



The following information comprises the minutes for a regular meeting of the City Council, a joint meeting of the Banning City Council and Banning Utility Authority and a joint meeting of the Banning City Council and the Banning City Council sitting in its capacity as the Successor Agency Board.

**MINUTES
CITY COUNCIL**

**9/27/2022
REGULAR MEETING**

COUNCIL MEMBERS PRESENT: Council Member Happe
Council Member Rick Minjares
Mayor Pro Tem Alberto Sanchez
Mayor Colleen Wallace

COUNCIL MEMBERS ABSENT: None

OTHERS PRESENT: Doug Schulze, City Manager
Kevin Ennis, City Attorney
Serita Young, Assistant City Attorney
Marie Calderon, City Clerk
Caroline Patton, Deputy City Clerk
Art Vela, Director of Public Works
Tom Miller, Electric Utility Director
Ralph Wright, Parks and Recreation Director
Lincoln Bogard, Finance Director
Laurie Sampson, Assistant City Manager
John Garside, Multimedia Specialist

*Participated via Zoom.

1. CALL TO ORDER

Mayor Wallace called the regular meeting to order at 5:06 p.m.

- 1.1. Invocation – Pastor Dave Kieffer of Our Savior’s Lutheran Church performed the invocation.
- 1.2. Pledge of Allegiance - Council Member Minjares led the Pledge of Allegiance.
- 1.3. Roll Call

COUNCIL MEMBER	PRESENT	ABSENT
Happe, David	X	
Minjares, Rick	X	
Sanchez, Alberto	X	
Wallace, Colleen	X	

2. AGENDA APPROVAL

2.1. Approve Agenda

Motion to approve the agenda.

Motion by Mayor Pro Tem Sanchez

Seconded by Council Member Happe

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 4-0.

3. PRESENTATION(S)

3.1. Introduction of Captain Vernal, Commander at Larry D. Smith Correctional Facility by Police Chief Hamner

3.2. Recognition of City Attorney Kevin Ennis, In Appreciation of 5 Years of Service to the City of Banning

4. REPORT ON CLOSED SESSION

4.1. City Attorney Ennis reported there were three items on the closed session agenda. For all three agenda items, there was no final nor reportable action.

Council Member Happe recused himself for closed session agenda item 3.2.

5. PUBLIC COMMENTS, CORRESPONDENCE, APPOINTMENTS, CITY COUNCIL COMMITTEE REPORTS, CITY MANAGER REPORT, AND CITY ATTORNEY REPORT

5.1. PUBLIC COMMENTS

Inge Schuler commended the Animal Control Officers of the City, saying they had a particular issue with wild dogs in City Council District 2. She said they are in desperate need of a tranquilizer dart gun.

Clarence Taylor asked about a couple of properties in the city and what would be coming of them.

Al Chavez reported on the Community Garden located off 22nd Street.

Chris McCallum continued presenting on the Community Garden.

Kathleen Dale commented on the new signage not allowing members of the f the public to come up into the dais and behind/next to City staff.

Diego Rose commented on the City's water supply, saying there is signage at City Hall requiring water restrictions when the City has sufficient supplies. He suggested there was inconsistencies in the City's messaging regarding water shortages.

Mary Ann Rickinaw provided an update on Faith in Action of the San Geronio Pass, a local non-profit.

5.2. CORRESPONDENCE

Two items of correspondence were received and provided to City Council in advance of the meeting. Both comments related to the Agenda Item 7.3 Public Hearing on the Appeal of a Business License denial.

5.3. APPOINTMENTS

5.3.1. Appointment of Serita R. Young as City Attorney and Consideration of Resolution 2022-134, Appointing Serita R. Young as City Attorney to the City

City Manager Schulze presented the staff report.

Motion to approve Resolution 2022-134.

Motion by Mayor Pro Tem Sanchez
Seconded by Council Member Happe

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 4-0.

5.4. CITY COUNCIL COMMITTEE REPORTS

Council Member Happe had no report.

Mayor Pro Tem Sanchez reported on the Community Garden project that was shared during public comment.

Mayor Wallace reported on a meeting she attended regarding toll roads. She shared the Banning Police Department will be hosting a Community Day on October 8, 2022.

Council Member Minjares said he would be working with the City Manager to set a regular town hall meeting date and location within his City Council District.

5.5. CITY MANAGER REPORT

City Manager Schulze reported on the Hispanic Heritage Festival, Banning Police Department Community Event on October 8 from 10 a.m. to 2 p.m. He highlighted the Pumpkin Patch rental setting up across the street from City Hall at the city-owned 150 E. Ramsey Street location.

5.6. CITY ATTORNEY REPORT

Assistant City Attorney Young had no report.

5.7. CITY TREASURER REPORT

City Treasurer Alejandro Geronimo reported on the most recent Budget and Finance Committee meeting. He requested the City Council change the composition and structure of the Budget and Finance Committee meeting, including changing its standing meeting date.

Mayor Wallace responded that adding community members would change the composition and legal requirements for the committee. City Attorney Young confirmed.

6. CONSENT ITEMS

- 6.1. Minutes of the August 23 and September 6, 2022 City Council Meetings
- 6.2. Approval and Ratification of Accounts Payable and Payroll Warrants Issued in the Month of August 2022
- 6.3. Receive and File Cash, Investments and Reserve Report for the Month of August 2022
- 6.4. Receive and File Police Department Statistics for the Month of August 2022
- 6.5. Receive and File Fire Department Statistics for the Month of August 2022
- 6.6. Public Works Capital Improvement Project Tracking List
- 6.7. Accept an Easement from Tri Pointe Homes for Public Utility Purposes for Tract Map Nos. 35967 within the Atwell Development
- 6.8. Consideration of Resolution 2022-127, Approving Final Parcel Map 38206, Authorizing Staff to Sign, and Releasing the Map for Recordation
- 6.9. Consideration of Resolution 2022-132 Approving Amendment No. 1 to the Agreement with Rincon Consultants, Inc. for additional staff support on the 6th Regional Housing Needs Analysis (RHNA) Cycle Housing Element
- 6.10. Consideration of Resolution 2022-133, Approving the Use of Sourcewell Contract No. 091521-NAF for Banning Electric Utility's Purchase of a 2023 Ford Hybrid Explorer (K7H) Platinum RWD for the Public Benefits Staff in the Amount of \$57,162.30 Plus Licensing Fees

Public Comments

Diego Rose disagreed that the City's finances were fine, stating they were only okay because the City used one-time COVID funding to offset a deficit. Rose was opposed to using COVID funding in this way, stating the funds should have gone to the public.

Motion to approve the consent agenda, except agenda item 6.6.

Motion by Mayor Pro Tem Sanchez

Seconded by Council Member Minjares

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 4-0.

6.6. Public Works Capital Improvement Project Tracking List

Council Member Happe asked staff about the Sun Lakes Boulevard Extension project and questioned planned traffic control of the route.

Council Member Minjares asked about traffic control devices along the route and requested a City Council Workshop on the 80-percent design for the extension.

Public Comments

None

Motion to receive and file agenda item 6.6.

Motion by Council Member Happe

Seconded by Mayor Wallace

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 4-0.

7. PUBLIC HEARING(S)

- 7.1. Consideration of Resolution 2022-130, Recommending that the City Council make a Determination of Exemption under CEQA Guidelines Section 15301 and Approve Conditional Use Permit 22-8003, to Allow the Commercial Manufacturing of Cannabis (Type 6: Non-Volatile Solvent Manufacturing or Mechanical Extraction) within an Existing Industrial Building Located at 195 East Lincoln Street (APN: 541-220-022) in the Industrial (I) Zoning District

Adam Rush, Community Development Director, presented the staff report.

The applicant addressed City Council and answered questions.

Public Comments

None

Motion to approve Resolution 2022-130, approving CUP 22-8003 for commercial cannabis distribution within an existing industrial building located at 195 E. Lincoln St. in Banning.

Motion by Mayor Pro Tem Sanchez

Seconded by Council Member Happe

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 4-0.

Mayor Wallace announced a recess at 6:56 p.m. The meeting was reconvened at 7:12 p.m.

- 7.2. Consideration of Resolution 2022-131, Making a Determination of Exemption under CEQA Guidelines Section 15302 (Replacement or Reconstruction) and Section 15303 (New Construction or Conversion of Small Structures); Approving a Billboard Relocation Agreement that Authorizes the Relocation and Conversion of an Existing Static Billboard to Digital Display on Real Property Located at 3610 West Ramsey Street (APN 537-090-040, 042) in the General Commercial (GC) Zoning District

Adam Rush, Community Development Director, presented the staff report.

Leslie Locken from Lamar Outdoor Advertising address City Council and answered questions. She said she would look into adding the City logo to the billboard, but was not sure it would be appropriate.

Public Comments

None

Motion to approve Resolution 2022-131, approving a Billboard Relocation Agreement with Lamar Outdoor, subject to updated architectural design submitted on September 27, 2022.

Motion by Council Member Happe

Seconded by Mayor Pro Tem Sanchez

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 4-0.

7.3. Public Hearing on Appeal of Denial for Business License Certificate Application for Proposed Business located at 225 West Ramsey Street

Adam Rush, Community Development Director, presented the staff report.

Appellant, Carol Albaugh of Faith in Action, provided a presentation.

Public Comments

Diego Rose disagreed with denying the business license.

Frank Connolly said he agreed with Council Member Happe and felt the business license should not be denied.

Gabriel Barrera said that as the property owner of the location, he felt the business license should be approved. He lauded the work of Faith in Action does in the community and for the residents of the City of Banning.

Motion to uphold the deny the appeal and sustain denial of business license application.

Motion by Mayor Pro Tem Sanchez

Seconded by Council Member Minjares

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David		X			
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 3-1.

Mayor Wallace announced a recess at 8:49 p.m. The meeting was reconvened at 8:59 p.m.

7.4. Public Hearing and Consideration of Resolution 2022-128, Adopting the Banning Electric Utility Wildfire Mitigation Plan Version 3.0

Brandon Robinson, Electrical Engineering Supervisor, presented the staff report.

Public Comments

None

Motion to approve Resolution 2022-128.

Motion by Council Member Happe

Seconded by Mayor Wallace

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 4-0.

8. REPORTS OF OFFICERS

8.3. Super Studios Exclusive Negotiated Agreement Discussions

Doug Schulze, City Manager, presented the staff report. Angel Gracia of CreativeTank provided a presentation to the Council.

Public Comment

None

Motion to authorize the City Manager to proceed with Exclusive Negotiation Agreement discussions with Super Studios.

Motion by Council Member Happe

Seconded by Council Member Minjares

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 4-0.

8.1. Presentation of the Preliminary FY 2021-22 Financial Results for Governmental Modified Accrual Activities Only (Subject to change)

Lincoln Bogard, Finance Director, presented the staff report.

Public Comments

None

Motion to continue the meeting past 10:00 p.m.

Motion by Mayor Wallace

Seconded by Council Member Happe

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 4-0.

8.2. Fiscal Year 2023 City Council Travel and Conference Expense Allocation

Doug Schulze, City Manager, presented the staff report.

Public Comments

None

Motion to reallocate remaining District 2 and District 3 funds to be split evenly between Districts 1 and 5.

Motion by Council Member Minjares

Seconded by Mayor Pro Tem Sanchez

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				

Wallace, Colleen X

Motion approved by a vote of 4-0.

8.4. Consideration of Resolution 2022-129, Approving an Employment Agreement with Ralph Wright for the Position of Parks and Recreation Director

Doug Schulze, City Manager, presented the staff report.

Public Comment

None

Motion to approve Resolution 2022-129.

Motion by Mayor Pro Tem Sanchez

Seconded by Council Member Happe

COUNCIL MEMBER	YES	NO	ABSTAIN	RECUSE	ABSENT
Happe, David	X				
Minjares, Rick	X				
Sanchez, Alberto	X				
Wallace, Colleen	X				

Motion approved by a vote of 4-0.

9. DISCUSSION ITEM(S)

None

10. ITEMS FOR FUTURE AGENDAS

10.1. New Items

1. Cannabis Microbusiness (Wallace)
2. Grow Banning (Sanchez)

10.2. Pending Items:

1. Affordable Housing Solutions
2. Internship Program
3. Traffic Circles/Diverging Diamonds (Happe)
4. Cannabis Regulations (Happe)

11. ADJOURNMENT

Mayor Wallace adjourned the meeting at 10:37 p.m.

Minutes Prepared by:


Caroline Patton, Deputy City Clerk

This entire meeting may be viewed here:

<https://banninglive.viebit.com/index.php?folder=City+Council+Meetings>

All documents related to this meeting are available here:

<http://banning.ca.us/ArchiveCenter/ViewFile/Item/2713>

ATTACHMENTS:

- Exhibit A – City Manager’s Report Presentation
- Exhibit B – Staff Presentation for Agenda Item 7.1
- Exhibit C – Staff Presentation for Agenda Item 7.2
- Exhibit D – Handouts for Agenda Item 7.2
- Exhibit E – Staff Presentation for Agenda Item 7.3
- Exhibit F – Appellant’s Presentation for Agenda Item 7.3
- Exhibit G – Public Comment submitted for Agenda Item 7.3
- Exhibit H – Staff Presentation for Agenda Item 7.4
- Exhibit I – Developer Presentation for Agenda Item 8.3

CITY MANAGER'S REPORT

September 27, 2022



HISPANIC HERITAGE FESTIVAL

- First Year
- Opportunity to Grow
- Saturday, September 24, 2022

Thank you &
congratulations to City of
Banning Parks & Rec Staff



CITY OF
BANNING
POLICE
DEPARTMENT
COMMUNITY
DAY



BANNING'S
1ST EVER



GET A CHANCE TO
WIN A FREE PUMPKIN!

1. Hover over the QR Code
2. Follow directions on the Instagram post
3. We will select 25 winners on October 1st!



108TH ANNUAL ICMA CONFERENCE

Don't seek perfection.
Seek balance.
Seek consistence.
Seek justice.
Seek passion.
Seek a cause for humanity,
and your life shall have
meaning.

