



Mitchell Camera Corporation was founded in 1919 by **Henry Boger and George Alfred Mitchell** in Glendale, California. **George Mitchell** received the **Academy Award for Technical Achievement** in the early 1950s. They were located at **666 W. Harvard St., Glendale, California.**



This Mitchell camera was used to make **Alfred**

Hitchcock's "Rear Window". It is now on display in a museum at the **American Society of Cinematographer (ASC) clubhouse** in Hollywood.



Also made in Glendale for the film industry are all the **pro-level Steadicam**

products. **Garrett Brown** invented the **Oscar-winning Steadicam camera stabilizer** and used it to shoot over a hundred movies beginning with **"Rocky" (1976)** and **"The Shining" (1980).** They build all of these products at **6933 San Fernando Road, Glendale, CA 91201.**



(Above: A Steadicam operator on the set of "The Tree of Life")



Creative Corridor Incentive Program

The Creative Corridor is the 750-acre San Fernando Road Redevelopment Project Area, home to Disney, DreamWorks, KABC-7, Technicolor and a number of other creative companies. The City seeks to revitalize the area with clean and attractive businesses intended to provide long-term economic stability.

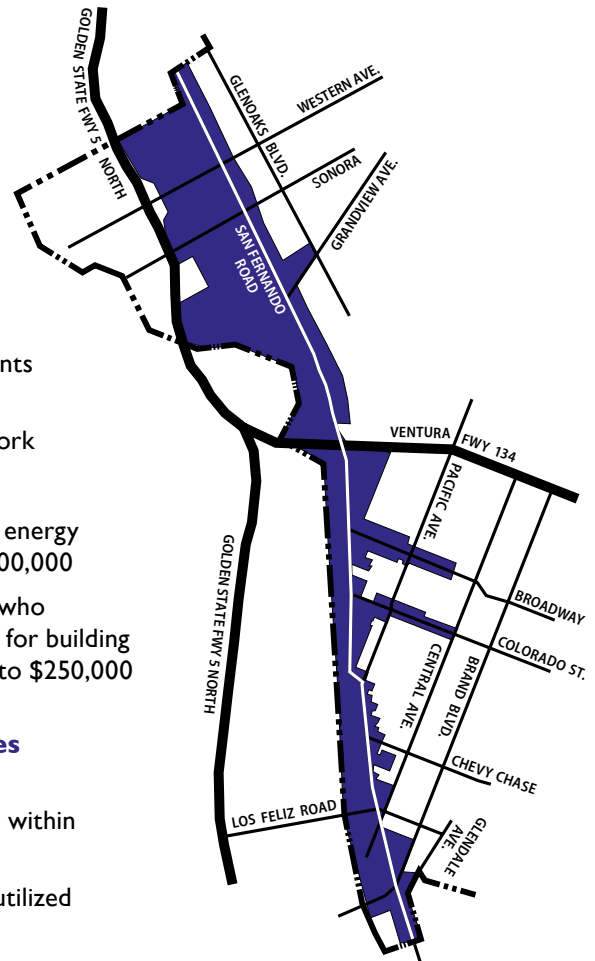
"The City of Glendale has made job creation and business retention its top priority," says Mayor Laura Friedman. "This program will provide creative businesses with targeted assistance and incentives which are particularly valuable to the industry."

Creative Corridor Incentive Package:

- No gross receipts tax
- No business license fee
- Fire pre-inspection
- Plan check priority
- Matching grants for façade improvements, fire sprinkler installation, maintenance or refit of structural building enhancements up to \$40,000
- Flexible zoning, including Live/Work
- Entitlement concierge service
- GWP medium- to large-business energy conservation incentives up to \$100,000
- Special incentives for businesses who qualify, including matching grants for building infrastructure improvements up to \$250,000

Qualifying creative industries for special incentives:

- Represent a widely-known brand within their industries
- Will occupy a chronically under-utilized and/or chronically vacant space
- Will upgrade the exterior from the prior use
- Will add jobs at journey level or above
- Will upgrade operations to the highest levels of energy efficiency
- Can delineate a five-year plan for business growth



For more information about the Business Incentive Program for the Creative Corridor, contact Sharon Mann Garrett at 818-548-2005. www.ThinkGlendale.com