



FilmL.A. Community Relations Plan Summary

Plan Background

In March 2007, the FilmL.A. Board of Directors adopted a three-year Strategic Plan, which directed staff “to strengthen a focus on and effectiveness of our community relations efforts.”

A Community Relations Plan was created to address this company-wide strategic goal. It serves as a foundational document which governs and directs all aspects of our day-to-day operations as we interact with filmmakers, community stakeholders and government clients.

Community Relations Plan’s Goal

The overarching goal of FilmL.A.’s community relations efforts is for FilmL.A. staff members to become known by community members as partners and advocates of communities’ interests – the people charged with film permit coordination, who are concerned about the impact that filming activity has on a community, regardless of the production’s type or size.

Plan Objectives

All of the activities in the Plan correspond to and are designed to further one of the following FIVE distinct and achievable objectives:

1. To evaluate the effectiveness and community focus of internal processes and procedures, and identify ways to improve the quality of service to community stakeholders while balancing their needs against the needs of the industry.
2. To redefine the roles of key FilmL.A. personnel with regard to community relations responsibilities, particularly the Operations and Community Relations staffs.
3. To ensure that community interests are addressed on every permit, and take additional measures to protect popularly-filmed communities.
4. To strengthen FilmL.A.’s community relationships at both the individual level and with organized community groups.
5. To conduct ongoing research to determine: a) that community relations programs are being implemented on schedule, and b) that these programs are having the intended positive effect outlined in the Plan.

While comprehensive in scope, the Plan is a living document continually shaped through dialogue with community stakeholders. FilmL.A. board and staff are dedicated to improving our understanding of communities’ needs and adjusting our internal procedures accordingly.