

**From:** [Buckheit, Lani](#)  
**Cc:** [Rivero, Rafael](#); [De La Rosa, Raissa](#)  
**Bcc:** "[Donna Renteria \(donna@thegardeninn.com\)](#)"; "[Hugh Futrell](#)"; "[Janelle Meyers](#)"; "[Kaiya Kramer](#)"; "[Peter Rumble \(peterr@santarosametrochamber.com\)](#)"; "[Raissa De La Rosa](#)"; [Thompson, Tara](#); "[Todd Anderson](#)"  
**Subject:** SRTBIA - Late Correspondence Item 4.2  
**Date:** Monday, September 25, 2023 3:59:00 PM  
**Attachments:** [Late Correspondence - SRTBIA Memo.pdf](#)

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Dear Chair Rivero and Members of the SRTBIA,

Attached please see late correspondence for item 4.2 – REACTIVATION OF THIRD ST. CINEMA SITE.

This will also be added to the agenda.

**Lani Buckheit | Administrative Secretary**

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MEMORANDUM form HUGH FUTRELL

To: SRTBIA Board Colleagues

From: Hugh Futrell

Date: 9-22-23

Re: Cinema Six Agenda Item

I have asked Rafael to agendize this as an information item.

In summary, on behalf of a to-be-determined 501c3 (and not as a profit-making venture on behalf of my company) I have negotiated a twenty-five year lease option with the owner of the vacant Cinema 6 site at Third Street and Comstock Mall, Santa Rosa. The agreement includes a six month due diligence period during which the construction, operational, and financial feasibility of turning the site into a hybrid event/conference and performing arts center can be evaluated.

There are many practical issues to be resolved. If they are resolved, this would bring to Santa Rosa an important economic, community, and room night-demand-generating asset.

Projects of this kind almost always rely in varying degrees on hotel tax dollars used to collateralize financing. No proposal to allocate any SRTBIA resources, whether Visit Santa Rosa or City economic development allocations, is part of this information item; if there is such a proposal it would be presented in the future for thorough review.