



INVESTOR: Neil Hamamoto; Lorrie Meyercord
AMOUNT: \$350,000 total in 2020
INVESTMENT: Class A Units
CREATIVE ECONOMY SECTOR: Social Impact Media, Creative Places
ASSET CLASS: Venture Capital

Upriver Studios is a women-led, climate-forward film & TV production facility in New York’s Hudson Valley launched by Mary Stuart Masterson and Beth Davenport. Along with its sister nonprofit Stockade Works (a workforce training program dedicated to creating access and career pathways with growth opportunities in the film and TV industry with a focus on women, BIPOC and veterans), Upriver Studios is helping to build a robust film and TV economy in New York’s Hudson Valley. Upriver Studios has repurposed a 101,000 square-foot warehouse into Class A sound stages, with production offices and ample support spaces. Upon opening in 2021, Upriver’s first client was Warner Media/HBO Max’s *Pretty Little Liars: Original Sin*.

Impact Strategy

In its first five years, Upriver expects to create 2,000 local jobs, including crew jobs that offer a pathway to union positions paying \$75,000-\$200,000 annually with benefits. Productions filming at Upriver Studios are expected to draw 20% of their crew from graduates of Stockade Works, ensuring jobs for BIPOC, women and veterans.

Upriver’s environmental best practices (e.g. LED lighting grid, 100% solar-sourced electricity, certification for environmental production) are expected to result in 30% fewer carbon emissions as compared to conventional sound stages. Having signed the Climate Reality Pledge, Upriver is on track with its pledge to be on 100% clean renewable energy by 2030. By attracting film & TV – a clean, generative industry – to the region, Upriver offers as an alternative to prisons, fracking, casinos and cannabis – industries that have negative local environmental, health and social consequences.

ACCESS TO CAPITAL FOR BIPOC & WOMEN ENTREPRENEURS	✓
QUALITY JOBS	✓
VIBRANT COMMUNITIES	✓
SUSTAINABLE CREATIVE LIVES	✓
AN INCLUSIVE CREATIVE ECONOMY	✓
ENVIRONMENTAL SUSTAINABILITY	✓

✓ PRIMARY IMPACT ✓ SECONDARY IMPACT — NOT AN EXPLICIT IMPACT PRIORITY

Impact Metrics

June 2021 - December 2022 (Includes Season 1 of Pretty Little Liars)

Women on leadership team and board	6
LED light retrofit of entire studio	40% reduction in kilowatt hours
Production jobs created	300
Local crew and labor hired	260
Local background actors hired	1,002
Stockade Works graduates referred to <i>Pretty Little Liars</i>	125
Renewable energy used	20,529 kwh
Plastic bottles avoided	30,200

Upstart Co-Lab’s Role

Upstart Co-Lab’s founding partner Laura Callanan was introduced to Upriver Studios’ co-founders Mary Stuart Masterson and Beth Davenport in 2016 by their legal counsel. Upstart has provided the team significant support on strategic planning, financial structure and the investor pitch. Upstart organized investor site visits in 2017 and 2019. Callanan joined the board of Upriver Studios in 2019; she does not hold any equity in the company. Upriver Studios presented to the Upstart Member Community in July 2020.