



# CITY OF OAKLAND

DEPARTMENT OF ECONOMIC AND WORKFORCE DEVELOPMENT  
DALZIEL BUILDING • 250 FRANK H. OGAWA PLAZA, 5<sup>th</sup> FLOOR, SUITE 5313  
OAKLAND, CALIFORNIA 94612

3/3/2026

Two Whom It May Concern,

This letter is to express support to produce the short film OBJECT PERMANENCE.

Produced by Oakland-based companies Full Spectrum Media and Artistic Freedom Ltd., this film perfectly represents the talent of Oakland's creative industries. The City's Cultural and Economic strategies focus on supporting creative businesses as a national model for inclusive, community-rooted cultural and economic development. These industries are foundational to Oakland's economic vitality and neighborhood resilience.

The City is looking forward to the energy and economic impact that would come from shooting this film in Oakland, hiring local talent and using local vendors. These companies' decision to support the local workforce and local businesses also enables Oakland to demonstrate our expertise in production. Investment in arts and cultural activities uplift Oakland's diverse heritage as a major economic asset. The economic activity from film productions can take the form of staying at local hotels, supporting businesses, as well as employing residents. Local creatives generate jobs, attract tourism, and stimulate spending across sectors such as hospitality, transportation, and retail.

Creative businesses also play a pivotal role in activating Oakland's streets, parks, and public spaces, drawing over 3.4 million visitors and generating \$583 million in spending in 2024 alone according to Visit Oakland. Our film, music, tech and manufacturing industries regularly collaborate to create iconic cultural institutions, festivals, and movements. These communities use art to tell their stories, resist injustice, and build connection—contributions that remain fundamental to Oakland's social and economic life today. In 2024, the City supported more than 300 permitted events and grant-funded projects with local artists, performers, and creative businesses.

Through this letter of support, the Business Development Division strongly encourages the success of OBJECT PERMANENCE and all of the benefits production in Oakland provides businesses.

Sincerely,

Cristy Johnston Limon

Deputy Director, Business Development, Economic Workforce Development