

BIG PRODUCTIONS IN SANTA CLARITA

(CONTINUED FROM COVER)

While Big Love filled the Avenue Scott Stages, a family of another kind kept stages at Santa Clarita Studios occupied.

CBS' newest action drama, *The Unit*, debuted on March 7 and has been hailed by *Rolling Stone* Magazine as "TV's best new show." The series follows a covert team of special forces operatives as they risk their lives on undercover missions around the globe. All the while, their wives maintain the home front and protect their husband's secret lives, which creates unique family layers not only between the husbands and wives but also between the men in the unit, and the women on the base. The series has a large ensemble cast which includes actors Dennis Haysbert, Scott Foley, Robert Patrick, Max Martini, Michael Irby, Demore Barnes, Regina Taylor, Abby Brammell and Audrey Marie Anderson. Most of the cast members reside in the Los Angeles area, making Santa Clarita an ideal base for production since it's within the 30-mile zone

and benefits from a reverse-commute. While much of the production was filmed on sets created at Santa Clarita Studios, *The Unit* also filmed frequently on location at places like Saugus Café, Blue Cloud movie ranch, Mann Biomedical Park, the Valero gas station and at several homes throughout the Santa Clarita Valley.

Big Love and *The Unit* were welcome additions to Santa Clarita's lineup of noteworthy productions, which currently include "NCIS" and HBO's "Deadwood." *Big Love* will return to Santa Clarita for a second season in 2006, while details are still pending regarding filming for the second season of *The Unit*.

Dennis Haysbert, Scott Foley, Robert Patrick, Max Martini, Michael Irby and Demore Barnes star in "The Unit."

Big Love airs on Sundays at 10 p.m. on HBO following *The Sopranos*®, while *The Unit* airs on Tuesdays at 9 p.m. on CBS.



Photo: Cliff Lipscomb/CBS

Film Santa Clarita

BIG PRODUCTIONS CALL SANTA CLARITA HOME

HBO's *Big Love* and CBS's *The Unit* Film First Seasons in the Valley

Families come in all shapes and sizes...and in Santa Clarita they all tend to look pretty similar: two parents, two and a half kids, maybe a dog or cat. At least that was the case until *BIG LOVE* and *THE UNIT* came to town. Over the last few months Santa Clarita has been home to two of this season's most talked about new television dramas, both of which focus on families that are anything but traditional.

Big Love debuted on HBO March 12 and immediately sparked a national wave of media attention, quickly becoming THE conversation topic around many water-coolers across the country. The series stars Bill Paxton as a modern-day Utah polygamist who lives in suburban Salt Lake City with his three wives, seven children, and a mounting avalanche of debt and demands. The owner of a growing chain of home improvement stores, he struggles to balance the financial and emotional needs of his wives, played by Jeanne Tripplehorn, Chloë Sevigny and Ginnifer Goodwin, who live in separate, adjacent houses and take turns sharing their husband each night.



Photo: Courtesy HBO

Jeanne Tripplehorn, Chloë Sevigny, Bill Paxton and Ginnifer Goodwin star in HBO's hit show "Big Love."

While managing the household finances together and routinely sharing "family home nights," they try to keep simmering jealousies in check and their arrangement a secret — as polygamy is illegal in Utah and banned by the mainstream Mormon Church.

So why did the production base in Santa Clarita? Executive Producer Mark V. Olsen said it had everything to do with location.

"Santa Clarita was an ideal base as the city's landscape is incredibly similar to Utah. It's also centrally located between Fillmore and Agua Dulce, two of our frequent location sites, which meant our cast and crew didn't have to travel far on any given day," said Olsen. "And in addition to being an ideal location, Santa Clarita offered us convenience with its complete network of quality film businesses."

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-- Mark V. Olsen

Based at the Avenue Scott Stages in the Valencia Industrial Center, *Big Love* frequently filmed in and around the community at locations like Fosters Freeze on Soledad Canyon, Santa Clarita Lanes, College of the Canyons, the Santa Clarita Metrolink Station, the Hyatt Valencia, TPC Golf Course and several private homes and schools.

