oaklandnet.com)

Hello all,

I wanted to drop a line to all of you regarding my concern about the exorbitant parking rates Oakland imposes on film and media companies wanting to work within our city.

Below you will find a breakdown of most major cities in North America that conduct major film or media projects. Please note that when you add everything up, Oakland by far costs more than any other city. This is compounded by the fact that Oakland and the State of California have no incentives to offer production companies as to entice them to work here. These production companies bring jobs, and a huge amount of money into our city and local economy. My belief is that during these tough economic times and rising unemployment, we must look past the initial income from parking rates and open our doors to productions (feature, television, and commercial). This in conjunction with the proposed Oakland Film and Media center, on the old Oakland Army depot, gives us the opportunity to make Oakland the film and media hub for all of Northern California. The film industry can bring high paying jobs to our community. With this in mind, we will be instituting P.A.U. (Production Assistant University). The major goal of PAU is to help young people in Oakland improve their employment opportunities and forge a promising future for themselves through work in the entertainment business.

New York City Filming Rates:

Filming        FREE

Parking        FREE

(has numerous film incentives)

Chicago Filming Rates

Filming        \$25.00 per day / per location

Parking        FREE

(state tax incentives)

Los Angeles Filming Rates:

Filming        \$450.00

Still Shoots   \$45.00

Parking        FREE

(has film incentives)

San Francisco Filming Rates:

Filming/ Commercial \$200.00

Still \$100.00

Filming/Feature \$300.00

Parking FREE

(has film incentives)

Oakland Filming Rates:

Filming \$150.00

Still \$100.00

Parking \$30.00 (per metered parking space, \$108.09 min.) 16 spaces would be \$645.12 a day

Parking \$15.00 (per un-metered parking space, \$90.19 min) 16 spaces would be \$358.71 a day

(no incentives)

I welcome your feedback and please feel free to contact me at anytime.

Sincerely,

Tim Ranahan

--

Ranahan Production Services, Inc.

P.O. Box 20660

Oakland, CA 94620

[ranahan@gmail.com](mailto:ranahan@gmail.com) / [www.ranahan.com](http://www.ranahan.com)

510-268-3500 office / 510-268-3900 fax

From: Maya Owings <[mayao@sbcglobal.net](mailto:mayao@sbcglobal.net)>

Date: Mon, Jun 23, 2008 at 3:10 PM

Subject: SUPPORT FILM PRODUCTION IN OAKLAND - lower parking rates

To: [dbrooks@oaklandnet.com](mailto:dbrooks@oaklandnet.com), [jquan@oaklandnet.com](mailto:jquan@oaklandnet.com), [lreid@oaklandnet.com](mailto:lreid@oaklandnet.com),  
[jbrunner@oaklandnet.com](mailto:jbrunner@oaklandnet.com), [citymanager@oaklandnet.com](mailto:citymanager@oaklandnet.com)

Cc: [filmoakland@filmoakland.com](mailto:filmoakland@filmoakland.com), "Nadel, Nancy" <[NNadel@oaklandnet.com](mailto:NNadel@oaklandnet.com)>,  
[pkernighan@oaklandnet.com](mailto:pkernighan@oaklandnet.com), [officeofthemayor@oaklandnet.com](mailto:officeofthemayor@oaklandnet.com), [jquan@oaklandnet.com](mailto:jquan@oaklandnet.com)

Hello City Officials and Professionals,

As a local Production Manager for film and television in the Bay Area, I work with many companies from all over the country, many of them large studios out of LA and NY (Dreamworks, New Line Cinema, etc...). Thankfully, almost every job I work touches the East Bay in some manner, whether it's through equipment rental (East Bay Ford, Ranahan Production Services, DTC Grip & Electric, to name a few), meals (various East Bay restaurants), transportation (Oakland Airport, BART, HERTZ Equipment Rental, Enterprise) or as a location (downtown Oakland, Lake Merritt) the East Bay is integral to my responsibilities logistically, financially and creatively.

Sadly, whenever I work with Oakland as a location I am, without fail, struck at the exorbitant costs of parking in Oakland proper. I find myself defending the City and the Film Office to out-of-state Producers! No matter how hard I try to explain how great Oakland is for filming, no amount of sweet talk to these Producers will erase the fact that they are dumbfounded and exasperated at how costly Oakland parking rates are.

I am a person in film who hires local talent to work on film shoots and similarly, I am someone who sends those people out, into Oakland to spend money on projects (commercials, movies, industrials) and I hate to see that money disappear just because Oakland Parking rates are too high.

