


TO: TOWN COUNCIL
FROM: TOWN MANAGER 
RE: CONTENT CREATION AND DISTRIBUTION EXPO

ISSUE

Peter Oaks, resident of Loomis, asks for time to discuss a project that he is organizing for September 16 and 17, 2011 in Loomis.

RECOMMENDATION

Hear presentation and give direction to Staff if needed.

CEQA

There are no CEQA issues at present but there could be depending on what it is that the project will do. One significant impact could be traffic.

MONEY

Town costs are unknown at present and depend how much work would be needed by Town Staff, most likely Public Works personnel, and what materials the Town may be asked to provide, likely barricades and signs. Thus far no cash donation has been requested.

DISCUSSION

At the February Council meeting Peter Oaks, a Loomis resident, explained that he was working on a project with other Loomis people to bring the Content Creation and Distribution Expo to Loomis on September 16 & 17, 2011 (Friday and Saturday). The attached flyer explains the event. Mr. Oaks asked for time on tonight's agenda in order to update the Council.



Introducing the CCD Expo (*Content Creation & Distribution*) September 16th & 17th, 2011 - Loomis, California

Pacific Crest Media, the Placer County Film Commissioner and the South Placer Heritage Foundation, would like to introduce the First Annual Content Creation & Distribution Expo. Happening throughout the Town of Loomis, the CCD Expo will have famous guest speakers, internationally recognized companies, and local / regional companies showing the world how new technology is shaping the future of movies, television, music, gaming and communications, with a larger focus on Northern California and specific focus on Placer County.

What is CCD Expo?

Content Creation & Distribution Expo is a part of the *international Content Creators and Distribution Association*, a group of companies, manufacturers, artists, and individuals that are focused on new technologies that make creating content easier, faster and less expensive, as well as companies that help distribute that content to the general public through new distribution mediums over the Internet to hand held devices, home computers, flat panel tv's and new digital theaters.

Why Loomis?

Ever heard of a little film festival called "Sundance". Why do they hold it in the middle of winter in Park City, Utah? Small, quaint, friendly... and exclusive! If you have a ticket to this event, you've special! Loomis is centrally located 90 minutes from Everywhere via Interstate 80, I-5, Hwy 99 and Hwy 50.

Who are some of the potential guest speakers and Keynote Speakers?

We are approaching several "movie" stars such as Tom Hanks, John Travolta, and others that have a connection to Northern California and have talked about new technologies being the future of media.

- * Emmy award winning director of Discovery Channel's Deadliest Catch - Doug Stanley,
- * Emmy award winner cinematographer B. Sean Fairburn,
- * Producers of DIY Network shows Yard Crashers, Backyard Crashers and Turf Wars
- * Michael Frediani - Former President of the SOC (Society of Camera Operators, Hollywood)
- * Robert Altman, Jr - son of famed Academy Award Winner Producer
- * and many others...

Who are some of the major sponsoring companies from Northern California?

We are currently approaching companies like Google TV, Adobe Systems, Apple Computers, AJA Video Systems, HP, Intel, Grass Valley Group, etc.

- * Local companies include Award winning manufacturer GearNex - CineToys, LLC, Granite Bay
- * 3D Playground, Auburn
- * MIO3D
- * Ridgeline 3D, Auburn
- * and many others...

Where do we put all the people?

We have secured the Blue Goose Event Center, the Train Station, the Veterans Memorial Hall, the local parking areas, as well as working with High Hand and other local businesses to provide places for breakout sessions, training programs and presentations, displays and booth space for vendors. We are also working with hotels and restaurants from Roseville, Rocklin, Lincoln and Auburn. We are also hoping to work with local schools to provide a focus on the need for training and education in the new digital arts and media.

Who do I contact for more information, or to help with this project?

Contact Peter Oakes at (916) 743-1809 or email pete.oakes@pacificcrestmedia.com.