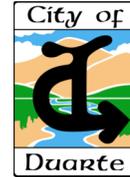


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DUARTE, CA August 1, 2012 – On June 26, 2012, the Duarte City Council adopted a new Filming Ordinance along with the Film Permit Rules and Guidelines. The Filming Ordinance, based on the California Film Commission’s Model Filming Ordinance was an update to the City’s existing Ordinance. Changes were made to streamline the permit process and create a more film friendly atmosphere. The Film Permit Rules and Guidelines were developed based in the Guidelines for Best Practices in Film Regulations and Policies that were developed by the California Film Commission.

“We see the new Film Permit Guidelines as being an appropriate way for the City to encourage the film industry to use locations in Duarte for filming” said Craig Hensley, Duarte’s Community Development Director. “The new changes reduce the review time for most permits to only two days, combine the film permit and business license into one process and communicates all of our requirements clearly.”

City Staff had been working with the LAEDC’s State and Local Policy Committee to address a variety of regional business friendly issues and the issue of film permits arose. “The film industry and location filming is very important to the Southern California economy. Duarte does not issue many film permits, but we realize that this issue goes well beyond location filming. We have residents that work in the film industry and for contractors that survive because of the film industry” Hensley said. “We have a goal to be business friendly and these steps to update our filming regulations are part of our business friendly approach.”

Other than several recent commercials that have been shot at Sonic, Duarte has not had a significant amount of local filming historically. However, having reasonable requirements for filming is important to the city because the film industry is vital to the Southern California economy and this does impact Duarte. In a recent survey by Warner Brothers, in 2010, there were 47 employees (including part time and those receiving residual payments) living in Duarte with a total payroll of \$1,463,619. There were also seven local vendors used with vendor payments equaling \$118,000. These statistics are just from Warner Brothers and there are many other businesses in the film industry that benefit Duarte residents and businesses. In addition to the proposed revisions creating a more streamlined process in the city, they also send a positive message that Duarte understands the regional value of the industry.

Duarte has a history of working cooperatively with the California Film Commission and the filming industry and adopted the previous Model Filming Ordinance in 2006.

The main changes included in the Filming Rules and Guidelines are: stating that the City attempts to provide a two day review period; clarifying that the film permit and business license are combined and a separate business license fee is not required; and appointment of a City liaison to provide filming information.

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