

# DESTINATION MANAGEMENT, INC.

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July 17, 2008

TO: Mayor Dever and Members of the City Commission

FROM: Judy Billings, President & CEO

RE: Filming on Massachusetts Street

This memorandum is to support the request by HomeTown CollaboraTions, a local film company to film on Massachusetts Street on Monday, August 4. This company is, as reflected in their name, a home town business working to develop the film industry in Lawrence.

This particular project, a film about our own local artist, Stan Herd, will spend approximately \$700,000 directly in the Lawrence economy. These are expenditures on such things as hotels, fuel, props, art supplies, food, locations, car rentals, van rentals, fencing and lumber. They will also be hiring a number of locals to work on the project. In addition to expenditures directly on the project, I've observed in my experience working with filmmakers over the years that there is plenty of money injected into the economy on personal purchases and entertainment.

We've had a good deal of experience in the past in Lawrence hosting film productions. Recent years have seen this type of business go to other parts of the country and the world. This is an opportunity to support our own local filmmakers who care about our community and want to feature it in a positive way and contribute to the economy while doing it.

I can think of no better incentive to grow this non-traditional industry for Lawrence than to support our own hometown filmmakers by granting them use of one block of Massachusetts Street for one day. Thank you for your consideration.