



Thank you for your patience as we attract global attention to this important project and brand. *Make sure you click on the blue links in this letter to view the content.*

A recent investment from Kanye West has allowed us to begin construction and launch our official Seat Bond community offering for the Avalon Regal Theater (“ART”) with truCrowd Illinois (“truCrowd”):

<https://wgntv.com/2019/02/26/kanye-west-committing-1-million-to-restore-avalon-theater-in-south-shore-owner-says/>

### **Official Community Investment Offering**

The State of Illinois Securities Division has officially certified our investment offering for Illinois residents through truCrowd’s online platform. We plan to complete this campaign over the next 60 to 90 days and with our investors’ support we will reopen this building to the world in 2020.

In 2018, we discussed our vision with the Illinois Governor during a tour of the Avalon Regal Theater and he noted how important an example this is of the community supporting itself: [https://twitter.com/Pres\\_Chicago/status/1050146639221002240?s=20](https://twitter.com/Pres_Chicago/status/1050146639221002240?s=20)

This is the first major community crowdfunding initiative on the South Side of Chicago for non-accredited investors and we invite you to learn more by visiting: <https://il.trucrowd.com/equity/offer-summary/RegalTheater>

You can request more information from Omari Kamal at Community Capital Corporation. His contact information is at the end of this letter.

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### **All of the Lights...**

We have restored electricity and enough light to the venue to allow limited content to be filmed. This also allows for construction without the need for external generators. While restoring full lighting is still a work in progress, this phase incorporates a more effective power plant and solar panels that will power the building with sunlight. 🌱

Restoring power was a critical step in the construction process and now that it is complete, we can move forward with mechanical and cosmetic work, including:


- Full rehab of the Green Room and dressing rooms
- Paint and drywall repair throughout the venue
- Plumbing and HVAC repair
- Façade work

We will also work with the original artists of the Regal on touching up the mural and other restorative work in partnership with local youth to help re-paint the ART.

### Cameras...

This year, the Avalon Regal Theater was featured on the Season Premiere of *Keeping Up with the Kardashians*, where Kanye West and Kim Kardashian are shown touring the building and pledging their support to reopen this Chicago Landmark.

The Regal was also featured in this year's Season Premiere of *The Chi* on *Showtime* and filming for other projects continues throughout construction.

Click the blue links below to view clips recently filmed at the Avalon Regal Theater :

*Keeping Up with the Kardashians*, Episode 1, "Chicago Loyalty", Season 16 (2019 Season Premiere, *E! Networks*):

[https://www.dropbox.com/s/fd6qaj2v2l04z5i/Video\\_19-07-08\\_16-56-41.wmv?dl=0](https://www.dropbox.com/s/fd6qaj2v2l04z5i/Video_19-07-08_16-56-41.wmv?dl=0)

*The Chi*, Episode 1, "Eruptions", Season 2 (2019 Season Premiere, *Showtime Networks*):

<https://www.dropbox.com/s/p2r0v4qz9m65wec/The%20Chi.wmv?dl=0>

*Going Attractions: The Definitive Story of the Movie Palace* (Premiered at the 2019 Rhode Island Film Festival):

<https://vimeo.com/201732456>

*The ART of Making Music Videos*, Nikon (Premiered at the 2018 Consumer Electronics Show for the *100 Year Anniversary of Nikon Camera Company*):

<https://online.nikonschool.com/course/the-art-of-making-music-videos/>

<https://www.npr.org/2018/03/22/596065236/after-colors-genevieve-and-company-of-thieves-treasure-a-renewal>

### And Action...

2020 is the Year of Chicago Music and it is our time to shine. We will regularly feature programming including film, jazz, dance, theater, drama and other community events.

Legendary music executive John Monopoly will direct talent management for the Regal and starting next year, we will also produce shows featuring the best in comedy, new and old-school Hip-Hop and R&B worldwide.

Upcoming pursuits include:

- *2020 Chicago NBA All-Star Weekend*
- *Def Comedy Jam*
- *Soul Train*

The Regal's logo has been updated, borrowing from pieces of the building's history that will be used in special merchandise designed in partnership with Adidas.

Lastly, the building's official name is now the "Avalon Regal Theater". This is meant to reflect the historical significance of the property and community and to also represent how we are moving the Regal's legacy forward through the lens of its iconic past.

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### ***Black to the Future***

By leveraging innovative immersive technologies, in 2017 we unveiled a miniature holographic art installation, *Soul Glo*, in the ticket booth of the theater that loops a Tupac and Jackie Wilson performance. The installation is viewable from 79<sup>th</sup> Street 24 hours a day, 7 days a week: [https://www.instagram.com/p/ByT7k4uFYYG/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/ByT7k4uFYYG/?utm_source=ig_web_copy_link)

We are working with volumetric capture experts The Lightframe Co. and Microsoft to create holographic content of legendary performers like those pictured in the Regal's mural.

By remembering (and rendering) artists from the past and present in 3-D, we will inspire future generations to be who they can see.

Be sure to check out a snippet from Hologram USA's *Jackie Wilson: A Hologram Story*, playing in the background of our new website at [www.avalonregal.com](http://www.avalonregal.com) (best viewed from a computer) and join the e-mail list to stay in tune with us...▶

Love, Peace, and Sci-Fi Soul ⚡

### ***The Avalon Regal Team***

For investor related questions, please reach Omari Kamal with Community Capital Corporation at [okamal@comcapcorp.com](mailto:okamal@comcapcorp.com). For other questions or comments, please e-mail the Avalon Regal Team at [info@avalonregal.com](mailto:info@avalonregal.com) and follow us on Instagram and Twitter @avalonregal.