**PLEASE THINK LONG-TERM AND RECONSIDER THE CURRENT CITY OF OAKLAND PARKING RATES. MAINTAINING THESE HIGH RATES FOR SHORT TERM FINANCIAL GOALS WILL NOT KEEP JOBS IN OAKLAND FOR THE LONG RUN. THE FILM INDUSTRY IS A REAL, VIABLE INDUSTRY THAT FUNNELS HUNDREDS OF THOUSANDS OF DOLLARS INTO OUR ECONOMY EACH YEAR, DO YOU WANT TO SEE THAT DISAPPEAR FROM OAKLAND?!**

Thank you for taking the time to hear my protest.

Sincerely,

Maya Owings  
Production Manager  
Oakland, CA  
510 684 7694

Date: Mon, 28 Jul 2008 12:59:38 -0700  
From: "Jim McSilver" <[jim@mcsilver.net](mailto:jim@mcsilver.net)>  
Sender: [jmcsilver@gmail.com](mailto:jmcsilver@gmail.com)  
To: [officeofthemayor@oaklandnet.net](mailto:officeofthemayor@oaklandnet.net)  
Subject: Oakland Film Parking Rates  
Cc: [filmoakland@filmoakland.com](mailto:filmoakland@filmoakland.com)  
X-Google-Sender-Auth: 50bd5e0853d27031

Dear Mayor Dellums,

As a filmmaker living in the Piedmont Avenue neighborhood, I am concerned about the extremely high rates Oakland is charging filmmakers and production companies to park in Oakland. I understand that these rates are dramatically higher than other cities. Since there are no financial incentives to shoot in Oakland, these rates are prohibitive to most productions. As a result, local filmmakers and production crew like myself lose out on jobs as productions go elsewhere, merchants will not receive revenue from filming, and the city will lose out on tax revenue from these lost productions.

Please address this issue as soon as possible. Thanks for your continuing hard work for Oakland.

Sincerely,

Jim McSilver



September 12, 2008  
Alex Percy  
918 Alice Ave.  
San Leandro, CA 94577  
Oakland Film Office  
150 Frank H. Ogawa Plaza, #8215  
Oakland, CA 94612

To Whom It May Concern,

My name is Alex Percy and I am a Bay Area filmmaker, location scout and location manager. I have been working in the Bay Area's film community for fifteen years. I am also an Oakland native and resident of nearby San Leandro. I can say without any reservation that the City of Oakland's Film Office, specifically the dedication and knowledge of both Ami Zinz and Janet Austin, is second to none in providing service to our local film community. In my experience doing business with a large variety of film commissions and related city and state agencies whose job it is to facilitate and permit film projects, none work harder or are more committed to helping filmmakers realize their vision than the City of Oakland's Film Office. It is one of the true strengths and constants in the Bay Area film world and appreciated by many I know in the business.

However the practicality of filming in Oakland has been seriously impaired due to the steep expense of purchasing parking in the city. When scouting locations for a film or commercial project I must take into account that to film in Oakland it will cost the production an average of \$1,200 to \$2,000 a day just to post parking for the company's working vehicles. This is in addition to location fees, police services, donations to neighborhood homeowner or merchant associations as well as related location costs such as paying to park crew and cast vehicles in local lots and for renting areas to feed and hold your crew and cast.

What is most puzzling about this is that in no other city in the Bay Area, or state of California that I am aware of, does purchasing parking cost even a fraction of what Oakland charges. In a survey of all of the cities in the Bay Area where I scout and coordinate filming (from as far north as Petaluma to as far south as San Jose) I found no other city that charged as much as Oakland. The highest price I found for parking was in San Rafael who charges \$50 for the first space used by a film company and \$16 for each additional space. However this is only for metered spaces and the city posts the "no parking" signs for the company, saving them additional labor costs. To post parking in San Francisco is free.

Film companies are willing to pay for parking but it seems unfair to charge them more than what the general public are asked to pay. If a meter cost roughly a dollar per hour why charge more than four times that to a company who are trying to do business in your city? As I'm sure has been pointed out to you before, a film production has a ripple effect through the local economy. One production brings

with it dozens of jobs for local crew and talent, equipment rental houses, hotels, restaurants, and everything to copy shops, drycleaners, taxi services, you name it. The City of Oakland's policy of charging so much for parking also negatively effects the residents and merchants of the neighborhoods that are filmed. When I coordinate parking in other cities in the Bay Area I post only the hours my production will be in the area as a courtesy to nearby merchants or residents. Often we will film multiple locations in one day and spend only a portion of the day in any one area. Because the cost of parking is so expensive in Oakland, and once you have paid for a parking space it is yours for the day, film productions are much less likely to try and curtail the hours they post to the hours of actual filming. This is lose/lose for both film companies and the community.

