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**Title:** CONSIDERATION OF THE LOS ANGELES PHILIPPINE INTERNATIONAL FILM FESTIVAL'S REQUESTS (1) TO INCLUDE THE FILM FESTIVAL ON THE CITY OF CARSON'S FILIPINO AMERICAN HISTORY MONTH FLYER AND (2) TO USE THE CITY'S LOGO IN ITS ADVERTISEMENTS AND SPONSORSHIP LETTERS (CITY COUNCIL)

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**Attachments:** 1. Use and Indemnification Agreement-LAPIFF

Date	Ver.	Action By	Action	Result
8/2/2016	1	City Council		

**Report to Mayor and City Council**

Tuesday, August 02, 2016

Consent

**SUBJECT:**

**CONSIDERATION OF THE LOS ANGELES PHILIPPINE INTERNATIONAL FILM FESTIVAL'S REQUESTS (1) TO INCLUDE THE FILM FESTIVAL ON THE CITY OF CARSON'S FILIPINO AMERICAN HISTORY MONTH FLYER AND (2) TO USE THE CITY'S LOGO IN ITS ADVERTISEMENTS AND SPONSORSHIP LETTERS (CITY COUNCIL)**

**I. SUMMARY**

The Los Angeles Philippine International Film Festival ("film festival") will be held in the City of Carson on October 7, 8, and 9, 2016 at the Cinemark Theaters, SouthBay Pavilion Mall. The film festival is organized by a group named after the event, the Los Angeles Philippine International Film Festival ("LAPIFF"), an organization devoted to the advancement, development and showcase of Filipino filmmakers/artists around the world through film. Filipino film festivals are being held annually in New York, Chicago, and San Francisco. Unfortunately, Los Angeles - the film capital of the world and home of the biggest Filipino American community in the country - does not have an annual Filipino film festival.

This year, through LAPIFF's efforts, the 1st Annual Los Angeles Philippine International Film Festival will bring filmmakers and artists from all over the US, the Philippines, and

other countries to the City of Carson. The event will likewise attract film industry professionals, members of the media, and film lovers to Carson. Verily, the event brings positive publicity and visibility to the City.

Since the film festival is taking place in October, in time for Filipino American History Month (“FAHM”), LAPIFF is seeking the City of Carson’s support in promoting the film festival by including it on the City’s FAHM Celebration flyer as an FAHM activity. In addition, LAPIFF would like to ask the City Council’s permission to use the City’s logo on its own flyers, marketing post cards, website, social media promotions, and other advertisements, as well as on their sponsorship letters.

In response to LAPIFF’S requests, the City Attorney prepared a Use and Indemnification Agreement between the City of Carson and LAPIFF. Abe Pagtama, LAPIFF’S Founder and Chairman, signed the Agreement on behalf of LAPIFF.

## **II. RECOMMENDATION**

TAKE the following actions:

1. APPROVE the Use and Indemnification Agreement between the City of Carson and the Los Angeles Philippine International Film Festival (“LAPIFF”);
2. INCLUDE the film festival on the City’s Filipino American History Month Celebration flyer provided that LAPIFF adheres to the terms of the Use and Indemnification Agreement; and
3. GRANT LAPIFF a limited revocable right to use the City’s logo on its advertisements and sponsorship/solicitation letters provided that LAPIFF adheres to the terms of the Use and Indemnification Agreement.

## **III. ALTERNATIVES**

TAKE another action the City Council deems appropriate.

## **IV. BACKGROUND**

For years, the cities of New York, Chicago, and San Francisco have been holding Filipino film festivals annually to recognize and showcase the creative talents of Filipino filmmakers and artists. However, Los Angeles - the film capital of the world and home of the biggest Filipino American community in the country- does not have such festival. Hence, the Los Angeles Philippine International Film Festival (“LAPIFF”) was formed to organize a Filipino film festival in Los Angeles. LAPIFF’s mission is to work for the advancement, development, and showcase of Filipino filmmakers/artists around the world through film. It also aims to provide the global community of entertainment and film goers with consistent annual screening events and workshops. LAPIFF likewise seeks to provide charitable scholarships to aspiring and neophyte filmmakers and to provide a forum where they can connect easily with veteran film industry professionals.

LAPIFF is holding the 1st Annual Los Angeles Philippine International Film Festival here in the City of Carson on October 7, 8, and 9, 2016 at the Cinemark Theaters, SouthBay

Pavilion Mall. The film festival will therefore take place during Filipino American History Month (“FAHM”). Since the City of Carson celebrates FAHM annually pursuant to City Council Resolution #10-107, LAPIFF is requesting the City’s support in promoting the film festival by including it on the City’s FAHM Celebration flyers. In addition, LAPIFF would like to ask the City Council’s permission to use the City’s logo on its own flyers, marketing post cards, website, social media promotions, and other advertisements, as well as on its sponsorship letters.

LAPIFF expects that the film festival will bring filmmakers and artists from all over the US, the Philippines, and other countries to the City of Carson. LAPIFF also expects US film industry professionals and members of local and international media to participate in the event. In fact, the film festival’s TV commercials have been airing for a month already on GMA Network’s cable channels. GMA Network (International) is a major Philippine media company with a viewing population of 1.4 million in the US and Canada and 1 million in the Middle East and other countries. This is the same media company that promotes our very own Philippine Independence Day Celebration every year.

With promotions on TV, social media, and print advertisements before and until the event, the film festival brings more visibility and positive publicity to the City of Carson.

## **V. FISCAL IMPACT**

None

## **VI. EXHIBITS**

1. Use and Indemnification Agreement (pp.4-8)

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