

# East Corinth General Store

8392 Vt Rte 25  
PO Box 185  
E Corinth VT, 05040

1/15/24

When Beetlejuice 2 came to town, the East Corinth General Store became its central hub. Not only did the production crew make frequent trips for coffee and meals, they shared information, asked for our help and were very clear they wanted to integrate the community into the film. I will always remember how polite the building crew was. We ended up being on a first name basis with most everyone and even had them beeping when they drove by in the morning.

The financial benefits from the production were significant:

- Our daily sales increased on average \$1500 a day for the months leading up to production and a month after production.
- We experienced 3-4k in increased daily revenue during the 3 days of shooting.
- We rented property to production that provided an extra source of revenue.
- Due to the increase in traffic to the store, we were able to offer more hours to our employees.
- I was asked to compile a list of extras from the community to be in the filming. It was exciting for local people to be in the film. And, it was an added benefit that the estimated 50 plus extras were paid for their time.
- Building materials and cement blocks were donated to us from Charlestown Productions.

The Flood of July 10<sup>th</sup> best illustrates the support we felt from the Beetlejuice team. As the flood closed in on the store, the security crew saw our emergency. They joined in with the rest of our community. We didn't need to ask them. They showed up and offered their help. Together, we filled sandbags and kept the flood waters at bay, saving the store. These people were not strangers who kept to themselves. They were friends who cared about our town and our store. At that moment, they were our community.

Production Crews, like Beetlejuice 2, provide communities with local jobs, increased revenue, donated building materials, and an influx of business that keeps us working during slow seasons. They also bring tourism, The original Beetlejuice (1988) still brings people to town. I can only imagine the additional visits to East Corinth that Beetlejuice 2 will bring. I would happily work with a movie production again and believe that overall, having movie productions in Vermont is a benefit to everyone.

Renee Salomaa



East Corinth General Store  
802-522-0416