Oakland offers an enormous variety of locations and picturesk and hospitable neighborhoods to film in. The diversity of our area is what makes it a popular destination for filmmakers and production companies. However what also drives these productions is very "bottom line" and if they feel they can get a better deal elsewhere they will. I ask that you please consider reducing the cost of parking in Oakland to help keep our area competitive in attracting productions to film here and to help compliment the extraordinary service that the Oakland Film office already provides.

I thank you for your time and attention to this matter.

Sincerely,  
Alex Percy

To All This May Concern:

I'm writing to express my concerns regarding parking rates for media producers and productions Oakland.

I understand that Oakland, California, has the highest parking rates for media productions in the United States. It is, simply, obvious that this sad state of affairs would detract producers from choosing Oakland for their productions. My concern is both self-centered and altruistic. I am affected personally because a paucity of production in Oakland is part of a larger paucity of production in the entire Bay Area I simply have fewer opportunities to practice my craft as an actor. Additionally, both Oakland and the Bay Area are impacted because the presence of productions provides a low-environmental impact economic benefit to the people residing in these geographical regions. And the absence . well, you can guess the rest.

I must confess Im surprised parking rates have become an issue because Ive seen such great work done on behalf of Oakland by Oaklands Film Office. There is not a week that goes by that I dont fail to heap high praise on the Oakland Film Office to anyone within earshot. However, high parking rates can only sabotage the great done by the Film Office especially impacting the Film Offices future endeavors. Excuse my use of a cliché I think addressing these production-detering rates quickly and effectively would be a no-brainer.

Please keep your eyes on the prize again with the cliché I know. Oakland, California, at this moment in time, has the potential to become ***the* center for media production in northern California**. The Film Offices foundational work is responsible for this opportunity. This potential cannot and will not be realized unless and until Oaklands leadership sees this potential and vigorously acts to support it.

Thank you for considering my thoughts and concerns.

Sincerely,  
Don Schwartz, Ph.D.  
26 Skylark Drive #12-A  
Larkspur, California 94939-2321

[www.DonSchwartz.com](http://www.DonSchwartz.com)

TO: Ami Zins  
Oakland Film Office

FROM: Vivian Kleiman  
6514 Raymond St  
Oakland, CA 94609

DATE: September 3, 2008

TO WHOM IT MAY CONCERN:

By way of introduction, I am a Peabody Award-winning documentary filmmaker. Much of my work has been broadcast on national public television, and screened at major film festivals including Sundance. I also produce digital media for corporations and organizations -- local, national and international -- including the Lawrence Hall of Science, NY's Museum of Natural History, and the BBC.

At the same time, I have owned a home in North Oakland since 1989, and prior to that, I rented an apartment a block away for ten years. Throughout the years, and despite the ups and downs, I have loved my city. And as a film professional, I have loved the Oakland Film Office.

It's impossible to describe how much my colleagues and I rely on the Oakland Film Office for assistance with our film projects. From closing a street to film a test of a new kind of siren for emergency vehicles, to location scouting, and securing permission to film inside City Hall, the staff has always gone out of their way to help make our dreams a reality. In a sense, one could say that the Oakland Film Office is an integral part of the collaborative team of Bay Area filmmaking.

Unfortunately, while my awards and accomplishments are numerous, my budgets are quite limited. Unlike Hollywood feature films, my work is made possible by reduced fees and low costs for items like equipment rental -- and film permits.

This summer, we canceled plans to film in Oakland because of the fees required. It was a very sad decision to make. Although our grip truck (with all the electrical equipment needed for a complicated shoot) was made available at a reduced fee, we did not have the funds to pay Oakland's filming and parking fees. So we chose to film in another East Bay city. Consequently, those local businesses benefited from our purchases of 3 days of meals for the cast and crew of 15 people, additional personnel such as production assistants, security guards, gasoline, wardrobe, props, etc.

As a long-time resident of Oakland, I understand the City's needs for revenue. But I also know that there are different perspectives onto the same vista: one can view a situation either from the micro or the macro, or somewhere in between. By putting up obstacles to filming, Oakland's fee base is doing a disservice to the city rather than generating revenue for the community.

I strongly urge the city to reconsider its fee base, and extend the welcome mat to filmmakers -- not only for the financial good of the small businesses who benefit from the presence of a film crew, but also for the residents who also are afforded an opportunity to see something positive happening on our streets.

I thank you in advance for your consideration of this request.

Sincerely,  
Vivian Kleiman

Hi Amy and Janet,

We own Muse Media Center in Emeryville, and have produced (and post-produced) 2 feature films and a large number of corporate videos over the past 3 years in the Bay Area. We're sensitive to costs and know that any film or video maker needs to consider parking fees when looking at a production budget. It may not be the straw that breaks the camel's back, but then again, it may be.