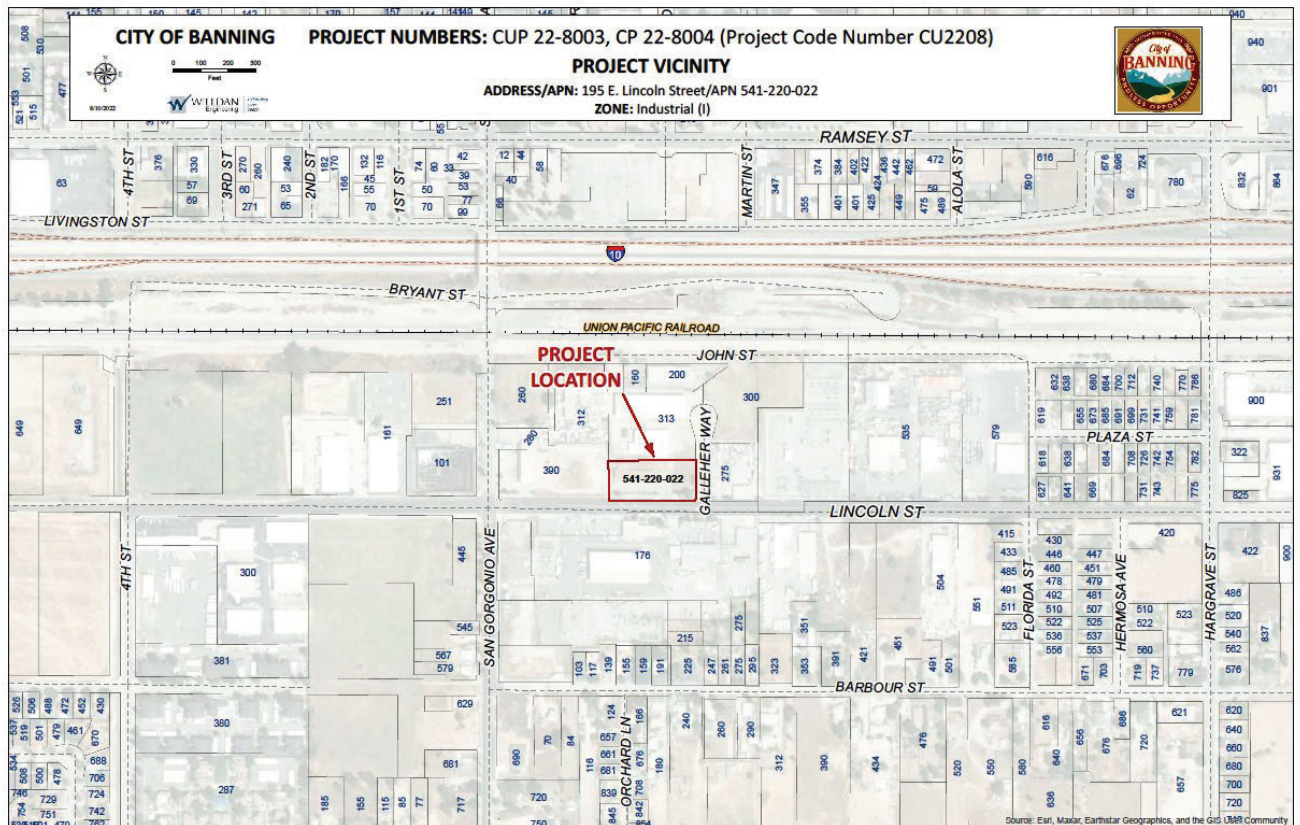
DERRECK KAYONGO

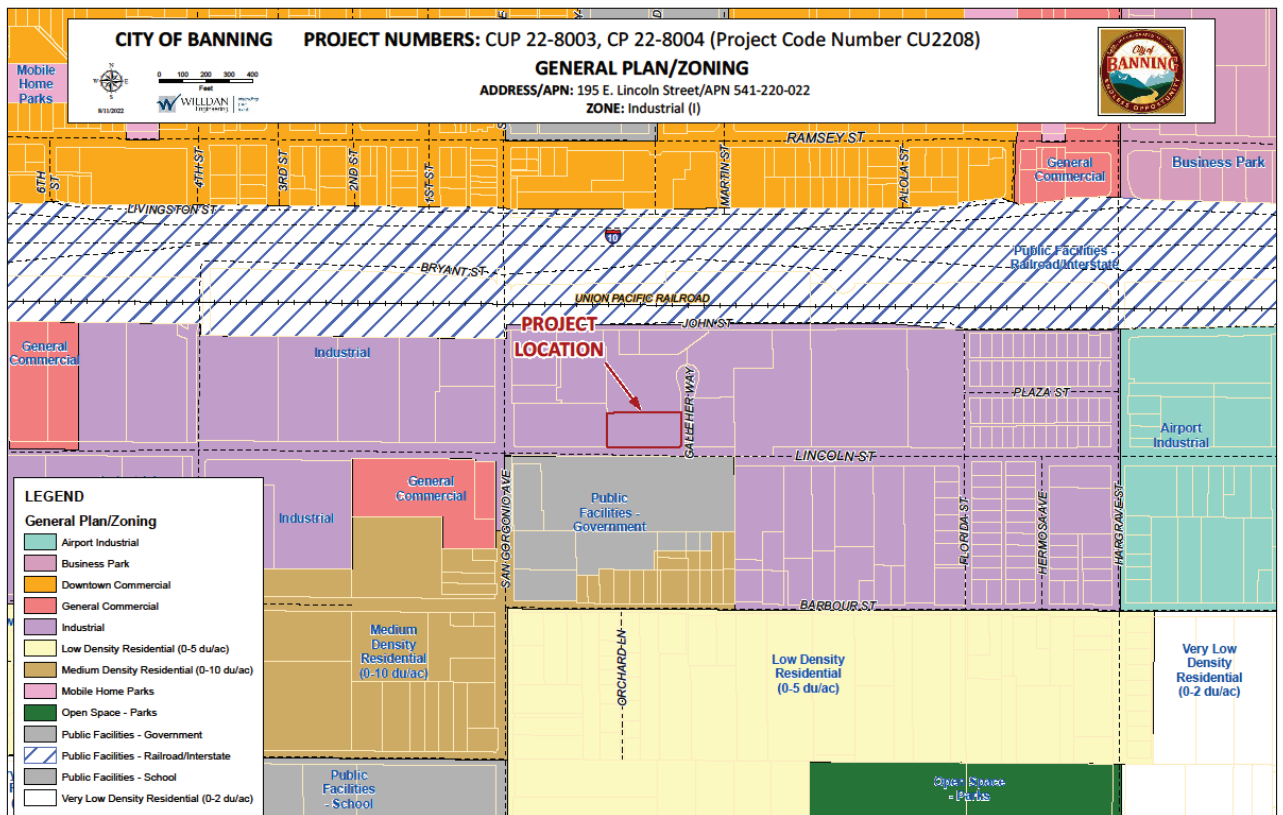
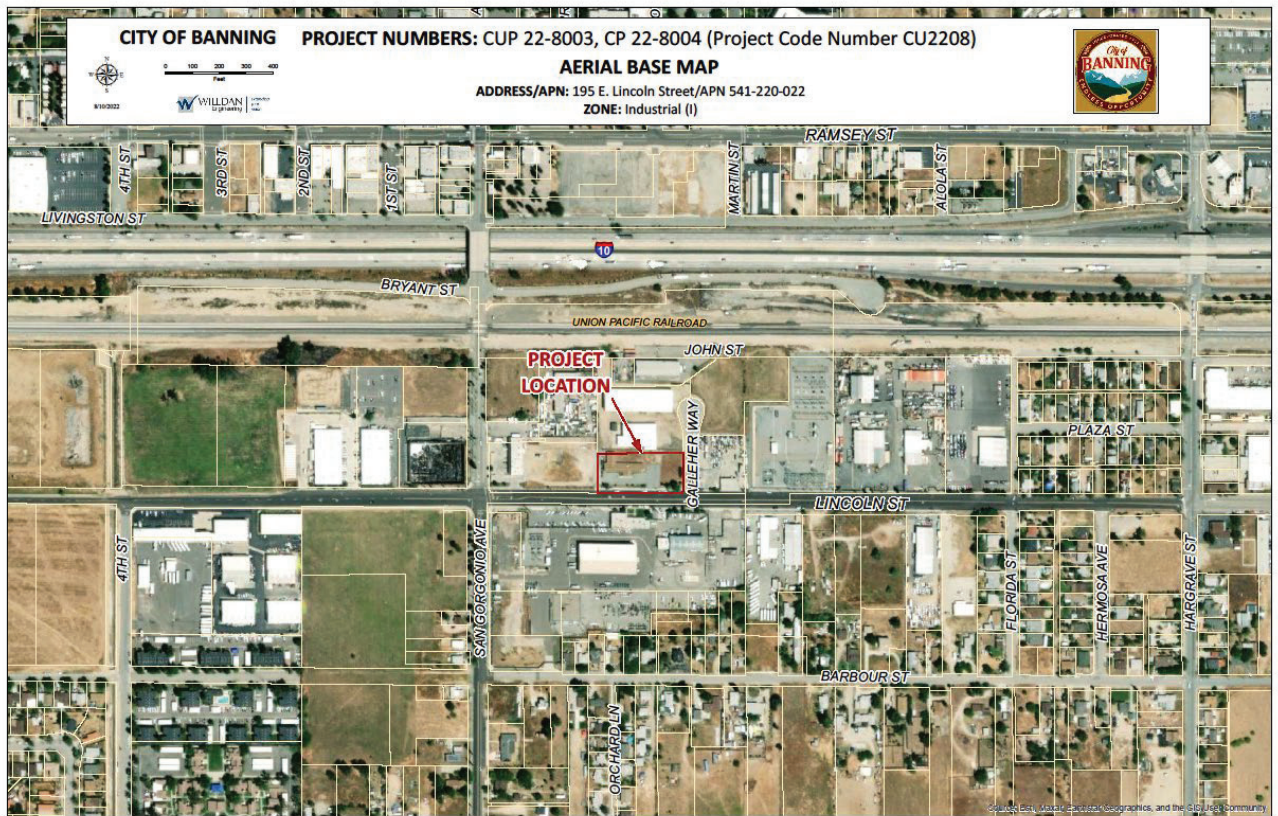




CITY COUNCIL AGENDA ITEM 7.1. PUBLIC HEARING SEPTEMBER 27, 2022

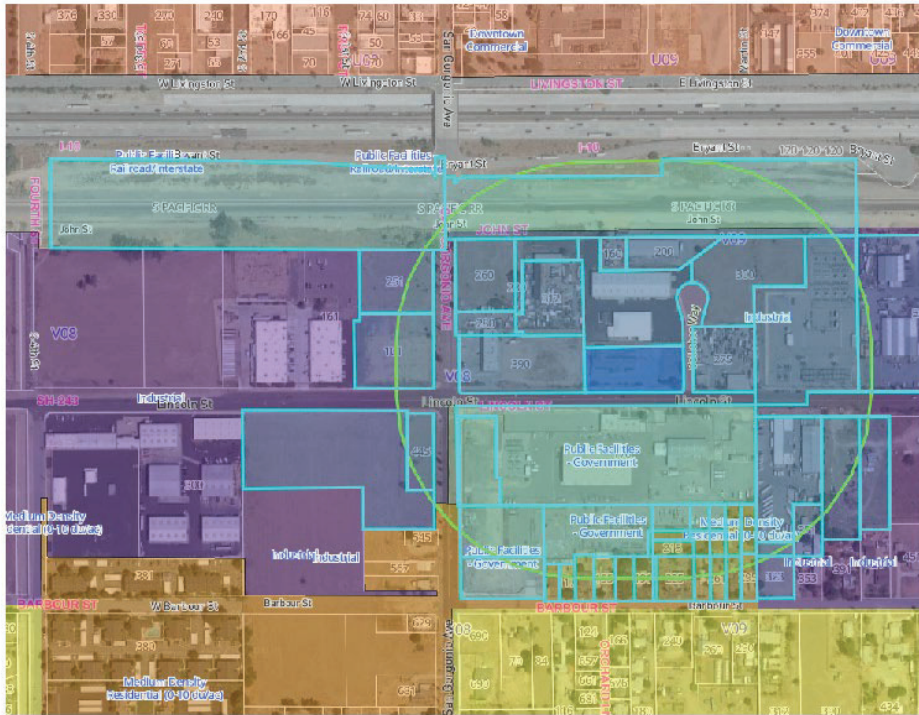
Consideration of Conditional Use Permit 22-8003 to authorize the operation of a Commercial Cannabis Manufacturing Facility in the Industrial zoning district located at 195 East Lincoln Street







600-foot Radius Map



Existing Site Conditions





Background

The applicant proposes to manufacture three main products (1) live resin (2) cannabis oil (3) distillate. The activity will include the extraction of oil from raw cannabis flower using a low pressure, closed-loop, non-volatile solvent-based extraction machine.

- Industrial Building of 6,310 s.f.
- Two phases (3,374 s.f. and 1,649 s.f. with remaining as storage)
- Each phase will be segregated from each other per state licensing requirements.
- Three main products through the extraction from raw cannabis flower using a low-pressure, closed-loop, non-volatile solvent-based extraction machine:
 - Live Resin
 - Cannabis Oil
 - Distillate



Existing Site Conditions





Existing Site Conditions



Existing Site Conditions





Environmental Determination

- ▶ Planning Division staff has determined that this Project is categorically exempt from the requirements of the California Environmental Quality Act (“CEQA”) pursuant to State CEQA Guidelines Section 15301 (Existing Facilities - Class 1 Categorical Exemption) because the Project consists of the operation, repair, maintenance, permitting, leasing, licensing, and minor alteration of an existing private structure, involving negligible or no expansion of an existing use, including interior or exterior alterations involving such things as interior partitions, plumbing, and electrical conveyances.
- ▶ A Notice of Exemption has been prepared for adoption with the project.



Recommendation

Staff recommends the City Council adopt Resolution 2022-130 making the determination that the Project is exempt from environmental review pursuant to California Environmental Quality Act (CEQA) Guidelines Section 15301 (Existing Facilities), and approve Conditional Use Permit 22-8003 to allow for commercial manufacturing of cannabis, using non-volatile methods, within an existing industrial building located at 195 East Lincoln Street (APN: 541-220-017) in the Industrial (I) zoning district, subject to the recommended conditions of approval.



THANK YOU & QUESTIONS

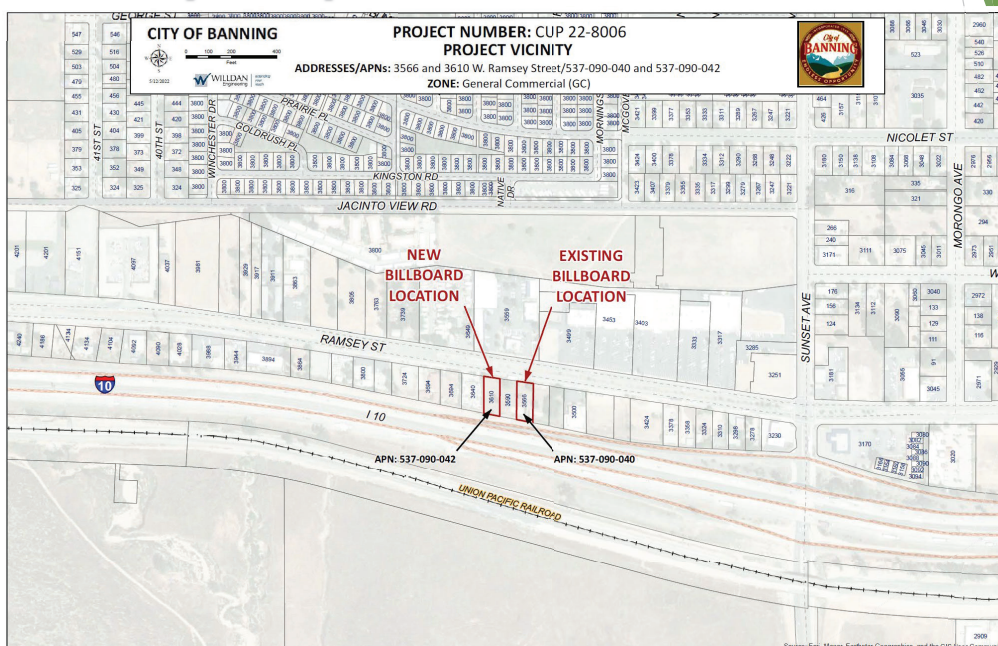


CITY COUNCIL AGENDA ITEM 7.2. PUBLIC HEARING SEPTEMBER 27, 2022

Consideration of a Billboard Relocation Agreement for Lamar Outdoor Advertising, A proposal to authorize the relocation and conversion of an existing static billboard to digital display located in the General Commercial (GC) zoning district.



Vicinity Map

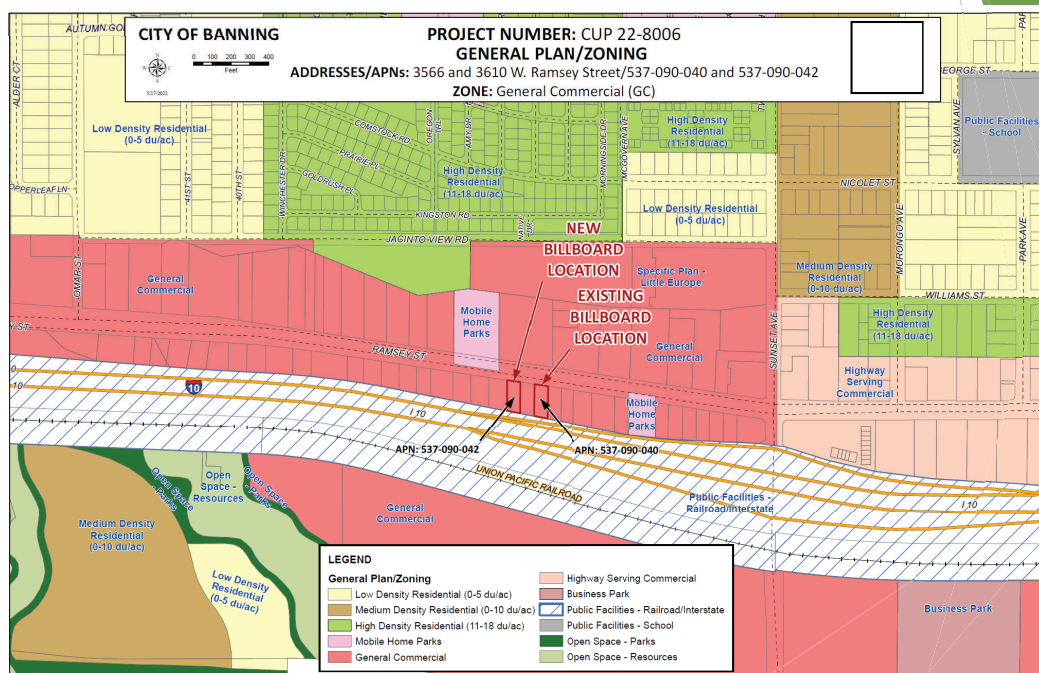




Aerial Map

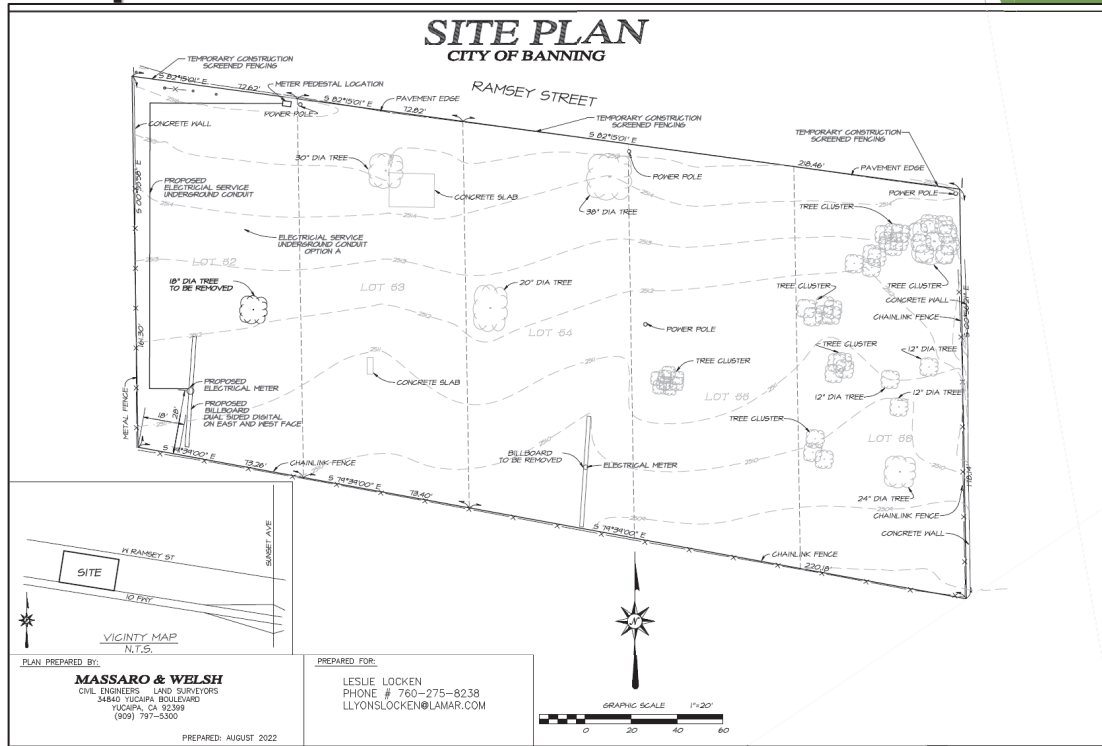


Zoning Map





Proposed Site Plan



Existing Site Conditions





Existing Site Conditions



Existing Site Conditions

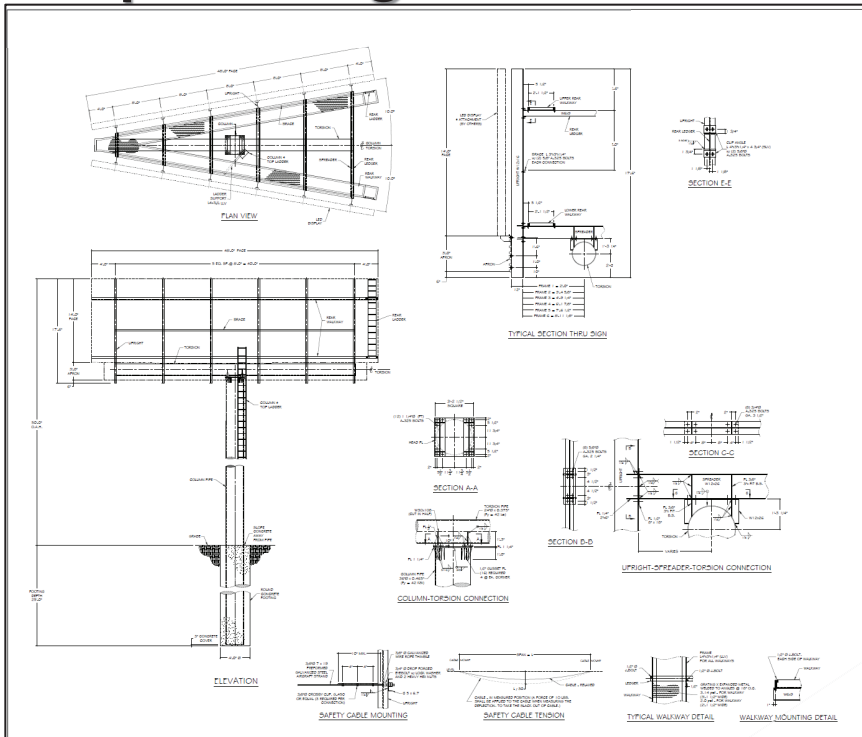




Existing Site Conditions



Proposed Sign Plan





Proposed Sign Plan



Background:

- **Related Case** - CUP 2022-8006 was approved by PC on 09/07/2022, subject to CC approval of a Relocation Agreement.
- Located in the GC Zone and I-10 corridor. BMC allows relocated billboard signs with a CUP.
- The proposed sign is consistent with similar neighboring freeway-oriented billboard signs.
- The project is a relocation/new construction of a small accessory structure.
- Will not interfere with existing or proposed businesses.
- Meets the purpose of the GC Zone to promote uses convenient to patrons and visitors.
- Supports GP Economic Development Policy to promote business attraction and retention.



