

AD HOC REPORT  
CONNECTICUT FILM FESTIVAL  
Reference #19 - July 2008

Chairman Mike Calandrino called the meeting to order at 6:15 p.m. on August 19, 2008. In attendance were committee members Charlie Trombetta and Paul Rotello. Also in attendance was Mayor Mark Boughton, Deputy Corporation Counsel Les Pinter, Finance Director David St. Hilaire, ex-officio members Ben Chianese and Mary Teicholz, Joe DaSilva, City Center Danbury Director Andrea Gartner, Economic Development Director Wayne Sheppard, Tom Carruthers, Jim Whitney and members of the public.

Chairman Calandrino stated the charge of the committee is to deliberate on the Connecticut Film Festival assessment and decide whether or not to do it again next year.

Wayne Sheppard stated that as a result of a survey there were 4,132 visits to our City resulting in \$342,000.00 in direct spending in the city. The overall economic impact was \$617,000.00. There was a lot of positive press and visibility throughout the state. He thanked the committee for their "leap of faith" donation of \$75,000. and would be happy to receive that amount again for next year. This is the impetus for a signature event for the City. Jim Whitney explained how the numbers were derived from the survey. Andrea Gardiner noted the level of excitement and that the public noticed the advertising that was everywhere which enticed them to participate. Joe DaSilva said that area restaurants were pleased with the extra business the festival brought in, but shops downtown weren't prepared and didn't stay open later for the crowds missing out on their share of the extra business.

Mr. Rotello questioned some of the figures in the report. Jim Whitney explained how the results were calculated. Mr. Whitney stated that 50% of the respondents were from Danbury and 50% were from out of town, but noted that 14.9% were from out of state.

Mr. Trombetta said that the marketing was incredible and promotion for Danbury was fantastic. This event is very positive and successful for Danbury, but next year the shops should stay open later to take advantage of the crowds. Mr. DaSilva said the film festival gave great exposure to downtown. . Mr. Carruthers said that a large number of attendees were first timers.

Mr. Chianese asked if there will be a change in status to non-profit, and wanted to know if a listing of revenues and expenses would be provided, being that the city is giving them money. Mayor Boughton said that they wouldn't have to provide that information since they're not applying for a grant.

**Mr. Rotello moved that the committee recommend to the Council they approve hosting the CT film festival 2009 at a cost of \$65,000.00 pending a positive recommendation of the contract by the Corporation Counsel preceding the September meeting of the Common Council. Seconded by Mr. Trombetta. Motion passed unanimously.**

**Mr. Rotello moved to adjourn the meeting at 7:05 p.m. Seconded by Mr. Trombetta. The motion passed unanimously.**

Respectfully submitted,

\_\_\_\_\_  
Mike Calandrino, Chairman

\_\_\_\_\_  
Charlie Trombetta

\_\_\_\_\_  
Paul Rotello