

Orinda Theatre Now Fully Digital

By Sophie Braccini



Orinda Theatre presenter Martin Lipow

Photo Ohlen Alexander

The Orinda Theatre is now technologically up to par with the big multiplexes, thanks to the owner of Theatre Square, GLL Real Estate Partners that purchased the costly digital equipment in custody of the operator, the California Independent Film Festival Association. The decision to invest in the historic building comes from GLL's vision for Theatre Square and its trust in CAIFFA as the theater's operator.

"We have now installed the three digital projectors in each of our projection rooms," said CAIFFA's Derek Zemrak. "The decision to invest was part of our negotiation of a long time lease with GLL. They understood that it is something we needed to continue to operate the movie theater successfully."

It is now a requirement from major film producers that projection rooms be equipped with digital equipment. The process allows them to make substantial distribution savings, no more film reels to make and transport. The digital quality is also supposed to be higher. Within a few years,

theaters that are not equipped with digital projectors simply won't get the new releases. The investment cost has already pushed some to failure.

"It was a group decision," said Doug Baker, GLL Asset Manager for Theatre Square. "Theatre Square as a whole is doing well and having a vibrant movie theater is part of it. We think it is also a nice asset to the Orinda community."

GLL has owned the Square since 2008 and engaged in a strategy to revive a shopping center that had been a bit amorphous, lacking in character. "We worked on the balance of retail with restaurant owners, and showing first run movies will continue to attract people to the Square," adds Baker. "We have done it also because of the trust that has been built with CAIFFA; they are the right partners to do this."