Environmental Determination

California Environmental Quality Act (CEQA)

- ▶ CEQA Guidelines §15302 (Replacement or Reconstruction), a Class 2 Categorical Exemption
- ▶ CEQA Guidelines §15303 (New Construction of Small Structures), a Class 3 Categorical Exemption
- ▶ The project is exempt from further environmental review.
- ▶ A Notice of Exemption has been prepared for adoption with the project.



Planning Commission Recommendation

RECOMMENDED ACTION:

- ▶ City Council adopt Resolution 2022-131 approving the following:
 - ▶ Make a determination under CEQA Guidelines that the project is Categorical Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15302 (Reconstruction or Replacement), and 15303 (New Construction of Small Structures).
 - ▶ Approve a Lamar Outdoor Advertising Billboard Relocation Agreement to allow for the relocation and conversion of an existing static billboard to dual-face digital display located in the General Commercial (GC) zoning district at 3610 W. Ramsey Street.



Conclusion

THANK YOU & QUESTIONS

AI 7.2



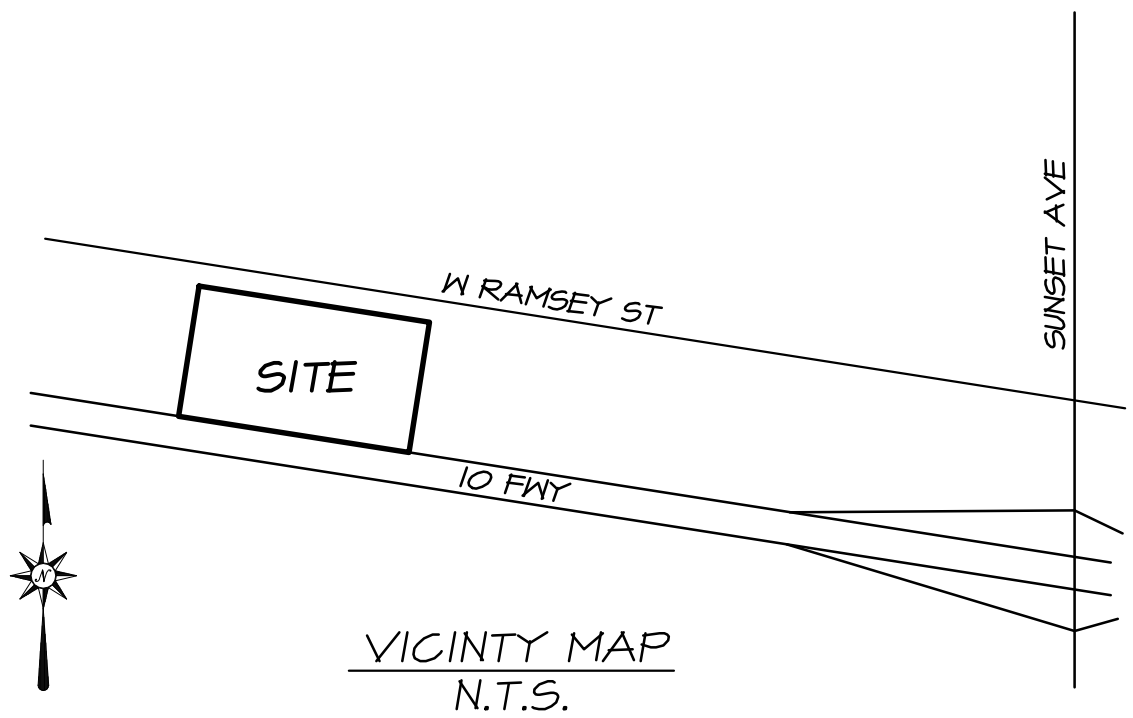
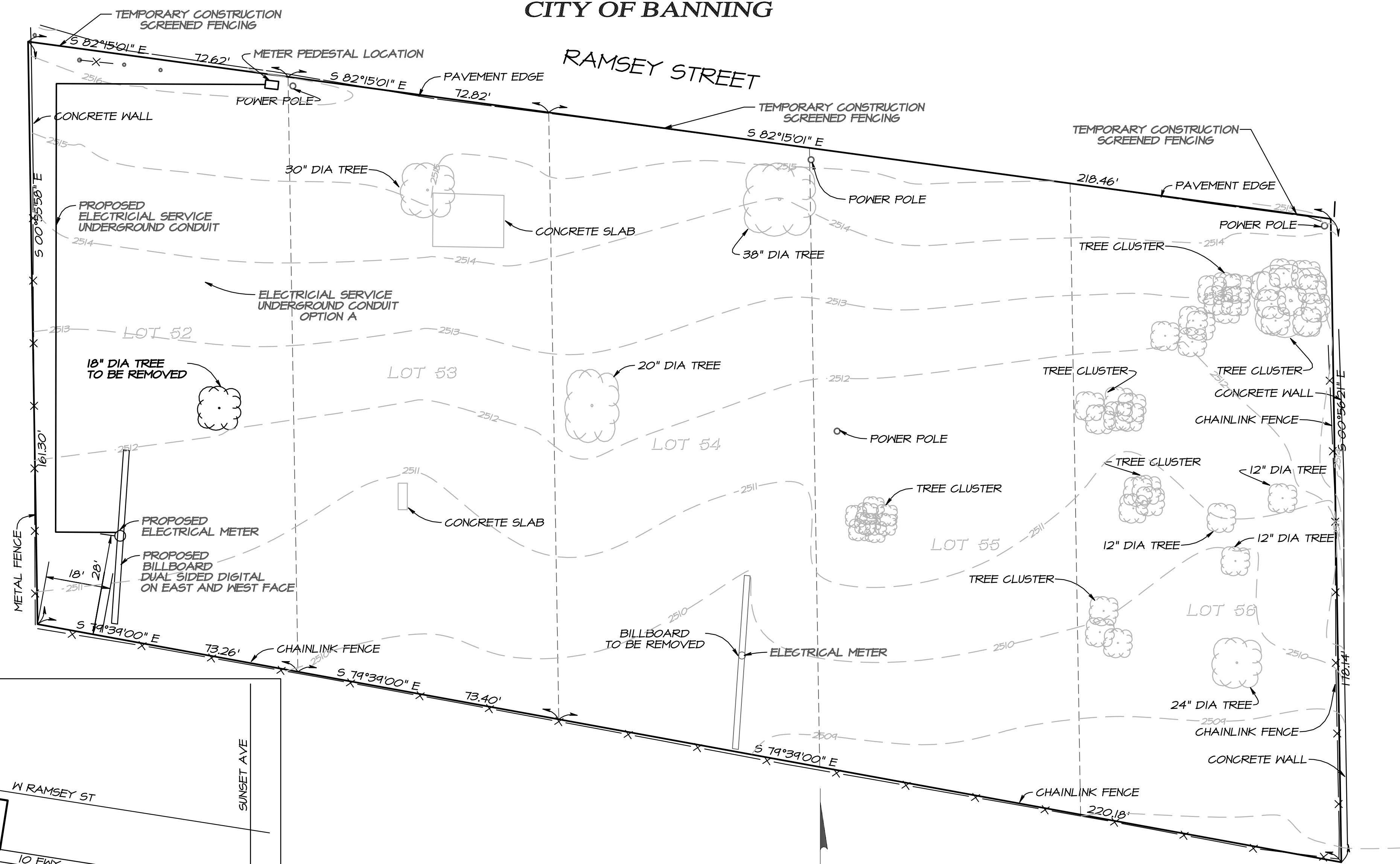
B



LAMAR
Banning, CA
ADDRESS _____
DATE 10-15-21
DRAWING NUMBER _____

Exhibit D - Agenda Item 7.2

SITE PLAN
CITY OF BANNING



PLAN PREPARED BY:
MASSARO & WELSH
CIVIL ENGINEERS LAND SURVEYORS
34840 YUCAIPA BOULEVARD
YUCAIPA, CA 92399
(909) 797-5300

PREPARED FOR:
LESLIE LOCKEN
PHONE # 760-275-8238
LLYONSLOCKEN@LAMAR.COM

PREPARED: AUGUST 2022

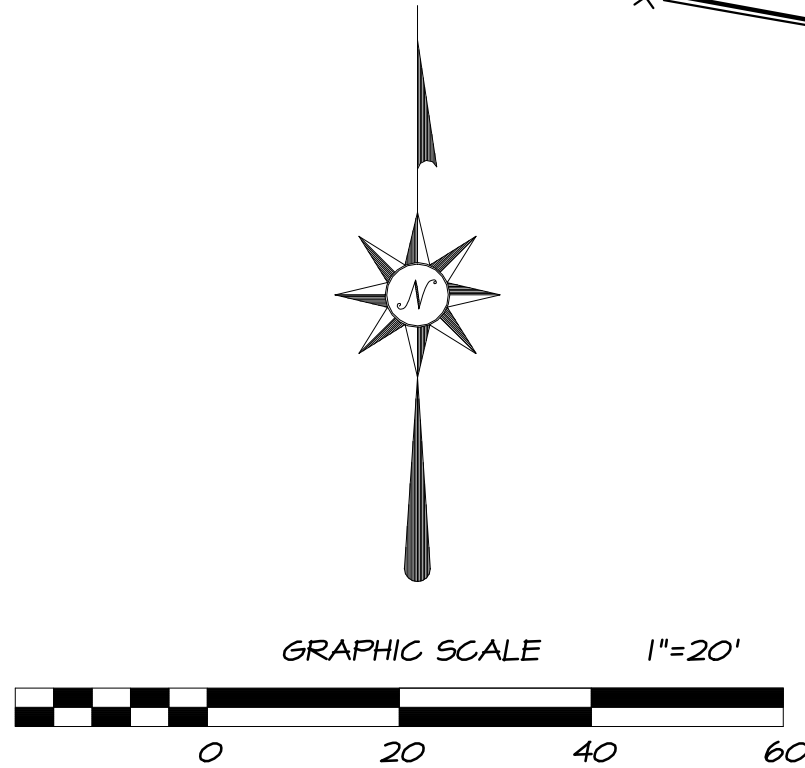


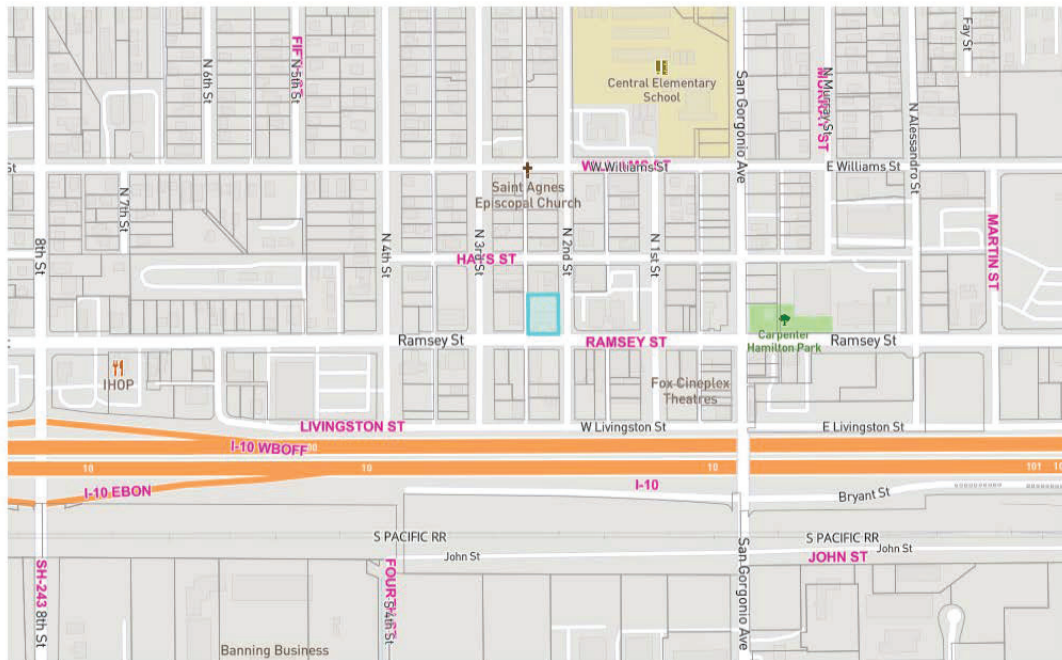
Exhibit E - Agenda Item 7.3



CITY COUNCIL AGENDA ITEM 7.3. PUBLIC HEARING SEPTEMBER 27, 2022

Public Hearing on Appeal of Denial for Business License Certificate Application for Proposed Business located at 225 West Ramsey Street

Figure 1, Project Vicinity



1" = 464 ft

W. Ramsey St./N. 2nd St.

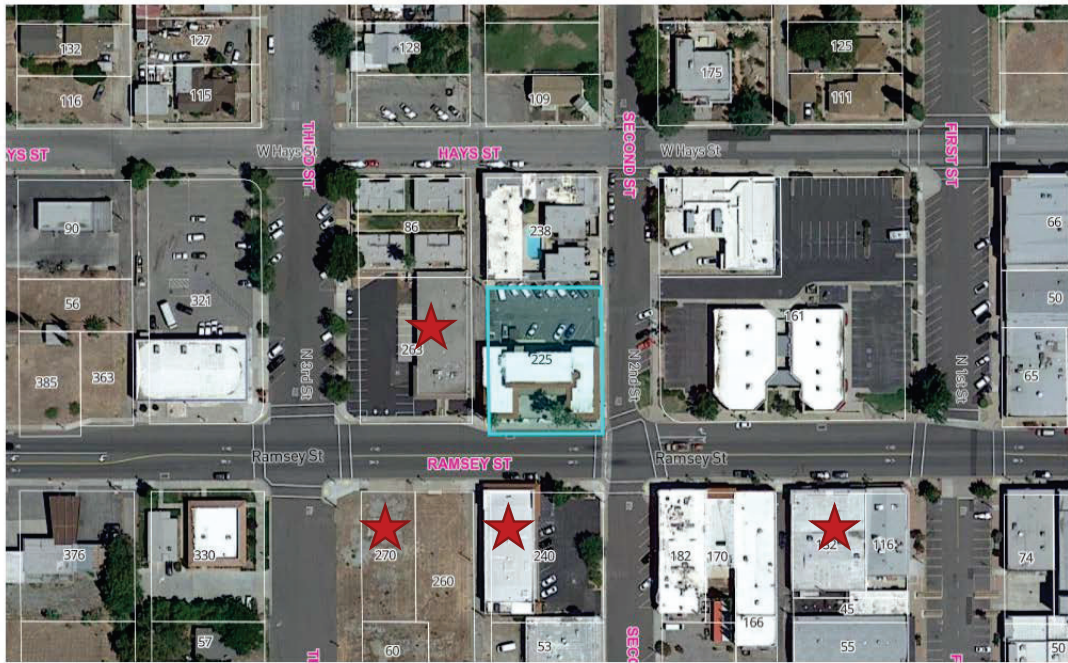
09/20/2022




This map may represent a visual display of related geographic information. Data provided here on is not guarantee of actual field conditions. To be sure of complete accuracy, please contact the responsible staff for most up-to-date information.



Figure 2, Aerial Base




1" = 124 ft	225 W. Ramsey St.	09/20/2022	
This map may represents a visual display of related geographic information. Data provided here on is not guarantee of acutual field conditions. To be sure of complete accuracy, please contact the responsible staff for most up-to-date information.			



Zoning: Downtown Commercial (DC) District



1" = 213 ft	W. Ramsey St./N. 2nd St.	09/20/2022	
This map may represents a visual display of related geographic information. Data provided here on is not guarantee of acutual field conditions. To be sure of complete accuracy, please contact the responsible staff for most up-to-date information.			







Background

- ▶ On August 23rd, a Business License application was submitted to the City for review.
- ▶ Ms. Carol Allbaugh submitted the application on behalf of Faith in Action of the San Geronio Pass.
- ▶ The application proposed a “Retail store selling new and used items” to be located within a 1,650 square foot tenant space at 225 West Ramsey Street.
- ▶ It is the opinion of City staff that the proposed used constitutes a “second hand/thrift” store in both name and meaning.
- ▶ City staff accepted and reviewed the business license certificate application pursuant to the Banning Municipal Code (BMC) Section 5.04.110, which states as follows,
 - ▶ ***No license certificate shall be issued on any application if the location of the business, trade, profession or occupation is not located in the proper zone as set forth in the zoning ordinance.***



Justification

- ▶ The proposed business is located within the Downtown Commercial Zoning District.
- ▶ Per BMC Table 17.12.020, second hand/thrift stores are not permitted in the DC zone.

17.12.020 - Permitted, conditional and prohibited uses.

Attachment F

The following list represents those uses in the commercial and industrial districts which are Permitted (P), subject to a Conditional Use Permit (C) or Prohibited (X).

Table 17.12.020

Permitted, Conditional and Prohibited Commercial and Industrial Uses

Zone	DC	GC	HSC	PO	I	AI	BP	IMR
Second hand/thrift stores	X	C	C	X	X	X	X	X



Justification

- ▶ Consequently, on August 26, 2022, City staff denied the business license certificate application in accordance with BMC Section 5.04.110.B.
- ▶ The appellant submitted an appeal on September 8th.
- ▶ The appellant stated she misrepresented the proposed business as a second hand/thrift store in the application, and that the proposed business is an “antique store, vintage and collectible items.
- ▶ Further, the appellant stated that the proposed business will sell furniture, decorative items, dishes, glassware, jewelry, etc. that are at least 20 years old and donated to the business from the residents of the Sun Lakes Community.
- ▶ **Retail stores do not typically operate for philanthropic purposes.**
 - ▶ As Faith in Action is a charitable organization, any profits generated from the proposed business will be under the control of a non-profit organization.



Justification

- ▶ As a non-profit organization, Faith in Action, can apply for exemption from certain categories of Sales and Use Tax Law in California (Section 6363.2)
- ▶ Historically, Planning staff has defined “second hand/thrift store” uses to be clothing, books or other literary material, furniture, jewelry, and other household items either donated or gifted by individuals and business after the item has met or exceeded its useful life cycle.
- ▶ The appellant ***states in the written appeal that she misrepresented*** the proposed business as a second hand/thrift store in the application, and that the proposed business is an “antique store, vintage and collectible items.
- ▶ “Antique stores” are defined in Section 19008.2 of the Businesses and Professions Code as
 - ▶ ***a retail locations selling furniture, or other similar items, that have a special value because of its age, especially a work of art or handicraft that is over 100 years old.***



Findings & Conclusions

- ▶ The proposed use is not consistent with Policy 2 of the Community Development Chapter of the General Plan (“General Plan”):
- ▶ Policy 2 states, “The City shall take a proactive role in the retention of existing businesses and the recruitment of new businesses, particularly those that generate and broaden employment opportunities, increase discretionary incomes, and contribute to City General Fund revenues.”
- ▶ The operation of second-hand or thrift stores do not generate either substantial employment opportunities or sales tax revenues as the items are sold at a significant discount as the inventories are donated or consigned.



