

How FilmLA Harnesses Spatiotemporal Data to Streamline Hollywood's Filming Process

Case Study

A Trusted Partnership: GEO Jobe's Role in FilmLA's Success

To bring this ambitious vision to life, FilmLA partnered with **GEO Jobe**, a leader in geospatial technology solutions.

As a **longstanding Esri Partner**, GEO Jobe specializes in delivering cutting-edge **Web GIS and Desktop GIS** solutions tailored to complex industry challenges.

With a deep understanding of GIS tech and a commitment to innovation, GEO Jobe worked closely with FilmLA to design and implement a scalable, future-ready solution that revolutionized their permitting process.

By providing the expertise and technical foundation necessary to navigate spatiotemporal data, GEO Jobe ensured FilmLA's permitting agents have the tools they need to make informed, efficient decisions.

Have you ever stopped to think about how filming permits are issued for the blockbuster Hollywood films you love? Behind the scenes, a complex system ensures that film productions can take place smoothly while balancing the needs of the community.

In the heart of the entertainment industry, FilmLA plays a pivotal role in facilitating on-location filming throughout Greater Los Angeles. As the official film office for the region, this not-for-profit organization ensures that the local economy continues to thrive by simplifying the permitting process for filmmakers while balancing the needs of the community.

However, with the ever-increasing complexity of location permits and the necessity of tracking overlapping events both spatially and temporally, FilmLA faced a pressing challenge—one that called for an innovative geospatial solution.



The Challenge: Navigating the Complexity of Time and Space in Filming Permits

Issuing a filming permit involves more than just granting permission for a specific location—it requires a deep understanding of concurrent activities in the area. Historically, FilmLA relied on the expertise of individuals with encyclopedic knowledge of Los Angeles and its bustling schedule of events. However, as the volume of film permits increased, this method became unsustainable.

Managing overlapping events with a recurring interval-based component, such as Dodgers home games, became a significant challenge. Early attempts to do so involved creating separate geospatial features for each event recurrence, resulting in duplicate data. This approach became problematic as more data sets were introduced, since updates and edits had to be applied to multiple features instead of one.

FilmLA needed a solution that would allow their permitting agents to quickly analyze spatial and temporal conflicts, ensuring that filming requests did not disrupt critical community events or oversaturate a given area with back-to-back permits.



