

This is a project to compare community areas in the City of Chicago with Neighborhoods in Toronto to determine suitable substitute filming locations for a set of TV productions. The email chain below gives the background of the project and the approach. This assignment will focus only on the work of Team Condor.

COMPANY CONFIDENTIAL

TO: Bill Fox, Executive Producer, William F. Fox Productions
FROM: Ted Armstrong, Network Production Executive, American National Broadcasting Network
SUBJECT: 2022 Product Budget Changes

Bill,

I have some harsh news to tell you. Despite the ratings success of your Chicago Dramas, Chicago Crime, Chicago Hospital and Chicago Emergency Response; the network executives have directed me to cut your overall production budget for next season by 20%. I realize that you just negotiated new salaries for the talent and you will have limited areas to make cuts. I must assure you that other programs are facing the same types of cuts. I would suggest that you follow the lead of the other programs and consider moving production to less expensive locations. Several of the Los Angeles based productions are shifting production to Vancouver. Some New York productions are scheduling shooting in Toronto and Chicago. I would strongly suggest you consider Toronto as many other productions have in the past.

Regardless, the budget changes are final and I will leave it up to you and your team to decide how to work within these limits while still maintaining the high production quality we have come to expect of the Chicago Action franchise.

Ted

TO: Laura Lee, Production Services Director
FROM: Bill Fox
RE: 2022 Production Budget Changes

Laura,

This confirms it, the rumors are true, NY is slashing budgets. I did my own check and the only area we have any flex is in the location shooting budget. Pretty much all else is locked in. With the scripts already in the can, we are going to have to scramble to find locations in Toronto that will have the similar look and feel of our planned Chicago locations. This is probably going to be a long term issue so we will need to be prepared to have substitutes of any Chicago area. Let's engage that Data Science team that made a pitch to us about using Foursquare, Emporis and Census data to help us in our planning for location scouting. This seems right up their alley.

I don't need to remind you this is very hush-hush so all discretion is required. This is you and I and the data team only for now.

Bill

TO: Bill Fox,
FROM: Laura Lee, Production Services Director

RE:RE: 2022 Production Budget Changes

Bill,

I expected this. My friends on LA Action Rescue and NCIS:Santa Monica warned me this was about to drop. I will contact the data team. My proposal for the project is to look at three areas:

1. Architecture and Streetscape. This team should review Emporis data on the buildings in the various neighborhoods to match the architectural makeup of the neighborhoods in Toronto and Chicago. We need to have a visually similar appearance of the streetscape.
2. Demographics. This team should review the demographic data comparing neighborhoods, we don't want to try to film a scene set in nearly all African-American Englewood in a Toronto Neighborhood that is upscale Asian.
3. Character and Amenities. This is different than we have done before (just 1&2), we need to factor in the character of the neighborhood by leveraging data on the number and types of various amenities such as restaurants, entertainment venues, shopping venues.

We can then have them combine this analysis to give us the best substitute neighborhoods in Toronto for our current (and future) planned Chicago shooting locations.

I will have them prioritize the following Chicago Community Areas:

Near North Side,
Englewood,
Wicker Park,
Humbolt Park
Lincoln Park
Archer Heights

If we can't find good analogs for these areas we will have extreme difficulty with our 2022 season.

I will contact the team and get this rolling.

Laura

TO: Doug West, CEO, Location Dynamics

FROM: Laura Lee, Production Services Director, William F. Fox Productions

SUBJECT: Location Analysis Project

Doug,

Your team's presentation last month was very impressive. I think we have a project that is right up your team's alley. Since you signed our NDA (Non-Disclosure Agreement), I will go right ahead lay out what we want. We need you to conduct an analysis to compare Chicago vs. Toronto looking at three major areas:

1. Architecture and Streetscape. Use Emporis data on the buildings in the various neighborhoods to match the architectural makeup of the neighborhoods in Toronto and Chicago.
2. Demographics. This team should review the demographic data comparing neighborhoods, We are looking to compare on race/ethnicity, income, crime, employment, household composition, etc.
3. Character and Amenities. We need to factor in the character of the neighborhood by leveraging data on the number and types of various amenities such as restaurants, entertainment venues, shopping venues.

4. Combine these three analyses to give us the Toronto neighborhoods that are most comparable to the Chicago Community Areas. We are most concerned with these particular areas:

Near North Side,
Englewood,
Wicker Park,
Humbolt Park
Lincoln Park
Archer Heights

This is a highly confidential project and you sole point of contact here at WFF will be myself.

Please let me know if you can tackle this project and when you can complete on an expedited basis.

Best regards,

Laura

TO: Laura Lee, Production Services Director, William F. Fox Productions
FROM: Doug West, CEO, Location Dynamics
RE: Location Analysis Project

Laura,

This sounds like a great project. I have the teams and tools available to jump right into this project and I estimate we can get you the initial results for your review within two weeks. I appreciate the sensitive nature of this request and will act accordingly. Since this is accelerated, we will bill at the premium rate based upon the actual hours worked on this project. I will present the consolidated results to you and or whomever you specify.

To maintain confidentiality, I will split this work amongst three data teams and consolidate the results with my senior team.

Looking forward to our presentation in about two weeks,

Doug,

TO: John Morris, Data Team Condor Leader
FROM Doug West
SUBJECT: Confidential Location Analysis Project

John,

Have a priority project for you and your team. We have about a two week turnaround to do a neighborhood comparison analysis based on Foursquare data. We need to compare and cluster Toronto Neighborhoods and Chicago Community areas based upon the venue data available. This is a confidential analysis so you are to report the results to me and not involve the other data teams without my express approval.

This analysis should cover all Chicago Community Areas, but these are the priority:

Near North Side,
Englewood,

Wicker Park,
Humbolt Park
Lincoln Park
Archer Heights

If you are unable to match any of these areas, this needs to be brought to my attention.

Please let me know if you have any issues or questions.

Doug