Findings & Conclusions

- ▶ The proposed use is not consistent with Program 2.B of the General Plan:
- ▶ A proposed second-hand or thrift store does not reduce the leakage of retail sales, which have been identified by the City as a lack of sit-down and fast casual restaurants, hospitality, and retail clothing (e.g., Kohl’s, Target, Ross, TJ Maxx, etc.)
- ▶ The proposed use is inconsistent with Policy 4 of the General Plan which states, “Attract a greater number of commercial retail businesses to the Downtown Core area to develop a safe, vital and consumer-friendly downtown shopping area.”
- ▶ The proposed location, size, design, and operating characteristics of the proposed use are inconsistent with the intent and vision of the Downtown Commercial zoning district, which promotes “Small scale commercial retail and office uses, services, restaurants, entertainment retail as the primary uses.”



Recommendation

That the City Council:

Deny the appeal, sustain City staff's denial of the application for business license certificate filed by Faith in Action of the San Geronio Pass.



THANK YOU & QUESTIONS



Alternative Action(s)

- ▶ The Council determines the use to be an “antique store” and allows the business as permitted in the zoning district; or
- ▶ The Council agrees that the use is a “second hand/thrift store” and directs the applicant to apply for a zoning text amendment to permit such uses in the zoning district and, if the ZTA is approved, reapply for the business license.



CHATEAU 225 BUSINESS PLAN



AUGUST 1, 2022

FAITH IN ACTION OF SAN GORGONIO PASS
66 south San Geronio Ave #6 Banning, CA 92220

Business Overview

Chateau 225 , located at 225 Ramsey Street in Banning, CA is a new store focusing on antiques, collectibles, vintage, mid-century modern, and items of interest. Our marketing strategy is to sell upscale items in the above categories at bargain prices. The store is designed to attract people in looking, exploring, and finding unique collectible items while assisting a grassroots effort to address homelessness in the Banning Community.

Merchandise

Chateau 225 will feature items in several categories:

- Antique-having value because of its age. This can include furniture, dishes, glassware, linens, jewelry, or objects of interest.
- Collectible—of value to the collector, because of its rarity and popularity, as well as its condition.
- Vintage—at least 20 years old
- Mid century modern- It broadly describes architecture, furniture, and graphic design from the middle of the 20th century (roughly 1933 to 1965)



Merchandise for the store will be solicited from Sun Lakes and other Banning sources. FIA will advertise to obtain quality donations. All donations will be processed to ensure quality and appropriateness for the Chateau. Merchandise that needs to be cleaned, repaired, or sorted will be done by volunteers.

The Chateau 225 will offer free gift wrapping service and sell gift certificates in any amount desired. Transactions will be completed by skilled salespeople on the floor of the boutique, who will offer a high level of customer service and develop ongoing relationships with customers. Delivery of large items will be offered to customers if local in Banning, Beaumont, and Cabazon.

Customer Focus

Chateau will primarily target the residents who live within San Geronimo Pass area. This includes the cities of Banning, Beaumont, and Cabazon.

- 102,642 residents
- Average income of \$64,532
- 51% married
- 62% working in private companies
- Median age: 38.6

The following details other trends in the market:

- Antiques, vintage, collectibles never go out of style because they bring back memories and Some increase in value
- You can create warmth and cozy style through antiques and pre-loved furniture.
- Clients can explore purchasing vintage pieces rather than wait for mass-produced furniture with no clear estimated time of arrival.

Customer Segmentation

We will primarily target the following three customer segments:

1. People seeking an unusual gift for someone who has eclectic tastes
2. Individuals who are collectors of items not found in traditional stores
3. People who need an economical way to furnish a living space.
4. People who like to shop and support a good cause.

Management Team

Chateau 225 will be facilitated by Ronna Clemens who has been in the retail business for 30 years. She has managed store and apartment complexes in a

manager and bookkeeper role. As such Ms Clemens has an in-depth knowledge of the retail business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.). She will be the primary contact for the operations and schedule volunteers on an as need basis.

Success Factors

Chateau 225 is uniquely qualified to succeed for the following reasons:

- There is currently no high-end antique store in the Banning area. The closest is in the Beaumont area . In addition, we have surveyed the local population and received extremely positive feedback saying that they explicitly want to frequent our business when launched.
- Our location is in the downtown area where there are city and county offices are located and will thus be highly convenient to significant numbers of passersby each day.
- The management team has a track record of success in the retail business.
- The antique/vintage business is a proven business and has succeeded in communities throughout the United States.

Chateau 22 history

In 2020, FIA initiated the plan for a Navigation Center for the Banning Beaumont, and Cabazon area. The Chateau 225 store was designed to be a sustainability platform --a source of income--for Faith in Action of the San Geronio Pass.

Since then, FIA has achieved the following milestones:

- Received grants and other funding to begin to execute the vision of the Navigation Center.
- Established an office located at 66s San Geronio #6 in Banning.



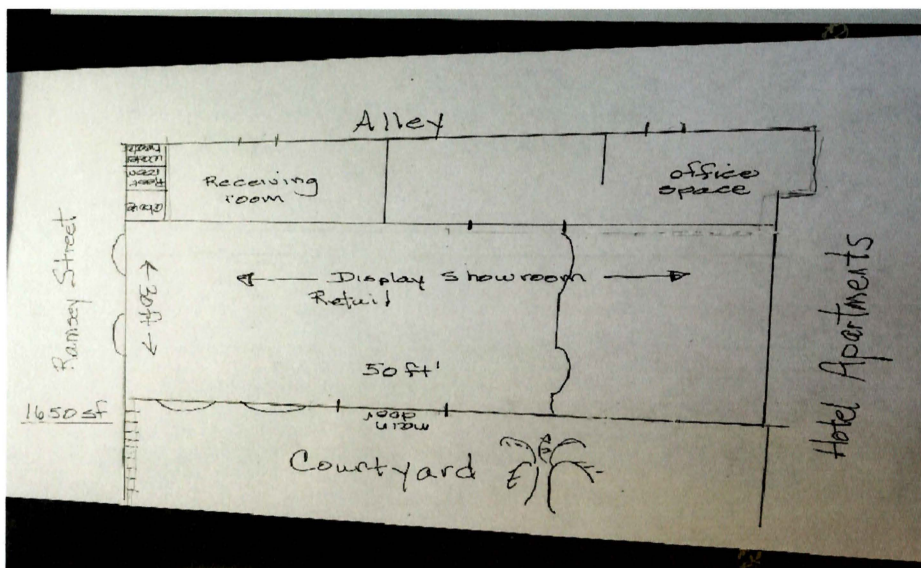
- Held several community assistance events at various churches.
- Assisted over 250 participants with homeless prevention and homeless transition needs.
- Searched 6 months for a location for the income store
- Created a store name that will honor the historic location and give a feeling of uniqueness with number part of the address.

Boutique Design

Chateau 225 will develop a 1,650 square foot store whose key elements will include the following:

- Main Showroom
- Storage Room
- Check-Out Counter
- Restroom
- Office

Please find a rough sketch of the floor plan:



The retail location has parking spots on both Ramsey and on 2nd street which should suffice even in peak hours.

Chateau 225 plans to be open 5 days a week, from 10 AM to 3 PM. As demand dictates, we may extend or reduce our hours.

Economic Impact to Banning

Chateau 225 will add to the Banning Revitalization Program

Chateau will be the only store of its kind in the downtown area and will be marketed as such!

Attract people from outside the community because of unique items at bargain prices

Enable lower income residents to purchase quality items that they would otherwise be priced out of.

Chateau 225 will be using other local businesses in the community to assist in setting up, Marketing, and advertising thus bringing more business to the area.

What is Faith in Action of San Geronio Pass?

Non-religious community based non profit organization address the long term and short term needs of low –income and homeless in Banning, Beaumont, and Cabazon Pass area



WHY are WE here?

FIA's Request for business license to operate store in a designated commercial zone was denied.

WHY????

Wording on the application was evaluated and determined to indicate a thrift store –which is not permitted in this commercial zone per ordinance codes

MEA CULPA!!!

This is all my fault!

Business license Application wording:

1st page Retail store selling new and used items

2nd page : Retail store selling crafts , new and used items

Here is what the application should have stated:

Unique retail store selling antiques, vintage, collectible, and interesting items at bargain prices.

Chateau 225 Business Plan

Concept for income generating store discussed in 2020 strategic planning

Upscale merchandise at bargain prices

Appeal to the demographics of the region

Volunteer operated with experience management

Use local resources for operation

Benefit to the community

Desired location
225 Ramsey in historical
Chateau Hotel



According to Banning Code of Ordinances the following are permitted:

- Antique stores
- Furniture, furnishings
- Gift shops
- Retail stores, general merchandise
- The Chateau 225 is a combination of all of these!!

Chateau 225 will be part of the Banning Revitalization Plan by being a public realm enhancement that will improve the quality of life and attract new investment downtown.

Please consider this appeal and let FIA open the doors for business

Exhibit G - Agenda Item 7.3

Agenda Item 7.3

From: Gail Wright <gail.wright513@gmail.com>
Sent: Sunday, September 25, 2022 1:05 PM
To: cityclerks
Subject: Agenda item starting on page 40 Faith in Action

Please reconsider the application submitted by Carol Allbaugh requesting a business license to operate a store location in Banning. The benefit of this store is to support those less fortunate with the selling of "antiques" Faith in Action have acquired and to financially support their new office on San Gorgonio Ave.

Thank you for your consideration.
Faith In Action member, Gail Wright

Agenda Item 7.3

From: Sandra Glickman <glickman18@gmail.com>
Sent: Monday, September 26, 2022 6:33 AM
To: cityclerks
Subject: Comment on denial of property use for 225 W. Ramsey Street

Dear Sirs and Madams:

I am writing this in support of the antique shop to benefit the clients of FIA-SGP at 225 West Ramsey St in Banning. The need for funds to assist the low income and homeless of Banning should outweigh the zoning of the downtown area. If necessary, I am sure that there is a compromise that can be managed between the FIA_SGP organization and the Zoning commission.

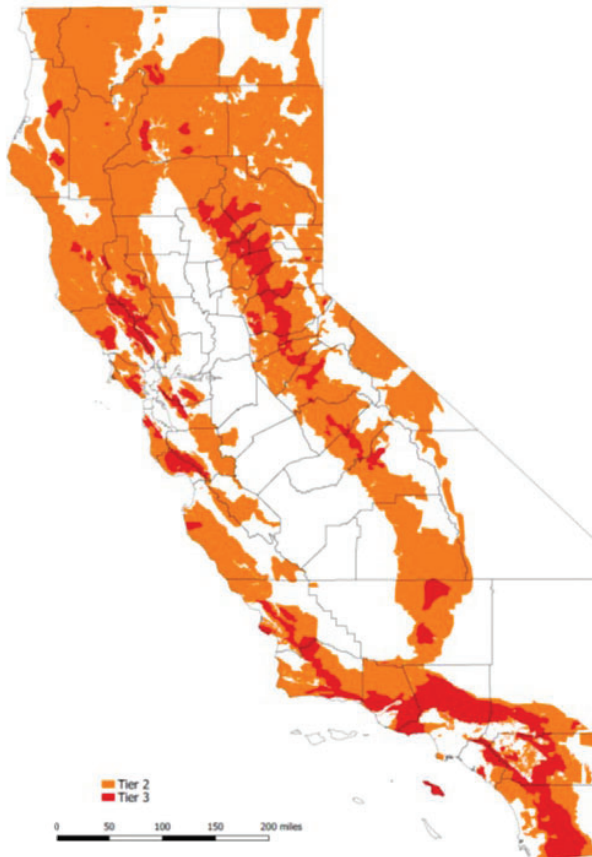
Please reconsider your denial of this application for the antique store to be discussed 9/27/2022.

Respectfully Submitted;
Sandra Glickman
5135 Rio Bravo Dr, Banning, CA 92220
[Glickman18@gmail.com](mailto:glickman18@gmail.com)

BANNING ELECTRIC UTILITY WILDFIRE MITIGATION PLAN



VERSION 3.0



CPUC Fire Threat Map Evolution

- ▶ In 2016, Governor Brown signs SB 1028 requiring POU's to identify and mitigate wildfires in areas where overhead electric lines and equipment posed a significant risk
- ▶ In 2018, developed a statewide Fire Threat Map, or Fire Map 2 (pictured)
 - ▶ Tier 1: Low or No Hazards/Risk - 95% of distribution system
 - ▶ Tier 2: Elevated Risk - 3% of distribution system
 - ▶ Tier 3: Extreme Risk - 2% of distribution system

Requirements of the Wildfire Mitigation Plan

► SB 1028

- (1) An accounting of the responsibilities of persons responsible for executing the plan.
- (2) The objectives of the plan.
- (3) A description of the preventive strategies and programs adopted by the electrical corporation to minimize the risk of its electrical lines and equipment causing catastrophic wildfires.
- (4) A description of the metrics the electrical corporation plans to use to evaluate the plan's performance and the assumptions that underlie the use of those metrics.
- (5) A discussion of how the application of previously identified metrics to previous plan performances has informed the plan.
- (6) A description of the processes and procedures the electrical corporation will use to do the following:
 - (A) How the utility intends to monitor and audit the implementation of the plan.
 - (B) How the utility will identify any deficiencies in the plan or the plan's implementation and correct those deficiencies.
 - (C) How the utility will monitor and audit the effectiveness of electrical line and equipment inspections, including inspections performed by contractors, carried out under the plan and other applicable statutes and commission rules.
- (7) Any other information that the Wildfire Safety Advisory Board (WSAB) may require.

Requirements of the Wildfire Mitigation Plan

► AB 1054

- directs utilities to “construct, maintain, and operate its electrical lines and equipment in a manner that will minimize the risk of wildfire posed by those electrical lines and equipment.”
- develop means to mitigate the impacts and potential damage resulting from wildfires

California Wildfire Safety Advisory Board

- ▶ Assume an independent advisory role, which is distinct from a regulatory role
- ▶ Advise CPUC of wildfire safety and mitigation performance of plans written by utilities
- ▶ Develop an appropriate scope and process for assessing the safety culture of an electric utility
- ▶ Objectives:
 - ▶ Evaluate each utility's WMPs
 - ▶ Provide an advisory opinion of what should be included in future versions of each utility's WMP

BEU Wildfire Mitigation Plan Objectives

- ▶ Protect public safety while continuing to provide reliable and sustainable power to customers
- ▶ Set forth actionable and measurable plan to reduce the risk of potential wildfire-causing ignitions associated with BEU's electrical infrastructure
- ▶ Implement measures to harden the electric system against wildfires and improve system resiliency
- ▶ Enhance wildfire suppression by improving coordination with emergency management personnel
- ▶ Reduce the impact of wildfires on BEU's customers
- ▶ Communicate with customers, community groups, and other stakeholders about how to prevent, prepare for, and mitigate the effects of wildfire
- ▶ Evaluate over longer fire season (year-round) due to extended drought conditions

BEU Safety Risks - Cause of Outages

- ▶ Ranking of Factors causing BEU outages
 1. Equipment deterioration or failure
 2. Vegetation
 3. Vehicle damage
 4. Animal contact
 5. Mylar balloons
 6. Lightning
 7. Vandalism
- ▶ BEU power lines have not caused any wildfires over the past several years

Current Regulatory & Mitigation Efforts

- ▶ Mitigation efforts completed during this plan period
 - ▶ Vegetation management (clearing) around 164 utility poles in July 2022
 - ▶ UG conversion of infrastructure in Tier 3 area near Jennifer Way, west of San Geronio Ave (completed in 2021)
 - ▶ Application for grant funding to complete line hardening in Mias Canyon Tier 3 area submitted to FEMA
 - ▶ Increased inspection frequencies as required by GO 165 (annually instead of every two years in Tier 2 zones)

Action Plan for Tier 3 Areas

Location	Fire Threat Tier	Electric Assets	Risk Description	Targeted Action/s	Timeframe
Banning Canyon	3	12.47kv OH distribution - 2 miles	Overhead line feeds 8 water distribution wells needed for fresh water and fire protection	Joint project with SCE - covered conductor, avian protection, fire-retardant wrap at base of wood poles, and 12.47kv recloser near base of the canyon.	Coordination with SCE on shared cost will be required. Due to budget constraints, construction activity may fall into BEU's 5-yr plan which will be identified in the 2023 WMP update.
Mias Canyon	3	BEU provides OH 12.47kv and 7.2kv through Mias Canyon to 14 SCE customers	<p>No disconnect device (recloser) exists to disconnect power to SCE customers in case of fire emergency.</p> <p>Operating procedures with SCE have not been established</p>	<p>Install current limiting disconnects, reclosers, covered conductor, FRP and steel poles.</p> <p>Increase monitoring and limit fuels</p>	Design is currently at 90% (as of September 2022). Application for grant Funding thru FEMA has been submitted. Construction tentatively scheduled for Q3 2023.

