



# CONNECTICUT FILMFESTIVAL

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

2/24/08

Re: Connecticut Film Festival - February Report

The June 2-7, 2009 Connecticut Film is in the process of expanding it's scope into several different industries related to film. In addition to film, festival planners are progressing with the exhibition, competition and educational components for professionals as well as HS and College students interested in the Music, Digital Media, Interactive and Gaming industry. Additionally, plans are underway to program a 5-day screen writer's block that will take place along side the other 3 components from Tuesday, June 2 - Saturday, June 6.

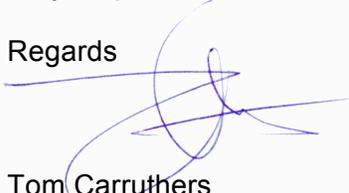
Since the common council's approval in September, a large planning committee of more than a dozen film, music, digital media, marketing and communications professionals have been assembled to work full and part-time to see the 2009 Connecticut Film, Music and Interactive festival come to fruition. There has been a silver lining to the down economy for the festival, which has enabled us to attract professional volunteer and part-time talent who we would have otherwise never been able to afford in the past.

We will be finalizing our venues and facilities over the next month as our programs become finalized. Because of the sheer number of events our facility needs have increased. There are plans to expand to several more locations downtown including the Danbury Ice Arena and at the WCSU Midtown Campus with numerous classrooms as well as the Berkshire Theater and it's adjoining Black Box Theater.

Currently there are plans to screen between 100 – 130 films (approximately 75 films have already been accepted), conduct approximately 100 educational events which would include but not be limited to: the production, marketing and business of; film, music, digital/interactive media, online-games, screen writing and content distribution as well as approximately 100 music performances. There are currently plans in place to produce a Student Filmmaker and Musician Educational and Performance Summit on Friday and Saturday during the festival with an exhibition of their projects on Sunday, thereby attracting a stronger attendance on Sunday afternoon and evening. The Writers Block will begin Tuesday, June 7th with casting calls for actors in downtown Danbury, attracting a critical mass beginning on opening day.

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

Regards



Tom Carruthers  
Connecticut Film Festival

**Action steps taken:**

- Assembled a volunteer and part-time staff of more than a dozen industry professionals who are working with separate committees programming and marketing the festival who's key leaders consist of:
  - Executive Director
  - Film Programming Director
  - Director of Interactive and Gaming Programming Committee
  - Music Programming
  - Volunteer Coordinator
  - Director of Education and Strategic Marketing
  - Creative Director
  - Director of Community Outreach
  - Director of Operations
  - Full time professional publicist for PR Campaign
- Programmed 75 films, 40 of which were chosen from more than 400 submissions
- Engaged 6 hotel sponsors
- Working with several co-producers to plan educational, networking and social events

**Community interactions:**

- Coordinated, programmed and produced family film screenings at First Night Danbury
- Coordinated and produced CTFF Booth at Danbury Westerners Chili Event Currently
- Produced First Annual FREE Oscar Night Party at Two Steps Downtown Grille sponsored by Two Steps and HB Group (CTFF's AV sponsor)
- Outreaching to numerous non-profits to coordinate fundraisers and provide educational events in the community year-round and at the June 2-7 festival
- Spoke at Annual Downtown Property Owners Meeting

**Intangible benefits:**

- Article – News-Times Articles on programming in early December 2008
- Interviews – Multiple News-Times interviews to comment on film industry, tax credits, culture and tourism, Mayor Boughton's State of the City Address
- Fox – 61, Channel 8 and Channel 30 interviews early December.
- 3 Live - Fox 61 broadcasts from Bethel Weekend Festival
- Radio Interview on WLAD Dec 08 and Feb 09
- All Access Passes and Ticket Package Auctions; Mayors Ball, Westerners and Danbury Hospital, Wooster School and Danbury Visiting Nurses
- Attended multiple Hollywood East Task Force Meetings

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

- Chris Donovan - Speaker of The House of Representatives
- Representative Jason Bartlett – Appropriations Committee
- Representative Jeffrey Berger – House Commerce Committee
- Mary Anne Hanley – Office For Workforce Competitiveness
- Chuck Miller – Office For Workforce Competitiveness
- Rob Keating – Office For Workforce Competitiveness
- Randy Fiveash – Dir. of Tourism for Connecticut Commission on Culture and Tourism
- George Norfleet – Dir. of Film Division for CCT
- Center For 21<sup>st</sup> Century Skills & The Education Connection – Michael Minno and Matt Worwood

**Event Locations:**

- WCSU – Midtown and Westside Campuses Paul Steinmetz
- 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
- Danbury Ice Arena – Bob Garcia
- Danbury Green – Andrea Gartner

**Media Meetings:**

- Hearst Publications & The News-Times – David Dear
- Hat City Entertainment – Pete Walrath
- I-95 Bob Keller & Kristin Okesson (station manager)
- WSHU – Lori Miller
- New Mass Media – Josh Mamis

**Services:**

- Plaid Design – Darryl Ohrte
- NW CT Convention and Visitors Bureau – Jim Whitney

**Sponsorship Development:**

- Pullman & Comley Law Firm – Moe Banks
- State of Connecticut – Jason Bartlett
- Union Savings Bank – Elizabeth Durkin
- Rucci & Burnham – William Fitzgerald
- RM Studios – Ron Wishna
- Kostin, Ruffkess & Co. LLC – Matt Nick and Peter Askham
- LinkTV.com
- Lincoln Center Film Society
- 13.Org
- State Of Connecticut Commission on Culture & Tourism