

Discussing Proposed Ordinance 859

New Chapter SMC 5.25

Filming Productions in the City

Amending Fee Schedules

June 10, 2019



Purpose of Tonight's Discussion

- Background
- Review and Discuss Staff Recommendation



Current Policy & Goals

- City Council 2018—2020 Workplan
 - Goal 1: *Strengthen Shoreline's economic climate and opportunities.*
 - Action Step #6: *Facilitate collaboration with and between members of the business community in order to remove barriers to starting and growing businesses, increasing commerce and profitability, and to identify appropriate new industries for Shoreline.*



Current Policy & Goals, cont'd

- Council Adopted 2018—2023 Economic Development Strategic Plan
 - List of 9 non-geographic Placemaking Projects intended to enrich the overall economic climate of the city.
 - *Grow a Media Production Industry*
 - *Support Shoreline Community College*



Previous Actions

- 2013: Shoreline Film Office launched
- 2019: City Council discussed at Goal Setting Workshop new policy based on model code

Current Regulations and Fees for Filmmaking on City Property

Permit Type	Current
Film Permit	n/a
Right-of-Way Use Permit	Hourly Rate (\$199/hour) with minimum fee of \$597 (3-hour minimum)
Parks and Open Space Use Permit	\$19/hour
Filming in City Owned Building	n/a



Fees of Other Film-Friendly Cities

	CITY	FILM PERMIT SPECIFICS	
1	Shoreline	\$579/ROW permit. Parks, \$18/hr = \$180/10 hr-day. No information on City owned buildings. Centralized film permit exists but not operative.	\$600 - \$800
2	Seattle	\$25/day, flat fee which includes multiple locations for the day. Includes parks, streets, sidewalks, and some city-owned buildings. Does not include major landmarks.	\$25
3	Everett	Free	FREE
4	Tacoma	\$100 commercial; \$50 student	\$100
5	Spokane	Free, but requires \$1,000 refundable deposit.	FREE
6	Portland	Complex formula. Typical 1-day shoot might cost \$100 to \$250 (est.)	\$100 - \$250



City of Seattle Fees & Practices

The City of Seattle has defined three Permit Types for filmmaking, as follows:

- **Low impact**
 - COST: \$25 flat fee for up to 14 days of filming. After 14 days, \$25/day
- **Moderate impact**
 - COST: \$25/day of filming – no limit on number of public locations per day
- **High impact filming**
 - COST: Determined on a case-by-case basis.

Stakeholder Recommendations

- **Centralized permit coordination**
 - Filmmakers are typically working on strict timetables and limited budgets with a limited ability to learn the various intricacies of the permit process within any given city.
 - A “single point of coordination” is essential if the City wishes to support growth in this industry.
- **Permit design**
 - Permits required of filmmakers should be designed to fit their industry, especially with regards to cost and turn-around time.
- **Permit fees**
 - The risks, impacts, and work required of the city to support a road closure for a large developer might be significantly greater than the impacts for a road closure to film a car scene, and the fee structure should reflect this.
 - This was an issue for Language Arts, where the stated fee for obtaining a permit to film a key car scene was significantly higher than it would have been in Seattle and might have led to relocating the project had the City not granted fee waivers.

Staff Recommendation

- Establish and set:
 - Tiered system of permits
 - Permit submission requirements
 - Insurance requirements at appropriate levels including an increase liability insurance requirements for certain filmmaking activities
 - Shoreline Film Manual for administering the filmmaking activities within the City
 - Penalties for those failing to comply with the City's filmmaking regulations
- Exempt:
 - Journalists
 - Private individuals making film for personal use
 - “Roving” productions

Staff Recommendation

Permit Type	2019 Fee Schedule
Low-Impact Film Production	\$25 flat fee per production (for up to 14 consecutive days of filming)
Low-Impact Daily Rate (each additional day after 14 days)	\$25 per additional day
Moderate-Impact Film Production	\$25 per day
High-Impact Film Production	Applicable permit fees apply, including but not limited to, permits for the right-of-way and park rental fees.



Discussion: Pros & Cons

Pro	Con
Filmmaking primarily occurs in cities with film-appropriate permit fees.	Some taxpayer subsidy is required to make up the difference in cost recovery.
Matches expectation set by years-long, City commitment to media production industry.	Permit-compliance inspection requires staff time.
While cost-recovery is difficult to measure for filmmaking permits, they are significantly less complex than typical permits processed by the City.	
Continue to receive cost recovery on commercial films with large budgets.	

Questions

1. Why is the use of drones considered a high-impact film technique?
2. Does the ordinance clearly articulate the difference between commercial use and individuals filming for personal use?
3. Are there penalties if it is discovered after the fact that a filmmaking permit was needed but the producer never applied for a permit?
4. Do all film producers also need a business license?
5. Does 5.25.040 require a permit for filming anywhere in the city of Shoreline, including private property, but the permit fees are only imposed if there is filming on public property?

OTHER QUESTIONS?



THANK YOU

