



CITY OF DANBURY

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

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TO: Mayor Mark D. Boughton, Members Common Council

SUBJECT: Connecticut Film Festival (May 20-25).

On the ensuing pages, you will find Connecticut Film Festival Thomas Carruthers' monthly activity report.

He continues to interact with me regularly. He has forged ahead and built a myriad of partnerships in preparation of his May 20-25 event.

Wayne J. Shepperd

Wayne Shepperd 4/24/08
City Of Danbury
155 Deer Hill Avenue
Danbury, CT. 06810

Re: Connecticut Film Festival -April Report

Since our March 24th report, the Connecticut Film Festival has finalized all its screening and educational facilities. There are still several fundraiser-screening receptions being planned but over all details on locations are buttoned up. We are in the final stages of tweaking the film and educational event schedule and this will be published around the first of May. Plans are in place to open the City Center Box Office on or around May 1st at which time our new website and online ticket is expected to go live.

Currently there are over 120 films. Special attention was paid to prospecting for a group of films that were culturally relevant to the ethnicities of our community. Since our February approval we were able to acquire several of these culturally significant films including Lebanese, Latino (Spanish and Portuguese) and East Indian. The festival has hired a full time Public Relations firm to handle all traditional media publicity. We are currently running a radio campaign on WSHU and will begin promotions in May on several commercial radio stations in the region. Volunteers are picking up the slack on Niche, Web and Viral Marketing as well as good old grass roots flyers, posters and lawn signs.

Action steps taken:

- Surveyed sites with HB Group to determine technical needs of each facility.
- Implemented PR Campaign with professional full time media firm
- Finalized and accepted or rejected films
- Engaged 4 hotel sponsors
- Met multiple times with Volunteer Coordinators to staff festival
- Working with several producers to plan educational events
- Partnered with the Fairfield Theater Company to ticket sales

Community interactions:

. Coordinating with Tim Salem to screen his Darfur film as part of a shorts program that will be followed by a fundraiser reception Wednesday evening at the Lebanese American Club

. Coordinating with Bryte Johnson at The American Cancer Society for a fundraiser reception on Sunday following a film called "The Pack"

. Currently communicating with other non-profits for similar fund raising events.

Intangible benefits:

. Article – Front Page-News-Times April 24

. Billboard – 3rd party sponsor Nationwide Insurance Rte 25/8 connector in Bridgeport

. Radio Interview on WLAD April 23

. All Access Passes for two, giveaways for Westerners and Danbury Hospital Auctions

. Attended "Hat Day" in Hartford and showed films in hearing room and at reception

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

Event Locations:

- . WCSU – Paul Steinmetz, Betsy McDonough and Paul Simon
- . Democratic Headquarters – Joe DaSilva (different)
- . All Nations Baptist Church - Ophir de Barros
- . Empress Professional Building – John Farley
- . Palace Theater – Joe DaSilva
- . Heirloom Arts Theater – Jay LaPierre
- . Danbury Public Library – Darlene Garrison
- . St James Episcopal Church – Jane Hiller

City Of Danbury:

- . Office of Economic Development – Wayne Shepperd
- . Corporation Counsel – Ted Cutsumpas

Media Meetings:

- . Tribuna CT – Emanuella Lima
- . Hat City Entertainment – Pete Walrath
- . I-95 Tim Sheehan and Taryn Donnarummo
- . Berkshire Radio (98Q) Mike Delpha and John Kaiser
- . WSHU – Lori Miller
- . New Mass Media – Josh Mamis, Sean Hitchcock and Peter Uus
- . CT Media Group – Elliot
- . Hartford Courant – Scott Becker and Michelle Ryan
- . Shoot Magazine – Roberta Grierfer

Services:

- . Maron Hotel & Suites – John Brown & Mary Elizabeth Salame
- . Jackie Eaton - Duganworks
- . Trillian Production – Peter Castellucci

Sponsorship Development:

- . Barefoot Win – Erica Brandler
- . State of Connecticut – Jason Bartlett
- . Union Savings Bank – Elizabeth Durkin
- . Ferrara Business Services – Bernard Ferrara
- . Rucci & Burnham – William Fitzgerald
- . Cohen & Wolf - Hausman Catherine
- . Savings Bank Of Danbury – Beth Ann Fetzer
- . Shoot Magazine – Roberta Grierfer
- . RM Studios – Ron Wishna
- . Kostin, Ruffkess & Co. LLC – Matt Nick and Peter Askham

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

Regards

Tom Carruthers
Connecticut Film Festival