

2010 FEDERAL ADVOCACY AGENDA
WASHINGTON, DC DELEGATION

MARCH 15-19, 2010

HOLLYWOOD
CHAMBER OF COMMERCE

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HOLLYWOOD CHAMBER 2010 FEDERAL ADVOCACY AGENDA



Each year a group of Hollywood ambassadors leads a delegation to Washington, DC to advocate on behalf of the Hollywood Chamber's nearly 1,000 businesses, including members such as Paramount Studios, the Kodak Theatre, AT&T, and the Hollywood & Highland shopping center. Hollywood's regional core industries are entertainment, health care, education as well as travel and tourism. We thank you in advance for your consideration of the following issues integral to Hollywood's local job base.

HOLLYWOOD CENTRAL PARK

The Hollywood Chamber of Commerce urges your support of the proposed Hollywood Central Park which creates a much-needed street-level public park in one of the lowest resident-to-park space communities in California and the Nation.



The concept is to construct a cap over the US 101 Freeway between Hollywood and Santa Monica Boulevards as the freeway passes below grade through the heart of Hollywood. The project has already garnered support from Federal, State, and Local Government officials including: Senator Dianne Feinstein, Congressman Xavier Becerra, Congresswoman Diane Watson, Former State Senator and LA County Supervisor Mark Ridley-Thomas,

California Assemblymember Kevin DeLeon, California Assemblymember Mike Feuer, Los Angeles Mayor Antonio Villaraigosa, Los Angeles City Council President Eric Garcetti, Los Angeles City Councilman Tom LaBonge and Caltrans.

The Chamber respectfully requests respectfully Federal funding for Hollywood Central Park for its aggregate direct benefits to the public, economic stimulus, positive environmental impacts, promotion of mass transit through transit-oriented development, promotion of more active and healthy lifestyles and precedent-setting example for new alternative land use in the region.

Hollywood Freeway Central Park Benefits: Community

- Provides green open space and recreational facilities to more than 40,000 children
- Promotes public health and encourages active lifestyles
- Reunites diverse communities and dense neighborhoods, separated for over 50 years, by the Hollywood Freeway
- Illustrates an efficient and innovative alternative land use
- Serves as a national model for the creation of new green open space in a dense urban environment

Economy

- 45,000 direct and indirect jobs, including 30 percent entry level and apprenticeship programs and local hire components
- Economic stimulus for investment in infill development
- Increased tourism

Energy and the Environment

- Improves air quality and reduces global warming
- Reduces automobile usage, fuel consumption, green house gas emissions, and promotes resource conservation
- Transit-oriented development
- Utilizes cutting-edge environmental technologies

Infrastructure Improvements

- Makes long-needed ramp improvements to the 101 Freeway
- Streamlines freeway functioning
- Improves freeway overpasses

TRANSPORTATION

The Hollywood community continues to transition into a great urban center for business and entertainment. **Consistent, sustained sources of funding are needed to improve public transit, the flow of auto and truck traffic and the condition of area roads. The Hollywood Chamber of Commerce supports efforts to bring much-needed transportation funding to Southern California in the next Transportation Reauthorization bill.**



Support L.A. County's 30/10 Transit Plan

Work with local stakeholders to expedite construction of \$30-billion in Measure R projects within the next decade. This effort, which will generate thousands of jobs and reduce congestion in Southern California, requires federal collaboration to accelerate funding opportunities.

Support the Creation of a National Infrastructure Innovation and Finance Fund

Approve President Obama's request for \$4-billion in his FY2011 budget to launch this fund, approximately \$2.5-billion of which would be handed out in grants or loans. The fund would be used to expand existing federal transportation investments by providing federal funding for large-scale capital projects that "provide a significant economic benefit to the nation or a region.

Support Funding for Positive Train Control (PTC)

Ensure maximum funding in the FY2011 appropriations bill for PTC technology via the Rail Safety Technology Grant Program. This funding will provide additional technology necessary to prevent train-to-train collisions, such as the deadly 2008 Chatsworth Metrolink disaster. Work with Metrolink and local transit agencies on deployment.

PIRACY & INTELLECTUAL PROPERTY RIGHTS

FUND THE PRO-IP ACT - Protect American Jobs



With piracy annually costing the United States an estimated \$5.2-billion and 100,000 jobs, we strongly urge the federal government to dedicate resources to enforce anti-piracy laws, especially at points of entry into the United States. Piracy of intellectual property (IP) generally and entertainment content specifically is a continuing threat to our local jobs base and economic vitality—and often lowers profit margins of US entertainment exports, thus affecting the US economy. Anti-Piracy efforts must be a major component of international trade discussions, and Congress should resist efforts to unravel the copyright protections contained in the Digital Millennium Copyright Act.

