

**CAPA REGULATORY AGENDA FY 2018**  
**MAYOR'S OFFICE OF MEDIA AND ENTERTAINMENT (MOME)**

**1. SUBJECT: "MADE IN NEW YORK" MARKETING CREDIT PROGRAM**

- A. Reason: MOME's "Made in NY" Marketing Credit Program ("Program"), formally established by rule in Chapter 15 of Title 43, offers to qualifying film and television productions a number of opportunities to promote their projects through various media outlets, including bus stops and City-owned television stations. MOME has determined that revisions should be made to the existing Marketing Credit Rules in order to ensure the continued successful execution of the Program.
- B. Anticipated contents: Chapter 15 of Title 43 would be amended as follows:
- Expand the list of organizations eligible for the Cultural Benefit, and rename the Cultural Benefit to "Community Benefit" to reflect the composition of the expanded list. Establish the selection process for community organizations.
  - Add a new definition of "end credit requirements", and a corresponding requirement regarding the applicant's intention to comply with end credit requirements.
  - Amend the definition of "qualified film."
  - Amend the definitions of "television film", "television special" and "television series."
  - Limit the number of times productions can apply for marketing credit to one per year and establish a deadline for the application as it relates to the qualifying film's release date.
  - Clarify the allocation of the marketing credit and the meaning of "qualified production costs" in §15-05.
- C. Objectives: Clarify the rules and expand community impact of the Program.
- D. Legal basis: Sections 389 (b) and 1043 of the New York City Charter.
- E. Relevant laws: This proposal would amend an existing rule (Chapter 15 of Title 43 of the Rules of the City of New York).
- F. Types of individuals and entities likely to be affected: Film and television productions applying for the Program.
- G. Approximate schedule: First Quarter FY2018.

Agency Contact: Ken Ebie  
212-489-6710

**2. SUBJECT: FILM PERMIT RULES**

- A. Reason: MOME's comprehensive film permitting scheme, codified in Chapter 9 of Title 43 of the New York City Rules, explains the processing of permit applications applicable to various types of filming, and the requirements associated with holding such a permit. MOME has determined that these rules, first adopted in 2007 should be revised to ensure recognition of MOME's efforts in supporting film industry and the continued success of MOME's permitting program.

- B. Anticipated contents: Revise Chapter 9 of Title 43 to require productions filmed in New York City to include end credits that acknowledge MOME's assistance in the production.
- C. Objectives: Promote MOME's service and support to sustain the City of New York as a production center.
- D. Legal basis: Sections 389 (b) and 1043 of the New York City Charter.
- E. Relevant laws: This proposal would amend an existing rule (Chapter 9 of Title 43 of the Rules of the City of New York).
- F. Types of individuals and entities likely to be affected: Film and television productions and applying for film permits.
- G. Approximate schedule: First Quarter FY2018.

Agency Contact: Ken Ebie  
212-489-6710