With prices as high as they are across the board in the Bay Area, it would be wonderful if the politicians could finally wake up to the potential income opportunities lost through shortsighted policies like these. As a company with 3 full time employees and numerous freelancers who are all 100% dependent on a thriving Bay Area film and video environment, we're ready for the Bay Area to finally live up to its incredible potential as a location of first choice.

Thanks again for all the great work you do!

Karyn & Noah Veneklasen

--

Karyn Moss Veneklasen  
Principal  
Muse Media Center, Inc.

510-655-1111 o  
415-609-6677 c  
510-588-4656 f  
[karyn@musemediacenter.com](mailto:karyn@musemediacenter.com)

4221 Hollis Street  
Emeryville, CA 94608

February 17 2005

Dear Mayor Brown and Oakland City Manager,

Good Day. My name is Peter Kwong and I have been a Bay Area locations scout for over 20 years. For the last 10 years, I have been actively bringing film shoots of every kind to the city of Oakland.

The city of Oakland is rich in an amazing variety of locations. This diversity of locations is one of the main reasons so many film companies bring their productions into the city.

Your city of Oakland probably exceeded San Francisco in the number of film shoot days in 2004.

Another attraction is in no small part due to the the work of Ami Zins at the Oakland Film Commission. She and her staff has worked diligently over the years to make sure that permits, police supervision and other city services are primed and ready to support the very challenging needs of each film production that comes into your town.

So it is with great concern that I have been informed that the City of Oakland will soon implement a \$50 per parking space policy for film production parking.

I can tell you right now that this policy, if implemented will deter filming in Oakland. It will deter film production of every level from landing in Oakland. The small industrial film, the struggling local production, the independent films and the big budget films will look elsewhere to film. San Francisco, your biggest competitor, one of the most expensive cities to film in in the country, has just become the best bargain in the Bay Area.

Being a location manager and responsible for my locations budget, I am intimately involved in the concerns of the costs of permits, location fees, cost of police services. Up until now, Oakland has always been an easy sell because of it's moderately priced permit fees and parking.

Mr Mayor, I have used a lot of locations in the past that for one reason or another, became very popular places for production companies to film at. These locations, decided they could make more money and charge \$4000 or \$5000 a day rather than the \$2000 they were getting maybe 5 or 6 times a year.

Well, guess what, we don't go there anymore. In fact, I don't even show them to potential film companies anymore because they are too expensive. So instead of making the \$10,000 a year like before, they don't get anything.

Please pardon the coarse analogy but it is imperative I be totally honest at the risk of hurting your feelings.

Mr Mayor, please understand, film companies, like every other business has budgets. They are struggling with their budgets like everyone else. They are not limitless, they are not bloated. Most production companies are struggling to just get the work to stay in business, they are struggling to make the numbers work in a diminishing economy. They are being squeezed like everyone else.

Your proposed \$50 a meter policy will be a death blow to all the hard work your Oakland Film Office has labored at all these years. It is also in sharp contrast in what the governor is trying to do to keep filming in California.

Oakland has always been a reliable, moderately prices and affordable place to film. The proposed new parking structure will put Oakland well above the costs of all cities in the Bay Area, by a long shot.

I can understand, in these times of budgetary crisis that every city in California is facing, why this policy is being considered. However, I am agonizing over the fact that if implemented, this policy will kill filming in Oakland, much like the charging of exorbitant location fees killed filming at those locations.

People whose homes we use as locations will suffer. Businesses, diners, schools, social clubs, gyms, every locale we've ever shot in in Oakland will suffer. They will wonder where all the filming went.

Locations will ask me why I haven't been back to their place and I will have to tell them why.

I love filming in Oakland. I love working with Ami Zins and her staff. I love the locations in Oakland.

Please reconsider implementing the parking fee policy.

Sincerely,

Peter Kwong  
415-350-5410



MAYOR RON DELLUMS  
OAKLAND CITY HALL  
1 FRANK H OGAWA PLAZA  
OAKLAND, CA

DEAR MAYOR DELLUMS:

On behalf of the BUICK DIVISION of General Motors Corp., Mc Cann Erickson Advertising and Backyard Productions, I would like to thank and commend the people of the City of Oakland for their help, assistance and hospitality during our recent filming in Old Oakland.

We would especially like to commend Ami Zins and Janet Austin at the Oakland Film Commission for all their help in issuing our permits and making sure we watched out for the neighboring businesses in Old Oakland as well as put us in touch with the proper people to notify and apply for permits and permissions in respects to our filming.

We would also very much like to thank and commend Officer Michael Morris and his men of the Oakland Police Department who were essential to our filming. The Oakland Police Department did an exceptional job.