(CONTINUED ON BACK COVER)

MARKETING SANTA CLARITA AS 'MEDIA CENTER NORTH'

The Film Office continues to take a multi-faceted approach to marketing Santa Clarita, with advertisements on the radio, at local movie theaters, in magazines and directories in addition to a presence at tradeshow, festivals, and other events. The focus of this marketing is being broadened to attract not only location filming but also to attract diverse film-specific industry, capitalizing on the core film businesses that currently calls the Valley home, all in an effort to

make Santa Clarita the 'Media Center North' akin to major media industry hubs like Burbank, Hollywood and Studio City.

To that end, the City has participated in several high-profile events so far in 2006 that are helping raise awareness about the City and its offerings.

In February, Paramount Studios hosted a dinner reception for the League of California Cities that

included a panel discussion highlighting Filming in California and ways to keep filming in the state. Santa Clarita City Manager Ken Pulskamp participated in the panel and discussed ways in which the city has been successful in attracting and supporting film production. Other panelists included: producers Marian Rees and Ron Smith; Chris Esel, senior vice president Paramount; Bryan Unger, western executive director of the Directors Guild of America; and Amy Lemisch,

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The Gate-King Industrial Park, with 4.5 million square feet of developable industrial-commercial space available, will provide a campus-type atmosphere for entertainment industry businesses. For more information about the park, please contact the City of Santa Clarita's Economic Development Office at 661-255-4347.

Now SHOWING

Here are a few of our top film picks for the year and beyond, all of which filmed on location in Santa Clarita.

- Tranced - May 19, 2006
- X-Men: The Last Stand - May 26, 2006
- Pirates of the Caribbean: Dead Man's Chest - July 7, 2006
- Little Miss Sunshine - July 28, 2006
- Zodiac - November 10, 2006
- Tenacious D: Pick of Destiny - November 17, 2006

- Bobby - November 22, 2006
- Mr. Woodcock - 2006
- Spider-Man III - May 4, 2007
- Pirates of the Caribbean III - May 25, 2007
- Nancy Drew: The Mystery in Hollywood Hills - August 10, 2007

Release dates are tentative and subject to change.



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MESSAGE FROM THE FILM OFFICE



Photo by Randy Websters

John Johnston of TV's "24" pictured with Santa Clarita Film Office staff Jennifer Jzyk, Jessica Freude and Jason Crawford at the 2006 Locations Show in Santa Monica.

2006 is a very exciting year for filming in the Santa Clarita Valley. As you know, our city has changed dramatically over the years, transitioning from a bedroom community to a thriving urban center offering the best of Southern California.

These changes have helped shape the functions and future of the City Film Office. Since the office's inception in 2002, **we've worked extremely hard to ensure that we offer the best location filming within the 30-mile zone.** Preliminarily that meant establishing the lowest fees and quickest turn-around time for film

permits, working collaboratively with local businesses and assisting location requests 24/7. This approach has proven successful as shows like CBS' "The Unit," HBO's "Big Love," and "Deadwood," NBC's "Windfall" and several pilots have chosen to base their operations here. However, as we continue to grow and expand, the role of the Film Office includes not only these established services, but also new goals that are part of a larger vision for the future of filming and the film industry in Santa Clarita.

Two of our primary goals for 2006 include continuing to help support existing film businesses and also attracting new film businesses. To ensure that we are shepherding the growth of Santa Clarita's film community in the right direction, the City hosted a series of Film Industry Stakeholder Summits, which you will read about in this edition. The Summits have proven to be an ideal way to bring our city's film industry together to share ideas that help enrich our overall marketing and business outreach programs.