De-Energization Public Safety Power Shutoff (PSPS)

Justifications for de-energization

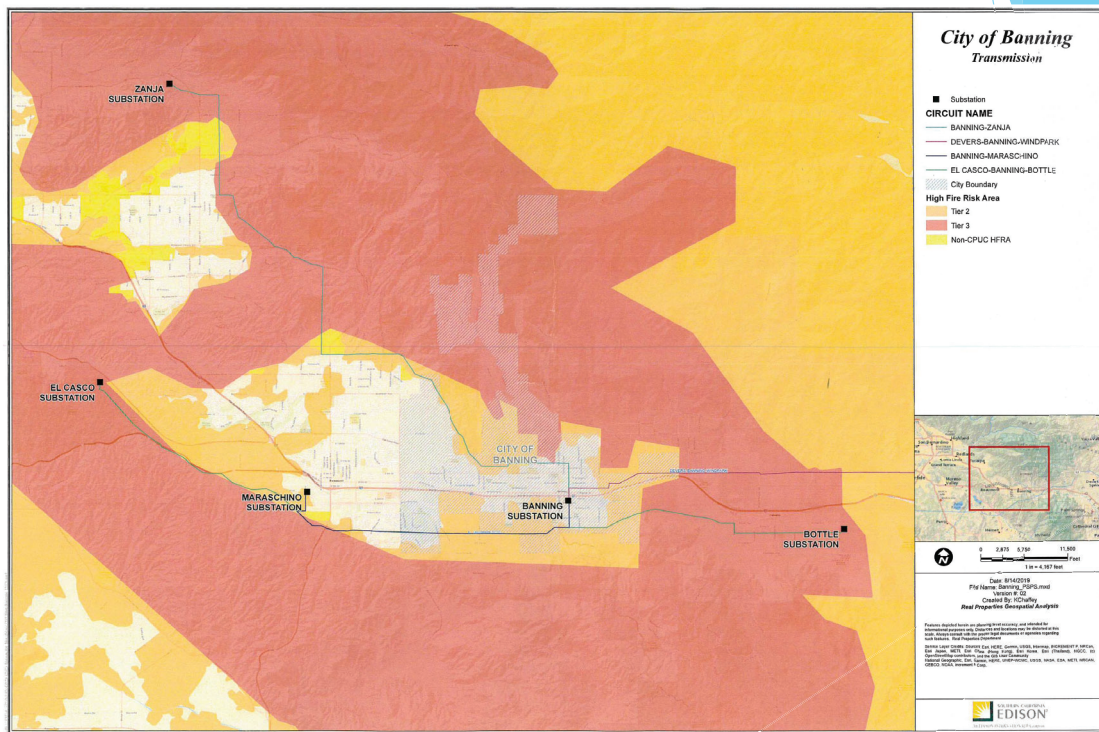
- ▶ Local fire (CAL Fire) or request by safety officers for a specific circuit to be de-energized as a result of an ongoing event
- ▶ Pre-emptive de-energization due to an imminent fire threat near the Utility's infrastructure

Typical but not required response to weather-related Red Flag Warnings

- ▶ During Extreme weather events where wind gusts exceed 25 mph, activate the appropriate operations requirements in response to the weather which may include public advisory through various communication channels
- ▶ During Red Flag weather events where wind gusts exceed 50 mph, activate the appropriate operations requirements in response to the weather, which will include public notice to customers of a potential PSPS event

Banning Electric will not de-energize unless an imminent (physical) threat is present, or if instructed by local safety personnel

SCE PSPS Map



Future Updates

- Topics for further discussion
 - Climate change impacts on wildfires
 - Grid hardening and other engineering practices
 - Expansion of vegetation management
 - Weather monitoring as it relates to elevated/extreme threat and red flag events
 - PSPS protocol if defined thru collaboration with SCE
 - Safety during outages
 - Continue discussion with WASB in regard to documentation of wildfire risks

Next Steps

- ▶ Approve 2022 Version of WMP and submit to WSAB
- ▶ Continued outreach to discuss plan updates
- ▶ Coordinate with SCE, CAL Fire and other safety personnel
- ▶ Report WMP Comprehensive Review to City Council in July 2023
 - ▶ Evaluate performance metrics over the previous three years

Exhibit I - Agenda Item 8.3

STUDIO DEVELOPMENT INVESTMENT PROSPECTUS



CONTACT:
Angel Gracia
C.E.O. Partner
angel@creativetank.net

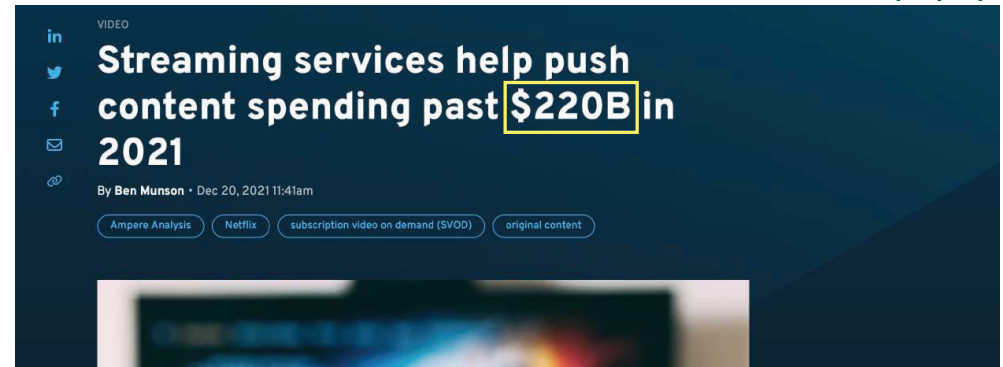
FILM & TV SERIES STUDIO COMPLEX

August 2022 City of Banning Exec Summary Deck - V-2

United States Copyright Office
Library of Congress
ID: 26186072

Registered: Nov 29, 2019

CONTACT:
Doug Reynoldson
Developer
douglas.reynoldson@gmail.com



<https://www.fiercevideo.com/video/streaming-services-help-push-content-spending-past-220b-2021>

Streaming services led by Netflix are helping to push total global content spend past \$220 billion in 2021, up 14% year over year, according to Ampere Analysis.

The research firm said that content spending by commercial and public service broadcasters rebounded in 2021 after taking a hit in 2020 due to advertising spend decreases and production halts during the earlier phases of the COVID-19 pandemic. However, content spend by among broadcasters still remains below 2019 levels due to viewing shifts to online video and lingering economic effects.

At the same time, subscription OTT services grew overall investment in content by 20% in 2021 to nearly \$50 billion. Ampere said that Apple TV+, Disney+, HBO Max, Peacock and Paramount+ have expanded rapidly and together through their original content strategies contributed more than \$8 billion to content spend in 2021.

"In 2022, we expect content investment to exceed \$250 billion, primarily driven by subscription streaming services, as the battle in the original content arena intensifies – both in the US, but also in the global markets which are increasingly key for growth," said Hannah Walsh, research manager at Ampere Analysis, in a statement.

Despite the growth among its competition, Netflix keeps on dominating the SVOD content spending market, accounting for 30% of total SVOD content spend and 6% of total global content investment in 2021, according to Ampere. That makes Netflix the third largest content investor with \$14 billion in total spend behind Comcast and its subsidiaries (\$22.7 billion) and Disney (\$18.6 billion).

"Comcast and Disney invest heavily in sports rights, which – alongside their hefty investments in original content – contributed to their leading positions in the table. Sports rights made up of over a third of both Comcast and Disney's spend in 2021," said Walsh.

Disney revealed earlier this year in a regulatory filing that it intends to expand its content budget by \$8 billion in 2022. That projected figure covers produced and licensed content



OBJECTIVE

WHAT IS A SUPER STUDIO?



- * The Super Studios will be a high-end Film & TV studio complex designed for the most demanding and fastest-growing sector productions.
- * The clients are the top STREAMERS and PRODUCTION COMPANIES of Film & TV, such as Netflix, Amazon, Apple, Hulu, YouTube, HBO, and Disney.
- * The market place saturated to a 97% capacity in the U.S.
- * These companies race to acquire as many monthly subscribers as they can to report to Wall Street quarterly.
- * The ONLY way they can do it is by producing TV series and films every month to showcase in their platforms every time a customer logs in.
- * The ONLY way to produce them in a fast and cost-effective way is by shooting 80% or more inside a controlled environment: SOUND STAGES with attached offices and services.
- * Similar to a hotel or a cruise ship, the studio is in the business of renting its facilities and services to its clients and their production company affiliates in a high-end isolated professional environment.



CLUSTERS

TWIN SOUND STAGES

3D RENDER OF THE STUDIO: 4 CLUSTERS SIDE BY SIDE
(Proposed Banning Location)



[3D RENDERING VIDEO LINK](#)



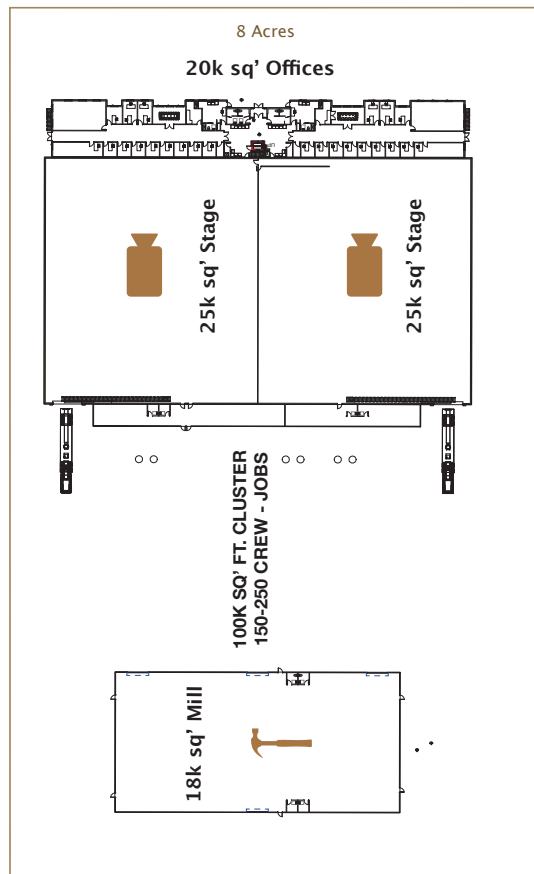
CLUSTERS

SOUND STAGES

1 SEASON

6 Months

TV SERIES PRODUCTION AVERAGE
1 CLUSTER = 1 CLIENT = 1 SHOW



5



CLUSTERS

SOUND STAGES

HIGH-END SOUND STAGES



EACH SHOW NEEDS AN AVERAGE OF 50k Sq.' Of SOUND STAGES + OFFICES & MILLS

The bulk of a show's scenes will take place in the 'common sets' throughout a series, which need to be housed in pre-lit sound stages with the best infrastructure, support equipment, and systems available.



These clusters are designed to house the typical 150 – 250 cast and crew members and meet their various technical demands. Most of the time, a show will need to continue renting the facility to keep the sets stored until the studio greenlights the second season, adding an additional 5 months to a production.

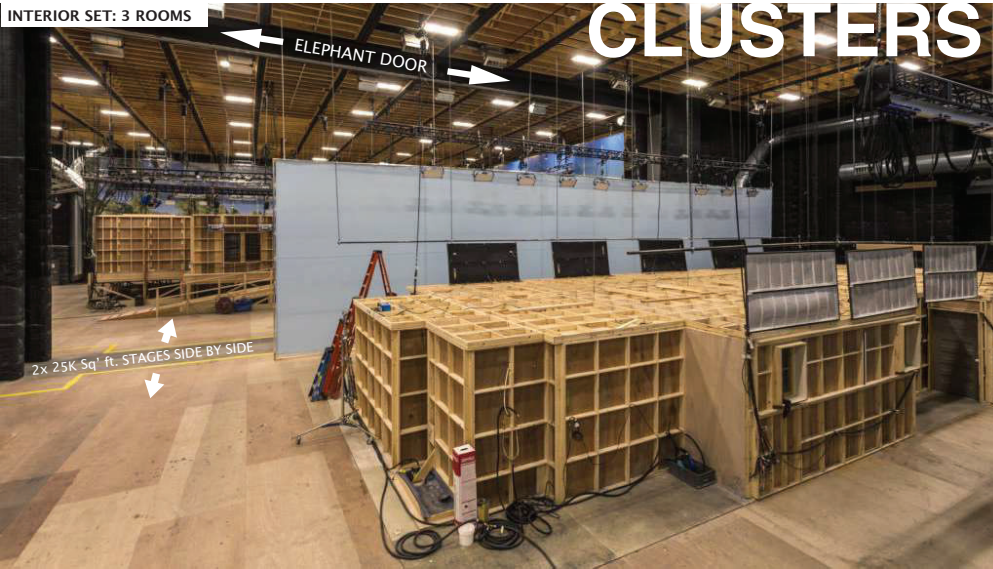
6



INTERIOR SET: 3 ROOMS

ELEPHANT DOOR

CLUSTERS



EXTERIOR SET: STORE FRONTS



AN AVERAGE OF 150 TO 250 PEOPLE WORKING 12-HOUR DAYS FOR 6 MONTHS IN A GIANT TWIN STAGES "CLUSTER" WITH ATTACHED OFFICES THAT FEATURE 24/7 SERVICES.

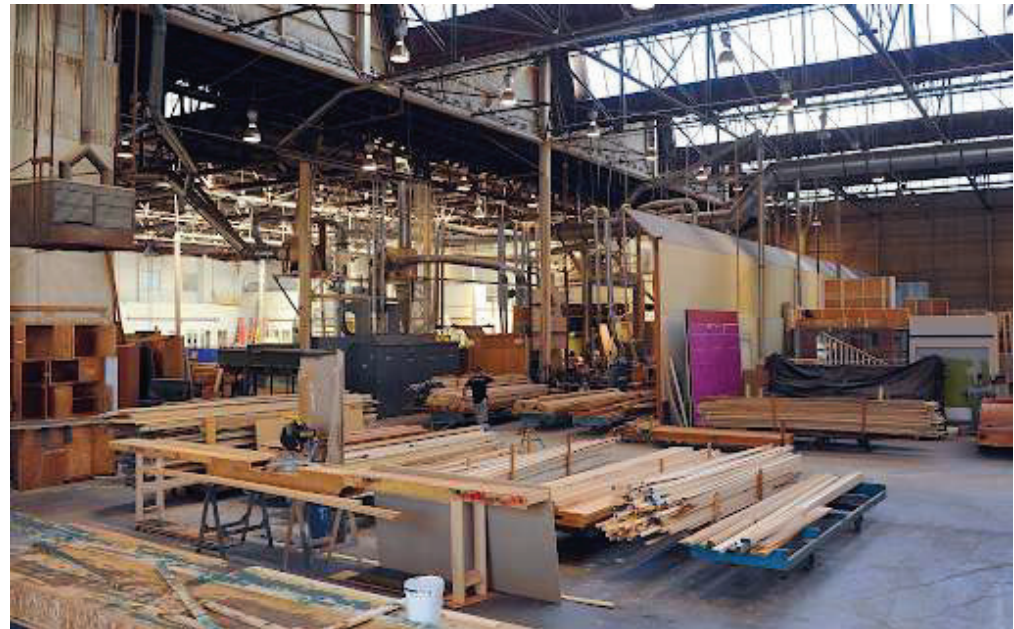


SETS

MILLS: SETS CONSTRUCTION & STORAGE

Special attention will be given to find the most efficient ways to design, build, and recycle materials, such as the 'priceless' woods used to build sets, but combining the use of technologies and storage systems in order to recycle as much material as possible.

MILL SHOP



20k Sq'



Why Hollywood Is Private Equity's New Money Machine

The Wall Street logic with the studio buys is that the real estate will appreciate in value, while the non-stop demand in film and TV productions provide steady and stable cashflow.

BY ALEX WEPRIN JANUARY 18, 2022 5:30AM

<https://www.hollywoodreporter.com/business/business-news/private-equity-hollywood-1235076358/>



Reese Witherspoon and LeBron James' firms got private equity money. Ron Howard's Imagine could be among the next round.

WITHERSPOON: JON KOPALOFF/GETTY IMAGES. JAMES: ALBERT L. ORTEGA/GETTY IMAGES. HOWARD: ASTRID STAWIARZ/GETTY IMAGES FOR SIRIUSXM.

Private equity is doubling down on Hollywood.

After dipping their toes in the water through the talent agencies (TPG owns a majority stake in CAA, while Silver Lake is the largest external shareholder in Endeavor), investment firms have been on a spending spree, snapping up stakes in production entities, or financing new vehicles like Kevin Mayer and Tom Staggs' Candle Media to do the buying for them.

"You are looking at an enormous amount of capital in the hands of some very smart people, including my friend Kevin [Mayer]," Medialink founder Michael Kassan said during a panel at the CES show Jan. 6.

As for what's causing the demand, look no further than the annual "Peak TV" data released by FX Networks Jan. 14. The data showed that in 2021 broadcast and cable channels, as well as streaming services, presented 559 English-language scripted series, a new record, and a 13 percent jump from pandemic-impacted 2020.

"There's folks looking for a lot of supply," a top agency source said. "Every streaming service needs unique high-quality content to drive new eyeballs and subs, and at the same time, a lot of these companies still need to program linear TV channels, so it is almost all additive."



With Hollywood Production in Overdrive, the Soundstage Is a Hot Commodity

The surge in new movies and TV shows has touched off a scramble for places to film. Empty office space, abandoned malls and even a shuttered Sears store—apparently all the world really is a stage.

A performance by Miley Cyrus at the 2020 MTV Video Music Awards was filmed at LA North Studios in Santa Clarita, Calif. VIJAT MOHINDRA/MTV/GETTY IMAGES

<https://www.wsj.com/articles/with-hollywood-production-in-overdrive-the-soundstage-is-a-hot-commodity-11625833268>

By **Erich Schwartzel**
July 9, 2021 10:00 am ET

In cities large and small, developers are building cavernous soundstages, rushing to fill a voracious demand for the space needed to make movies and TV shows. A scramble by studios and tech giants for programming to keep their streaming platforms fresh has touched off a building bonanza unlike any seen since the early days of the entertainment industry. Even abandoned malls are being eyed for the job.

"Developers are salivating," said Tima Bell, a principal at Relativity Architects, a California-based firm. His team is building a soundstage in Canada and an entire campus in Atlanta—while also moving toward construction of six in Los Angeles.

Institutional investors that once shied away from the business of renting soundstages are ignoring it no longer. Last summer, Blackstone Group Inc. took a 49% stake in three Los Angeles film-studio lots that valued the complex at \$1.65 billion. The majority holder of the studios—decades-old facilities that have hosted everything from "It Happened One Night" to "How to Get Away With Murder"—is Hudson Pacific Properties Inc., which said in company filings that demand for the space had caused rents at the soundstages to increase 20% between 2017 and 2020.

"When Blackstone makes a move, everyone listens," said Eric Willett, director of research and thought leadership at real estate services firm CBRE Group Inc.

In May, Bain Capital Real Estate followed, announcing a \$450 million soundstage project on Santa Monica Boulevard that would take over an abandoned Sears.

Studio soundstage lots can charge up to \$5 a square foot, which can quickly put monthly lease fees above \$100,000, with additional revenue pouring in from production services fees. That's more than real-estate investors in the Los Angeles area can expect to earn from office-space development, which usually charges about \$2.25 a square foot, or industrial warehouses, which can be about \$1. At LA North Studios, which has newly renovated spaces but is a commute from Los Angeles proper, productions pay about \$3.50 per square foot, putting monthly agreements in the \$80,000 to \$100,000 range.



GEORGIA

CASE STUDY



COVID-19 POSITIONS INDUSTRY MEDIA ABOUT

A \$9.5 Billion Impact: How TV and The Walking Dead Are Transforming Georgia

March 20, 2018



Georgia may be nicknamed the Peach State, but in the film and TV business, it's better known as the Camera Ready State. With an average of 30-40 movie or television show productions going on per year, there's no shortage of television favorites being filmed there at any point in time, or in any kind of town, be it FX's *Atlanta*, IFC's *Brockmire* or even Netflix's *Stranger Things*. But the biggest hit of all is AMC's *The Walking Dead*, where 90 percent of the show's crew are native Georgians. The production also completely revitalized the small town of Senoia.

In an interview with Lee Thomas, deputy commissioner at the [Georgia Film, Music and Digital Entertainment Office](#), a division of the Georgia Department of Economic Development, she shared that while Georgia has a history in the film business, the tremendous amount of television now produced in the state is a result of several new developments that have occurred in the last 10 years.

<https://www.ncta.com/whats-new/a-95-billion-impact-how-tv-and-the-walking-dead-are-transforming-georgia>

Share



June 17, 2022



NEW MEXICO CASE STUDY



Everyone has a role.

SET SAFETY WRAPPED ABOUT CONTACT

WHY NEW MEXICO? PRODUCTION RESOURCES JOBS & TRAINING LOCAL IMPACT NEWS & NOTICES

<https://nmfilm.com/local-impact/economic-impact>

Local Impact

ECONOMIC IMPACT
GET INVOLVED
NM FILMOGRAPHY

Economic Impact

Film production supports hundreds of businesses and thousands of jobs across the state. With more than \$600 million in FY in direct spend, it's one of New Mexico's fastest-growing industries.

Economic Impact of the New Mexico Film Production Tax Credit

The New Mexico Economic Development Department and the New Mexico Film Office released and presented a new economic impact study on New Mexico's film and television industry.

The independent study, commissioned by the New Mexico Film Office, was completed by Olsberg SPI an international creative industries consultant firm specializing in the global screen sector. The study looked at the industry from fiscal year 2020 through 2021.

Data illustrated that the New Mexico film tax incentive generated:



An economic return on investment (ROI) of 8.4, meaning that for every \$1 invested through the program, the state's economy is benefited by \$8.40.



