



City of Sierra Madre

Film Division

232 W. Sierra Madre Boulevard, Sierra Madre, CA 91024

phone 626.355.7135

DATE: August 11, 2022

TO: Leslie Morava, Location Manager "AT&T Holiday"

FROM: Lawren Heinz, Film Coordinator

CC: Jose Reynoso, City Manager
Henry Amos, Acting Police Chief
Brent Bartlett, Fire Chief
David Gacad, Fire Captain
Chris Cimino, Public Works Director
Rebecca Silva-Barron, Community Services Manager
Greg Silva, Code Enforcement

SUBJECT: Film Permit 2223-04, AT&T Holiday

Please consider this letter as approval of your Film Permit Application. The approved permit is for Gail Salmo for the production of "AT&T Holiday". This event will take place Friday, August 12, 2022 on Santa Anita Ave. between Oakwood and Grandview Ave. between 3:00 pm-10:00 pm. This activity includes exterior jog/running scenes in the street with 3 minute ITC. Sierra Madre PD and Film Coordinator Heinz will be on site for the duration of the shoot. There will be fake snow following the perimeters given by Sierra Madre Public Works.

This Film Permit is granted pursuant to the application submitted on file with the Film Division and subject to the following Conditions of Approval:

Conditions of Approval

1. The subject Film Permit is valid for Friday, August 12, 2022.
2. Filming shall take place between the hours 1500-2200.
3. The applicant shall conform to all provisions of the Sierra Madre Municipal Code.
4. No materials used for the subject event shall be nailed or taped to any street tree or lamppost.
5. At the close of the filming, the applicant shall remove and dispose of all materials used or associated with the subject event.

Please call me with any questions (626)355-5278 x 704 regarding this or any other matter.

Attachments: Operational Plan