In many instances, when film companies come to Northern California to film city scenes, it is because of the City of San Francisco across the bay, but many of us in the Northern California film community often surprise and impress them by showing them the City of Oakland and its' wonderful neighborhoods such as Old Oakland, Frank H Ogawa Plaza and Jack London Square. The City of Oakland has a lot going for it; unfortunately it is a bit pricey (more than any other city in California, perhaps the United States) to film in. Although the film permit in Oakland is only \$150.00 (it is \$200 in San Francisco) and the Oakland Police Dept. charges we approximately \$65 hour per officer (SFPD is approx. \$83 hr per officer); the cost of meters necessary for posting for our truck parking and for our picture (especially car commercials) can be prohibitive. For instance, the cost of our film shoot in Old Oakland cost us \$3485.00 dollars. I might add that this was the largest location cost during our 4 days of filming in the Bay Area (aside from police personnel costs.)

While we did enjoy our experience in your fair city and would like to film in Oakland in the future, factoring in \$3000 in parking meter buyouts may prove beyond many budgets that are developed prior to decisions on where primary filming will take place.

Congratulations on your election as Mayor of Oakland, I know the City of Oakland will benefit greatly under your stewardship.

Sincerely,

Ed French, Location Manager for Backyard Productions

CC: Chief of Police, Oakland Police Dept.

## ***Parking Fee Best Practices of Selected Competitors***

<b>City</b>	<b>Metered Spaces</b>	<b>Non-Metered Spaces</b>
Oakland (397,067; Census 2006)	\$50.00	\$35.00
Berkeley (101,555; Census 2006)	\$15.00	\$10.00
San Francisco (744,041; Census 2006)	\$0.00	\$0.00
Austin, TX (709,893; Census 2006)	\$0.00	\$0.00
Shreveport-Bossier City, LA (261,505; Census 2006)	\$0.00	\$0.00
Pittsburgh, PA (312,819; Census 2006)	\$12.50	\$75/Day/Permit
Miami, FL (404,048; Census 2006)	\$10.00	—
Cleveland, OH (444,313; Census 2006)	\$8.00	\$20 Unlimited/Location
Albuquerque, NM (504,949; Census 2006)	\$6.00	\$0.00
Portland, OR (537,081; Census 2006)	\$22.00	\$7.50
Seattle, WA (582,454; Census 2006)	\$15.00	\$0.00
Vancouver (611,869; BCStats 2007)	\$8.00	\$300 Unlimited
Baltimore, MD (631,366; Census 2006)	\$7.50	—
Memphis (670,902; Census 2006)	\$0.00	\$0.00
Austin (709,893; Census 2006)	\$0.00	\$0.00
San Diego, CA (1,256,951; Census 2006)	\$0.00	\$0.00
Philadelphia, PA (1,448,394; Census 2006)	\$0.00	\$0.00
Chicago, IL (2,833,321; Census 2006)	\$0.00	\$0.00
New York, NY (8,214,426; Census 2006)	\$0.00	\$0.00
Los Angeles County (9,878,554; Census 2007)	26.00 per 300 feet	26.00 per 300 feet
New Mexico (1,969,915; Census 2007)	\$0.00	\$0.00
Nevada (2,565,382; Census 2007)	\$0.00	\$0.00
Utah (2,645,330; Census 2007)	\$10/Meter on Day 1, \$5/Meter/Day after Day 1	\$0.00
Louisiana (4,293,204; Census 2007)	\$0.00	\$0.00

