

"ZOEY 101" (CONTINUED FROM COVER)

"We're fortunate to have a spacious parking lot atop the hillside here on the property that overlooks the entire Santa Clarita Valley," said Bryden.

The unique positioning of the parking lot that allows for horizon views, combined with movie magic, transforms the Santa Clarita Valley into the Pacific Ocean just outside "Zoey's" PCA's campus in each episode.

"It's really a beautiful space and what's interesting is that the parking lot is on an elevated spot looking into the skyline," said Fisher. "You buy that there is ocean out there."

The Mann Biomedical Park also features an outdoor basketball court and several tree-lined walkways reminiscent of Pepperdine's campus, which Bryden was able to secure use of for "Zoey."

"It's been great having 'Zoey' with us," said

Bryden. "We do everything in our power to help them get their work done while making it as comfortable as possible," said Bryden.

Convenience has also played a role in the success of "Zoey" in Santa Clarita. Several crew members, including the medic, craft service and construction professionals, live in the Santa Clarita Valley. Other members of the cast and crew not in Santa Clarita are able to take advantage of the reverse-commute drive from Los Angeles, and a few stay at local hotels. In addition to Santa Clarita's convenient location, its abundant network of industry professionals and the fact that other film-related businesses are located within the Park, provide unlimited resources to production.

"Ten or 15 years ago we had to drive things up from Los Angeles, which meant a loss of time in the day," said Fisher. "But now there's a lot of support in the area and so many locations;



we've got all the benefits of Hollywood."

Fisher and her production team have enjoyed working in Santa Clarita so much that executives from Nickelodeon have visited the location to see all that the City has to offer. "We feel comfortable here," said Fisher. "We're very, very pleased."

"Zoey 101" is currently shooting its third and fourth seasons in Santa Clarita. Season three episodes are currently in rotation on air.



Film Santa Clarita

NICKELODEON RELOCATES HIT SERIES "ZOEY 101" TO SANTA CLARITA

Attracting "Zoey 101," Nickelodeon's hit tween series starring Jamie Lynn Spears, to Santa Clarita is a case study in "Entertainment 101" - it's all about who you know.

In early 2006 the "Zoey" production team needed to find a new location for the show due to scheduling conflicts with its hero location - Pacific Coast Academy (PCA), a.k.a. Pepperdine University. Pepperdine's campus has served as the location for seasons one and two, but when Nickelodeon ordered 26 episodes for seasons three and four, the production team knew it wouldn't be possible to accomplish that many episodes as they were limited to the summer months when the campus was closed. "Zoey" needed a new home.

Because "Zoey" already had an established look, production needed to identify a location that could double for Pepperdine's campus. After an exhaustive search up and down the Southern California coastline from Oxnard to Huntington Beach, that perfect location still could not be found.

Karen Fisher, senior director of production for Nickelodeon, realized she would need to look

inland for the location and called upon location manager, David Diamond, to help her. Diamond had recently collaborated with Karen Bryden of Santa Clarita Valley Locations for several projects at the Mann Biomedical Park - a business complex originally built by Lockheed to resemble a college campus.



Karen Bryden of Santa Clarita Valley Locations was instrumental in bringing Nickelodeon's "Zoey 101" to Santa Clarita.

"David knew that Nickelodeon was looking at a few major factors with regard to relocating 'Zoey,'" said Bryden. "Not only did they need to find a location that could double as Pepperdine, they were also faced with finding studio space, maintaining their budget and identifying a location that was flexible

with their shoot schedule. I knew we could meet all those needs."

Diamond knew it would be a stretch relocating a beachside program to the Santa Clarita Valley, but after talking with Bryden he was confident it could work. Now he just had to convince Nickelodeon.

"I've worked in Los Angeles for 25 years, but it had been about 15 years since I had done something in Santa Clarita," said Fisher. "I always thought of Santa Clarita as desert and hot."

Fisher was willing to give Santa Clarita a look thanks to Diamond's recommendations and when she toured the Mann Biomedical property with Bryden, she was able to picture "Zoey" at home in Santa Clarita.

"When we drove onto the property it was beautiful. We were surrounded by tall trees and because the structure was built around the same time as Pepperdine, there were enough similarities to make it work," said Fisher. Coincidentally both Pepperdine and Mann feature the same type of exterior walkway lighting, meaning less work for production to make Mann look like the campus.

Soundstage/warehouse space was also available on site, which meant the interiors of Pepperdine could be duplicated with sets. The final hurdle was replicating the beach.

(CONTINUED ON BACK COVER)

SCOOP: SURF'S UP IN SANTA CLARITA THANKS TO HBO

Beach front property in Santa Clarita may be hard to come by, but David Milch and his team seem to have found it. The City proudly welcomes Milch's newest series, "John from Cincinnati," to town at Melody Ranch, where the western town set - recently the location of Milch's "Deadwood" series - will be transformed to reflect "John's" 'surf-noir' setting.

