WATTSTAR THEATRE AND EDUCATION CENTER

“Leveraging the Silver Screen for Neighborhood Economic Development in the Heart of Watts”

Transaction and Community Impact Summary for NMTC Allocatees
August 2013
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PROJECT OVERVIEW AND TRANSACTION SUMMARY

Watts Cinema & Education Center, Inc. (WCEC), a community-based 501c3 economic development and training organization, will construct a 36,259 gross square foot, four-screen movie theater and entertainment industry job training facility in the heart of the Watts community in south Los Angeles. The $29 million cinema and education center ("Wattstar") will be constructed on a 72,300 square foot site located at 10341 South Graham Avenue in Los Angeles County Census tract 2427.00. This tract qualifies as NMTC-eligible and highly distressed under the 2010 American Community Survey.

The Wattstar Project consists of two primary components. The first is a state-of-the-art job training facility focused on the entertainment industry. This portion of the building will occupy approximately 11,626 square feet on two levels, with 25+ work spaces including offices, sound and picture editing labs, multipurpose and meeting rooms, and a research library. The second is an approximately 24,633 square foot, four-screen, first-run commercial movie theater with stadium seating for 1,000 patrons. The building will be served by 221 surface parking spaces.

The Wattstar project will operate on an innovative business model. The commercial theater portion of the project, owned by a subsidiary of WCEC, is anticipated to serve a sizeable trade area in light of the dearth of other cinemas and entertainment facilities in the vicinity. This absence of other alternatives was noted in a market feasibility study for the project conducted by RCLCO, a national appraisal and market analysis firm. A national theater operator, will operate the commercial theaters via a management agreement and in turn, the net profits from theater operations will provide a revenue stream to support WCEC’s educational and training programming in the remainder of the building.

The Project has garnered substantial support from many sources, including cash and land contributions from the City of Los Angeles and its Community Redevelopment Agency, the US Department of Housing and Urban Development (HUD), and the Annenberg Foundation. The Northern Trust Company (the Project senior lender and NMTC investor) is anticipated to provide over $15 million in debt, supported by a guarantee, which is currently under discussion with the City of Los Angeles and a local foundation. WCEC also has support from entertainment industry leaders. Warner Brothers assisted WCEC by adapting a two-screen small-footprint theater prototype it has successfully implemented internationally into the four-screen Wattstar building, making this design available to the Wattstar team.
Geographic Eligibility

The Project site is located in a Census tract exhibiting Greater Economic Distress under 2010 eligibility criteria for the New Markets Tax Credit program, as promulgated by the CDFI Fund in May 2012. The site also qualified with Greater Economic Distress under 2000 Census.

Wattstar Project: 2010 NMTC Eligibility and Greater Economic Distress (Source: 2006-2010 ACS)

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<th>Project Data</th>
<th>Index Data</th>
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Community Impact Summary

Key community impacts of the Wattstar project include:

1. **Job Training and Job Creation.** In addition to directly creating 35 FTE jobs, the state-of-the-art job training center is anticipated to serve up to 80 individuals per year. This figure is anticipated to include 20 entertainment industry apprentices, 30 pre-apprentices/interns and 30 entrepreneurs, who will build basic business skills and gain access to industry networks.

2. **Provision of Commercial Goods and Services.** Development of the first commercial movie theater in Watts since the 1960s with innovative leveraging of net cash flow from movie theater operations to support the job training program component.

3. **Provision of Community Goods and Services.** Up to 340 area youth will participate in after school and supplemental education programs that provide exposure to the entertainment industry.

4. **Support of Minority-Owned and -Controlled Businesses.** The QALICB and its affiliated sponsoring organizations, including MegaWatts, WCEC, and Wattstar Theater, Inc. are minority owned and/or controlled. Construction of the Project will be completed under a Project Labor Agreement, which will include a 30 percent minority participation goal.

5. **Catalytic Development and Implementation of Community Supported Plans.** The Project is a centerpiece of several community revitalization efforts, including the Watts Cultural Crescent and transit-oriented development initiatives at the 103rd Street Blue Line light rail station, supporting economic activity in the commercial district hardest-hit in the 1965 Watts Riots.

6. **Sustainable Development Impacts.** The Project site is located immediately adjacent to a Los Angeles Metro Blue Line light rail station, thus representing a highly accessible transit-oriented development. The Project will be constructed to support future installation of photovoltaic panels, and will utilize state of the art internal climate control systems. The building is oriented to minimize solar heat gain, thus limiting unnecessary energy costs.
Summary of Proposed NMTC Transaction

The proposed transaction is anticipated to be a multi-CDE leverage-structure transaction, with the project sponsor (WCEC) serving as Leverage Lender and Master Tenant.