SHORT-TERM METER [14days or less]		Base Rate = \$32.50 / Meter															
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1 Day		113.03	150.32	187.62	224.91	262.20	299.50	336.79	374.09	411.38	448.67	485.97	523.26	560.55	597.85	635.14	672.44
2 Days		150.32	224.91	299.50	374.09	448.67	523.26	597.85	672.44	747.02	821.61	896.20	970.79	1,045.37	1,119.96	1,194.55	1,269.14
3 Days		187.62	299.50	411.38	523.26	635.14	747.02	858.90	970.79	1,082.67	1,194.55	1,306.43	1,418.31	1,530.19	1,642.07	1,753.95	1,865.84
4 Days		224.91	374.09	523.26	672.44	821.61	970.79	1,119.96	1,269.14	1,418.31	1,567.49	1,716.66	1,865.84	2,015.01	2,164.19	2,313.36	2,462.54
5 Days		262.20	448.67	635.14	821.61	1,008.08	1,194.55	1,381.02	1,567.49	1,753.95	1,940.42	2,126.89	2,313.36	2,499.83	2,686.30	2,872.77	3,059.24
6 Days		299.50	523.26	747.02	970.79	1,194.55	1,418.31	1,642.07	1,865.84	2,089.60	2,313.36	2,537.12	2,760.89	2,984.65	3,208.41	3,432.17	3,655.94
7 Days		336.79	597.85	858.90	1,119.96	1,381.02	1,642.07	1,903.13	2,164.19	2,425.24	2,686.30	2,947.35	3,208.41	3,469.47	3,730.52	3,991.58	4,252.64
8 Days		374.09	672.44	970.79	1,269.14	1,567.49	1,865.84	2,164.19	2,462.54	2,760.89	3,059.24	3,357.59	3,655.94	3,954.29	4,252.64	4,550.99	4,849.34
9 Days		411.38	747.02	1,082.67	1,418.31	1,753.95	2,089.60	2,425.24	2,760.89	3,096.53	3,432.17	3,767.82	4,103.46	4,439.10	4,774.75	5,110.39	5,446.04
10 Days		448.67	821.61	1,194.55	1,567.49	1,940.42	2,313.36	2,686.30	3,059.24	3,432.17	3,805.11	4,178.05	4,550.99	4,923.92	5,296.86	5,669.80	6,042.74
11 Days		485.97	896.20	1,306.43	1,716.66	2,126.89	2,537.12	2,947.35	3,357.59	3,767.82	4,178.05	4,588.28	4,998.51	5,408.74	5,818.97	6,229.20	6,639.44
12 Days		523.26	970.79	1,418.31	1,865.84	2,313.36	2,760.89	3,208.41	3,655.94	4,103.46	4,550.99	4,998.51	5,446.04	5,893.56	6,341.09	6,788.61	7,236.14
13 Days		560.55	1,045.37	1,530.19	2,015.01	2,499.83	2,984.65	3,469.47	3,954.29	4,439.10	4,923.92	5,408.74	5,893.56	6,378.38	6,863.20	7,348.02	7,832.84
14 Days		597.85	1,119.96	1,642.07	2,164.19	2,686.30	3,208.41	3,730.52	4,252.64	4,774.75	5,296.86	5,818.97	6,341.09	6,863.20	7,385.31	7,907.42	8,429.54

LONG-TERM METER		Base Rate = \$98 / Meter															
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1 Month		1,197.99	2,320.25	3,442.50	4,564.76	5,687.01	6,809.27	7,931.52	9,053.78	10,176.03	11,298.29	12,420.54	13,542.80	14,665.05	15,787.31	16,909.56	18,031.82
2 Months		2,320.25	4,564.76	6,809.27	9,053.78	11,298.29	13,542.80	15,787.31	18,031.82	20,276.33	22,520.84	24,765.35	27,009.86	29,254.37	31,498.88	33,743.39	35,987.90
3 Months		3,442.50	6,809.27	10,176.03	13,542.80	16,909.56	20,276.33	23,643.09	27,009.86	30,376.62	33,743.39	37,110.15	40,476.92	43,843.68	47,210.45	50,577.21	53,943.98
4 Months		4,564.76	9,053.78	13,542.80	18,031.82	22,520.84	27,009.86	31,498.88	35,987.90	40,476.92	44,965.94	49,454.98	53,943.98	58,433.00	62,922.02	67,411.04	71,900.06
5 Months		5,687.01	11,298.29	16,909.56	22,520.84	28,132.11	33,743.39	39,354.66	44,965.94	50,577.21	56,188.48	61,799.76	67,411.04	73,022.31	78,633.59	84,244.88	89,856.14
6 Months		6,809.27	13,542.80	20,276.33	27,009.86	33,743.39	40,476.92	47,210.45	53,943.98	60,677.51	67,411.04	74,144.57	80,878.10	87,611.63	94,345.16	101,078.69	107,812.22

