

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

ISSUE

Peter Oaks, resident of Loomis, will give an update on the Content, Creation and Distribution 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). Mr. Oaks has kept the Council updated at each meeting and asked for time on tonight's agenda in order to review the final planning activities.

Attached is a copy of the web site advertizing this event.

CCD Expo – Loomis, CA

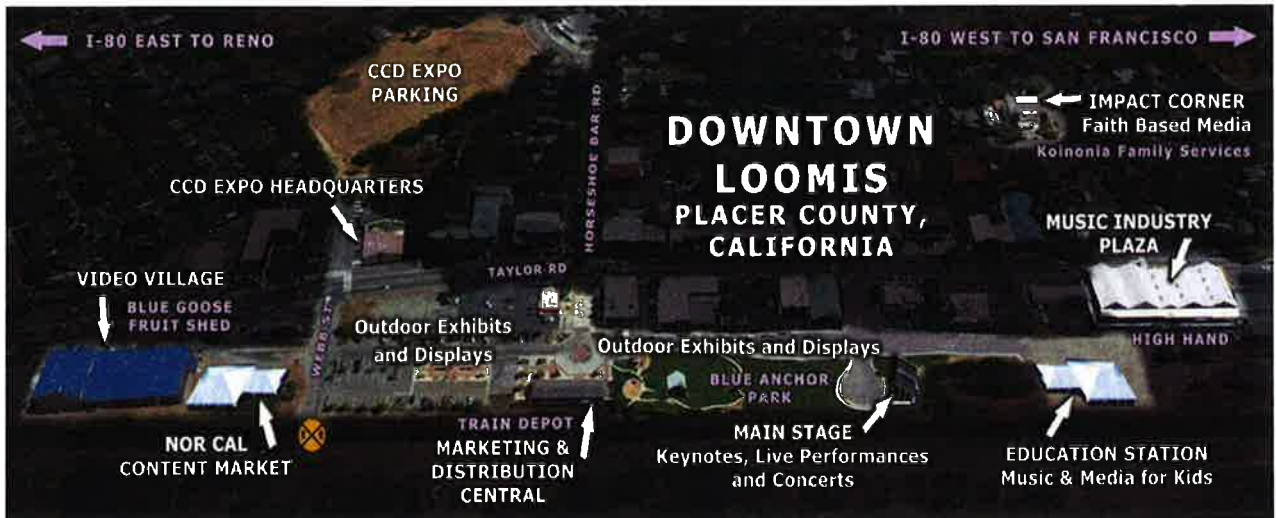
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Narada Michael Walden

Not to be missed special event at CCD Expo!.



Narada Michael Walden at CCD Expo Music Industry Plaza
Feature Workshop Special

Sat. 12:00 noon, Music Industry Plaza Stage

Multiple Grammy winner artist, songwriter, producer musician Narada Michael Walden (currently on tour with

the Jeff Beck Band)
Up Close and Personal A CCD Exclusive..... DON'T MISS IT!



Exhibitors



With hundreds of booth spaces available at the 2011 CCD Expo, your business, art, or passion can be on full display for the whole world to see. [We still have some indoor and outdoor booth spaces left.](#) [Contact us](#) today to discuss your options, or visit our [Exhibitor page](#).

Sponsors



Does your company have what it takes to be a major sponsor at the 2011 CCD Expo? We have a [limited number of sponsorships](#) still available. [Contact us](#) today to discuss the various sponsorship options or visit our Sponsor page.

Concerts



We are proud to present the one and only [Pablo Cruise](#) as our headliner Saturday night! [The Parrotheads](#) will be our headliner Friday night. Evan Zee will be opening for The Parrotheads Friday night, and Katrina will be opening for Pablo Cruise Saturday night. There will also be plenty of FREE entertainment throughout the Expo both days.

Main Stage Keynote Speakers



We will have experts from all areas of content creation, marketing, and distribution to share their expertise and stories with you. Network with some of the most noted people in the industry today.

STaRT Panels & Workshops



We will be offering STaRT (State of the Art) Panels and Workshops led by industry experts that will teach you what you need to know from initial concept, to production, to marketing and Distribution along with hands-on application of theory.

Video Village



Manufacturers, producers, crew, and anything related to the film, television, and video industries will be the focus of [Video Village East](#) and [Video Village West](#). See the latest equipment and the people in the business who can help you get your project produced.

Music Industry Plaza



[Music Plaza at the High Hand](#) will house local recording studios, musical artists, record labels and all things related to audio. Industry experts will be in attendance to help you make music come alive. Whether you're just getting started, or have been in the business for years, you will see and hear things from the cutting edge of the industry.

Marketing Central



So you made the next great movie, eh? Just finished mixing the best musical album ever? NOW WHAT?! At [Marketing Central](#) you will find everything related to marketing, advertising, public relations, SEO, social network marketing, streaming media, and all forms of current and future distribution to help you make money with your content.



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