Location Manager Brian Haynes worked on "Deadwood" and is excited about the complete

180 the property will undergo in preparation for "John." "When filming 'Deadwood' we worked under a poetic license because of the unfamiliarity of the time period. Conversely, "John From Cincinnati" is set in the present; we have to make it believable and contemporary. Santa Clarita is the perfect place for us to do that."

In "John," Santa Clarita will double for the ocean-side city of Imperial Beach, the southern most U.S. city before reaching Mexico. According to

Haynes, transitioning Santa Clarita into a beach community is worth the additional work and time as many crew members live locally. "We have a good working relationship with [Melody Ranch] and the Santa Clarita Film Office is very serviceable. They are really great to work with," he said.

HBO has picked up 12 episodes of "John from Cincinnati" including the pilot. The show is tentatively scheduled to premier in summer 2007.



INSIDE:

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Did you know that the Santa Clarita Valley Film Office's Web site, www.FilmSantaClarita.com, received nearly 2 million hits in FY 2005-2006, making it one of the City of Santa Clarita's top three visited sites. If you haven't seen it lately, check out the new design and streamlined navigation. And yes, it's Mac compatible!

NOW SHOWING

If you're heading to the movies this season be sure to catch the following films, all of which shot on location in Santa Clarita.

Harsh Times - November 10, 2006

Tenacious D: Pick of Destiny - November 17, 2006

Bobby - November 17, 2006

Alpha Dog - January 12, 2007

Benny Bliss and the Disciples of Greatness - January 15, 2007

Mr. Woodcock - January 19, 2007

Zodiac - January 19, 2007

Epic Movie - January 26, 2007

And be sure to set your Tivo, you won't want to miss an episode of "NCIS," "The Unit," "John from Cincinnati," "Big Love," "Heroes" and "Zoey 101," all of which are based here in Santa Clarita.

Release dates are tentative and subject to change.



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MESSAGE FROM THE FILM OFFICE

As we prepare to say goodbye to 2006, I am proud to report that this year has been a highly-successful one for Santa Clarita. The harsh realities of runaway production cannot be ignored, and yet Santa Clarita remains busier than ever. In Fiscal Year 2005-2006, the City's Film Office issued more permits for location filming than previous years with a record 285 permits. That's a 17 percent increase over FY 2004-05 and a 26 percent increase over FY 2003-04, the first full year the City issued permits. We were proud to have been home to many noted television and film productions in 2006, including "NCIS," "Zoey 101," "Deadwood," "Big Love," "John from Cincinnati," "Bobby" and "King of California."

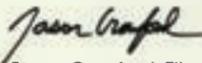
While competing against other states and countries that are offering tax-based financial incentives to production, the City's Film Office has worked to overcome the competition and market Santa Clarita as one of Southern California's best places in which to do business, and specifically film! Not only is Santa Clarita within the 30-mile zone, we offer a strong, 0well connected film business community, a talented pool of industry professionals, an array of locations and competitive pricing – including one of the lowest film permit fees in Los Angeles.

We recently met with a representative from Congressman Buck McKeon's office regarding the important role the film industry plays in our community, from increasing our sales tax revenue to helping brand Santa Clarita as one of the premier entertainment capitals. And we continue to coordinate with the California Film Commission to ensure that the film industry remains successful in California.

We'll continue to host the Film Industry Stakeholder Summits in 2007, so I hope you'll plan to attend. Additionally, our door is always open here at the Film Office, so please don't hesitate to stop by or call.

We look forward to working with you!

Sincerely,



Jason Crawford, Film Administrator
City of Santa Clarita

1ST QUARTER STATISTICS FROM THE FILM OFFICE (JANUARY - MARCH)		
	2005	2006
NUMBER OF FILM PERMITS ISSUED	67	74 (10 PERCENT INCREASE)
NUMBER OF FILM DAYS	150	149

COLA AWARDS

We're proud to recognize Tim Vanderlip of the Los Angeles County Fire Department, recipient of the "County Employee of the Year" award at this year's California on Location Awards (COLAs). Vanderlip was recognized for his quick assistance with filming on location in the Santa Clarita Valley in 2006, including specific work with the feature King of California.

Finalists at this year's awards also included 20th Century Fox for "The Unit" in the category of "Production Company/Location Team of the

Year for Television;" Deven Chierighino also from "The Unit" in the category of "Location Professional of the Year for Television;" and Corie Hill with the City of Santa Clarita for "City Employee of the Year." All of these finalists were nominated by the Santa Clarita Valley Film Office in recognition of their professionalism and respect with regard to filming on location.



Tim Vanderlip of the Los Angeles County Fire Department accepted a COLA award for "County Employee of the Year" at the event held Sunday, October 15, 2006 at the Los Angeles Marriott Downtown.