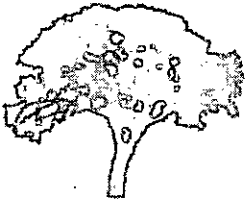
  

SHORT-TERM NON-METER [14days or less]		Base Rate = \$16.25 / 25'															
		25'	50'	75'	100'	125'	150'	175'	200'	225'	250'	275'	300'	325'	350'	375'	400'
1 Day		94.38	113.03	131.68	150.32	168.97	187.62	206.26	224.91	243.56	262.20	280.85	299.50	318.14	336.79	355.44	374.09
2 Days		113.03	150.32	187.62	224.91	262.20	299.50	336.79	374.09	411.38	448.67	485.97	523.26	560.55	597.85	635.14	672.44
3 Days		131.68	187.62	243.56	299.50	355.44	411.38	467.32	523.26	579.20	635.14	691.08	747.02	802.96	858.90	914.84	970.79
4 Days		150.32	224.91	299.50	374.09	448.67	523.26	597.85	672.44	747.02	821.61	896.20	970.79	1,045.37	1,119.96	1,194.55	1,269.14
5 Days		168.97	262.20	355.44	448.67	541.91	635.14	728.38	821.61	914.84	1,008.08	1,101.31	1,194.55	1,287.78	1,381.02	1,474.25	1,567.49
6 Days		187.62	299.50	411.38	523.26	635.14	747.02	858.90	970.79	1,082.67	1,194.55	1,306.43	1,418.31	1,530.19	1,642.07	1,753.95	1,865.84
7 Days		206.26	336.79	467.32	597.85	728.38	858.90	989.43	1,119.96	1,250.49	1,381.02	1,511.54	1,642.07	1,772.60	1,903.13	2,033.66	2,164.19
8 Days		224.91	374.09	523.26	672.44	821.61	970.79	1,119.96	1,269.14	1,418.31	1,567.49	1,716.66	1,865.84	2,015.01	2,164.19	2,313.36	2,462.54
9 Days		243.56	411.38	579.20	747.02	914.84	1,082.67	1,250.49	1,418.31	1,586.13	1,753.95	1,921.78	2,089.60	2,257.42	2,425.24	2,593.06	2,760.89
10 Days		262.20	448.67	635.14	821.61	1,008.08	1,194.55	1,381.02	1,567.49	1,753.95	1,940.42	2,126.89	2,313.36	2,499.83	2,686.30	2,872.77	3,059.24
11 Days		280.85	485.97	691.08	896.20	1,101.31	1,306.43	1,511.54	1,716.66	1,921.78	2,126.89	2,332.01	2,537.12	2,742.24	2,947.35	3,152.47	3,357.59
12 Days		299.50	523.26	747.02	970.79	1,194.55	1,418.31	1,642.07	1,865.84	2,089.60	2,313.36	2,537.12	2,760.89	2,984.65	3,208.41	3,432.17	3,655.94
13 Days		318.14	560.55	802.96	1,045.37	1,287.78	1,530.19	1,772.60	2,015.01	2,257.42	2,499.83	2,742.24	2,984.65	3,227.06	3,469.47	3,711.88	3,954.29
14 Days		336.79	597.85	858.90	1,119.96	1,381.02	1,642.07	1,903.13	2,164.19	2,425.24	2,686.30	2,947.35	3,208.41	3,469.47	3,730.52	3,991.58	4,252.64

LONG-TERM NON-METER		Base Rate = \$489 / 25'															
		25'	50'	75'	100'	125'	150'	175'	200'	225'	250'	275'	300'	325'	350'	375'	400'
1 Month		838.86	1,197.99	1,759.12	2,320.25	2,881.37	3,442.50	4,003.63	4,564.76	5,125.88	5,687.01	6,248.14	6,809.27	7,370.39	7,931.52	8,492.65	9,053.78
2 Months		1,197.99	2,320.25	3,442.50	4,564.76	5,687.01	6,809.27	7,931.52	9,053.78	10,176.03	11,298.29	12,420.54	13,542.80	14,665.05	15,787.31	16,909.56	18,031.82
3 Months		1,759.12	3,442.50	5,125.88	6,809.27	8,492.65	10,176.03	11,859.41	13,542.80	15,226.18	16,909.56	18,592.94	20,276.33	21,959.71	23,643.09	25,326.47	27,009.86
4 Months		2,320.25	4,564.76	6,809.27	9,053.78	11,298.29	13,542.80	15,787.31	18,031.82	20,276.33	22,520.84	24,765.35	27,009.86	29,254.37	31,498.88	33,743.39	35,987.90
5 Months		2,881.37	5,687.01	8,492.65	11,298.29	14,103.92	16,909.56	19,715.20	22,520.84	25,326.47	28,132.11	30,937.75	33,743.39	36,549.02	39,354.66	42,160.30	44,965.94
6 Months		3,442.50	6,809.27	10,176.03	13,542.80	16,909.56	20,276.33	23,643.09	27,009.86	30,376.62	33,743.39	37,110.15	40,476.92	43,843.68	47,210.45	50,577.21	53,943.98

Note: Traffic Control Plan required when blocking entire sidewalk and / or when impacting traffic, blocking traffic lane



## City of Oakland CITY ADMINISTRATOR

## Master Fee Schedule

Effective July 1, 2008

**C. FILM-RELATED FEES**

	<b>FEE</b>	<b>UNIT</b>
1 Rental of City Properties, Facilities, and/or Parklands (Except Civic Center Complex and Dunsmuir House)	500.00	Day for Actual Filming
a. Set Preparations	250.00	Day
b. Set Clean-up	250.00	Day
c. Still Photography	50.00	Per Hour
2 Rental of Dunsmuir House (Interior & Exterior)	1,000.00	Day for Actual Filming
a. Set Preparations	500.00	Day
b. Set Clean-up	500.00	Day
c. Still Photography	100.00	Hour
3 Film Permit for Video Production/Photography	50.00	Day
4 Film Permit for Commercial Advertising Production	150.00	Day
5 Film Permit for Major Feature Production	150.00	Day
6 Film Permit for Adjustments for More than 10 Consecutive Days of Production	Up to 150.00	Day
7 Film Permit for Short Subject Production	50.00	Day
8 Film Permit for Television Production	150.00	Day
9 Film Permit for Industrial Production	100.00	Day

