



May 24, 2010

Wayne Shepperd
City Of Danbury
155 Deer Hill Avenue
Danbury, CT. 06810

Re: Connecticut Film Festival - June Report

The 2010 CTFF was a banner year with numerous successes. Even in a bad economy when major festivals around the country were folding, The CTFF was able to make up for the short fall in cash sponsorships by attracting more volunteers and in-kind sponsors to help with logistics, operations and to secure needed equipment.

Marketing:

The festival and its publicist consolidated its efforts by focusing on its previously most successful points of distribution to disseminate information about the festival. The festival was able to leverage its strong relationships with Connecticut's major television and radio network affiliates; WFSB, NBC30, WTNH and FOXCT and NPR and was able to reach millions of viewers and listeners, once again putting Danbury on the map as a cultural and arts destination. From the beginning of April through May 9th, CTFF generated 20 television segments focused on the festival's films and educational events. Hearst Publications and The News Times stepped up its weekly and daily coverage with special articles and interviews. Additionally, Hearst publications partnered with the festival to produce a program that was inserted into "GO" magazine, the weekly arts and entertainment supplement published in the Thursday Hearst publications including; The Post, The News Times, The Stamford Advocate and The Greenwich Times. This partnership increased the program distribution to 140,000 from last year's 35,000. The GO magazine partnership was 2 years in the making. Two CTFF films also drew attention to the New York Times, which produced 2 articles. One focused on the Opening Night screening of "The Wrecking Crew" and the other, The Home State screening of "Harvest".

Launching new and creative social media and online viral marketing campaigns as well as a new, more dynamic and interactive website, helped make up for the lack of marketing dollars for traditional spends while also helping to attract record numbers of attendees and participants.

More than \$10,000 were spent on marketing and publicity including but not limited to:
\$3,000 Website Development
\$4,000 Print Media Advertising
\$3,500 Radio Advertising
\$3,000 Lawn Signs, Posters, Post Cards & Banners
\$15,000 Professional Publicist Fees

Events:

CTFF produced 250 events including the screening of 120 films, production of 80 musical performances, 80 educational workshops, panels and keynotes, 6 parties, 2 industry networking events, a filmmaking competition and a 4 day screenwriters program and 3 very successful FREE events on Thursday, Friday and Saturday all sponsored by Union Savings Bank and The Connecticut Student Film Festival on Friday, May 7 that attracted more than 350 High School students, their parents and instructors to attend a 4 hours event which included a cook out at The Palace Walk and screenings and awards of film projects made in The Digital Filmmaking courses offered through The Connecticut Career Choices program from The State of Connecticut's Office For Workforce Competitiveness. CTFF offered free passes to students and their instructors to attend films and educational events all day Friday and Saturday. Man

This year, our festival concierge; Carol Spiegel, created a Green Room for festival participants. This space was generously donated by Joe DaSilva and was also used as our base of operations for the receiving and distribution of all the festival's audio and visual gear set up at over a dozen locations throughout Danbury

Because of the generosity of numerous venues, CTFF was able to maintain a low price point for tickets and passes that created excellent value for all festival attendees.

Attendance:

Preliminary estimates of attendance are 7,794. This figure was derived from ticket/pass sales and distribution of complimentary passes. A final figure should be available in mid June upon tabulation of the data gathered in the economic impact study conducted by The Western Connecticut Tourism Office. (formally The Northwest CT Convention and Visitor's Bureau)

CTFF comp'd more than 300 industry professionals with All Access, including; filmmakers, producers and distributors as well as educational participants. This helped retained the industry during the week, requiring numerous professionals to purchase accommodations and hospitality services for their stay. Additionally, CTFF distributed close to 2000 complimentary passes through local fundraiser silent auctions and by rewarding volunteers and employees from local non-profit organizations with free tickets to film screenings and educational event.

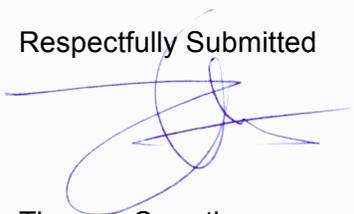
Non-Profit Status:

The application for a non-profit has been mailed to the IRS. A copy of this application was delivered to David St. Hilaire, Director of The City of Danbury Finance Department.

Danbury Continued Support:

The festival respectfully requests that the Common Council elects to form an Ad Hoc committee to meet in the month of June so that an early decision is made by a vote at the July Common Council meeting to determine The City of Danbury's level of support. An early determination will help with raising needed funds well in advance and leveraging grant opportunities from the non-profit organization.

Respectfully Submitted



Thomas Carruthers