

VoyageLA



Today we'd like to introduce you to Alton Butler.

So, before we jump into specific questions about the business, why don't you give us some details about you and your story.

I grew up poor in Anniston, Alabama, a small town where I pursued a career in professional football. After a dream shattering injury, I moved to Los Angeles to pursue acting. I had some success, but what I had most, was drive. On set, I began to see a real business opportunity in production rentals, so I started my own production rental company out of my garage in Studio City, renting production equipment to LA commercial shoots. That drive took me where I am today, employing over 120 people, renting stages, lighting, props, production equipment, and much more. And, later this year, we're scheduled to break ground on the largest studio complex to be built in the LA area in 25

years!

Has it been a smooth road?

Heck no! I think my first hurdle was a lack of funds. I did what I could to keep my overhead as low as possible by starting the business out of my home garage but before I knew it, it took over my entire house! It seemed like no matter where I turned, I was stepping over equipment. Cut to 2018... we've now moved 4+ times, each time growing into our spaces, most recently expanding to a 110,000-square-foot warehouse in the Valley. Every time we expand, there are definite growing pains; but with space to grow, there's room to breathe.

So, as you know, we're impressed with Line 204 – tell our readers more, for example what you're most proud of as a company and what sets you apart from others.

Line 204 is one of the top boutique studio and production rental companies in Los Angeles. Our studios have hosted some of the most recognized print and commercial shoots in the industry with world renowned directors and photographers on-set daily.

Additionally, Line 204 has rented decor and production supplies to some of TV's most popular shows, like the highly acclaimed "This Is Us". I am really proud to see Line 204 become a name brand in the entertainment industry. It used to be when someone mentioned Line 204 it was in the same breath as "that guy Alton Butler from Alabama." But now, when I meet people and ask them if they know Line 204, they almost always do but have no idea that a guy named Alton owns it. It's wild to see it become its own brand!

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