92% of productions in New Mexico - the incentive is the most important factor identified by decision-makers when choosing where to produce film and television projects. Only 8% of total production would have existed in New Mexico without the film incentive.



Significant direct, indirect, and induced economic benefits and impact to New Mexico, an estimated \$1.37 billion in economic output in just two years.

Where you think the NM film tax incentive goes

Total production budget spent in New Mexico.

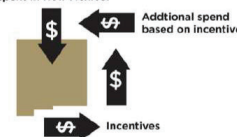


Incentives

HOLLYWOOD

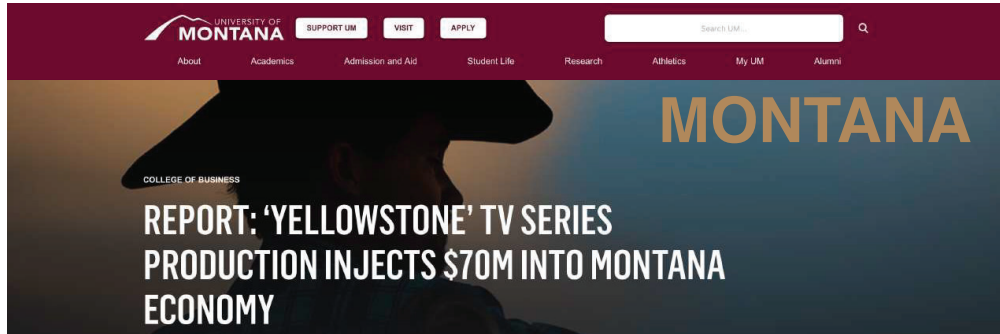
Where it really goes

Total production budget spent in New Mexico.





CASE STUDY



<https://www.umt.edu/news/2022/04/041822bber.php>

MISSOULA – Filmed in and around the Bitterroot Valley of Montana, the fourth season of the hit television series “Yellowstone” brought more than \$70 million in additional spending to the state, according to a study conducted by the University of Montana Bureau of Business and Economic Research.

The study found that because of “Yellowstone,” the Paramount global hit TV series starring Kevin Costner, there were:

- 527 permanent jobs in the state, not including the 624 Montana residents who were employed during filming as extras.
- \$25.3 million in annual personal income for Montana households.
- \$85.8 million in additional gross receipts for Montana businesses and non-business organizations.

Additionally, annual revenues of state government were higher by \$10.6 million, according to BBER Director Patrick Barkey.



CASE STUDY



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MOME Year End Highlights

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Mayor's Office of Media and Entertainment's Report Finds NYC Film and Television Sector Responsible for \$82B in Economic Output

Comprehensive analysis reveals industry reached all-time high numbers prior to the pandemic, supporting in total more than 185,000 jobs, \$18 billion in wages
Production Industry has been a Bright Spot in the City's Recovery

NEW YORK, NY – The **Mayor's Office of Media and Entertainment (MOME)** today released the **NYC Film and Television Industry Economic Impact Study 2021**, detailing specifics on the film and television industry's significance and contribution to New York City's economy. In 2019, the industry supported in total **approximately 185,000 jobs, \$18.1 billion in wages, and \$81.6 billion in total economic output**. Over the past fifteen years, direct jobs in the NYC television and film industry have grown at an annual rate of 3%, outpacing the city's overall rate of 2%.



The groundbreaking report arrives as New York City begins to recover from the pandemic, which highlighted just how important this industry is to the city's identity, the livelihood of many New Yorkers, and the local economy. The industry was at an all-time high when COVID hit, with 80 series shooting in NYC as of the 2018-2019 season – which represented a 34% increase in episodic production since Mayor Bill de Blasio took office in 2014.

Despite COVID-19's impact, where TV and film productions were shut down from March through June of 2020, the industry has been coming back strong. Overall production has reached pre-pandemic levels, with at least 34 projects filming on the ground throughout the five boroughs by the end of August 2021.

INCENTIVES

HOME > FILM > NEWS

Aug 3, 2022 8:00am PT

Gov. Gavin Newsom Endorses \$1.65 Billion California Film and TV Tax Credit (EXCLUSIVE)

By Brent Lang



AP Photo/Jeff Chiu

<https://variety.com/2022/film/news/gavin-newsom-california-film-tv-tax-credit-1235332262/>

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00:00 04:59

Gov. Gavin Newsom endorsed legislation on Wednesday that will extend California's film and television tax credit program through 2030.

If passed, the bill, SB 485, will provide \$1.65 billion or \$330 million annually in financial support for film and television makers and other content creators. It extends the program, which was financed until 2025, for an additional five years. In 2021, Newsom signed a temporary increase of \$180 million over two years for the program, which temporarily increased the annual amount to \$420 million. The governor signed a separate \$150 million incentive last year for soundstage construction.

The extension also comes as Newsom is attempting to lure more business to California and away from states such as Texas or Florida that have imposed new restrictions on abortion in the wake of the Supreme Court's decision last June to overturn Roe v. Wade.

CALIFORNIA
Film Commission

Home Locations State Permits Production Tax Credit News & Notices About Search

The Basics

The California Film Commission administers the Film & Television Tax Credit Program 3.0 which provides tax credits based on qualified expenditures for eligible productions that are produced in California. The \$1.65 billion program runs for 5 years, with a sunset date of June 30, 2026. Cash fiscal year - July 1 to June 30 - the \$330-million funding is categorized in TV Projects, Relocating TV, Indie Features, and Non-Indie Features.

25%

Non-Transferable Tax Credit

Relocating TV Series

25%

Transferable Tax Credit

Independent Films

20%

Non-Transferable Tax Credit

Feature Film, New TV Series, Mini-Series, Pilots

5 or 10%

Credit Uplift

Out-of-Zone Filming, Visual Effects, Local Hire Labor

ARCHITECTURE

HIGH-END SOUND STAGES



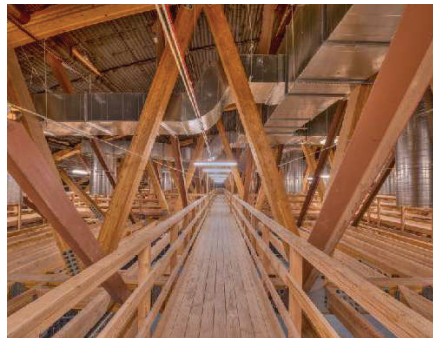
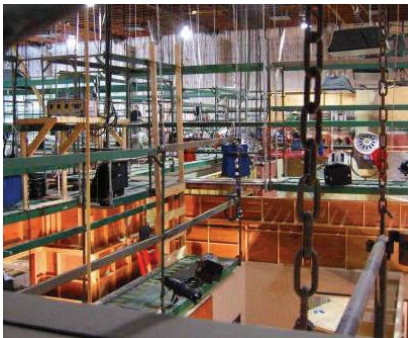
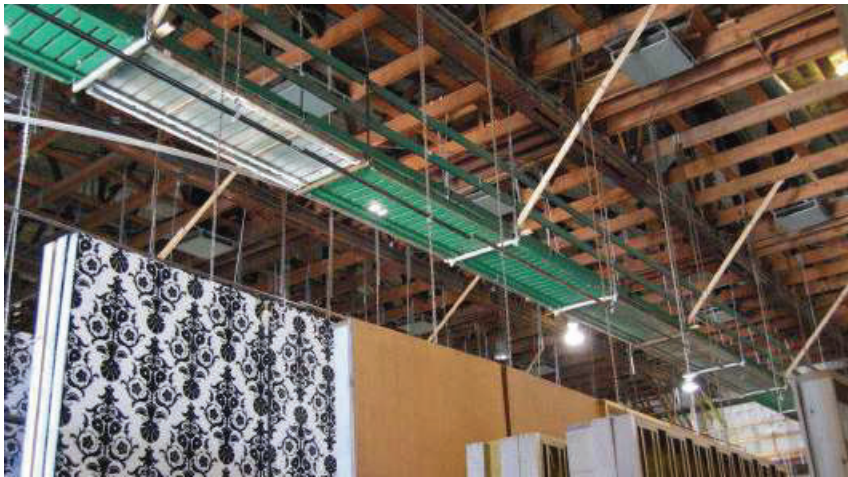
The studio will have the perfect blend of cutting-edge technology with beautifully designed, equipped, and decorated facilities designed to please even the most demanding group of actors, directors, and producers in the industry.



STAGES



PROFESSIONAL GRADE CAT WALKS, GREEN BEDS AND RIGGING STRUCTURES



45 Ft high ceilings and 30 Ft to the grid, with plenty of clearance for easy accessibility to cat walks, green-beds, electrical distribution and rigging for light and set walls, with a 'NC 25' sound rating proofed.

TECH

FXS / VR READY STUDIOS

Special Effects and Virtual Reality has become common place in the majority of movies, TV shows and games. Four of our stages will be fitted with the necessary rigging structures, monitoring stations, pre-measured wall grids and wiring to service to most types of FXs productions. High speed broadband secure services across all of the stages and campuses will allow for crew to monitor and control systems from a distance if necessary.





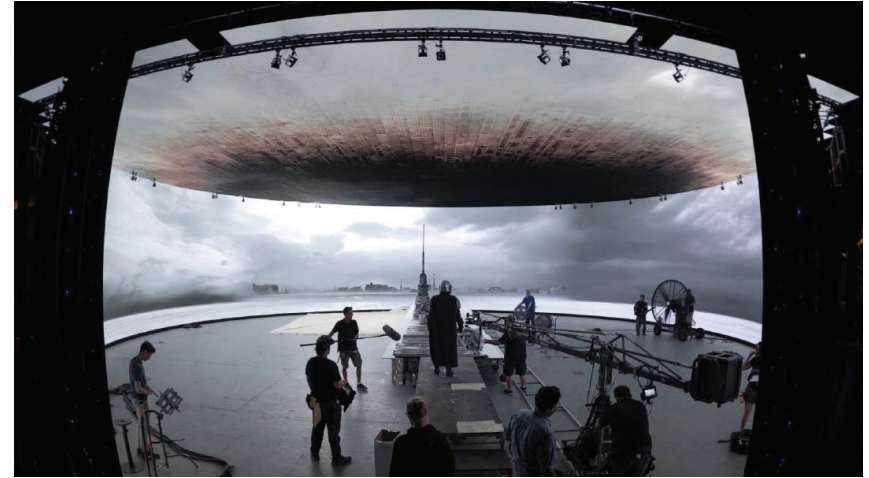
SPECIAL EFFECTS PRE-CONDITIONED STUDIOS



Shooting on green screens are still the norm for most productions, whether it is for movies or shows; for motion capture or simply to recreate scenes that would otherwise be too costly on location. The 'science' of green screen is not a mystery, yet most studios do not provide productions with the basic technical accommodations to facilitate special effects productions, which save time and money, such as 'top and bottom' infinity cys, syc lighting grip and lights, and additional green screen panels hung from specially designed grids with dedicated rigging gear.



LED DISPLAY BACKGROUND SYSTEMS



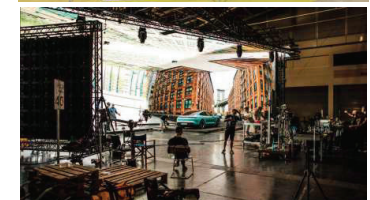
The Mandalorian

The Super Studios will have two 18,000 sq' studio side by side fitted with the new state of the art LED Display System for the most demanding of the new generation of special effects productions.

In a virtual production studio the traditional green-screen is beginning to be replaced, in certain occasions, by an enormous LED that displays virtual worlds and lights the set. Showing the scene in real time from the camera perspective, the LED becomes a window into worlds where anything is possible.

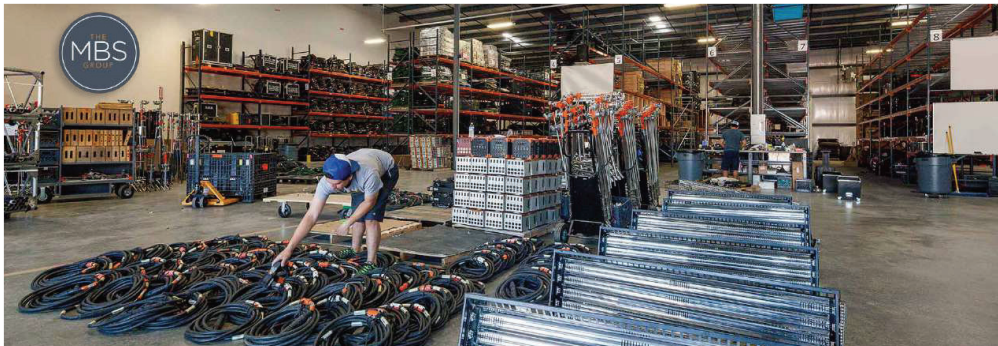
A dynamic, real-time, photo-real background played back on a massive LED video wall and ceiling, which not only provided the pixel-accurate representation of exotic background content, but was also rendered with correct camera positional data.

There are multiple benefits of doing so – the actors can better imagine the scene, the reflections on objects and actors in the scene are real, it reduces the cost of VFX post-production, etc. One example of a recent major production that intensively utilized LED walls, is Disney's series from the Star Wars world – The Mandalorian. Insider made an interesting video about it.





GRIP & LIGHTING



On average, 20–25% of a studio's income is generated from the rental of grip, lighting and camera equipment from industry giants such as MBS, Quixote, and Sony.

The Super Studios will partner with leading studio equipment companies to provide clients with the latest in equipment and specialty services; avoiding enormous expenses accrued when owning, maintaining and storing equipment.

The Super Studios will sub-contract the necessary equipment, as needed, from specialty vendors, at a 25% discount which will added by the studio as its profit markup.

Our own in-house grip and lighting consultant will supervise the design and acquisition of such equipment, while maintaining relationships with vendors and staying on top of the latest in technology.



OFFICES

PRODUCTION OFFICES – BIG LOUNGE AREAS



Stylish, comfortable, practical VIP lounge areas.



OFFICES



PLEASANTLY DESIGNED ENVIRONMENTS



POWER & WIRELESS CONNECTIVITY ON EVERY TABLE

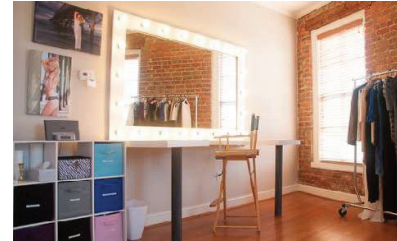


A TV producer's dream studio, with all of the stylistic conforms to conduct business, that they are accustomed to, designed by our in-house architect / designer.



OFFICES

COMFORTABLE FACILITIES



Stage facilities will include sophisticated dressing and makeup rooms, as well as offices, lounge and kitchen areas; all designed with warm and pleasant decoration.



CAFETERIA

THE SUPER CAFE & CATERING SERVICE



The Super Studios Café will offer casual and convenient dining and catering to the stages and surrounding offices, offering choices of regular and vegan menus in pleasantly decorated restaurants. From morning coffee and breakfast to quick snacks to full meals, our creative menu will feature a wide variety of popular and healthy foods as well as daily specials.



POST

AUDIO & VIDEO SERVICES



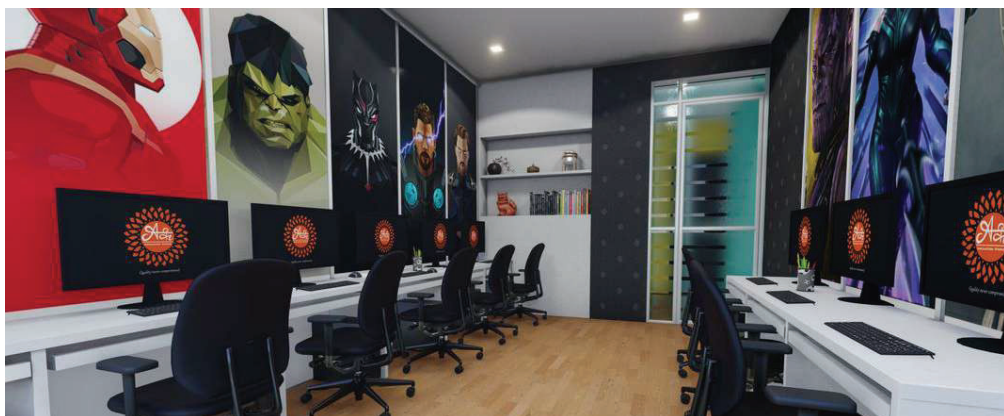
The Super Studios' Production Building will offer a full array of post production services from editing to final delivery. Enjoy the client-friendly environment of a studio lot with amenities like catering, WiFi, indoor/outdoor dining and secure parking. Sound design, ADR (dubbing) and final mix facilities right on the lot. Services will be provided by partner companies that will be able to offer professional talent in a wide variety of disciplines.



ANIMATION



TV's FUTURE WILL BE MORE ANIMATED



Animation is one of the only sectors in the entertainment industry that hasn't been forced to shut down during the pandemic, leading to a boom for a format that was already on the upswing.

The Super Studios will follow this trend by partnering with Blue Dream Studios, headed by founder writer, producer Scott Christian Sava, responsible for Casper the Friendly Ghost, the Mighty Morphin Power Rangers, Star Trek and Spider-Man.



CAMERA



SUPPORTING YOUR
VISION
MIND • GEAR • SPIRIT

EXPLORE SERVICES

Similarly to the Grip & Lighting business agreement, The Super Studios will have partnerships with various of LA's top Camera and Accessories rental companies to offer clients every equipment option with the highest level of security and confidence.

Rental Department

Motion Picture Industry high-quality gear sales and rentals with full-service camera shop and camera prep facility on site for your convenience. Drop by for all your motion picture gear needs for your next project.

HD Digital Video Digital Camera DSLR Other Video Camera Media Storage	Film Cameras 35mm Camera 16/18 Camera Bodies 16/18 Camera Accessories	Lenses 35mm 16/18 DSLR Anamorphic	Electronic Accessories Zoom Control Wireless Focus Assist Wireless Video Timecode Slave Sates Teleprompter Mic
Mechanical Accessories Follow Focus Matte Boxes Rod Systems Misc	Filters 4 1/2" 4x4 4x5.5 6.6x6.6 135mm	Monitors Small Monitors (5"-7") Large Monitors (8"-20") Monitor Director's Monitors	Batteries and Power Cables On Camera Battery Blocks & Belts
Camera Stabilization & Handheld Rigs CG Baby Unit Steadicam Handheld	Camera Support Fluid Heads & Tripods Sliders Jib Arms	Audio Equipment Recorders/Accessories Microphones Wireless Mics	Lighting LED Kino HMI Tungsten



HOTELS – RESTAURANTS – BARS – SPAS & GYMS – CONVENIENCE STORES

The Super Studio will bring 1,000+ new consumers to the city, helping it grow exponentially. These consumers are the demanding film production crews who always need access to a number of amenities and services to carry on with their work and daily lives. These services include restaurants, gyms, hotels, convenience stores, bars, tourism destinations, car rentals, and limo services, amongst others.

Part of the sales pitch the studio will make in order to attract potential clients will include the collection of these services to make their lives easier and more pleasant during their lengthy stay. Some of them will become new permanent residents.

The studio will work in tandem with city officials and local businesses owners to help curate the design of these services.