Additionally, maintaining our position as one of Southern California's most sought-after film locations remains high on our list of priorities as well. In April we attended the 21st Annual Locations Trade Show

in Santa Monica, which was a great success. We kicked off the weekend with the first-ever "California Only" themed breakfast and throughout the weekend, connected with familiar faces, met many new people and shared information about Santa Clarita with thousands of industry professionals.

I believe we are well on our way to positioning Santa Clarita as Los Angeles' 'Media Center North.' Just like the growth of the city, it won't happen overnight, but, with careful planning and a team of public and private stakeholders, I believe it's a realistic goal that will be realized in the not-too-distant future.

As always, the Film Office maintains an open door policy and I hope you'll stop by and say hello anytime you're in the area.

Sincerely,

Jason Crawford, Film Administrator
City of Santa Clarita

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

MARKETING SANTA CLARITA AS 'MEDIA CENTER NORTH'

(CONTINUED FROM COVER)

the director of the California Film Commission. Additionally, Pulskamp authored an editorial piece for the League's magazine, *Western City*, discussing Santa Clarita and its pro-filming efforts. **Santa Clarita was chosen because it's considered by many to be the premier film office in the state of California.** The story will run in the magazine's May 2006 issue.

In April, the Film Office exhibited at the Association of Film Commission International's (AFCI) 21st annual Locations Trade Show in Santa Monica, which was attended by more than 3,300 production and location professionals. In conjunction with the trade show, the Film Office also participated in the first-ever "California Only Breakfast Reception" hosted by the California Film Commission (CFC) and Film Liaisons in California Statewide (FLICS) at the Mondrian Hotel in Los Angeles. The event brought together more than 25 top level entertainment executives from companies such as Warner Brothers, Dreamworks, Fox, and

Paramount as well as commercial producers such as Anonymous Content and Partizan who met with City staff to discuss the benefits of location filming and doing business in Santa Clarita.

The Film Office was also recently recognized for its excellence in marketing by the AFCI with three key awards. They included:

- 2nd place for a 15 second spot highlighting feature films that were filmed in Santa Clarita, which ran prior to every movie shown at the Valencia Edwards Theaters in December 2005 and January 2006
- 3rd place for the 2006-2007 Film Guide, which highlights Santa Clarita's diverse locations, film businesses and city resources. The guide was designed by McGregor Shott of Valencia and is available at the Film Office
- 2nd place for ad design for an ad the Film Office ran in the Family Festival program book honoring the 2005 Film Excellence Award winner, Lou Florimonte of CalArts.



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Santa Clarita City Manager Ken Pulskamp (seated far right) spoke about the city's pro-filming philosophy and attraction efforts at February's League of California Cities event at Paramount Studios.

The Film Office will continue to seek out events and opportunities that spotlight Santa Clarita as a premier film destination and an ideal place to do business. Be sure to check out www.FilmSantaClarita.com for the latest on the Film Office's marketing activities.



Soledad Canyon Mining Property

Independent Film "Urban Assault"

Feature Film "Serenity"

The city-owned Soledad Canyon Mining Property has been used for a variety of projects over the last year. As evidenced by the production photos above, the property's 800 acres allow for a variety of uses from night shoots with dramatic lighting to futuristic day scenes.

A VOICE FOR SANTA CLARITA'S FILM COMMUNITY

Earlier this year, the City of Santa Clarita hosted two Film Industry Stakeholder Summits providing a unique forum in which key entertainment industry executives were encouraged to openly and honestly discuss their specific business needs and ways the City could help them become more successful.

The first Summit took place in February and brought together more than a dozen business representatives from the valley's movie ranches, studios, post production houses, theatrical rigging companies, location businesses, independent production offices and educational institutions. City representatives included the City Manager, Director of Community Development, Economic Development Manager and the Film Administrator, all who were in attendance to listen to comments and concerns and provide information about the City's plans for continued growth and support of the film community.

The two hour meeting proved to be extremely successful, and the group identified several of the 'top selling points' for attracting the film industry to Santa Clarita which include: competitive

pricing, a variety of unique locations, the reverse commute from Los Angeles, the pro-active film office and a supportive, film-friendly community.