Specifically, we encourage Congress to prioritize full implementation of the Pro-IP Act that was passed in 2008 (The Prioritizing Resources and Organization for Intellectual Property Act of 2008, P.L. 110-403). To date, Congress has provided funding in both FY09 and FY10. These appropriated dollars are making a difference as these agents and prosecutors come on-line in the field across the country. Among the legislation's key provisions were those that authorized funds for FBI agents and federal prosecutors dedicated to fighting counterfeiting and piracy. For these provisions to be meaningful and effective, they must be adequately funded through the appropriations process. **We respectfully ask that you support continued funding for IP enforcement and provisions authorized by the PRO-IP Act during the FY11 appropriations process.**

TOURISM

International visitors to the United States spend an average of \$4,500 per person, per trip in the United States. They stimulate economic growth and generate new tax revenues in every state and community without placing a burden on local services. Unlike every other developed country in the world, the US does not have a nationally-coordinated travel promotion campaign to attract international visitors and promote America as a premier travel destination. In the depths of an economic crisis, the consequences



stemming from the lack of outreach and promotion are even more apparent. While international travel has boomed over the past several years, with 48- million more worldwide trips booked in 2008 than in 2000, America actually lost 633,000 overseas travelers last year. Loss in overseas visitation since 2000 has cost America \$182-billion in lost visitor spending and \$27-billion in lost tax receipts. If the United States had simply kept pace with global travel trends, the US economy would have created an additional 245,000 jobs in 2008.

Expedite Implementation of the Travel Promotion Act (TPA)

The Travel Promotion Act (signed into law on March 4, 2010) establishes a public-private partnership to create the first-ever US promotion and communications program aimed at travelers around the world. The Travel Promotion Act is projected to yield millions of new visitors, \$4-billion in new economic stimulus, and \$320-million in new federal tax revenue. The Congressional Budget Office has reported that the TPA will reduce the deficit by \$425-million over the next 10 years.

The TPA was originally drafted two years ago and was written under the assumption that it would pass before the beginning of FY2010 (Oct 1, 2009). As a result, the bill's five-year authorization and funding mechanism begin in FY2010 and end in FY2014. The intent was to have a full year of FY2010 to appoint the Board of Directors of the new Corporation for Travel Promotion and for the Department of Homeland Security (DHS) to implement the fee collection system established by TPA to fund the Corporation's first year. Historically, it has taken one year for federal agencies to accomplish similar tasks.

Fiscal Year 2010 is critical because the legislation authorizes \$10-million from the fee to be transferred to the Corporation to hire staff, develop marketing plans and conduct other activities that will ensure the long-term success of the program. However, we are

extremely concerned that it will take six to nine months for the new fee mechanism to be implemented by DHS. With only six months left in FY2010, it appears that calendar constraints would thus prevent the Corporation from receiving the \$10-million in funding through this fee and jeopardize the core objective of the bill.

We strongly encourage Congress to expedite full implementation of the Travel Promotion Act through coordinated efforts with the Department of Homeland Security so as not to further delay the start-up funding necessary to begin operations under the new Corporation for Travel Promotion.

Support Funding for Walk of Fame Repairs

To be honored with a star in Hollywood's Walk of Fame, the world's most famous sidewalk, is a tribute as coveted and sought after as any of the entertainment industry's equally prestigious awards – including the Oscar, Emmy, Grammy, Golden Mike or Tony. And, because it recognizes a life-long contribution of both public and peer appreciation, it is an honor uniquely in a class of itself, a permanent monument of the past, as well as the present. Envisioned in 1953 as a lasting tribute to the personalities who helped make Hollywood the most famous community in the world, the Walk continues today as a superior asset to the city, perpetuating the aura that has made the name "Hollywood" synonymous with glamour, and remains one of the city's most widely-seen tourist attractions. The historic landmark however, is badly in need of repairs, estimated at approximately \$4-million. **This past February marked the 50th Anniversary of the Walk of Fame. As part of the year-long celebration, the Hollywood Chamber has undertaken an awareness/fundraising campaign to help repair the Walk of Fame and ensure that this national treasure remains preserved for the approximately ten million tourists who visit Hollywood each year. The Hollywood Chamber of Commerce invites Congressional support of the Walk of Fame repair project.**



HEALTHCARE

Access to affordable and quality healthcare for all of our citizens remains a priority for the Hollywood Chamber of Commerce. To this end, we support the following important healthcare initiatives:



Prioritize Federal Health Care Reform

Develop a bipartisan approach to federal health care reform to address skyrocketing health care costs. Focus on shared responsibility, cost transparency, preventive care and wellness. The Hollywood Chamber of Commerce believes that meaningful health care reform must include the following provisions:

- Universal Coverage for All Americans
- Guarantee Issue/No Pre-Existing Conditions
- Individual Mandate to Participate
- Premium Subsidies based on need
- Tax Equity for Individual Health Premiums (deductible)
- Importation of Safe Drugs
- Allow Medicare to Negotiate Rx Prices
- Ban on Direct to Consumer Advertising for Rx

Ensure a Comprehensive Medicare Waiver for California

Support the federal Medicare waiver (Section 115) to help the state transform Medi-Cal into a more cost-effective, coordinated and health-outcome focused program. This will help expand health care access and bring down overall costs.