- **Borrower and Tenants.** The QALICCB Borrower will be an affiliated nonprofit special purpose entity (Mega-Watts), which is closely affiliated with WCEC. WCEC will master lease the facility from Mega-Watts and directly operate the job training and educational components on-site. A for-profit subtenant (Wattstar Theatres, Inc.) will sublease the commercial theater portion of the property from WCEC. A national theatre operator is being retained via a long-term management agreement (initial minimum term extending through the entire 7-year NMTC compliance period), will operate the for-profit cinema components of the project on behalf of WTI.

- **Leverage and NMTC Equity.** WCEC has entered into fully executed term sheets with The Northern Trust Company and its subsidiary NorLease, Inc. to provide approximately $15.5 million in senior debt as well as the NMTC equity for the project. WCEC, Northern Trust, and the Annenberg Foundation have worked closely together to structure the transaction and the Northern Trust senior loan.

- **Timing.** The project is fully designed with building permits in-hand. The CRA of Los Angeles conveyed the Project site to WCEC in early 2012 prior to the State of California’s mandatory dissolution of all Community Redevelopment Agencies. Subsequently, the state-appointed successor agency and oversight board have formally affirmed the validity and legislative intent of the land conveyance, thus clearing the path for the recording of the requisite mortgage and security documents necessary for an NMTC transaction. Closing is anticipated for late 3rd Quarter of 2013.

**Preliminary Sources and Uses of Funds: Wattstar Theatre and Education Center**

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Wattstar Theatre and Education Center: Preliminary NMTC Transaction Structure

PROJECT LOCATION AND CONTEXT

Community History and Context

Watts is among the most culturally and historically significant urban communities in the United States. Once a vibrant hub of African American cultural life in Southern California, the community was radically altered by the 1965 Watts Riots. Over the course of 7 days almost 1,000 buildings, mostly commercial businesses, were damaged or destroyed. Almost every structure in the neighborhood’s primary commercial corridor along 103rd Street burned. It was also shortly after these riots that the last movie theater in Watts closed.

The legacy of these challenges persists today. According to the 2006-2010 American Community Survey, Watts (approximated by zip codes 90002 and 90059) has a population of 92,000 residents. Approximately 40% of all family households are headed by single females, the overall poverty rate is 30%, the median family income is 53% of the statewide figure, and unemployment is approximately 1.38 times the national average. Compounding these unemployment challenges, Claritas/Neilsen estimates for 2013 suggest that an additional 30% of the working-age population within a 3-mile radius of the Wattstar site are not in the labor force altogether and are therefore excluded from Census unemployment figures.

Despite the significant challenges that have impacted the community for decades, Watts is gaining significant momentum and holds a promising future. Several public/private partnerships and local initiatives, including the Wattstar project, the Cultural Crescent, the Martin Luther King Jr. Shopping Center, and the Watts Towers Arts Center, are providing focal points for reinvestment (see Community Impact Section 4 of this narrative for details). The Wattstar project will provide an array of training, educational, and placement opportunities to provide the local population linkages and opportunities for inclusion within one of the most prevalent industries in Los Angeles: entertainment.

Project Site

The project site is located at 10361 South Graham Avenue, at the intersection of Graham Avenue and 103rd Street—in the heart of the neighborhood’s most important commercial corridor. The site is immediately adjacent to the 103rd Street/Watts Towers Blue Line rail station, which connects Long Beach to Downtown Los Angeles and serves as a neighborhood focal point. It is immediately south of the Martin Luther King neighborhood-serving retail center and 5 blocks north of the Watts Towers Arts Center, which is part of a recent effort to anchor community reinvestment. The site is also 5 blocks west of the Jordan Downs housing projects. The site is currently vacant.

The Wattstar Theater

The Wattstar project will include an approximately 24,633 square foot, four-screen movie theater. The four screens will show first-run movies and provide stadium-style seating for a total of 1,000 patrons at any given time. The innovative use of the theater portion of the Project to generate revenue to support the non-profit training programs provides a critical ongoing source of funding for education center operations and the community benefits it will generate.
Theater Market Area

WCEC retained national appraisal and market feasibility firm Robert Charles Lesser & Co. (RCLCO) to conduct a market analysis of the proposed Wattstar Cinema. RCLCO defined the Primary Market Area (PMA) as the area outlined in Figure 1 below. The PMA represents an approximately 5 mile radius around the project site. The PMA had a 2009 population of 1.18 million is projected to have a 2014 population of 1.24 million. The median household income for this area was $46,843 in 2009, substantially lower than the median income in Los Angeles County and California that same year ($77,484 and $82,786, respectively). As noted below, most Census tracts within this area qualify as highly distressed utilizing 2010 eligibility data.