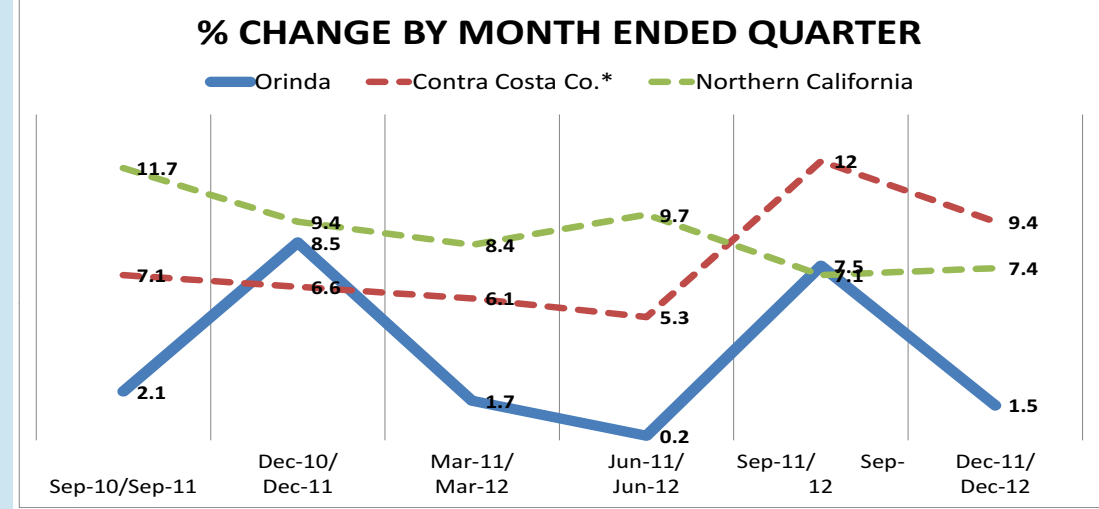
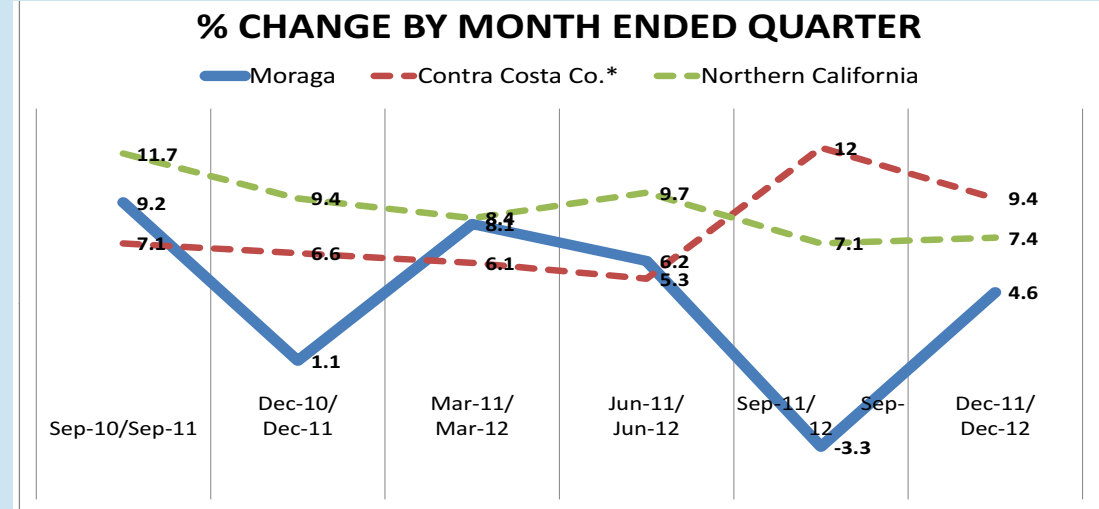
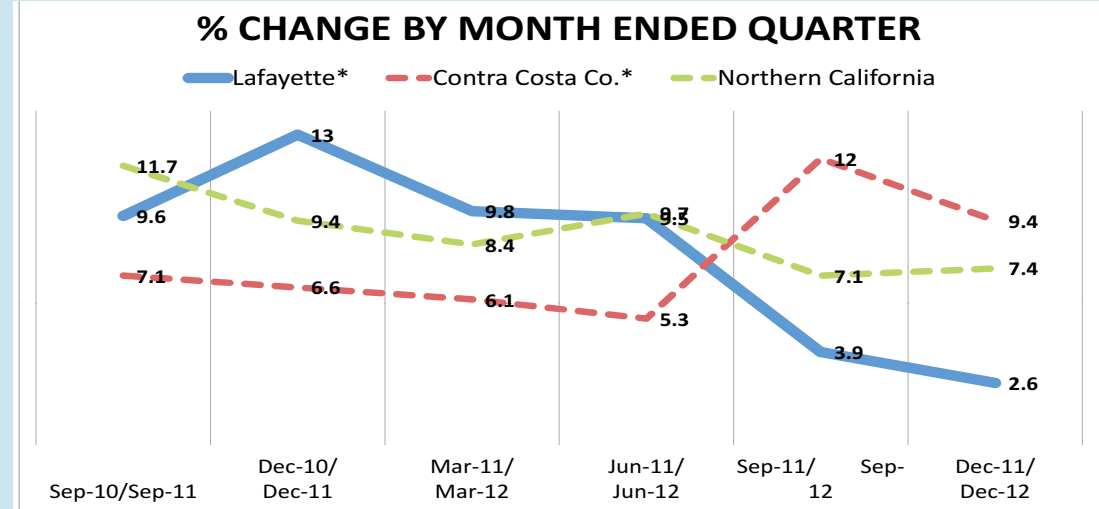
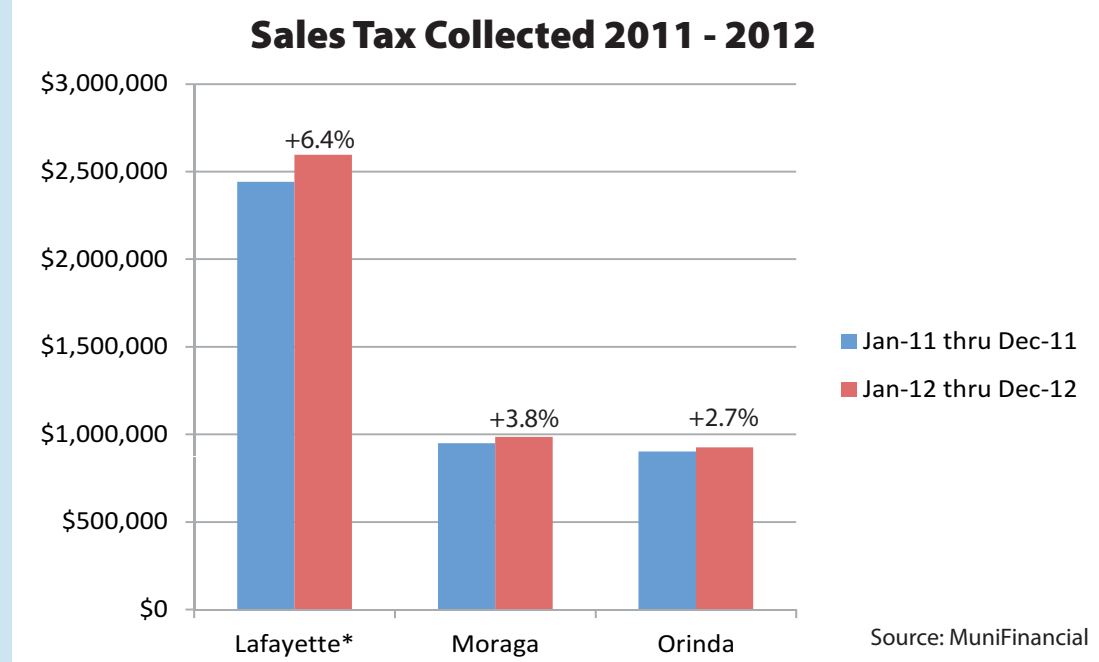
GLL has also signed long-term lease extensions with Entourage Spa, Living Lean, Wells Fargo Advisors, Coldwell Banker, Land Home Financial and Allison McCrady Fine Arts.

