



CITY MANAGER'S OFFICE

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CITY COUNCIL STAFF REPORT

Date: December 2, 2025

Subject

Amendments to the Fiscal Year (FY) 2025-26 Fee Schedule to establish a new fee for Film Permit Applications and Film Production

Recommended Action

Adopt Resolution No. 25-___ to amend the City's Master Fee Schedule – Schedule A – to establish a new fee for Film Permit Applications and Film Production

Background

On December 2, the City Council is scheduled to conduct the second reading and enact Ordinance No. 25-2279 to establish Chapter 5.51 to regulate film production in the City. The proposed Ordinance establishes an efficient mechanism for entities desiring to undertake commercial filming in the City, authorizes the City to collect permit fees to recover administrative and operational costs associated with the processing, review, and issuance of film permits.

Reasons for Recommendation and Available Options

The City Attorney's Office reviewed film permit fees from neighboring cities and others with demographics comparable to Cupertino, considered its own expected costs related to such film activities within the City and developed proposed fees to ensure the City recovers its costs associated with commercial film production within the City. Staff recommends amending the Fiscal Year 2025-26 Fee Schedule A to incorporate the proposed film production fees, as shown in Attachments B and C.

This fee schedule amendment, accompanied with the new Ordinance, will allow the City to establish a permitting procedure that provides a clear process for organizing filming within the City and generates revenue to reimburse the City for its efforts in supporting the commercial efforts of film production activities within the City.

Sustainability Impact

No sustainability impact.

Fiscal Impact

In adopting the associated fee schedule, future film production within the City should not be a drain on the City's finances. Revenue collected from this fee will be deposited in the City Manager's Office Communication Division budget (100-12-126).

City Work Program (CWP) Item/Description

None

Council Goal:

Fiscal Strategy

California Environmental Quality Act

No California Environmental Quality Act impact.

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Reviewed by: Kirsten Squarcia, Interim Deputy City Manager and City Clerk

Floy Andrews, Interim City Attorney

Approved for Submission by: Tina Kapoor, City Manager

Attachments:

A – Draft Resolution

B – Exhibit A - FY2025-26 Fee Schedule A - General Fees (Redline)

C – Exhibit A - FY2025-26 Fee Schedule A - General Fees (Clean)