There are currently only 3 operating movie theaters within the PMA. The nearest theater (shown in Figure 1) is nearly 3 miles away and has only 2 screens. RCLCO notes an additional 23 theaters within a larger 10 mile radius. However, many of these theaters are also smaller scale (with a total of 37 screens).

Figure 1: Wattstar Cinema Primary Market Area (PMA) and NMTC Eligibility

Sources: RCLCO, Novogradac

The PMA detail map (left) illustrates the roughly 100+ Census tracts included in the Watts Cinema catchment area. The vast majority of these tracts are NMTC eligible and highly distressed under 2010 CDFI Fund criteria. The PMA context map (above) illustrates how the catchment area fits into the larger Los Angeles region. This map shows that the Watts Cinema is projected to serve a majority of the region's distressed tracts.
COMMUNITY IMPACT CATEGORY 1: JOB CREATION/JOB QUALITY/JOB ACCESSIBILITY

While Wattstar will create cultural/entertainment impacts, the Project is first and foremost an economic development initiative. WCEC’s mission statement is to “enhance opportunities in the Watts/Willowbrook community for education/vocational training, economic development and cultural experiences.”

Adult Job Training and Entrepreneurship Programs

Wattstar will fulfill the WCEC mission through its robust job training and entrepreneurship programs, which will include apprenticeships, pre-apprenticeships/internships and entrepreneur development. Combined, these three programs are anticipated to train up to 80 adults per year.

WCEC has collaborated extensively with local educational institutions in the development of curriculum, including Mt. Saint Mary's College, USC, and community colleges and technical high schools. Nine such institutions are represented on WCEC’s Education Committee, alongside industry professionals and representatives from major entertainment companies such as Warner Brothers. In conjunction with the Wattstar project's development, Warner Brothers has also made commitments to create a minimum of 50 positions, anticipated to be filled with graduates from WCEC programs. The key training initiatives anticipated by WCEC are as follows:

- **Apprenticeship Program.** The WCEC apprenticeship program is designed to meet the US Department of Labor Office of Apprenticeship’s rigorous guidelines for these types of programs, which include thresholds for wages and on-site and in-classroom training hours, as well as certification of curriculum. WCEC anticipates placing 20 apprentices per year with skilled journeymen (established industry professionals) for a 24-month period. Throughout the program, participants will gain on-the-job experience with pre-production activities such as location scouting, obtaining and managing props, set decoration, and equipment/lighting setup. Participants will also have the opportunity to build professional relationships with unions and production companies. This is particularly important in the entertainment industry, where relationship-based hiring is prevalent and can present a barrier to groups that have historically been underrepresented. It is anticipated that graduates from the apprenticeship program will start as Production Assistants, Stage Technicians, and in other entry-level positions. Most lower-level unionized positions within the International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts (IATSE) pay scale start at approximately $30 per hour, suggesting strong opportunities for advancement and high-quality jobs for graduates of the WCEC apprenticeship program.

- **Pre-Apprenticeships/Internships.** To maximize the program’s impact and accessibility, WCEC anticipates providing up to 30 additional placements per year through internships and/or pre-apprenticeships with Warner Bros. and others. It is anticipated that participants of this program would be exposed to similar on-the-job experiences and may subsequently participate in a
formal apprenticeship and/or transition from internships to full time positions with production companies.

- **Entrepreneurial Development.** WCEC will also offer space and facilities within the Project to host small business and entrepreneurial training programs operated by existing high-performing providers around the Los Angeles region, in conjunction with WCEC. WCEC will seek to harness the purchasing power and training potential associated with the affiliated on-site commercial theater to offer direct opportunities to participants in the Entrepreneurial Development programs. This Wattstar program is anticipated to graduate approximately 30 participants per year.

**Direct Job Creation**

In addition to the training offerings/impacts described above, the Wattstar project will create 35 FTE jobs at the site through employment of theater and training center personnel. The Project is also estimated to create 128 construction-related jobs.

