



# **CITY OF DANBURY**

**155 DEER HILL AVENUE  
DANBURY, CONNECTICUT 06810**

**WAYNE J. SHEPPERD  
DIRECTOR OF ECONOMIC DEVELOPMENT**

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**TO: Mayor Mark D. Boughton and members of the Common Council**

**FROM: Wayne J. Shepperd, Director of Economic Development**

**RE: Connecticut Film Festival**

There has been ongoing activity regarding the May 20-25 Connecticut Film Festival. A report on this by founder Tom Carruthers is on the following pages.

In conjunction with this, I attended a Connecticut Commission on Culture and Tourism meeting in Newington where we were applauded for hosting the Film Festival. Certainly this event is bringing additional attention to our city as one that welcomes the film industry.

The Newington meeting focused on ways to appropriately greet and host filmmakers. And we do have film scouts knocking on our doors. Currently we have two films in our city: "25-8", a Lucky Cricket Productions / Wes Craven film, and The Private Lives of Pippalee, directed by Roxbury's Rebecca Miller.

The Craven film will only utilize two private homes for shooting. The Miller film has leased our Lutheran School on Foster Street as its headquarters and will be amid us with 70 people for three months, genuinely helping our local economy.

We also hosted Red Line Films and Fox Sports.net for a day at the Danbury Railway Museum.

What this all says is that we have reached the radar screen of the movie industry scouts. I am working on ways to further interest them in utilizing our city as they do give short-term boosts to our economy.

The hosting of the Connecticut Film Festival and the state's simultaneous tax credit program have been the catalysts to our visibility.

Thanks for your interest. We look forward to May 20-25.



3/24/08

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

Re: Connecticut Film Festival  
March Report

Since our February 24<sup>th</sup> report, the Connecticut Film Festival has continued to finalize facilities, vendors and create new community event partners, the most recent being a relationship with Executive Director; Lisa Scails and the BOD members of the Housatonic Valley Cultural Alliance who have been delegated the task of facilitating many details of the Opening Night Reception, the Friday Night Industry Bash and the Sunday Awards Brunch. Every decision has been a concerted effort towards hosting the vast majority of the 2008 CTFF in the center of downtown Danbury.

The festival has finalized and signed its agreement with the City of Danbury and has fulfilled the necessary insurance requirements set by the city's corporation counsel and assistant director of finance.

The festival has received close to 250 additional submissions since the announcement of the City of Danbury – CTFF partnership.

We have continued to receive unsolicited inquiries from potential sponsors, volunteers, community partners and numerous production and post-production companies looking to support the May festival.

**Action steps taken:**

Targeted marketing campaign for the Danbury May festival has begun which emphasized May 20-25 at audience announcements at the Stamford, Hartford and Norwalk weekend festivals in March and will continue at the April 11-13 weekend festival. A continuous promotion through traditional and non-tradition media as well as grassroots marketing was activated and will run continuously throughout the festival.

**Community interactions:**

- Met with faculty members to discuss ways to integrate the school into the festival, Finalizing WCSU venues and activation for May 20-25
- Creation of Educational Committee which includes several community stakeholders
- Met with GDCC President Stephen Bull
- Partnered with the Housatonic Valley Cultural Alliance to help facilitate and coordinate events as well as additional arts and cultural events during the festival i.e. possible temporary galleries for photography, vintage posters, art...etc. – Lisa Scails, Andrea Gartner and Carter Boyajian

**Intangible benefits:**

- Article Fairfield County Business Journal on CTFF March 24
- Article Hat City Entertainment on CTFF March 08
- Article Hartford Courant on CTFF March 6
- Radio Interview on WEBE 108 March 14
- Radio Spots – 36 Spots and Ticket Give-A-Ways beginning March 1
- Ticket Give-A-Way – Silent Auctions for Danbury Westerners, Danbury Hospital and Wooster School fundraising events.

**Short list of phone conferences and face-to-face meetings:**

**Event Locations:**

- WCSU – Paul Steinmetz, Betsy McDonough, Galina Bakhtiarova
- All Nations Baptist Church - Ophir de Barros
- Palace Theater – Joe DaSilva
- Heirloom Arts Theater – Jay LaPierre
- Danbury Public Library – Darlene Garrison
- St James Episcopal Church – Jane Hiller
- Danbury Ice Arena – Bob Garcia, Kevin McCormack and Greg Lockard
- Jewish Community Center – Deer Hill Rd., Danbury

**City Of Danbury:**

- Office of Economic Development – Wayne Shepperd
- Corporation Counsel – Robin Edwards

**Media Meetings:**

- Tribuna CT – Emanuela Lima
- Hat City Entertainment – Pete Walrath
- Journal Register Newspapers – Paula Walsh, Doug Clement & Ray Filbert
- Cox Communications – Star 99.9 – Michelle Grand and John Fazio
- Berkshire Radio (98Q) Mike Delpha and John Kaiser
- WSHU – Lori Miller
- New Mass Media – Josh Mamis, Sean Hitchcock and Peter Uus
- Media News Group – David Dear
- Hartford Courant – Scott Becker and Michelle Ryan
- Shoot Magazine – Roberta Grier

**Services:**

- Maron Hotel & Suites – John Brown & Mary Elizabeth Salame
- Sheraton Danbury Hotel – Marie Risk
- Two Steps Restaurant – Tom Devine
- Trillian Production – Peter Castellucci

**Sponsorship Development:**

- Barefoot Win – Erica Brandler
- State of Connecticut - Denise Merrell – Head of Appropriations Committee
- AT&T – Thomas Hughs
- Scion – Jeri Yoshizu