Increase Southern California's Share of Hospital Funding

Ensure adequate funding in the final health care reform package and subsequent legislation to keep local hospitals financially healthy. California ranks 51st in Medicare reimbursements, which significantly impacts funding.

HOMELESSNESS

The Hollywood Chamber of Commerce supports efforts to combat homelessness across the country. Specifically we request Congressional support of the following initiatives:

Support Increased McKinney Vento Appropriations



Support an increase in US Department of Housing and Urban Development (HUD) funding for homeless assistance programs to \$2.4-billion in FY 2011. McKinney Vento was reauthorized in 2009 through the HEARTH Act,

which redesigned this critical funding stream to focus on best practices in ending homelessness. These changes will take effect in 2011, and \$2.4-billion in funding will ensure communities can fully implement these models.

Coordinate Federal Funding for Permanent Supportive Housing

Support the Administration's budget proposal to combine HUD operating subsidies and Health and Human Services (HHS) dollars for permanent supportive housing. The current proposal includes 4,000 new rental vouchers for homeless people with disabilities, and HHS funding for behavioral health services and an additional 10,000 incremental vouchers for the HUD VASH program, which funds permanent supportive housing for homeless veterans.

Revise HUD's Federal Funding Formula

Revise the McKinney Vento funding formula to include factors related to structural determinants of homelessness. This homelessness funding formula is currently based in part on population growth lag and age of housing stock, which are not shown to be key factors related to homelessness. The HEARTH Act stipulates that HUD will consider changes to the funding formula by May 2011.

SMALL BUSINESS

Extend Empowerment Zone (EZ) Tax Credits

Strengthen the federal EZ program, which is set to expire at the end of 2010. Strengthening this program's combination of grants, tax credits for businesses, bonding authority and other benefits will create jobs and spur investment in Southern California's economy. H.R. 1677 and its companion bill S.1222 would amend the Internal Revenue Code of 1986 to extend and expand the benefits for businesses operation in Empowerment Zones (EZ), Enterprise or Renewal Communities (RC). The legislation would improve the current EZ program which aims to attract and retain businesses in impoverished areas through tax and regulatory relief, social services, and community redevelopment. The bills would modify the

program to ensure that existing incentives serve as a useful economic revitalization tool for inner cities and depressed rural areas. By definition, the zones and communities covered by this legislation suffer from historically high rates of poverty and unemployment. For this reason, these same areas have been hit hard by the recession and the tightening of credit. S. 1222/H.R. 1677 will increase flexibility for existing job tax credits, helping to address unemployment in these distressed areas. Simultaneously, the proposed refinements will free-up existing bond authority and assist job-intensive businesses with bank credit, helping improve access to credit for businesses that need it most.



Recent IRS data demonstrates that Enterprise Zone and similar programs are successful. From 2004 through 2006, total EZ and RC-influenced jobs jumped almost 300 percent from 83,721 to 240,419. The data demonstrates these programs are significant job creation and retention tools. The EZ and RC programs have provided significant financial and tax incentives to some of our most distressed communities with tremendous economic results, including the development of many projects that would not have been built except through the use of Commercial Revitalization Deductions; provided jobs to many thousands of our citizens through the benefits of the wage credits; and encouraged many businesses to relocate to Empowerment Zone Communities such as Hollywood.

The Chamber believes that especially in difficult economic times it is important to give businesses tools to move forward. This legislation has the potential to bring more high paying jobs to Hollywood.

We respectfully ask that you support inclusion of this important legislation in any jobs package that is being considered by Congress. This legislation will go a long way to help provide a strong stimulus for our economy while preserving the jobs and economic development work of these existing zones and communities.

Help Unfreeze Community Bank Lending to Small Businesses

Ensure that small businesses have ready access to capital, an integral part of our economic recovery. It is imperative that community bank institutions are not overburdened with regulatory obligations that would limit their lending ability. This should be a priority focus of any banking-related policies considered by Congress.

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For more than 89 years, the Hollywood Chamber of Commerce has provided leadership, business development resources, networking, and government affairs programs and services to keep the Hollywood business and residential communities safe, relevant and economically vital.



For additional information, please contact Nicole Shahenian, Vice-President of Public Policy Hollywood Chamber of Commerce at (323)469-8311 or via e-mail at Nicole@hollywoodchamber.net