**Supplemental Youth Career and College Readiness Programs**

In addition to the adult career training offerings described above, WCEC will offer and house youth programming for high school age students. WCEC’s youth programs are designed as introductory courses that will motivate students to stay in school and pursue higher education, with a focus on entertainment industry opportunities. These offerings will replicate and build on prior Watts-based initiatives spearheaded by WCEC Executive Director Barbara Stanton. Years later, many youth who participated in these legacy programs have secured entry-level positions in the entertainment industry and have continued to work in related fields. Future programs will be offered on weekends and after school, and will include enrichment seminars for local youth, focusing on hands-on sessions with individuals working in the technical areas of the entertainment industry. Field trips to entertainment-industry job sites and assistance writing college essays, internship applications, etc. will also be included.

**COMMUNITY IMPACT CATEGORY 2: COMMERCIAL GOODS AND SERVICES**

As illustrated above in Figure 1, the Watts community currently has very limited access to first-run movie theaters since the Watts Riots, forcing neighborhood residents to frequently travel up to 5 miles for movies. In addition to the economic development and job-related benefits described above, the Project would be adding a significant entertainment anchor to Watts’ Cultural Crescent and the heart of the 103rd Street commercial corridor. In its market feasibility study, RCLCO estimates an unmet demand of up to 2.5 million movie admissions, sufficient to support an additional 42 screens—a significant multiple of the four screens to be included in the Wattstar project. As a result, RCLCO projects that Wattstar’s required minimum market penetration to achieve its hoped-for attendance rates would only need to be modest—27% or less. Per RCLCO’s feasibility study, Wattstar is anticipated to serve a minimum of 335,800 local residents per year in movie theater admissions, and will likely significantly exceed this figure.

While most contemporary movie theaters have more than four screens, Wattstar will be larger than any theater currently operating within a 3-5 mile radius. The theater will also feature many contemporary features, including stadium seating and full concessions. Further, to ensure the theater’s success, and indirectly, the success of the job training center, WCEC will engage a nationally recognized movie
theatre operator. Through this arrangement, the theatre will be managed on a fee basis, with all net revenues accruing to WCEC’s wholly owned subsidiary—Wattstar Theatres, Inc. (WTI). In turn, WTI’s payments of rent and dividends will generate a revenue stream to support WCEC’s training programs.

COMMUNITY IMPACT CATEGORY 3: FINANCING MINORITY BUSINESSES

The three legal entities directly involved in the proposed NMTC transaction are all minority owned/controlled as described below:

- **WCEC (Sponsor and Master Tenant)** is a mission-driven, minority-controlled 501(c)3 with strong ties to the Watts community. The organization’s executive director, Barbara Stanton, is a Watts native. Earlier in her career, Ms. Stanton was a Program Specialist for the University of Southern California (USC) focusing on entrepreneurship training. In addition to her history as a provider of entertainment industry-oriented training opportunities in the Watts community, she was instrumental in bringing the first African American Film Festival to the Westwood community through partnerships with UCLA Black Student Union, Warner Brothers, and Mann Theatres.

- **WTI (Subtenant)** is a wholly owned subsidiary of WCEC created to house the operations of the commercial theater component of the Project.

- **Mega-Watts (the QALICB Borrower)** is a related California nonprofit entity with a separate but semi-overlapping board with WCEC. Like WCEC, Mega-Watts’ board is majority-minority.

In addition to direct ownership of the Project by minority businesses, Wattstar will benefit multiple third parties. The project architect, Jenkins, Gales & Martinez, is a minority owned firm. Also, the Project will include a project labor agreement, with a goal to direct 30 percent of the anticipated 128 full-time equivalent construction-related jobs to minority contractors.

COMMUNITY IMPACT CATEGORY 4: CATALYTIC DEVELOPMENT/IMPLEMENTATION OF COMMUNITY-SUPPORTED NEIGHBORHOOD REVITALIZATION PLANS

Wattstar is strategically positioned next to the 103rd Street/Watts Towers Blue Line light rail station and in close proximity to key commercial, cultural and residential developments. The importance of the project site has also been recognized by numerous community-based planning initiatives, including:

