

Doing What Is Right Amidst the Job Crisis

Posted by Mark Reed on April 23, 2014 ·

Mark Reed helped bring about an interesting conclusion at the 4-21-14 Monday “Government Affairs Committee Meeting” held by the United Chambers of Commerce in Van Nuys, with 42 members and visitors present.

Assemblymen Mike Gatto and Raul Bocanegra had approached the UCC to support AB1839, which they had introduced in February 18, 2014, offering an amendment last week to include the film industry. The bill, intended to offer tax relief and thereby bring jobs into the area, is being heard in the State Assembly and expected to reach the Senate later this year.

Mark Reed made a suggestion for a friendly amendment to their bill: INCLUDE A TAX INCENTIVE FOR PRODUCTION COMPANIES HIRING VETERANS.

Why is this important for Los Angeles City and the San Fernando Valley? Consider this statement in a 4-20-14 article by Dakota Smith in the Daily News/Hispanic Business

“While officials contend they are taking a multipronged approach to runaway production, failure to pass AB 1839 would be a major blow to City Hall's agenda, experts say. Limited in their ability to create local entertainment jobs, officials are pinning their hopes on AB 1839, and awaiting scrutiny from the Senate and Gov. Jerry Brown on the bill.”

Sometimes doing the right thing is missed in the midst of averting a crisis. Creating, preserving, and bringing back jobs which pay well in California is on the mind of many residents, taxpayers, and elected officials. Most people know firsthand someone struggling to find a secure job or one with an employer offering opportunities to grow or at least keep up with the increased cost of living.

The Assemblymen brought their facts, statistics, and plan to the UCC with the intention of getting a vote of approval and support. But when I (Mark Reed, candidate for Congress in the 30th District and member of the UCC) spoke up and asked

"Why not add a friendly amendment? INCLUDE A TAX INCENTIVE FOR PRODUCTION COMPANIES HIRING VETERANS.

And cited the fact other States include the hiring of Veterans as a part of industry specific tax incentives. The veterans have proven training and discipline highly beneficial for production companies.

Think about this sobering fact:

“DEMOGRAPHIC STATISTICS INDICATE VETERANS HAVE THE HIGHEST UNEMPLOYEMENT RATE”

I (Mark Reed) have over 16 years of knowledge and experience in the entertainment industry as a representative for American Indians and the Screen Actors Guild. My first-hand experience, dealing with the networks and studios in their decision making process, gives me understanding of the pivotal importance tax incentives hold in the final determination of where to film.

CALIFORNIA and each City must ask the question: Do you want the production company to spend their projects' multi-million dollar budget in your city and California? How hungry are you? Because, the business tax and tax on profits are minimal in the State the corporate offices are located. HOWEVER, where the production budget, or project, is spent WILL generate state and local jobs, growth, and tax revenues .

Keep this in mind. I have been very outspoken to restore medical services at the Sepulveda Veterans facility and resist developers taking the land, historically and specifically donated for Veterans at the massive Westwood site. I participated and helped amass over 2.75 million citizens and veterans to oppose what Congressman Sherman and Waxman were doing behind closed doors: Shut down the Valley's last Veterans facility. I (Mark Reed) have been recognized by the neighborhood Council for my work and efforts to save the Sepulveda Veterans facility.

Some members of the community have inquired why the Film Industry is consistently singled out for tax incentives over others. What is often misunderstood, or not pointed out, is the positive economic ripple effect on hundreds of other industries when the film industry has a strong and healthy labor presence here.

A Motion was made, and seconded (by Mark Reed) to support AB1829. The UCC passed the Motion to support the bill.

I (Mark Reed) am scheduled to meet with the Assemblymen to go over my suggestions and ideas to help Veterans while supporting the efforts to bring work and industry back to Southern California.

Doing the right thing for Veterans and remedying California's job issue. A Republican candidate for Congress and two Democrat Assemblymen have found a way to bridge the aisle in an election year. The elected and the candidate: working to keep good jobs for Americans local and thank our Veterans.