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Senior Production  
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Commission Secretary

**Resolution on the Film Commission’s Commitment to Racial Equity in Film, City & County of San Francisco’s Programs, Policies, and Services**

WHEREAS, the City & County of San Francisco’s Film Commission and Film SF, the official film office of San Francisco, recognize the critical importance of racial equity and diversity in the film industry; and

WHEREAS, the U.S. film industry has historically underrepresented and misrepresented Black, Indigenous, People of Color (BIPOC), Lesbian, Gay, Bisexual Transgender, Queer, Questioning, Asexual, Intersex (LGBTQAI+), and women, leading to a lack of diversity in both on-screen portrayals and off-screen opportunities; and

WHEREAS, recent data from UCLA's Hollywood Diversity Report highlights that in 2022, 64% of films on streaming platforms had casts with at least 30% minority actors, compared to 57% in theatrical films, indicating a disparity in racial representation across different mediums<sup>1</sup>;

WHEREAS, the same report notes that in theatrical movies, people of color represented only 22% of lead actors, 17% of directors, and 12% of writers, pointing to significant underrepresentation in key creative roles<sup>2</sup>;

WHEREAS, Luminate's 2023 Entertainment Diversity Progress Report emphasizes the trend towards intersectional storytelling and the increasing availability of non-English language content, which showcases a broader spectrum of racial and ethnic experiences<sup>3</sup>;

WHEREAS, audience demographics show that six of the top 10 films released in theaters had audiences with at least 50% minority viewers, underscoring the economic impact and audience demand for diverse representation<sup>4</sup>;





WHEREAS, the film industry's role in perpetuating or challenging systemic racism and occupational segregation is significant, reflecting the broader societal issues of inequality and discrimination;

WHEREAS, the economic health and vibrancy of the film industry are intertwined with its diversity, as evidenced by audience preferences for diverse casts and stories, underscoring the necessity of racial equity for industry success;

WHEREAS, the Film Commission and Film SF recognize the disproportionate impact of industry policies and practices on Black, Indigenous, people of color, LGBTQIA+ and women, necessitating a concerted effort to address these inequities;

WHEREAS, the Film Commission and Film SF acknowledge the historical injustices and systemic barriers that have marginalized communities of color in the film industry, impacting their representation, opportunities, and treatment;

WHEREAS, the City & County of San Francisco Film Commission and Film SF are committed to fostering a diverse, equitable, and inclusive film industry, that mirrors, respects, and showcases the cultural richness of the San Francisco community;

NOW, THEREFORE, BE IT RESOLVED, as follows:

**Commitment to Diversity in Storytelling:** The Film Commission and Film SF will advocate and support films that represent the diverse experiences and perspectives, including but not limited to Black, Indigenous, and People of Color, LGBTQIA+, and women communities. We will also advocate for policies and initiatives that further the mission of Film SF, particularly those that promote racial equity in the film and media industry.

**Community Engagement and Partnerships:** The Film Commission and Film SF will actively engage with community organizations and stakeholders representing diverse racial groups to seek input, foster collaborations, and advance that its initiatives are inclusive and impactful, ensuring their active participation in shaping the future of the film industry in San Francisco.

**Equitable Opportunities:** The Film Commission and Film SF will strive to advance equitable access to funding, resources, and opportunities for filmmakers, crew members, and actors from diverse racial and socioeconomic backgrounds.



City and County of San Francisco  
Office of Economic and Workforce Development  
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**Marketing and Branding:** The Film Commission and Film SF will promote a strong brand identity centered on the City County of San Francisco’s initiative to strive for racial equity and inclusivity. We will utilize various platforms and media channels to amplify Film SF and Commission’s vision and commitments to racial equity and inclusion.

**Continuous Improvement:** Recognizing that the pursuit of racial equity is an ongoing process, the Film Commission and Film SF commit to continually reviewing and improving its policies, programs, and services to better serve diverse communities and promote racial equity in the film industry.

BE IT FURTHER RESOLVED that this resolution shall be disseminated widely to advance community awareness of the Film Commission and Film SF’s commitment to racial equity.

I hereby certify that the Film Commission ADOPTED the foregoing Resolution on January 29, 2024.

Sincerely,

Manijeh Fata  
Executive Director, Film SF | San Francisco Film Commission

Villy Wang  
President, San Francisco Film Commission

Jack Song  
Vice President, San Francisco Film Commission

<sup>1</sup> Division of Social Sciences, UCLA. "UCLA Hollywood Diversity Report 2023 - Television." November 9, 2023. Accessed [December 1, 2023]. <https://socialsciences.ucla.edu/wp-content/uploads/2023/11/UCLA-Hollywood-Diversity-Report-2023-Television-11-9-2023.pdf>.

<sup>2</sup> Fortune. "Hollywood Diversity: Two-Tiered System Streaming, UCLA Study 2022 Studios." March 30, 2023. Accessed [December 1, 2023]. <https://fortune.com/2023/03/30/hollywood-diversity-two-tiered-system-streaming-ucla-study-2022-studios/>.

<sup>3</sup> The Hollywood Reporter. "Luminate Entertainment Diversity Progress Report." April 17, 2023 Accessed [December 1, 2023]. <https://www.hollywoodreporter.com/movies/movie-news/luminate-entertainment-diversity-progress-report-1235375823/>

<sup>4</sup> UCLA Newsroom. "Hollywood Diversity Report Spring 2023 - Movie Industry." March 30, 2023 Accessed [December 1, 2023].



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