Soledad Canyon Mining Property

Independent Film "Urban Assault"

Feature Film "Serenity"

GENERALLY SPEAKING - PHIL'S GOT IT ALL

Phil Horlings didn't always dream of being in the entertainment industry. Ask him and he'll tell you that he just 'fell into it.' Back in 1978 he landed a job at a post production house – starting out doing janitorial work while making his way through high school. He soon became interested in digital editing and began developing new editing products, but the technology's fast pace made it increasingly difficult to keep up. The stress of post production's 16 hour days took their toll and after many years in the industry he walked away.

"I was overwhelmed with keeping up," said Phil. "The daily stress was just too much. I was working long days and breaking out in rashes. So I walked away and vowed to never come back."

'Never' lasted about a month and Phil soon realized he still wanted to work in the film industry, he just needed to change his focus. He needed to go back to basics.

"I realized I needed to do something more grassroots, which meant dealing with the nuts, bolts and screws of the industry - the things that don't change."

BACK TO BASICS

Phil's concept for the Motion Picture General Store was born from conversations with colleagues. His original thoughts were to open a post production facility in Santa Clarita, but he kept hearing time and again that what the industry needed was a good expendable store. In 1986 Phil conceived the Motion Picture General Store, outreaching to companies like ProTape and 3M, and establishing factory-direct accounts and pricing for professionals in Santa Clarita.

"People were tired of driving 30-35 miles to get supplies," said Phil. "So I set up my own accounts with vendors, acting as a wholesaler for the industry here in Santa Clarita and beyond."

Today the Motion Picture General Store is Santa Clarita Valley's largest and most comprehensive expendable store, stocking more nuts, bolts and screws than any big box store, in addition to camera equipment, lighting, construction and janitorial supplies and everything in between.

"The business has truly grown in response to the needs of my customers, they dictate what I carry and how much," said Phil.

For example, when "CSI" first came to Santa Clarita and started the new wave of crime scene procedural series, Phil's inventory grew to include an assortment of forensic supplies, including the most hi-tech fingerprint kits, infrared lighting and body bags.

In addition to finding whatever the production is looking for, Phil also is able to make suggestions that work. "NCIS" recently requested chemicals for an infrared blood scene, but when they weren't available, Phil suggested they use florescent paint and it worked like a charm.

"I'm proud to be a little part of each production I work with. I'm the guy in the back who goes unnoticed, but I enjoy helping my customers and making them look good," said Phil.

Phil's research also keeps him ahead of the curve with the latest forensic technologies being used in the real world. Whether its products the military is using or new drug kits just introduced by LAPD's crime scene investigators, Phil finds out about it and shares his discoveries with production.

"I often learn about new technologies well before the prop masters," said Phil. "So I bring them these products and suggest that they possibly incorporate them into the storyline."

IF YOU NEED IT, PHIL WILL GET IT

The General Store's inventory changes daily based on the individual needs of customers. And if something isn't in stock – Phil will get it. In fact, that's a hallmark of his business, good old customer service.

"I heard so many complaints from customers about feeling like just another number when dealing with bigger stores, so I make it a point to provide great customer service," said Phil. "And I've been in the business so long that most of my customers are my friends, and you don't want to let your friends down."

And he never does. Ask any of Phil's friends about his responsiveness and the variety of products he stocks they'll tell you he's one of the most important people on a film crew.

"I never go more than a few days without speaking with Phil," said Dan Begakis, lead man for the set decorating department of "NCIS." "He's got everything I need and if I ask for something he doesn't carry, he'll research it and



"Phil Horlings is owner of the Motion Picture General Store, Santa Clarita's largest and most comprehensive expendable store."

get it to me. He's so accommodating."

PHIL'S EVERYWHERE YOU NEED TO BE

Customers have come to rely on Phil's expertise in the industry, which is one reason you can now find The Motion Picture General Store on site at Santa Clarita Studios, providing a one-stop shop for production.

Competitive pricing, the Valley's most extensive supply of expendables and an accommodating nature have helped Phil build a clientele beyond the Santa Clarita Valley. In addition to working with productions like "The Unit," "NCIS" and "John from Cincinnati," all of which are based in the City, he also works with "CSI" and "Cold Case," which regularly film on location in the area, in addition to shipping to productions in Seattle, San Diego and Kansas City. These long distance customers are often clients who worked with him locally, and then continue to use him for their next show because of his customer service and can-do attitude. Regardless of a client's location, Phil will research the products, order them and ship anywhere.

Looking back on his career, Phil is proud to be one of the entertainment industry's trusted veterans. "When I was starting out I always had a set of old timers I would call for advice - they were my go-to guys. Now I'm the go-to guy."

That sentiment is echoed by the many clients who've come to rely on Phil's breadth of knowledge to get their jobs done.

"I look at everything and everyone as a tool when I create my list of tools for each job," said "NCIS'" Begakis. "And Phil is always on the list."

The Motion Picture General Store is location at 25111 Rye Canyon Loop in the Industrial Center and on-site at Santa Clarita Studios. Phil can be reached at 661-775-8103, anytime. If he doesn't answer the phone, just leave a message; he'll get right back to you!