

Lisa Vierling

From: Loren Hill
Sent: Tuesday, July 21, 2020 5:33 PM
To: Lisa Vierling; Mary Brooks; Amy Myers
Cc: Sandy Dunbeck; Marshall Yandle
Subject: FW: 2020-253

Here are the public hearing comments, Lisa.

From: Tiffany Luard <tiffanyluard@gmail.com>
Sent: Tuesday, July 21, 2020 5:32 PM
To: Loren Hill <loren.hill@highpointnc.gov>; Wesley Hudson <Wesley.hudson@highpointnc.gov>
Subject: RE: 2020-253

Reference:

[2020-2531](#) Miscellaneous Item Public Hearing - Brittano's Opportunity Zone Project City Council is requested to authorize up to \$1,547,000 in performance-based incentives for the Brittano Group- KNova Film Capital project; and authorize the City Manager to execute a performance agreement with the company containing benchmarks for the company to achieve and a schedule for the payment of such financial incentives.

Dear council members and respective administrations and teams,

As a professional producer, whom actively works internationally, and has worked with moguls in the business, I come to you. With the humility of my roots; I speak for the preservation of the entity that is High Point, NC. The brand, the esteem and the prestige of the city that has not only before been home, but a place that has for decades been also work and play. I am a true subscriber of the Triad-at-large. .

High Point nurtures brands, people, and its identity. Award-winning efforts are what the community have built on and internationally known for.

I am educated and raised here. I am 30 + years invested intricately in the community here. I have brought productions to the area and am actively working on projects in and for the area. It is with this perspective that I formulate the below:

The proposed opportunity zone project entitled "Streaming Zones" is an indirect disrespect for the city, community, and industry at hand. It is a risk, and a concern and therefore should be further discussed prior to approval. The over arching concept is good, but it is apparent that because of the natural ignorance to the industry and the natural glamour of the industry allows for this scenario to reoccur throughout centuries.

After being party to the Monday 7/20/20 council meeting that I found out about on Sunday; and after speaking directly to various city council members, EDC members, and asking questions about the proposal. I want to reflect to the council the following;

CONCERNS

A detailed project scope has not been viewed by council, or EDC by the proposal group.
A detailed budget, projection study, has not been viewed by council, or EDC by the proposal group.
Financial documentation of the Investment Company/group associated with the Opportunity Fund has not been provided to the council, or EDC by the proposal group.
Letters of Reference for companies seen in PDF presentation have not been viewed by council, or EDC.
Letter of Intentions for companies/partners/distributors have not been seen in PDF presentation and have not been viewed by council, or EDC.
The proposal group provided no proof to the public or council of their successes within the industry; nor did they provide market research of investments they have made in High Point with the studios open already in the community; letters of recommendations from city residents or pleased clientele prior to the funding.

Understanding this is in keeping with their NORMAL practices as pitches come to the city in this format. I must inform you that this process is NOT within keepings of the industry standards when setting up companies in this manner. I urge city leaders to educate themselves by speaking with professional entities and asking them what protocol is in place.

I don't believe the city should promise support to plans that may taint the city's image. Even if the city is able to remove their support later (because a benchmark is not complete); it sets a precedence for possible negative connotation.

I urge city leaders to reflect on the history associated with the production spaces in NC as a whole and run a proper risk assessment prior to publicizing displaying support. I urge city leaders to make use of already under used crews and production spaces. I urge the city to consider the effects of covid on the industry, as the last thing that High Point needs is more dead space. It is the responsibility of the council to represent whats best for the community. If the community runs the risk of not using the project because it runs a high risk, then perhaps the city shouldn't bare the burden of support. Perhaps it should remain in the private sector.

I believe I owe the same concerned email to this city, however, NC is my home and I write you only to protect the interest of all artists in the area. We should not be portrayed or invest in risky business when we have trained professionals who can help ensure that we are supporting projects that matter. The project can be put together properly, however it is currently underdeveloped. The city should be better informed prior to approving this proposal.

I. motion to table this request until more information is provided to the council and public-at-large.

Tiffany Luard
IMDB available.