



**For Immediate Release**

**EIDC Wraps First Year Following Total Restructuring**

*Outgoing Chair Reflects on Accomplishments, Challenges*

**Hollywood, Calif. – February 1, 2005** - The Entertainment Industry Development Corporation (EIDC) – a private nonprofit that facilitates on-location film, television and commercial production in Los Angeles and surrounding areas – has finished its first full year of operation following a complete restructuring that included new corporate and financial controls.

Over the past year, the revamped EIDC hired 15-year City Hall veteran Steve MacDonald as its new president, while developing a business plan, building a new staff structure, and evaluating the efficiency of the services it provides. The restructuring also included the complete re-composition of EIDC's Board of Directors to better represent both community and industry stakeholders. The new Board includes 26 representatives from local communities, independent production companies, entertainment industry unions and vendors. Prior to restructuring, EIDC's Board was comprised largely of city and county elected officials.

“Our first order of business in EIDC's total restructuring was to hire a new president,” said Lisa Rawlins, EIDC's outgoing Board of Directors chairperson and an executive at Warner Bros. “At the same time, we had to create an organization governed by a strong and involved board that would run like a business, with profit and loss statements and cost centers.”

During the past year, EIDC's contract with the City of Los Angeles was amended to clarify its role as a private, nonprofit corporation funded solely by the permit processing fees paid by production companies. “While EIDC provides a ‘one-stop’ resource for handling on-location permitting needs, the City retains authority over the issuance of all permits,” said Rawlins.

Despite its restructuring, belt-tightening and ongoing contention with the City over roles and responsibilities, EIDC had its busiest year ever serving the needs of the production community and the neighborhoods where filming occurs. EIDC coordinated nearly 53,000 days of filming during 2004 – the most in its 10-year history.

But even with the amended contract, the Board remains concerned that EIDC cannot continue to provide the level of service currently required by the City and expected by the industry and the neighborhoods where filming occurs.

“The Board contends that raising EIDC’s fees in order to fund the services required under our City contract is not a viable option, particularly at a time when other regions are doing the complete opposite by offering very lucrative incentives to lure production,” added Rawlins.

Rawlins cited the strong efforts of fellow board members Roberto Barragan, executive director of the Valley Economic Development Center, and Steve Dayan, an official with Teamsters Local 399. Over the past year, Barragan chaired the Finance Committee and worked closely with staff to turn EIDC finances around, while Dayan chaired the operations Committee that helped re-tool EIDC’s very complex permit service operation.

**About the Entertainment Industry Development Corporation (EIDC)**

EIDC is a 501c(4) one-of-a-kind, non profit corporation working on behalf of film & media producers, Los Angeles area residents and local government to sustain Los Angeles’ position as the global leader in film and media production. EIDC is not a government agency, but holds contracts with several cities and other government agencies to facilitate filming.

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Photos of Lisa Rawlins are available. Please contact Philip Sokoloski of EIDC, (323) 957-1000 ext 130, [philip\\_sokoloski@eidc.com](mailto:philip_sokoloski@eidc.com)

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