

CITY OF DANBURY

OFFICE OF THE MAYOR
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June 30, 2009

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

SUBJECT: Connecticut Film Festival

To date, 132 Connecticut Film Festival surveys have been tabulated by the Northwest Connecticut Convention and Visitors Bureau. Jim Whitney, director of the bureau, expects to include more than 200 surveys when his report is complete. He is currently amid this tabulation exercise.

Emphasizing that this is at a preliminary juncture in his evaluation, Whitney points out a few significant statistics from survey respondents:

- 65% attended the Connecticut Film Festival for the first time.
- 53.1% participated two days or more.
- 20.9% were in downtown Danbury for the first time.
- 82.1% rated downtown Danbury as very safe

Several other statistics remained similar to 2008's event. There were 13.6% of respondents from out of state vs. 14.9% last year. People said they spent \$110.11 vs. \$100 last year.

Attendance figures are not as yet verified. Apologies. We had hoped to have these statistics for this month's report. However, founder Tom Carruthers has submitted a recap of many of the activities during the June 2-7 week.

Respectfully submitted,

Wayne J. Shepperd



June 30, 2009

Dear Common Council Member

It's been quite an exciting year since the approval of the necessary city and state funding to improve and expand the scope of the Connecticut Film Festival. The City of Danbury sponsorship, two State of Connecticut grants (Commission on Culture & Tourism Challenge Grant and Speaker of The House Donovan's Discretionary Funds) as well as several corporate sponsorships enabled festival planners to put Danbury on the International radar as a hub for the film, interactive, music and screenwriting industry. More than \$500,000 in traditional television, radio and print media value have been tabulated to date. This total is expected to climb as we calculate final totals and account for non-traditional media coverage.

During the 6-day and night festival, planners were able to attract prominent industry insiders, actors, directors, producers, screenwriters and film, music, and digital media decision makers to participate and attend more than 300 educational, screening and social events. Preliminary numbers (not including data from NW CT CVB Survey) put the attendance at more than 6000 attendees and participants.

Given all the financial circumstances in the present economy and the late dates that some marketing funding was actually received, the expanded Connecticut Film (Music, Interactive and Screenwriting) Festival overcame numerous obstacles and produced the second largest industry event of its type in downtown Danbury and the surrounding area. CTFF comped more than 500 guests. More than 200 participants, industry insiders and media representatives received All Access Passes. Additionally, more than 100 Sponsor and special guest passes were distributed and more than 300 screening passes were handed out to financially challenged members of the local community.

CTFF operates with a small part time staff and a very enthusiastic group of volunteers who are already working on a 2010 event. It is nearly impossible to track all the hours that go into a production of an event the scope of CTFF. Current totals for volunteer 2009 hours stand at 10,635. This input of free labor has a significant benefit to the local economy and business and marketing development for Danbury. The festival would be impossible to produce without the passion and dedication of our volunteers.

Over two-dozen facilities and locations were coordinated to host the more than 300 scheduled events, the majority of which took place within 5 minutes walk of the City Center Danbury.

Original estimates on attendance were higher. It appears that numbers were hindered by the intense rain on Friday, June 5th and possibly conflicting events in the Housatonic Valley region, ambushing a greater attendance expected from local residents.

Numerous events highlighted the festival and conference atmosphere which showcased more than 130 films, 100 film, music and interactive educational components and more than 70 music performances which included free to the public music performances on the Green and at Library Plaza.

Tuesday Night, June 2nd kicked off the festival with a VIP event sponsored by Carl Bailey and hosted next door to the Palace Theater (and Opening Night Film) at the unique office space of Plaid Design at 155 Main Street. Immediately following, the doors opened at The Palace Theater for The Tribeca Film Festival hit film "Timer" starring Emma Caulfield and after party, both sponsored by Union Savings Bank. Enthusiastic audiences were treated an exciting Q&A by the very engaging Director and Writer; Jaqueline Schaffer who flew in from Santa Monica CA to attend and participate in festival events. After party goers were treated to a top notch cocktail reception with live music presented by Executive Chef Michal Bick and "Some Things Fishy Catering". There was a wide variety of non-alcoholic beverages and fine wines available as well as beer from our latest import sponsor "Latis" Imports who arranged a sponsorship with PALM beer enjoyed by party guests.

Tuesday also kicked off the beginning of the CTFF 5 Day annual Screenwriters Immersion program "Writers Unblocked" sponsored by Writers Guild Of America. The CTFF approach to this writers program is unique and currently the only one of its type in the nation.

Wednesday afternoon, June 3rd began with the opening of 5 more screening venues including (new this year) The City Hall Common Council room which, provided hours of great screenings and lecture space throughout the festival. Wednesday's Twenty Two screenings in 6 venues were highlighted by a community fundraiser for Mental Health to benefit Interlude and Danbury Catholic Charities which featured the film "No Kidding Me Too" and an appearance by the producer and director, film and television star Joey "Pants" Pantoliano. The film festival arranged more than 30 CT and NYC television, radio and print media interviews promoting not only "NKM2", but also to raise the awareness of mental health issues in our communities, The City of Danbury and The Palace Theater.