- **The Southeast Los Angeles Community Plan.** Part of the City of Los Angeles General Plan, this area-specific plan calls the City of Los Angeles to “support the development and growth of the Cultural Crescent as [a Cultural Center] in the Community.” The Cultural Crescent is the site of a new linear park, located immediately south of the Wattstar project site. The focal point of the Cultural Crescent is the Watts Towers, constructed by local artist Simon Rodia. The towers serve as a significant cultural landmark and have helped anchor a larger investment in local cultural amenities, including the Cultural Crescent Park, the Watts Towers Arts Center, and others. The Wattstar project is located at the northwest end of the Cultural Crescent, linking it with the Blue Line station area, the historic Watts train station (described below), and economic development opportunities in entertainment sectors.
• **National Endowment for the Arts (NEA) Placemaking Initiative.** NEA has provided $250,000 in funding for the implementation of urban greening, streetscape enhancements, and cultural and artistic renewal. This initiative is specifically designed to link the Wattstar Theater, Watts Towers/Cultural Crescent area, and a 1904 train station listed on the National Register of Historic Places. The train station is slated to be redeveloped as a cultural center with programming focused on the historic significance of the Watts community. The NEA funding is being matched with at least $4 million from project partners for design and construction of streetscape and environmental enhancements along 103rd Street.

• **The Jordan Downs Village Specific Plan.** This redevelopment plan was approved by the Los Angeles City Planning Commission in March 2012. The proposed 11.8 acre mixed-use redevelopment is designed to address complaints about current living conditions and follows the HOPE VI model, incorporating a range of low-income and market rate housing options. The plan proposes up to 502,000 square feet of commercial, retail, and light industrial uses along Alameda Street and up to 20,000 square feet of community serving, ground floor retail uses, as part of mixed-use buildings along the Century Boulevard extension. The plan also calls for a six-acre central open space, and references the Wattstar project.

• **Urban Land Institute (ULI) Technical Assistance Panel.** The Wattstar project is an integral part of a strategy sponsored by ULI to enhance the MTA Blue Line station and 103rd Street corridor to better connect to the Jordan Downs development. The Housing Authority of the City of Los Angeles (HACLA) engaged ULI to host this community-based discussion to identify key linkage and economic development opportunities. WCAC participated in the planning process, and the Wattstar project is specifically cited as a key anchor and centerpiece in the heart of the Blue Line station area.

The Wattstar project is also located immediately across the street from the Martin Luther King Jr. Shopping Center, a successful shopping center redevelopment in the 103rd Street commercial corridor. Recognized by ULI as a national case study, the Shopping Center will be reinforced by the addition of Wattstar’s commercial theater activity at the same 103rd Street Blue Line node.

• **The Watts and Watts Corridors Areas.** These strategic redevelopment areas make up 2 of 32 priority sites sponsored by the Community Redevelopment Agency of Los Angeles (CRA/LA). The Wattstar Project site is a strategic location within the Watts redevelopment area. CRA/LA has heavily supported the Wattstar project through a land contribution and financial grant assistance. Despite the elimination of Community Redevelopment Agencies by the State of California in early 2012, the Wattstar Project has been continuously and consistently recognized by the CRA’s Successor Agency and its Oversight Board as an ongoing initiative and Enforceable Obligation of the agency.

The incorporation of the Wattstar project into multiple redevelopment initiatives is a testament to the project’s importance as a catalytic investment in the Watts community. In addition to providing access to the job training programs described above, the theater will play a key role in linking regional transit at the MTA Blue Line, mixed income housing at the Jordan Downs Redevelopment, and cultural amenities at the Watts Towers.
COMMUNITY IMPACT CATEGORY 5: SUSTAINABLE DEVELOPMENT

Transit-Oriented and Holistic, Walkable Neighborhood Development

Many of the redevelopment plans identified above target transit-oriented and sustainable development goals, all of which are advanced by the Wattstar project. For instance, as part of the Jordan Downs Redevelopment Project, HACLA is applying for LEED Neighborhood Development (LEED ND) designation. This designation was launched through a pilot program in 2007 and is awarded to projects that successfully protect and enhance the overall health, natural environment, and quality of life of target communities. The certification guidelines encourage smart growth and New Urbanist best practices, promoting communities where jobs and services are accessible by foot or public transit.

Further, WCEC seeks to minimize its impact on the environment with the construction and operation of its new facility. While Wattstar does not anticipate pursuing LEED certification for the Project in an effort to economize on development costs, the design incorporates many significant green features from the checklists for LEED and other green building certification programs, including:

- Construction waste recycling and a robust recycling program for the new facility
- Drought-tolerant landscaping to minimize water consumption during dry summer months
- Building design that allows for future installation of solar panels
- Low flow water fixtures in all restrooms
- Motion sensor lighting
- State of the art building climate control systems
- Use of locally sourced and/or recycled construction materials, to the extent possible

IN CLOSING...