Sales Tax Revenue Increases for Lamorinda

Sales tax revenue for all of Lamorinda has gone up. Comparing the most recent four quarters, also known as the 2012 calendar year to the 2011 calendar year, shows Lafayette's sales tax revenue increased by 6.4 percent, Moraga's increased by 3.8 percent and Orinda increased by 2.7 percent, according to Muni Services, LLC.

The positive economic news held true throughout the state. They say a rising tide lifts all boats, Client Relations Supervisor Irene Reynolds at Muni Services agrees, "California's economic recovery continues to improve with every region in California experiencing an increase in sales tax cash receipts from the same quarter a year ago. Northern California increased by 7.4% and southern California increased by 8.6% resulting in a statewide increase of 8.1%." The quarter she's referring to is the last quarter for 2012, so it looks like many shoppers had a more generous holiday season this past year than in 2011. C. Tyson.

NET SALES TAX RECEIVED LAST FISCAL YEAR			
	Jan-12 thru Dec-12	\$ Chg to 2011	% Chg to 2011
Lafayette	\$2,597,036	\$155,276	6.4%
Moraga	\$985,422	\$35,959	3.8%
Orinda	\$926,161	\$24,348	2.7%
Contra Costa County	\$134,105,700	\$10,229,215	8.3%
Northern California	\$2,348,354,359	\$175,909,272	8.1%



business briefs

Sprague Joins Care Indeed in Orinda

61 Moraga Way, Suite 9, Orinda
(925) 724-4398, www.careindeed.com
Matthew Sprague joined the Care Indeed team as part of the company's expansion in the East Bay. As care manager of the Orinda office, Sprague will be developing and managing new and existing accounts. Care Indeed is a home care agency that provides discreet personal care and companionship for older adults and seniors who wish to remain in their homes. The agency offers a wide range of quality home care services. Sprague is a licensed vocational nurse with a master's degree in business administration.



Matthew Sprague

Photo provided

He had worked at the Pacifica Nursing and Rehabilitation Center and he volunteers at the VITAS Innovative Hospice Care and San Francisco General Hospital. A recipient of the Clinical Excellence Award for Patient Care, he brings with him the experience of working with resources within the community.

An Afternoon of Bridal Planning

Lafayette Park Hotel & Spa

3287 Mt. Diablo Blvd.

Visit with some of the finest wedding and event vendors in the East Bay from 11 a.m. to 4 p.m. March 3 at the Lafayette Park Hotel & Spa. The event will include bride sway bags, champagne and wine tasting, a mojito bar, and couture gown modeling. A portion of the proceeds from the event will benefit the Whole Foods Foundation. All brides will be entered into a drawing for a four-day/three-night honeymoon trip to Sandos (www.Sandos.com), an all-inclusive resort in Los Cabos, Mexico. For tickets and booth information visit www.EastBayBridal.com or call (510) 886-1317.

News from the three Chambers of Commerce

Lafayette

The Lafayette Chamber is teaming up with the American Red Cross and Titan Real Estate Investments (Rod Deily) for its first blood drive from 10 a.m. to 4 p.m. March 8 at Oakwood Athletic Club, 4000 Mt. Diablo Blvd. Juices and snacks will be donated by Whole Foods. A raffled gift will be given after the blood drive to all participants. Remember: the need for blood is constant; the gratification is instant. To schedule an appointment, visit www.redcrossblood.org - click the blue button "Make a Blood Donation Appointment," enter the sponsor code "LafayetteBlood," and the "From/To" dates of March 8 to schedule.

Orinda

The Chamber says thank you to Live at the Orinda sponsors: Calicraft Brewing Company, Cal Shakes, City of Orinda, Patti Camras, Orinda Coldwell Banker, EBMUD, Full Scale Event Productions, The Hurd Jorgensen Group, Merrill Lynch, Susan Hurrell, CPA, Kattenburg Architects, Lamorinda Weekly, Susan Martin, Prudential California, McDonnell Nursery, The Oakland Zoo, Orinda Convalescent, Orinda Taxi, Theatre Square, The UPS Store in Orinda, and Tommy T's.

Moraga

There were no events scheduled at press time.

If you have a business brief to share, please contact Sophie Braccini at sophie@lamorindaweekly.com

Shop **locally** whenever you can.

Only your support of our **local** businesses will keep them open!