DIVERSITY & INCLUSION



Social Impact Community Benefit Model

The Super Studios will have a corporate social responsibility to help the underserved in Banning and the surrounding cities.

To achieve this goal, The Super Studios will invest 5% of its annual income in non-profit organizations, focusing on inclusion by giving job opportunities with livable-wage jobs to talented minorities.

Filmmaking is not only an artistic and commercial endeavor, it is a catalyst for cultural change. With this in mind, The Super Studios considers its cultural ambitions to be as important as its commercial ambitions and will work to promote and foster cross-cultural dialogue, interaction, and understanding through our business activities and through the content we produce.

CORE VALUES

WHAT BENEFITS THE COMMUNITY > BENEFITS THE STUDIO

STUDENTS > JOBS WITHIN A YEAR IN THE FILM & TV INDUSTRY

GUARANTEE DIVERSITY HIRE

GENERATE CONTENT WITH DIVERSITY THEMES AND CHARACTERS

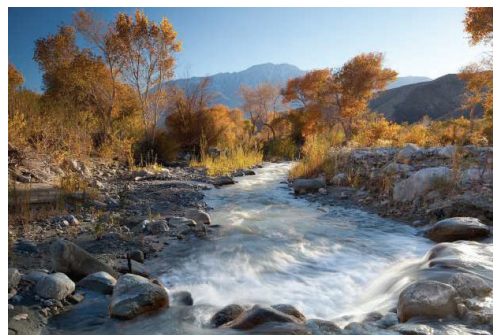
POTENTIAL TO GROW THE CITY AS A STUDIO CITY



LOCATIONS



As an added bonus to a studio's services is the possibility to offer exterior locations nearby for filming and leisure. The city of Banning and its surrounding areas qualify in many ways. Its proximity to downtown Los Angeles and the coast further enhances that bonus.



SCHOOL



TRADE SCHOOL PROGRAM OVERVIEW

Practical knowledge to start learning, working, earning money with potential to grow and escalate to the top of the production ladder.

PROGAMS	1st Year	2nd Year
PRODUCTION	PA COORDINATOR	UPM
CINEMATOGRAPHY	GRIP CAMERA ELECTRIC	DIRECTOR OF PHOTOGRAPHY
ART DIRECTION	SET CONSTRUCTION SET PAINTING PROPS	SET DESIGN
SCRIPT SUPERVISING	SCRIPT BASICS	SUPERVISING
WARDROBE	WARDDB ASSISTANT	WARDDB DESIGN
MAKE UP & HAIR	MAKEUP ASSISTANT	MAKEUP DESIGN
VFXS	ASSITANT VFXS	VFXS DESIGN
SOUND	BOOM OPERATOR	SOUND RECORDING
DIT - VIDEO	VIDEO ASSISTANT	DIT
POST PRODUCTION	ASSISTANT EDITING ONLINE	COLOR CORRECTION 3D CGI



Actual bids from top sound stages facilities in the US



DATE:	4-Jun-21
PRODUCTION:	Secuoya/Creative Tank
PROJECT:	UNTITLED Dramedy Series - SEASON 1
PREPARED FOR:	Shane Walker/Angel Gracia
PREPARED BY:	Anthony Wenson
SUBJECT TO PRIOR PENCILS:	YES
V1	

STAGE	DEMISE	SQ. FT.	IN-DATE	OUT-DATE	TOTAL WEEKS	WEEKLY RATE	PSF	GROSS TOTAL	DISCOUNT	TOTAL
STAGE 21	(164 x 110 x 40)	18,000	2/21/22	8/14/22	25.0	\$ 17,460.00	\$ 0.97	\$ 436,500.00	0%	\$ 436,500.00
STAGE 23	(164 x 110 x 40)	18,000	2/21/22	8/14/22	25.0	\$ 17,460.00	\$ 0.97	\$ 436,500.00	0%	\$ 436,500.00
Total Stage Billable:		36,000								

Stage Rate Card Rate:	\$ 873,000.00
Total Discount:	\$ -
Stage Sub-total:	\$ 873,000.00

OFFICE	DEMISE	SQ. FT.	IN-DATE	OUT-DATE	TOTAL WEEKS	WEEKLY RATE	PSF	GROSS TOTAL	DISCOUNT	TOTAL
Building 111	Office/Flex	5,258	2/21/22	8/14/22	25.0	\$ 5,731.22	\$ 1.09	\$ 143,280.50	0%	\$ 143,280.50
Total Billable:		5,258								
Building 116	Stage 21 (Office/Flex)	1,100	2/21/22	8/14/22	25.0	\$ 1,199.00	\$ 1.09	\$ 29,975.00	0%	\$ 29,975.00
Total Billable:		1,100								
Building 118	Stage 23 (Office/Flex)	1,100	2/21/22	8/14/22	25.0	\$ 1,199.00	\$ 1.09	\$ 29,975.00	0%	\$ 29,975.00
Total Billable:		1,100								
OFFICE	DEMISE	SQ. FT.	IN-DATE	OUT-DATE	TOTAL WEEKS	WEEKLY RATE	PSF	GROSS TOTAL	DISCOUNT	TOTAL
Town Building 210 (4th Floor)	Offices (4th Floor)	9,500	2/21/22	8/14/22	25.0	\$ 10,355.00	\$ 1.09	\$ 258,875.00	0%	\$ 258,875.00
	Terrace/Flex	2,500	2/21/22	8/14/22	25.0	\$ 1,650.00	\$ 0.66	\$ 41,250.00	0%	\$ 41,250.00
Total Billable:		12,000								
TOTAL OFFICE/FLEX:		19,458								

Rate Card Rate:	\$ 503,355.50
Total Discount:	\$ -
Office Sub-total:	\$ 503,355.50

Rate Card Rate:	\$ 1,376,355.50
Total Discount:	\$ -
GRAND TOTAL:	\$ 1,376,355.50

The rates on this quote are good until June 18, 2021

This is a proposal for discussion purposes only; nothing contained herein is intended to create a legally binding agreement until both parties have executed complete documents evidencing the contemplated transaction. Rates are contingent upon Licensee's production schedule and may be subject to change in accordance with changes in production schedule.



LEASES



Actual bids from top sound stages facilities in the US



LEASES

2021 ANCILLARY SERVICES		
SERVICES	RATES	NOTES
SECURITY AND ACCESS CONTROL		
24/7 Site Security		
Additional Security Officer	\$28 per hour	4-hour minimum. At least 24-hour notice required.
Hot Tacks	INCLUDED	
First Card	INCLUDED	
Programming/Reprogramming	INCLUDED	
Replacement	\$5 per ID	
Two Keys per Space	INCLUDED	
Additional Keys	\$30 per key	Maximum of 2 additional keys per space.
Lost Keys	\$100 per core	Entire building must be re-coded if master key is lost.
Cabinet Re-Core	\$40 per core	Multiple cabinets may be coded at the same time upon request.
PARKING		
Unlimited Number of Spaces	INCLUDED	Open parking in large parking lot adjacent to studio.
On-Lot Spaces	INCLUDED	Ten (10) spaces per contracted production offices. Available when contract begins.
On-Lot Reserved Spaces	INCLUDED	Four (4) spaces per quadrant in contracted production offices. Available when contract begins. Name plate included and provided by Production Management.
Initial Parking Pass	INCLUDED	For General or On-Lot Parking.
Replacement Parking Pass	\$5 per pass	
Available per Acre	\$535 per week per acre	Subject to availability. Inquire for quote.
BASE CAMPS, MOBILE OFFICES, CONTAINERS		
Base Camps	Area 1 & 2 or 3: \$1,000 per week Area 2 or 4 or 6: \$500 per week	Maps available upon request.
Mobile Offices	On and Off Lot: \$275 per week	Subject to availability.
Sea Containers/53' Trailers	Within Perimeter of Stages/Workshops: INCLUDED Other Areas: \$55 per week per container	Subject to availability.
OFFICE EQUIPMENT, TELECOM, IT		
Office Equipment	Office Desks and Chairs: INCLUDED	Quantities available upon request.
Telecom Equipment	Desktop Phones: INCLUDED Handsets: Contact: Exchange Communications, Jenn Bird (888) 679-6111 Local/National Calls: jbird@exchange.com International Calls, Conference Calls, Bridge Lines: orders@exchange.com	Equipment and service provided by Exchange Communications, Jenn Bird (888) 679-6111 jbird@exchange.com orders@exchange.com
Phone Lines (Usage)	Internet: Contact: Sohonet	For all Internet-managed services, please contact: Sohonet (404) 799-6281 atlantastatsupport@sohonet.com
Internet Managed Services	Internet: Contact: Sohonet	For all Internet-managed services, please contact: Sohonet (404) 799-6281 atlantastatsupport@sohonet.com
IT Storage	Datacenter Charges: \$100 per RU per week	Power and Air Conditioning Included.
Cable TV	Xfinity and AT&T: Contact: Xfinity or AT&T	Xfinity & AT&T Available
UTILITIES		
Office Utilities	House Power, Gas & Water: INCLUDED	
Stage & Workshop Utilities	House Power: Market plus 15% Gas: Market plus 15% Water: Market plus 15%	Consumption charged per meter reading. Market rate set quarterly by Studio. All stages have central HVAC.
STUDIO PERSONNEL		
Cleaning	For Production Offices: INCLUDED Additional Cleaner: \$30 per hour Floor Steam Cleaning: \$100 per hour On Lot: \$2 per stamp Off Lot: \$3 per stamp plus mileage	Included Monday-Friday, 7AM-7PM. Office trash pulled 1x per day. Kitchen, restrooms cleaned 2x per day. Floors vacuumed 2x per week. 1-hour minimum 1-hour minimum Call for an appointment Call for an appointment
Notary Services	American Heart Association CPR & AED Certification: \$40 per person	Call for an appointment
Health & Safety	Contracted Labor Services: Call for Quote	2-hour minimum for 2 people
WASTE DISPOSAL		
Disposal - Paint	Contact: Safety Clean	Safety Clean
Dumpsters	Contact: IWS	IWS Phone Number: 678-251-6668
HEALTH SERVICES		
Piedmont Hospital	Located at The Town of Trilith (Across the street)	Piedmont Hospital located at: 1255 GA-54, Fayetteville, GA 30214 (770-716-7000)
Piedmont Quick Care	Located at The Town of Trilith (Across the street)	Piedmont Quick Care (404-387-5057) Lisa.Villella@piedmont.org
PRODUCTION SUPPORT		
MBS Equipment	Grip & Electric: Contact: MBS Equipment (Exclusive Provider)	Contact: David Irwin O: 770-460-6816 M: 310-995-8434 Or dwin@mbsco.com
HERC Entertainment	Boom Lifts, Fork Lifts, Golf Carts, etc.: Contact: Herc Entertainment Services (Exclusive Provider)	Contact: Darren Callahan: 404-615-7663 OR Darren.Callahan@hercrentals.com
TRP Worldwide	Diffusion Grid Cloth, Silks, Muslins: Contact: TRP Worldwide (Exclusive Provider)	Contact: Myles Caputo O: 678-902-8200 OR Myles@TRPWorldwide.com
ADDITIONAL TRILITH STUDIO VENDORS		NOTES
https://www.trilithstudios.com/vendors-all		See website for a complete list of Trilith Studio Vendors



LEASES

Actual bids from top sound stages facilities in the US



MBS MEDIA CAMPUS
STAGE-OFFICE PROPOSAL
CREATIVE TANK INK - KNUCKLEHEADS
4/30/2021

SECURITY DEPOSIT:
(1) Stage deposit Deposit: \$200,000

SUMMARY OF FEES:

STAGE (Subject to availability):

Stage 25 (25,000 sq. ft.) Dates: TBD; Feb '22 - Aug '22 \$99,070.44 per month

*PRODUCTION SUPPORT SPACE(Subject to availability)

Off lot Production Support Space/Studio Close (approx. 9,000 sq. ft) Dates: TBD; Feb '22 - Aug '22 \$22,500.00 per month

Note: Production Support Space/Office Area

*Utilities charged as used

Stage Manager/Required Prelight-Shoot Days:

8-hours from call time; Monday to Friday (latest call: 9:00am) INCLUDED*

(*Does not include overtime or Saturdays/Sundays)

Security:

7:00am - 7:00pm; Monday to Saturday (*Does not include overtime or Sundays) INCLUDED*

Stage Phones:

(4) Phone lines and (1) Fax line INCLUDED*

(*Does not include call charges)

STAGE PARKING:

Crew Parking UNRESERVED: up to 45 spots (@ 50% discount) \$2,250.00 per month

*Production Truck Parking: 10 vehicles (@ 50% discount) \$1,000.00 per month

*Production Vehicles larger than 40' will be counted as 2

OFFICES/PRODUCTION SUPPORT (Subject to availability):

Bldg. 7 3rd floor, approx. 11,730 rsf/Dates: TBD; Jan '22 - Aug '22 \$52,785.00 per month

OFFICE PHONES/INTERNET

Up to (25) phone units (Includes installation & monthly fee, (5) DID lines, (2) fax lines) \$ 3,000.00 per month

(*Does not include call charges)

Up to 20 Internet Hard Line Connections

(Includes monthly fee and installation) \$ 1,500.00 per month

Up to (1) Wi-Fi Access Point

INCLUDED*

OFFICE PARKING

RESERVED: 10 spaces \$1,900.00 per month

UNRESERVED: 20 spaces \$2,000.00 per month



STATISTICS

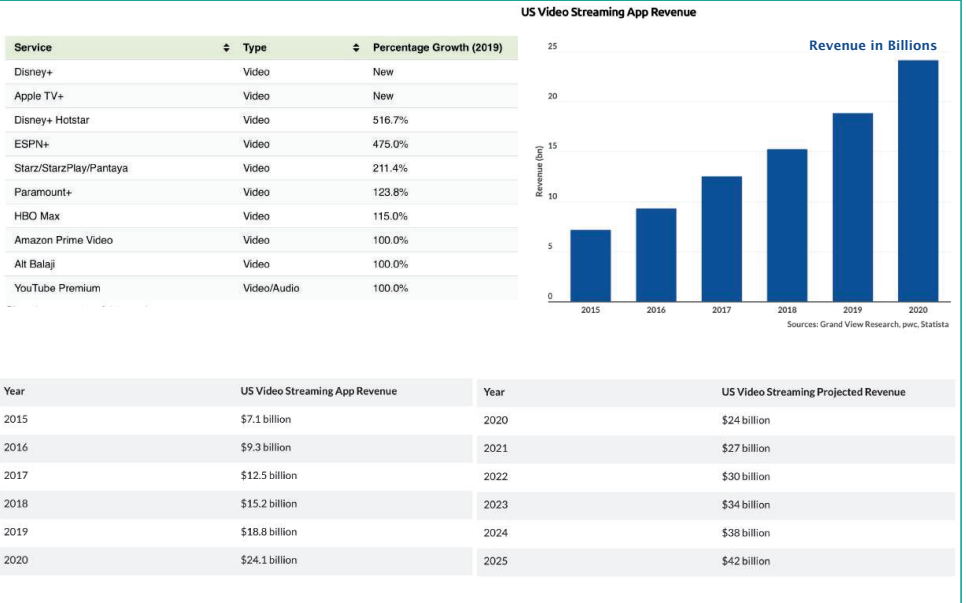


Business of Apps

<https://www.businessofapps.com/data/video-streaming-app-market/>

US Video Streaming App Market

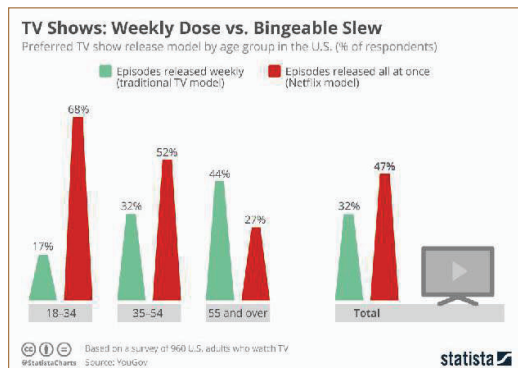
The US leads the way in video streaming, with the highest revenue per user and the most popular apps in the Western world, YouTube and Netflix. Several cable television and film studios have launched their own streaming services in the past few years.



The Streaming Market will surpass PAY TV in 2024

STATISTICS

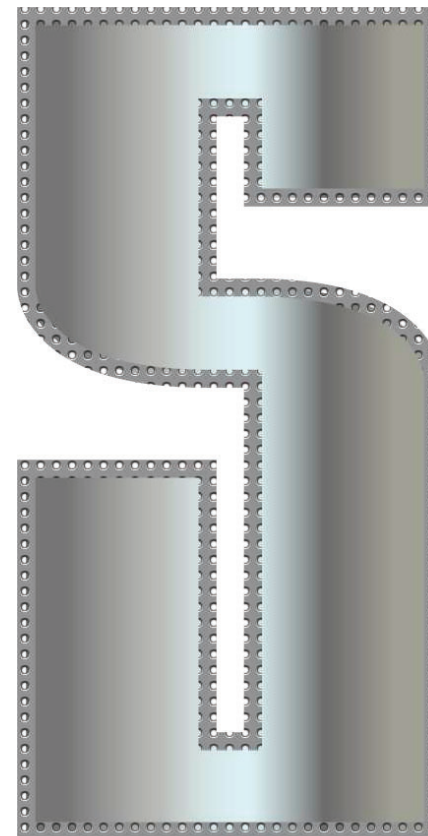
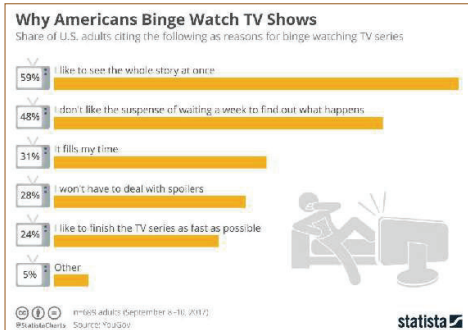
BINGE-WATCHING = BINGE-PRODUCING



While online streaming companies like the Netflixes and Amazons of the world, contend that the binge model is what viewers want, some traditional network and cable executives continue to argue that their week-to-week rollout of original programming keeps their shows in cultural conversations, for months at a time. But the proof is in the numbers and statically, adults between the ages of 18-54, prefer to binge-watch original content television.

They like to see the whole story in a microwavable time period, wanting what they want, now.

While all Video On Demand (VoD) companies are answering the call of providing more content as quickly as possible, to satisfy their viewers, Netflix is truly putting their money where their mouth is. In 2017, they spent \$6 billion dollars on content. In 2018, the streaming juggernaut upped to \$8 billion, and for 2019, Netflix has committed to nearly \$16 billion dollars! This puts into perspective the amount of content that is needed in the upcoming years. Not just for Netflix, but for all online streaming services.



THE SUPER TEAM



BIOS

Angel Gracia
Partner C.E.O.



THE SUPER STUDIOS IS ANGEL'S VISION OF THE IDEAL MODERN TV AND
FXS STUDIO BASED ON CONCEPTS INSPIRED BY HIS EXPERIENCE
WORKING IN SOUND STAGES IN THE US AND AROUND THE WORLD.

Angel Gracia is a Hispanic-American Director/Producer based in Florida with extensive experience in TV and online commercials. He is currently the President of Creative Tank Inc, a production company specializing in Film, TV, and content production, and a partner at The Creative Development Team, a development and design company.