As described above, Wattstar has the potential to serve as a particularly high-impact project in the Watts community. The site is well positioned to support catalytic investments at the Los Angeles Blue Line, along the 103rd Street commercial corridor, and immediately north of the Watts Cultural Crescent. Further, by leveraging the revenues of the only first-run movie theater in the area, WCEC will serve over 400 low-income community residents per year through programs that introduce children to opportunities, provide young adults access to employment, and help local entrepreneurs grow their businesses in the entertainment industry.

Thank you for taking the time to review this information, and for your consideration of the Wattstar project as a high-impact project.
THE CULTURAL CRESCEINT

WATTSTAR
THEATRE & EDUCATION CENTER

THE CULTURAL CRESCEINT

1. Historic Watts Train Station
2. MTA Station
3. Wattstar Theatre & Education Center
4. Markham Middle School
5. Pedestrian Bridge
6. Charles Mingus Youth Arts Center
7. Watts Towers Arts Center
8. Watts Towers
9. Watts Towers Arts Center
Community Amphitheater
The Wattstar Theatre and Education Center (Wattstar) is a proposed state-of-the-art cinema and educational facility uniquely positioned adjacent to one of Los Angeles’ most treasured icons, the Watts Towers.

Wattstar will provide first-run entertainment, life skills training, employment development opportunities, entrepreneurial education and business creation, making it both a community resource and a destination for residents throughout the city.

This effort is underway with involvement from Regal Cinemas, Warner Brothers and the U.S. Department of Commerce. The Los Angeles County Museum of Art (LACMA) actively maintains the nearby Watts Tower, a significant work of art and source of cultural pride.

The Watts community is among the most culturally and historically significant urban communities in the United States. It is a vibrant hub of Latino and African American life in Southern California.

VISION
- Wattstar will be a world-class complex that will revitalize the Cultural Crescent and the area surrounding the famed Watts Towers. This new "star" will serve as a catalyst for community engagement.
- The theatre will set itself apart with the highest level of customer service, attention to detail and a focus on the best cinematic experience possible.
- Wattstar Theatre will generate income to support the efforts of its nonprofit education center. Moreover, it will be a source of employment for the community.

PROGRAM SUMMARY
- Working closely with major Hollywood studios, Wattstar will have access to first-run feature films.
- Regal Cinemas will operate the theatres.
- Wattstar will offer a wide array of educational and vocational training programs such as video/film production, post-production, animation, music editing and multimedia design to prepare students for entertainment industry-related jobs.
- Courses will also be offered in Microsoft certification and entrepreneurship to promote the development of businesses as viable sources of employment for community residents.

IMPACTS AND OUTCOMES
- This facility will be an expanded cultural destination for the region and the only indoor movie theatre located in the heart of Watts. Residents will no longer have to travel to other communities for a cinematic experience.
- Wattstar will offer training through courses, internships, apprenticeships and jobs.
- It will be a community resource that serves as an additional beacon of pride and inspiration.
IMPACTS AND OUTCOMES

A MODEL OF ASPIRATION
Wattstar is a groundbreaking effort that will serve as a model not only for Los Angeles, but for communities nationwide that aspire to greatness.

A DESTINATION FOR ALL
Wattstar Theatre and the Cultural Crescent will serve as world-class revenue-generating destinations that all of Los Angeles can enjoy.

AN ENHANCED EXPERIENCE WITH THE WATTS TOWERS
With improvements to the land and neighborhood surrounding it, Watts Towers will be enhanced as a gem within Los Angeles.

WATTS REVITALIZED
This community resource will become a symbol of renewal for the Watts community and a catalyst for revitalization.

ECONOMIC GROWTH
The theatre will improve the area’s economic vitality and create an environment that will nurture and foster an appreciation for arts and culture. Additional employment opportunities will be created through the development and expansion of small businesses in the area through the education center’s entrepreneurial program.

EMPLOYMENT
Jobs will be created through the construction and operation of the Wattstar Theatre and Education Center.

SERVING THE COMMUNITY
This state-of-the-art facility will become the only indoor movie theatre located in the neighborhood of Watts. Residents will no longer have to travel to other communities to see a movie, but will take pride in having the same amenities and modern facilities found in movie theatres elsewhere in the city.

TRAINING AND INTERNSHIPS FOR STUDENTS
These programs will offer training in film projection, information technology, guest services, business operations management, and video, web and music productions.

JOB REFERRALS
Graduating students will benefit from a job referral service offered through Wattstar’s Education Center, as well as connections to a community of professionals through networking and mentoring opportunities.
WATTS CINEMA AND EDUCATION CENTER, INC. (NONPROFIT)

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