- Union Savings Bank – Contact through Andrea Gartner
- Rucci & Burnham – William Fitzgerald
- Pullman & Comely – Morris Banks
- Cohen & Wolf - Hausman Catherine
- Stratton Faxon - Christina Acampora
- Shoot Magazine – Roberta Grier
- RM Studios – Ron Wishna
- CT Business & Industry Assoc. – Eric George
- Palace Digital Production Center – Chris Campbell and Wendy Lambert
- Kostin, Ruffkess & Co. LLC – Matt Nick and Peter Askham
- Lamar - Paul Macari and Carina Ball
- HB Group – Donald Guzauckas
- Hall In The Wall Gang – Linda Rapp
- Make A Wish Foundation – Kim Smith
- Northeast Beverage – John DiFabbio
- Webster Bank – John Dulina and Joyce Petrisko

Attended IEG (International Events Group) 25<sup>th</sup> Annual Sponsorship Conference in Chicago IL March 15-19, a convergence of 1500 sponsors and properties participating in educational events and networking during the 4 day and night event. Currently, we are following up on leads from numerous sponsors and potential event partners and affiliates who were very interested in the Connecticut Film Festival. Over 500 CTFF Sponsor Opportunity pieces were distributed at event. Here is a brief list of several contacts:

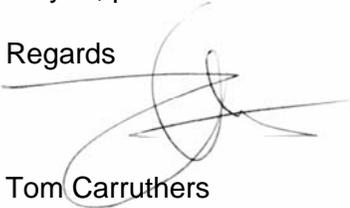
- AT&T – Tom Hughs
- American Airlines – Stephanie Calhoun
- Black Enterprise – Takito Mason
- Scion – Jeri Yoshizu
- Giant Screen Films – Andy Wood (IMAX Production Company)
- 48 Hour Film Festival – Mark Ruppert
- Eventful.com
- Denver Film Society / Starz Film Festival – Emily Reaser
- Banff Mountain Film Festival – Shannon O'Donoghue

**Educational Committee (Workshops & Panels) :**

- Alex (A.D.) Calvo – Film Director, Writer and Producer – Confirmed
- Marty Lang – Quinnipiac University, Producer, Director – Confirmed
- Guy Ortoleva – TriPeg Studios, Producer, Ent. Attorney, Former Dir. of CT Film Office
- Jeffrey Seckendorf – Snaproll Films, Producer, Director and cinematographer

Wayne, please let me know if you need any more details. 203-247-4273

Regards



Tom Carruthers  
Connecticut Film Festival

2008 March Expenses

Accnt Nbr	Account Title	Totals for Feb-08	Feb-08 detail	Totals for Mar-08	Mar-08 detail	2008 YTD
<b>1000</b>	<b>Staffing</b>	<b>\$ 500</b>		<b>\$ 700</b>		<b>\$ 1,200</b>
1010	Administrative-staff		\$ -		\$ -	
1011	Programming Director		\$ 500		\$ 500	
1012	Educational Director		\$ -		\$ -	
1015	Administrative-staff, support		\$ -		\$ -	
1020	Event Staff - Security		\$ -		\$ -	
1022	Event Staff - Production		\$ -		\$ 200	
<b>2000</b>	<b>Administration</b>	<b>\$ 1,040</b>		<b>\$ 3,123</b>		<b>\$ 4,163</b>
2010	Travel and Entertainment for Artistic Director		\$ -		\$ -	
2012	Travel (and Entertainment) Exec. Dir		\$ -		\$ 1,029	
2015	Sponsorship R&D Exec. Dir		\$ -		\$ 2,094	
2020	Telephone, Supplies, Postage, Copying		\$ -		\$ -	
2030	Insurance		\$ 1,040		\$ -	
<b>3000</b>	<b>Promotion &amp; Marketing</b>	<b>\$ 13,099</b>		<b>\$ 1,310</b>		<b>\$ 14,409</b>
3010	PR Director		\$ -		\$ -	
3020	Local Advertising - Print		\$ 800		\$ 1,200	
3022	Local Advertising - Radio		\$ 2,000		\$ -	
3024	Regional Advertising		\$ 299		\$ -	
3030	Website / Web 2.0 Marketing Development		\$ 10,000		\$ 110	
3035	Internet Advertising		\$ -		\$ -	
3040	Direct Mail and Other		\$ -		\$ -	
3042	Printing		\$ -		\$ -	
3080	All Other		\$ -		\$ -	
<b>4000</b>	<b>Ops &amp; Production</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>
4010	Film Rentals		\$ -		\$ -	
4020	Screener duplication		\$ -		\$ -	
4015	Facility Rentals		\$ -		\$ -	
4030	Artist Honoraria		\$ -		\$ -	
4032	Artist Travel, Lodging and Hospitality		\$ -		\$ -	
4060	Production		\$ -		\$ -	
4065	Shipping		\$ -		\$ -	
4070	Program Printing		\$ -		\$ -	
4080	Ticketing		\$ -		\$ -	
4085	Cost of Merchandise		\$ -		\$ -	
4090	Party Costs - Catering, Labor		\$ -		\$ -	
4092	Party Costs - Décor		\$ -		\$ -	
<b>5000</b>	<b>Other</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
5000	Misc. Other		\$ -		\$ -	
<b>Total</b>		<b>\$ 14,639</b>	<b>\$ 14,639</b>	<b>\$ 5,133</b>	<b>\$ 5,133</b>	<b>\$ 19,772</b>