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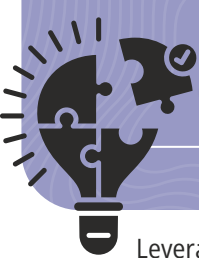
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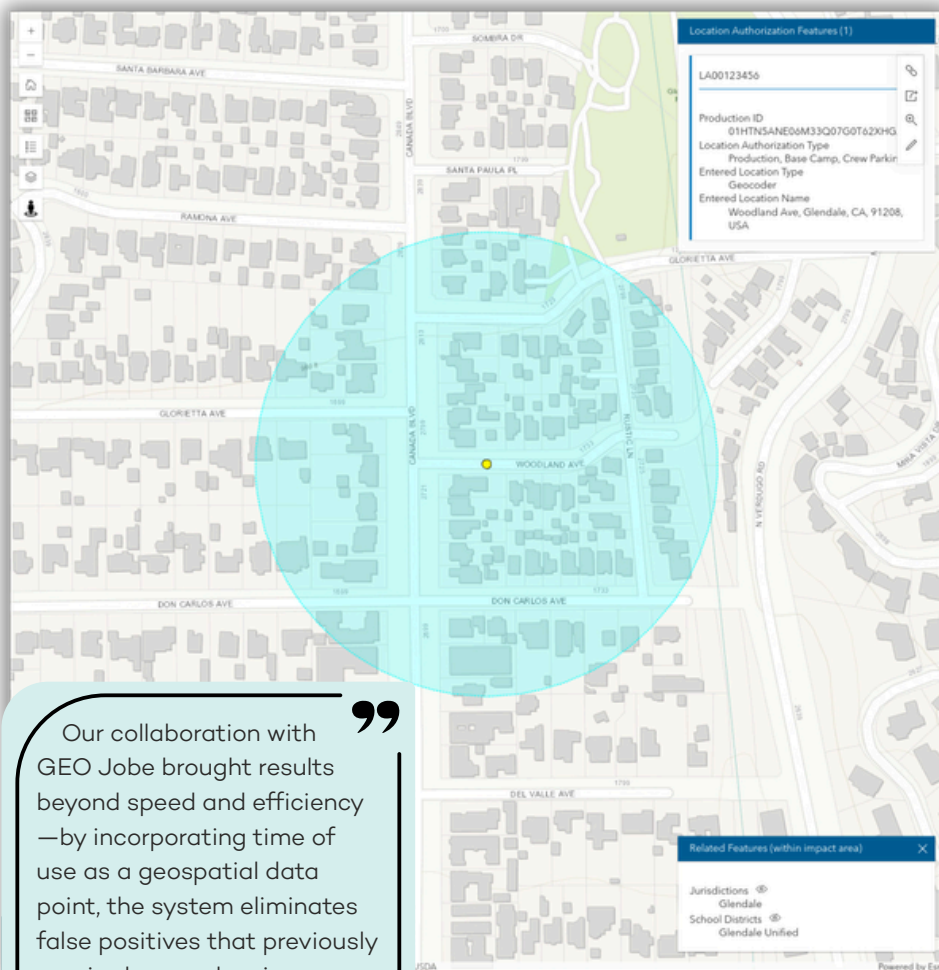
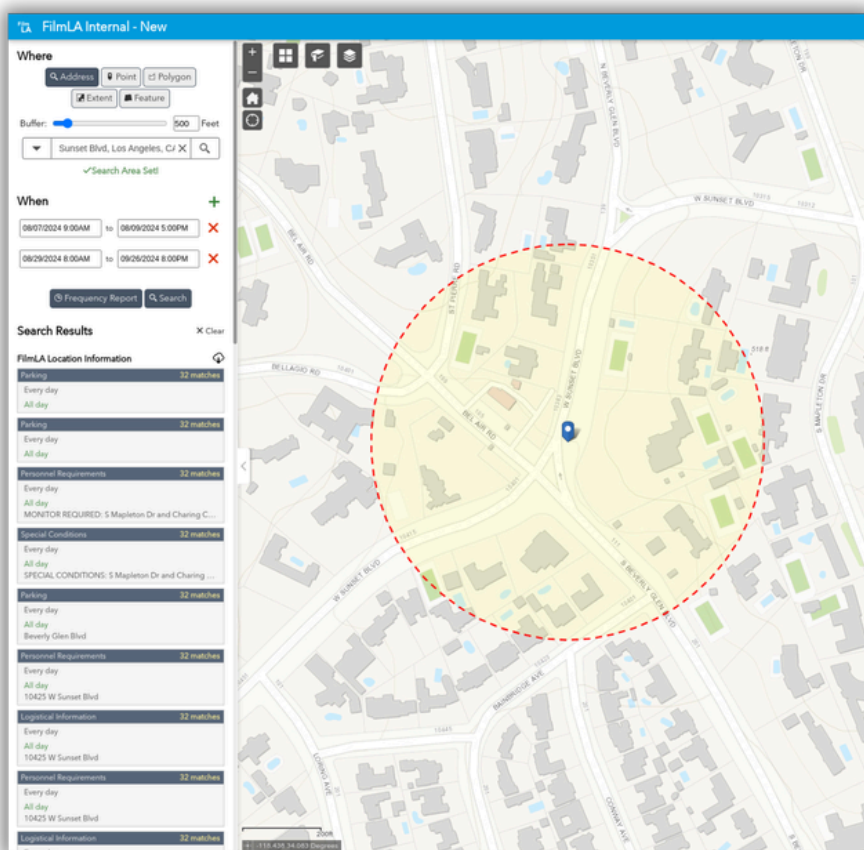
The Solution: A Smarter Way to Manage Spatiotemporal Data

Leveraging the power of ArcGIS® Enterprise, the team at FilmLA recognized that a GIS-based solution was the key to modernizing their workflow. However, they needed a strategic partner to develop a tailored approach to their unique challenge.

Enter GEO Jobe—a trusted Esri Platinum Tier Partner known for its expertise in custom GIS solutions. Together, FilmLA and GEO Jobe devised a custom data model that introduced interval-aware attributes to GIS layers.

This innovative approach enabled FilmLA to attach detailed scheduling data to spatial features without unnecessary duplication. A user-friendly feature-editing interface allowed permitting agents to set up and adjust schedules dynamically, ensuring accurate and up-to-date information at all times.

Additionally, a custom search widget was developed, empowering users to instantly identify potential spatiotemporal conflicts based on input criteria. With this enhanced capability, FilmLA could proactively adjust film permit requests, preventing logistical conflicts and community disruptions.