Attachment E

CITY OF OAKLAND  
Community & Economic Development Agency  
250 Frank H. Ogden Pl, Oakland CA, 94612  
Phone: (510)231-4774 Fax: (510)231-2263

PAYMENT RECEIPT

Application#: 0088866 Payment#: 001  
APPLICATION FEE \$66.00  
CONSTRUCTION PERMIT \$1,040.00  
RECORDS MANAGEMENT FEE \$185.07  
TECHNICITY ENGAGEMENT FE \$50.07  
Subtotal: \$1,259.14

Sales Tax: 6.00  
TOTAL PAID: \$1,259.14

Check Payments: \$1,259.14

Payee: HARRY I STEIN DBA  
Date: 04/04/00 Time: 13:07:04  
By: AGH Register R02 Receipt# 119172  
ORIGINAL RECEIPT REQUIRED FOR REFUND

Attachment E

JB:00 4156644252

TY

CITY OF OAKLAND - Community and Economic Development Agency  
250 Frank H. Ogawa Plaza, 3rd Floor, Oakland, CA 94612 • Phone (510) 233-3443 • Fax (510) 233-2263

Applications for which no permits issued within 180 days shall expire by limitation.

# 02080666

Job Site 540 17TH ST

Parcel# 008 -0641-006-03

20 spaces on 17th street 80 spaces on 19th 4 spaces on Broadway Permit issued 08/08/08

Nbr of days: 1

Effective: 08/12/08

Nbr of meters: 33

Expiration: 08/17/00

Owner REDEVELOPMENT AGENCY

Contractor

Arch/Engr GARTNER

Agent HARRY ST

1st Addr 2166 40TH

JOB SITE

CITY OF OAKLAND

TCP needs to be approved by Transportation Services every 30 days or whenever deviated from the previously approved plan.

applicant:

issued by:

**P.A.I.D.**  
8/8/08

INTRODUCED BY: Councilmember Pat Kernighan

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

APPROVED AS TO FORM AND LEGALITY

City Attorney

## OAKLAND CITY COUNCIL

ORDINANCE NO. \_\_\_\_\_ C.M.S.

**AN ORDINANCE AMENDING ORDINANCE NO. 12880 C.M.S. (MASTER FEE SCHEDULE ADOPTED FOR FISCAL YEAR 2008-2009), TO ADD A SECTION FOR A FILM PARKING PERMIT FEE OF \$12.50 PER DAY (MONDAY – SATURDAY) FOR METERED PARKING AND \$2.95 PER DAY (MONDAY – SUNDAY) FOR NON-METERED PARKING AND SUNDAY AND HOLIDAYS METERED PARKING.**

**WHEREAS**, the City of Oakland periodically updates its Master Fee Schedule to account for general cost of living increases and program changes or other costs; and

**WHEREAS**, the new fees proposed herein have been justified by the information in the accompanying report to Council regarding the impact of parking fees on the amount of filming in Oakland; and

**WHEREAS**, the existing fees for film production parking are too high and have resulted in a dramatic loss of filming in Oakland; now, therefore

### **THE COUNCIL OF THE CITY OF OAKLAND DOES ORDAIN AS FOLLOWS:**

**Section 1.** Ordinance No. 12880, Section C. (City Administrator's Office – KTOP – Production Services – Film-Related Fees) of the Master Fee Schedule is hereby amended to add a section as set forth below: additions are indicated by underscoring and there are no deletions.

#### **SECTION C. FILM- RELATED FEES**

##### **10. Film Parking Fees**

###### **a. Metered Parking (excluding Sundays and holidays):**

**\$12.50 per meter (to be adjusted automatically to reflect any future changes in the cost recovery rate for revenue generated by the hourly rate charged for parking meters)**

###### **b. Metered Parking on Sundays and holidays:**

**\$2.95 per 25 linear feet (to be adjusted automatically to reflect any future changes in the cost for signage)**

###### **c. Non-Metered parking:**

**\$2.95 per 25 linear feet (to be adjusted automatically to reflect any future changes in the cost for signage)**

**Section 2: Effective Date:** This ordinance shall become effective immediately on final adoption if it receives six or more affirmative votes; otherwise it shall become effective upon the seventh day after final adoption.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California

DATE OF ATTESTATION: \_\_\_\_\_