
STAMFORD

media center productions

NBCUniversal's Community Involvement Timeline: 2010

In April of 2009, NBCUniversal relocated three of its highly successful daytime talk shows – “Maury,” “The Jerry Springer Show” and “The Steve Wilkos Show” – to Stamford, Connecticut as a result of the state’s film, television and digital media tax credit. Today, well into its second season of production, NBCUniversal’s Stamford Media Center (SMC) is a mainstay of corporate philanthropy in the city of Stamford. Stamford Media Center employees, along with the hosts of its three shows – Maury Povich, Steve Wilkos and Jerry Springer – have become actively involved with local businesses and charitable organizations in Connecticut, and in the Stamford community. The following is a summary of Stamford Media Center’s efforts within the community over the past two years.

January 2010

- Steve Wilkos invites young adults from local colleges and universities to shoot a special double episode focusing on issues effecting college students.

February 2010

- SMC sponsors the Stamford Chamber of Commerce’s 17th Annual Taste of Stamford event.

March 2010

- SMC’s Executive in Charge of Production/General Manager, Vinnie Fusco, participates in Curtain Call’s “Dancing with the Stars” fundraiser to support the Stamford not-for-profit theatrical organization. SMC was voted the People’s Choice Winner, which is given to the event’s top fundraiser.
- SMC sponsors the Stamford Center for the Arts Spring Gala Summer Arts/Education Program.
- SMC hosts the Network for Teaching Entrepreneurship (NFTE) annual fundraiser/documentary screening featuring keynote speaker, Bobby Valentine.

April 2010

- SMC executives visit the Toquam Magnet School to read to kindergarten students as part of the Volunteer Center of Southwestern Fairfield County’s 9th Annual Business to Books Read-a-thon.
- SMC sponsors the Stamford Downtown Sculpture event “It’s Reigning Cats and Dogs”.
- Jerry Springer speaks to an audience of 75 during a Stamford Chamber of Commerce meeting at the Stamford Plaza Hotel.
- SMC sponsors the Stamford Chamber of Commerce CEO Speakers Program.

June 2010

- SMC supports the Big Apple Circus as a sponsor for Stamford Community Day and the Stamford Downtown Special Services District.

July/August 2010

- SMC sponsors the Stamford Police Association Golf Outing.
- SMC sponsors the Alive @ Five music festival in downtown Stamford.
- SMC sponsors the Stamford Center for the Arts Circle of Friends Membership Drive.

September 2010

- SMC sponsors CTE, Inc.’s. “Transforming Poverty into Prosperity Program.”

October 2010

- SMC sponsors Fairfield County’s Sports Night.

November 2010

- In response to a request from the Mayor’s office, SMC donates 250 sweatshirts to a youth band from Guatemala, who later marched in the 17th Annual UBS Parade Spectacular and the Macy’s Thanksgiving Day Parade.
- SMC sponsors the 17th Annual UBS Parade Spectacular.

December 2010

- Maury Povich and the SMC staff donate and wrap gifts to support St. Luke’s LifeWorks Annual Holiday Gift Collection.

Please see reverse side 2009 Community Involvement...

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NBCUniversal's Community Involvement Timeline: 2009

April 2009

- NBCUniversal's Stamford Media Center (SMC) leases the Rich Forum from Stamford Center for the Arts, saving the business from bankruptcy and allowing the Palace Theater to resume its production schedule.

May 2009

- SMC agrees to move the Stamford Ballet from the Rich Forum to their new home in Stamford. NBCUniversal funds the move and the installation of a new dance floor.

June 2009

- SMC sponsors the Downtown Special Services District Art in Public Places event.
- SMC's Senior Vice President of Programming and Development, Tracie Wilson, is appointed to the Board for the Stamford Downtown Special Services District.

July/August 2009

- SMC sponsors the Stamford Downtown Special Services District's Alive @ Five music festival in downtown Stamford.

September 2009

- Tracie Wilson is appointed to the Board for the Stamford Center for the Arts.

November 2009

- SMC sponsors the Stamford Downtown Special Services District's 16th Annual UBS Parade Spectacular; Maury Povich and Connie Chung act as Grand Marshalls.

December 2009

- SMC donates toys and gifts to the Toys for Tots Holiday Gift Drive.
- SMC sponsors the Stamford Police Association 34th Annual Fundraiser.
- Tracie Wilson is appointed to the Board for the Stamford Chamber of Commerce.

Please see reverse side 2010 Community Involvement...

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SETTING UP SHOP IN CONNECTICUT...

- In April of 2009, NBCUniversal announced the creation of Stamford Media Center and Productions, LLC., the first permanent sound stage occupied by NBCUniversal, via a triple net lease, outside of California & New York. The decision to relocate was made possible by the enactment of Connecticut's film tax credit program.
 - Initial investment in infrastructure upgrades by NBCU totaled approximately **\$5.5 million**.
 - NBCU is currently renting approximately **68,000 sq. ft.** of space for **\$109,502 per month**.
- Under the Stamford Media Center umbrella, NBCU moved the production of three popular daytime talk shows – *Maury*, *The Jerry Springer Show* and *The Steve Wilkos Show* – from New York and Chicago to Stamford.
- NBCU built the sound stage at the Rich Forum Theater pursuant to a lease agreement with the Stamford Center for the Arts (SCA), which allowed the SCA to emerge from bankruptcy, thereby relieving the State of Connecticut from assuming the expense of the theater.

ECONOMIC IMPACT IN STAMFORD...

- Stamford Media Center (SMC) employs approximately **230 people** including producers, directors, production assistants, stagehands, accountants, technical crew, security guards and freelancers during a production season.
- During 15 months of production on *Maury*, *The Jerry Springer Show* and *The Steve Wilkos Show*, SMC has attracted over **115,000 audience members** to the downtown Stamford area. Approximately 70% of SMC's live audiences are traveling from out-of-state to visit and spend money in Connecticut.
- Since opening its doors in August of 2009, SMC's three talk shows have brought **8,214 guests** to the greater Stamford area who, in turn, have spent **\$1.1M** at local businesses including shopping malls, restaurants and movie theaters.
- To date, SMC has paid the City of Stamford the following in operating costs:
 - **\$119,584** in property tax payments
 - **\$32,605** in parking
 - **\$135,765** for Stamford Police Department security detail
- SMC uses local car service companies and over 13 different hotel chains in Stamford, Norwalk and Greenwich for the travel of all guests appearing in SMC productions.
 - To date, SMC has spent **\$1,131,425 on local car services** and **\$1,002,000 on 5,000 room nights at local hotels** to support the SMC production schedule.
 - SMC has spent over **\$14 million with Connecticut-based vendors** in just 1.5 years of production. Local businesses benefiting from SMC's presence in Stamford include Atlantic Pizza, Wolfe's Cleaners, Katie's Gourmet, Remo's Pizza, Simply Signs, Building One Cleaning, Fairfield County Vending, Printech, Encon Heating/Air, ABC Affordable Bus Charters, Garden Catering, Pitney Bowes, ABM Janitorial, Ready Carpet, American Landscape and City Carting.

NBCU'S FUTURE IN CONNECTICUT...

- In addition to the three talk shows, **NBC Olympics** and **NBC Sports** are also based in Stamford, and NBCU is in negotiation to **bring a third-party production to SMC this spring**. The production of *Maury*, *The Jerry Springer Show*, *The Steve Wilkos Show* and all future NBCU productions in Connecticut will continue as long as the film tax credit remains in place.

