

From: [REDACTED]
To: [BJS, DistrictCommunity; Lawson-Remer, Terra; MontgomerySteppe, Monica; Anderson, Joel](#)
Cc: [FGS, Public Comment; CA Assembly Laurie Davies \(74\); CA Assembly Carl DePaolo \(75\); CA Assembly Darshana Patel \(26\); CA Assembly Tasha Boerner \(77\); CA Assembly Ward \(78\); assemblymember.sharpollins@assembly.ca.gov; CA Assembly David Alvarez \(80 CV\); CA Senator Balesocar \(38\); CA Senator Brian Jones \(40\); CA Senator Kelly Seyarto \(32\); CA Senator Steve Padilla \(18\); San Diego I/T Senior Editor; San Diego I/T Community Op Ed; Times of San Diego; Voice of San Diego; Chula Vista Star News; News Chula Vista Live Data; News Chula Vista Today; CV Live Data Robert Johnson](#)
Subject: [External] LAUNCHING THE SAN DIEGO COUNTY FILM INITIATIVE (please include with documents for agenda #20)
Date: Wednesday, April 15, 2026 12:14:51 PM

Good Afternoon, Supervisors,

Sounds like not satisfied with the political theater in this chamber, you want to expand to movie making. But clearly, you don't know how. And I'm surprised you don't mention the 150 Westerns filmed in La Mesa between 2011 and 12, before Hollywood. Then S&L Studios, also in La Mesa.

Instead of starting from scratch at the County level, how about co-ordinating with existing film and artistic studios, programs at community colleges or SDSU. You mention lots of them. Surprising you didn't mention the District 1 Chula Vista Entertainment Complex [[https://sandiegomagazine.com/everything-sd/chula-vista-entertainment-complex-film-studio/#:~:text=The%20Chula%20Vista%20Entertainment%20Complex%20\(CVEC\)%20is,city's%20willingness%20to%20partner%20on%20other%20studios.](https://sandiegomagazine.com/everything-sd/chula-vista-entertainment-complex-film-studio/#:~:text=The%20Chula%20Vista%20Entertainment%20Complex%20(CVEC)%20is,city's%20willingness%20to%20partner%20on%20other%20studios.)]

The \$100,000 mentioned is only a start. It is upposed to cover an Implementation Plan, stakeholder engagement (not the community, of course, creation of an advisory group, then setting up a main office, manage permitting and promotion, apparently incentive awards, then a Film Commission which will do some more advising and promoting and run a rebate program.

So a new office and TWO new bureaucracies. Rebates. Why does the County need to be involved in everything? I know it will cost a lot more than \$100K. We're in a huge economic crisis, from the Feds to the City. Save your money.

Regards,

Paul Henkin