The group also identified two areas where the City could work to create an even more film-friendly environment, 1) rules and regulations regarding conversion of warehouses to stages and 2) requirements for Fire Safety during location filming. City staff began working to address these areas and presented a status update at a second summit meeting held in April. In an effort to ease the warehouse/soundstage conversion process, **the City is working in partnership with Los Angeles County Fire to create an easy to use checklist that would provide common scenarios and best-steps for stage conversions.** The City has also put together a list of suggested local contractors who are familiar with the conversion process.

Additionally, Tim Vanderlip and Captain Anthony Penn from the Los Angeles County Fire office attended the April meeting to openly discuss the County's creation of a new film fee ordinance and the fire safety requirements for location filming.



Robin Williams of COC, Mike DeLorenzo and Mark Deutsch of Santa Clarita Studios and Jason Crawford with the Santa Clarita Film Office at the City's First Stakeholder Summit in February 2006.

What resulted was a collaboration of the minds, with business owners openly sharing their thoughts about fire safety requirements and how to streamline the process moving forward, and LA County fire representatives listening to the feedback, taking notes and discussing ways to improve the system.

The City's Film Office is planning two additional Stakeholder summits for 2006, with the next taking place at Santa Clarita Studios this summer. For more information about these meetings, please contact the City's Film Office at film@santa-clarita.com.

BUSINESS SPOTLIGHT: BRANAM WEST COAST



Joe Branam pictured with Branam West Coast's COO Lori Pinn.

Joe Branam's client roster reads like an A-List "who's who" in Hollywood. J.J. Abrams, Richard Lewis, Gore Verbinski... in fact, name a respected film or TV director, unit production manager, stunt coordinator, or special effects designer and chances are they have worked with Branam. And he hasn't limited his talents to the movie, television, commercial and theater circuit; he's also a big player in the concert and event world. Since he began working in the entertainment industry more than three decades ago, Branam's had the pleasure of working with some of the globe's hottest rock, hip hop and pop acts. Why? He's CEO of Branam West Coast, one of only two companies in the world specializing in theatrical rigging, and the original designer of Arena Rigging, which is used in nearly every major live concert today.

Branam started in the business in 1970 as a head rigger with Disney on Parade. After five years with Disney he branched out to work with top rock n' roll artists like the Rolling Stones, Elton John, Bob Dylan and Fleetwood Mac. With years of experience under his belt and a good understanding of opportunities in the industry, Branam went solo in 1978 launching Branam West Coast. Today, Branam offers many unique services to clients, including customized rigging, special effects, fabrication and specialty items that are available for rent. But most importantly, Branam provides total customer service, customized engineering and a quality product, a combination that remains unrivaled in the industry.

In April 2002, Branam West Coast relocated its headquarters and 30 employees to Santa Clarita from the San Fernando Valley, opening a spacious 75,000 square foot warehouse/office complex to house the areas largest rental inventory of motors, truss, tracks, rigging and grip accessories, platforms, decks, props and stunt rigging.

"Santa Clarita was an ideal location for Branam West Coast, as it offered us the opportunity to build a larger warehouse facility in a film-friendly community, all within minutes of our clients in the Los Angeles area," said Branam.

Additionally, many of the stunt professionals Branam works with live in the Santa Clarita Valley, which makes the company's Demo Station (used for stunt testing and demonstrations and available for rent) close and convenient.

This summer promises to be just as busy and fast-paced as ever for Branam with several local and national conferences and trade shows, on tour with Rascal Flats, and working on some of television's most watched dramas, including "Commander in Chief," "CSI," "Alias" and "The Biggest Loser." You can see some of Branam's handiwork for yourself in movie blockbusters such as "Mission Impossible III," "Pirates of the Caribbean II Dead Man's Chest," "Dream Girls," and "Garfield II," all playing in theaters this year.



Branam West Coast set the stage for Paul McCartney's latest concert tour.