He was a Partner, Executive Producer, and Content Director at Ridley Scott and Associates (RSA). His experience in advertising worldwide earned him numerous national and international awards, including several Cannes Festival awards.

Angel's first feature, From Prada To Nada, a Lionsgate film, won two Alma Awards and two Imagen awards including Favorite Movie, Best Actress, and Best Supporting Actress.

His career started when he won a Student Academy Award for his experimental short, The Three Cornered Hat, followed by MTV's first music video contest for Madonna's "True Blue" single, which went on to win an Emmy and became one of the network's most requested videos.

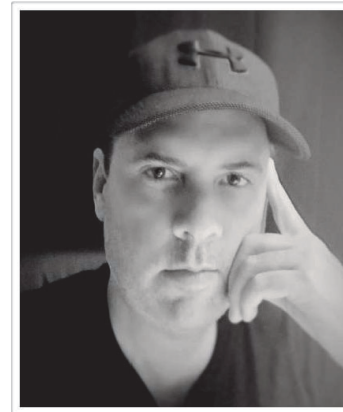
Angel has worked for Fortune 500 brands such as Google, AT&T, Coca-Cola, Mercedes, Honda, Toyota, Ford, VW, Dodge, MasterCard, Coors, ING, Schweppes, Snickers, Mercedes, and FIAT, as well as celebrities Julianne Moore, Penelope Cruz, Val Kilmer, Terry Crews, Sofia Vergara, Hugh Laurie, Shaquille O'Neal, and others.

In 2022 Angel produced an action movie starring Frank Grillo and written by Kevin Greivoux, and starting pre-production on two other movies which he is directing.



BIOS

Shane Walker
Partner CCO



Shane Walker is a seasoned producer in film and television as well as an experienced entrepreneur and entertainment executive. He is a founding partner of Creative Development Team and the Chief Content Officer for Super Studios, overseeing content and strategic partnerships.

Over the past 25 years, Shane has focused on finance and distribution. He has worked in LA and London shepherding projects for companies like Sony Studios, Universal Studios, Warner Bros at Pinewood Studios, Relativity Media, Critical Content and Working Title (London). Walker also served as an Executive Producer for Showtime Networks.

Walker is also a partner at Creative Tank Ink, which is a film and tv production company that recently produced the action thriller- "King of Killers" starring Frank Grillo, Stephen Dorff. Creative Tank have a slate of 7 pictures and 2 series set to go in 2022.

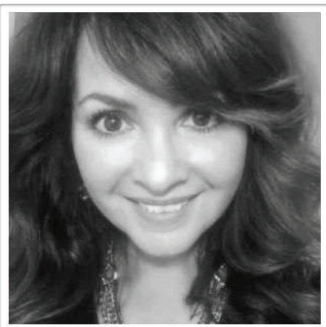
Walker has run three startups tech companies in Indianapolis, Los Angeles and Cleveland funded by Mucker Capital, Detroit Venture Partners (Dan Gilbert). All three companies were in the sports or entertainment spaces.

Wabash College- Liberal Arts (85) Ball State- Telecommunications (91) Lecturer- Yale University, London School of Economic, USC, UNAM



BIOS

Sandra Avila
Partner COO



A 20+ year veteran in the entertainment industry, Sandra Avila has an established track record with extensive relationships in Hollywood.

She currently serves as a Partner at Inclusion, a management company where she has interfaced with over 350 buyers from studios, networks and streaming platforms in an effort to expand content in all media markets.

Prior to that, she founded Avila Entertainment in 2012 after wrapping a four-year stint at Maya Entertainment where she oversaw all TV and film projects for the company. These include the indie comedy, TACO SHOP (May 2018 release- Maya Cinemas/ Sony Home Entertainment) starring Tyler Posey (Teen Wolf), the completion of the features, HARLEM HOSTEL starring Ramon Rodriguez (TRANSFORMERS: Revenge of the Fallen), VALE TODO and in 2009, Maya's first TV production, ONE HOT SUMMER starring Vanessa Marcil and Jon Seda, in collaboration with the Lifetime Movie Network.

Under her own banner, Avila produced ENDGAME starring Rico Rodriguez (Modern Family) and Justina Machado (One Day at a Time) released by (AMC & Cinemark Theatres/ HBO in July 2016) and in 2015, the ½ hr. scripted dramedy, TABLE MANNERS directed by Angel Gracia (From Prada to Nada).

Prior to her tenure at Maya, Avila worked in TV development at Showtime Networks for seven years, where she worked on such notable shows as QUEER AS FOLK, DEXTER, RESURRECTION BLVD., and BARBERSHOP. In addition, she oversaw the LATINO FILMMAKER SHOWCASE, highlighting Latino filmmakers from around the world.

Avila received her BA from St. Mary's University in San Antonio, TX and her JD from Loyola Law School in New Orleans, LA. She was nominated in 2018 as a "Latina of Influence" by Hispanic Lifestyle and by NALIP as "TV Producers on the Rise" at MIP Cancun, 2016.

Sandra has strong relationships with Showtime, Netflix, Legendary, HBOMax, Amazon, WWE, Shonda Rimes, Paramount, Berlanti Prods., Sony, ABC, just to name a few



BIOS

Richard Judson
Partner C.F.O.

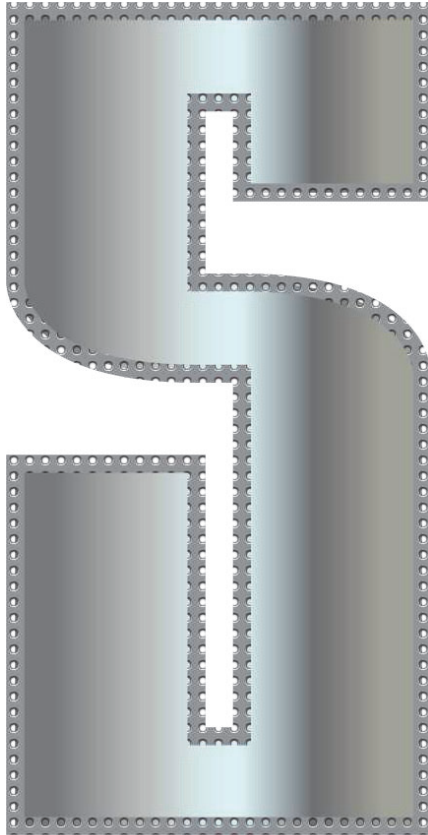


Richard Judson is currently a partner at The Creative Development Team and the C.F.O. of Creative Tank Inc., an award winning content creator production company, while continuing to work as a commercial real estate agent and financier. His extensive connections in finance help to get the most difficult and profitable deals closed and executed with an emphasis on debt.

Richard also helps businesses to set up their back offices in order to become profitable or more profitable. He has interests in non-real estate businesses ranging from car dealerships to farmer co-ops.

Originally from New Orleans, he obtained a bachelors degree in finance from the University of New Orleans. He immediately started trading corn and wheat with Continental Grain and helped the company to leverage Lotus Notes into market dominance for their first time in 20 years in southern California (Tulare and Kern Counties).

After being promoted to a nice position somewhere in Kansas, he quit before leaving to stay in California, become a stock broker briefly, trade bonds briefly, practice various forms of accounting torture for pay, and to open a mortgage and real estate brokerage.



THE SUPER ASSOCIATES



BIOS
Doug Reynoldson
Developer

For the past 20yrs. Douglas has been involved in commercial real estate development, project management and forward planning. He is also very involved in commercial real estate transactions helping clients with acquisitions and dispositions of land, multi family assets, retail centers, and business dispositions, mergers and acquisitions throughout California. His brokerage Company is located in Southern California, The McCord Team and Associates a boutique brokerage firm specializing in 100% referral based and exclusive preferred developer relationships and representation.

Douglas is also a Co-founder and partner of Herbal Bees Honey Co. which produces a farm to table CBD Infused Raw Honey experience. Both 100% THC free and Full Spectrum products were launched in 2021. This company grows and harvests their own CBD Hemp crops, harvests their own raw honey, and packages all their products at their own packing plant.

Douglas is also the Co-Founder and partner of San T Farms which grows the varieties of CBD hemp for Herbal Bees Honey Co. and also grows a variety of produce and citrus and sells their crop at the farm stand located in Redlands Ca.

Prior to commercial real estate Douglas was an Associate Broker with Merrill Lynch as a client consultant establishing online capabilities for individual clients to execute transaction through Merrill Lynch online trading portal network.

Douglas studied at Wayne State College and the University of Nebraska Omaha in Business administration while working full time for the largest family owned retail jeweler in the tri-state Midwest area as a store manager in several locations.



BIOS

Octavio Marin
Operations / Sales Consultant



Octavio Marin is VP, Production & Operations for Santa Fe Studios and SF Film Services, LLC, offering state-of-the-art production facilities and complete film production services. In addition, most recently, Octavio was an Associate Producer on the feature film "2Hearts".

From 2014 to 2016, Octavio was the VP of Business Development and Operations for the Los Angeles based, Visualnet, Inc., the leading international online resource for Film, TV and Video production.

From 2003 to 2014, Octavio was the Signature Programs Director for the National Association of Latino Independent Producers (NALIP) where he developed and produced all the NALIP Programs, including the highly successful Latino Producers Academy™, the Latino Writers Lab™, and the annual NALIP Media Summit, amongst others.

Octavio also served as Unit Production Manager (UPM) on the film HOW THE GARCIA GIRLS SPENT THEIR SUMMER -- an official selection of the 2005 Sundance Film Festival and acted as Production Consultant on the Independent feature film AMERICA 101.

Earlier in his creative and production endeavors, Octavio served as Director of Creative Affairs for Caldera/De Fanti Entertainment, and worked as Production Associate and Production Supervisor on several features and short films including; TEXAS RANGERS, ONE MAN'S HERO and CAFE ARGENTINA.

Octavio is also well versed in the hospitality industry -- having worked as a Gentil Organisateur (GO) at Club Med International and as a Tour Guide/Operations Manager in Reino Aventura, now Six Flags Mexico for a combined period of 6-years.

Octavio Marin has a strong passion for excellence and actively participates as a trainer, guest speaker, and creative consultant for numerous International Film Festivals, Media Markets, and entertainment industry events.

Octavio studied management and film production at UCLA and received his Doctors' Degree from the Universidad Nacional Autónoma de Mexico (UNAM) in Mexico City.



BIOS

Roberto Montoya
Engineer / Designer

Roberto is an engineer green builder, film producer and international humanitarian committed to sustainable construction technologies and enabling others to attain a higher quality of life. Roberto holds a patent for an insulated concrete form system as a result of his 20 years of experience in the green building industry.

With over 350 residential commercial and residential green building projects including major landmarks like Sandia Pueblo Church, Desert Springs Church and Tesuque Pueblo Church, Roberto has had a huge influence on the green building industry. Roberto is a partner in a company that will mass produce shipping container homes for the homeless. As a member of party leadership and media producer, Roberto is working to develop government policies that alleviate homelessness, veteran suicide and immigration reform.

Internationally Roberto has worked and done humanitarian work in Argentina, Mexico, Israel, Haiti and Zambia where he is working as a Liaison for education and business development of the 7M member Bemba tribe. Roberto was part of the American team that built the \$1B Intel Factory in Kiryat Gat, Israel in 2000. In Haiti he worked to provide safe housing using his proprietary system and teamed up with a group managing a tent city of around 20,000 displaced Haitians following the devastating earthquake of 2009.

Extreme Green Corporation has recently been selected as the contractor of record for the historic renovation of the St. Francis Cathedral School, a major Santa Fe Landmark, demonstrating Roberto's ongoing success and commitment to multi-generational green building construction projects. His company has just been awarded the contract to build Santa Fe Studios Office Complex being built as part of their \$20M expansion. He currently producing a green building television show demonstrating the insulated concrete form systems construction process he patented.



BIOS

Christina Hirigoyen
President



A results-driven Sales Professional with extensive experience leading successful sales teams to exceed expectations and achieve sales objectives. Strong expertise in developing successful sales strategies that deliver personalized selling techniques depending on target customer. Thrives in fast-paced, complex environments, consistently overcoming challenges, making difficult decisions, and providing superior customer service.

She is currently the Sales Marketing and Operations Manager for B.L.C. Sound Stages in Hollywood in association with the legendary Red Studios. Responsible for all sales aspects from first contact through accounts receivable.

Manage day to day and long term operations to maintain a seamless and efficient workflow between employees, departments and clients. Implemented new procedures and marketing tools to drive business. Redesigned and launched a new inventory management & invoicing system for a more effective & efficient working system.

She was a Director of Sales for Maya Entertainment, Warner Music Latina and First Look Studios.



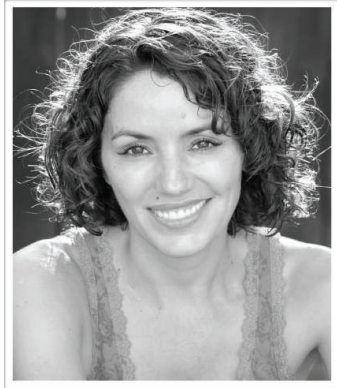
BIOS

TODD SLATER
Exec. Producer / Sales



Todd Slater is recognized as a top digital and entertainment executive. Areas of expertise include; media and film transactions, acquisitions and negotiation of rights, investment analysis, and the structuring of media financing. At Slater Brothers Entertainment, he is placed with the responsibility of leading strategic consulting for the entertainment division, as well as the overall global partnerships for the company.

Slater is the former Executive Vice President at Philip Anschutz's (AEG) film company, and Paramount Pictures. Slater has been associated with such films as the Academy Award winning Ray (starring Academy Award winner Jamie Foxx), The Parts You Lose (starring Aaron Paul), Madame (starring Academy Award nominee Toni Collette), Sahara (co-starring Academy Award winners Matthew McConaughey and Penelope Cruz), and Swimming Upstream (starring Academy Award winner Geoffrey Rush). Slater has been highlighted in The Hollywood Reporter's annual "The Next Generation" Issue – dedicated to the top executives under 35 years of age in Hollywood. Slater has successfully helped finance or secure worldwide distribution for over 100 films and has successfully lead capital investments in multiple digital, media and sports ventures.



BIOS

Romina Delgadillo
Creative Director

Romina "Romy" Delgadillo earned a degree in Graphic Design from Anahuac University in Mexico City. After college, she began an 8-year stint at Televisa, where she created advertisements and promotions for its channels and TV shows. It wasn't long before she dramatically increased her role to the position of Art Director, heading her own department of designers.

Romy then embarked upon a career as a Freelance Art Director and Copy Writer. She worked for numerous advertising agencies, including Leo Burnett and Ogilvy and McCann Erickson; creating content for brands like Coca Cola, Coors Light, Carta Blanca, Secret and IFE. By 2005, Romy's creative prowess led her to Los Angeles, where she maintained continued success, eventually joining Ridley Scott & Associates as an Art Director.

By 2010, Romy changed hats for Smooth World Productions and The Cortez Brothers Productions, becoming an Associate Producer; and in a few short years, Executive Producer on a myriad of US and worldwide television commercials. Some notable projects included: The Turkey Tourism, starring Julianne Moore, The General Insurance with Shaquille O'Neal and Schweppes with Hugh Laurie.

In 2022 she was an associate producer on the movie King of Killers, starring Frank Grillo, written and directed by Kevin Greivoux (Underworld).

Romy brings 20+ years of acute detail orientation, creative genius and economic expertise in the Entertainment Industry. Her cocktail of skills, sets the stage for moving The Super Studios from strategic imperative to a leader of its kind.



BIOS

EZEQUIEL MARTINEZ
Creative Director



Ezequiel kick started his career as a screenwriter in the motion picture industry twenty years ago with his first movie deal at Walt Disney Pictures where he co/created a haunting adventure over cursed seas — the film that soon became the hit franchise Pirates of the Caribbean, one of the biggest in cinema history, generating over \$4billion dollars. He had just turned twenty-two years old.

His talent caught the attention of Hollywood Producer Tova Laiter of Avida Entertainment and soon became partners with her on several projects to date. Soon he had optioned several screenplays to the major studios and once again worked with Disney on a Selma Hayek film and developed another at Madonna's Maverick Entertainment.

While continuing with his career as a writer, he also directed two independent feature films, countless commercials, music videos and award winning short films. He currently has a project in development with two time Academy Award Winning producer Albert S. Ruddy (The Godfather, Million Dollar Baby).



BIOS

Carlos Menendez
Architect Consultant

Carlos A. Menéndez was born in Havana, Cuba and studied architecture at the University of Texas at Austin, where he received a Bachelor of Architecture degree. While at the University of Texas, Mr. Menendez studied high-rise building design with Natalie de Blois (architect of the Lever House, NY 1952) and British urban and interior design in Oxford, England with Simon Atkinson and James Coote. Upon graduation, Carlos joined the New York architecture firm, Kohn Pedersen Fox Associates, where he worked as an intern architect on buildings such as ABC Phase III Corporate Headquarters, New York, 712 5th Avenue, Mellon Bank Tower, Philadelphia and the IBM Corporate Headquarters at 1225 Avenue, Rene-Levesque, Montreal, Canada.

Inspired by the filmmaking process and employing architecture as a structural and aesthetic foundation, Mr. Menendez began designing sets in the early 1990's, starting as Art Director on the television series **South Beach**. Since then, he has worked as Production Designer on **Dietland**, **Madoff**, **Step Up Revolution** and **Stopping Power**, to name a few.

He is also noted for his work as Art Director and Set Designer on projects such as **Larry Crowne**, **Miami Vice**, **Any Given Sunday**, **Analyze This**, **The Horse Whisperer**, **Speed 2**, **Ransom** and **Bad Boys**, and is currently the Production Designer on **Law & Order**, being shot in NY in multiple sound stages with the similar characteristics to the ones described in this presentation.

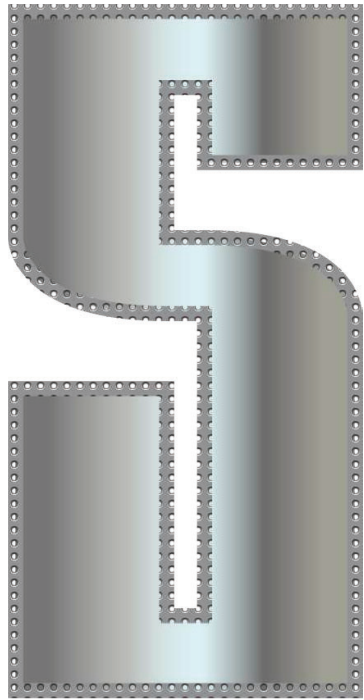
In addition to his work on feature films, Carlos has designed numerous award-winning commercials in South America, Europe and Southeast Asia, receiving three nominations from the Art Directors Guild for excellence in production design for **Capital One: 'What's in your wallet?'** and the Macy's 2012 Christmas campaign. In 2012, Mr. Menendez' set design for **Step Up Revolution** was featured on the cover of Perspective Magazine, where he is a frequent contributor. In 2014, Carlos began a collaboration with Pinewood Studios, UK and Entrenamientos Cinematográficos del Caribe, to teach Art Direction in the Dominican Republic.

FINANCING

Financial information available upon request.

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