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 an alternative to prisons, fracking, casinos and cannabis – industries that have negative local environmental, health and social consequences.

**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: 300
- Production jobs created: 300
- Local crew and labor hired: 260
- Local background actors hired: 1,002
- Stockade Works graduates referred to *Pretty Little Liars*: 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.