Our collaboration with GEO Jobe brought results beyond speed and efficiency —by incorporating time of use as a geospatial data point, the system eliminates false positives that previously required manual review.

**Bruce Ekstein, Director of IT
FilmLA**

The implementation of interval-aware geospatial data within FilmLA's ArcGIS Enterprise environment, coupled with the custom search widget developed by our team, has demonstrably enhanced their operational efficiency. This solution empowers FilmLA's permitting agents to make informed decisions with unparalleled confidence in their data, ultimately benefiting both filmmakers and the Los Angeles community.

**Eric Goforth
Chief Technology Officer
GEO Jobe**





The Results: A Streamlined, Data-Driven Approach to Film Permitting

With this advanced GIS solution in place, FilmLA has transformed the way it processes film permit requests. By leveraging interval-aware geospatial data and a powerful search tool, permitting agents can now:

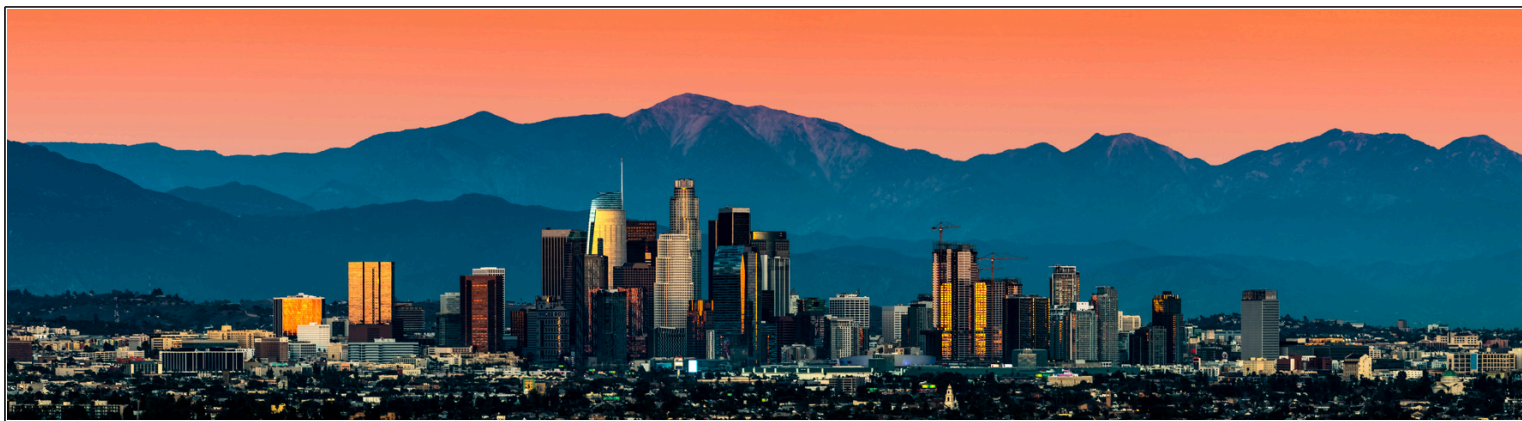
- Instantly assess potential conflicts within a requested time and location range.
- Efficiently manage an ever-growing repository of spatiotemporal data.
- Leverage readily available data to suggest minor application adjustments, increasing the odds of approval for permits that would otherwise be denied.

The benefits of this system extend beyond efficiency—FilmLA now operates with unparalleled confidence in its data, ensuring that the needs of both filmmakers and local communities are met seamlessly.

“GEO Jobe stood out by deeply understanding the location conflict problems we hoped to solve and collaborated with us to deliver a solution we’ve continued to build on ever since.

Bruce Ekstein, Director of IT
FilmLA

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The Future: Continuing Geospatial Innovation with GEO Jobe

As FilmLA continues to integrate GIS technology into its operations, the collaboration with GEO Jobe remains strong. This successful partnership underscores the power of geospatial solutions in tackling complex, real-world challenges, and FilmLA is now poised to explore even more innovative applications of GIS technology.

By modernizing its approach to film permitting, FilmLA has set a new standard for the industry—one that embraces the power of spatial intelligence to drive more intelligent and efficient decision-making. Due to GEO Jobe’s expertise, Hollywood’s film permitting process is now more intuitive, scalable, and future-proof than ever before.

Ready to leverage our innovation for your organization’s success? Reach out today!



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