

April 24, 2020

Keith Moody
City Administrator
4600 W 51st Street
Roeland Park, KS 66205

Keith,

It was great to speak yesterday. Thank you again for taking the time to discuss our situation, and to listen to my concerns.

As I mentioned over the phone, this is an unprecedented time for our company (as it is for so many of us). When my business partner, Kevin, reached out to you several weeks ago to request rent deferment, we were still of the mindset that we would resume some sense of normalcy in the months ahead. But as we're all discovering, each forthcoming day brings new information, new challenges, and in the case of Kevin's and my business, new setbacks. We continue to evolve our understanding of this virus's lethality, and we believe we're going to be living some version of this alternate, socially distanced reality until it's safe to be around one another.

Scenic Road is a video content agency. You rarely see Kevin and I walking through the building because, for the four years that we've officed here, he and I have been on the road, filming people doing all the things that social distancing destroys. If it's not safe to be around each other, we can't walk among crowds in airports, we can't work with the crews that help us film the work, and we can't film employees working together because they're all at home.

Video production is the pipeline that drives our business, and our industry, and when the world came to grips with an epidemic turned pandemic, our clients cancelled all of our shoots—at first, for the coming months, and eventually, for the remainder of the year. Our pipeline is gone, and so too is most of our revenue.

The good news is that our industry is as relevant as ever. Last year was the best in our company's nearly twelve-year history, and the work *will* return once we can drive, fly, and interact with one another. It could take a vaccine for that to happen, and if that's the case, we're probably looking at one-and-a-half to two years before we're back on the road.

Scenic Road continues to have a small amount of postproduction-only work. It's those projects that require us to have an office, as well as the staff that you've come to know over the years—Rob, Derek, Kristen, and CJ. They are editors and animators, and they're able to support their families by working here. We've had to lay off Derek and Kristen, but Rob and CJ are still on staff, and we're doing everything possible to keep them with us.

Kevin and I believe that Scenic Road can weather this storm. But it means keeping our postproduction arm working, and that means keeping our office. To date, we've all taken drastic salary cuts, and we've laid off half the staff, but it's not quite enough.

I'm writing today in hopes that you'll consider a 50% rent reduction for the approximately thirteen months remaining on our lease. Combined with our company's cash on hand, as well as our existing and future guaranteed postproduction work, this will allow us to re-emerge on the other side of this in a position that will ensure success for years to come.

We're contractually required to give notice by April 30th in the event that we'll need to terminate our lease, and believe me, that's never a conversation that I had considered having. If you would, please let me know your thoughts by that date, which is next Thursday.

We are sincerely grateful for any consideration you might give us, and we're hoping we can continue this relationship with the city. It's been an absolute highlight for all of us.

Stay healthy and stay safe.

Sincerely,
Darren Mark