Thursday was lighted by 25 shows with the addition of a seventh new screening facility, Ives Manor. The day's events were topped off by a VIP Cocktail reception and awards ceremony sponsored by Writers Guild Of America at Tarrywile Mansion to honor famous Hollywood Screenwriter; James V. Hart. Hart was presented with the co-branded WGAE – CTFF "Screenwriters Inspiration" Award. Hart flew in from L.A. to receive this award, appear on a Friday morning FOX 61 interview and teach a Masters Class at City Hall before jetting out that afternoon to the San Antonio WGA screenwriting festival.

Thursday also kicked off two more festival firsts. CTFF opened the doors to the exhibition and educational components of the CTFF Interactive, Social Media and Gaming Festival at The Danbury Ice Arena and The Polish American Citizens Club. The 3 day unique festival and educational conference entitle "Creating and Sharing" generated national and international buzz and attracted a line up of internationally renowned educators who participated in more than 40 events and who many, cancelled previous engagements to attend the Danbury festival and conference.

Thursday Night also launched the 3-day CTFF Music line up of education and performances from emerging local, regional and national touring independent musical

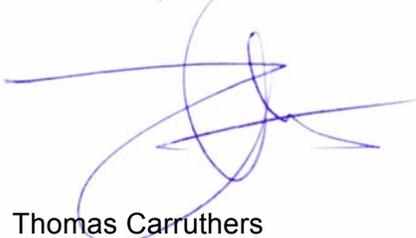
artists from the Northeast Region and Mid Atlantic States. The CTFF music events were co-produced by the Heirloom Arts Theater, Sub Rosa Parties, Jimmy Eros, head of music production at The Norwalk Oyster Festival and Melissa Mulligan productions. More than 70 musical artists were booked for Thursday – Saturday. Numerous Free performances were booked on the Green and at The Library Plaza. Several were canceled because of weather.

Friday & Saturday were highlighted by more than 100 educational events and 65 film screenings. The mornings and afternoons were topped off by a fundraiser brunch to Benefit The New England Exotic Wildlife Sanctuary (NEEWS) at WCSU, a Keynote from The Simpsons Movie, Producer & Writer; Mike Reiss and a Screenwriters Master class conducted by Hollywood Screenwriter; James V. Hart. Friday night featured a Portuguese cultural extravaganza with the international hit film “Fados” directed by the renowned film director: Carlos Saura (Flamenco, 1995; Tango, 1998). An enthusiastic audience was treated to an after party with a top notch Brazilian ensemble performing in the grand lobby of the Palace Theater where dancing pursued to late in the evening. Saturday night was highlighted by two major events; The FIM “Film Industry Mixer” at The Holiday Inn on Rte 6 where 600 industry professionals from the Northeast region networked until the early morning hours. Immediately following Saturday’s CTFF Awards Cookout and Ceremony, the closing night film; “Children Of Invention” played at the Palace Theater followed by a fantastic catered after party with live entertainment sponsored by Union Savings Bank.

Sunday, the Connecticut Film Festival wound down the last day to 18 film screenings high lighted by an awards ceremony for the Cup-O’ Joe 24 Filmmaking Competition which kicked off at Two Steps Downtown Grill late Friday afternoon. Filmmakers had 24 hours to script, shoot, edit and score a 3-4 minute film. The finalists were screened at The Heirloom Arts Theater on Sunday evening with a closing awards ceremony and Pizza party hosted by Nico’s Pizza.

Please see the attached expenses spreadsheet. Not all expenses have been accounted for to date.

Respectfully Submitted



Thomas Carruthers
The Connecticut Film Festival

Confidential
2009 CTFF Expenses

Acct Nbr	Account Title	2009 YTD	YTD detail
1000	Staffing	\$ 33,373	
1010	Executive Director		\$ 11,000
1011	Programming Director		\$ 5,000
1012	Educational Director		\$ 10,971
1015	Administrative-staff, support		\$ 150
1020	Event Staff - Security		\$ 1,201
1022	Event Staff - Production		\$ 5,050
2000	Administration	\$ 4,254	
2010	Travel for Exec Dir		\$ -
2012	Travel + Entert'mt for Exec Dir		\$ 9
2015	Sponsorship R&D Exec. Dir		\$ -
2020	Phone, Post, Cop'ng		\$ -
2030	Insurance		\$ 4,245
3000	Promotion & Marketing	\$ 56,319	
3010	PR Director		\$ 15,000
3020	Local Advertising - Print		\$ 5,939
3022	Local Advertising - Radio		\$ 7,850
3024	Regional Advertising		\$ 1,845
3030	Web Dev & Graphic Design		\$ 4,670
3035	Internet Advertising		\$ 823
3040	Direct Mail and Other		\$ 411
3042	Printing & printing supplies		\$ 8,547
3050	Event Marketing - Event		\$ -
3052	Event Marketing - Supplies		\$ 3,200
3053	Event Mktng - Asset Creation		\$ -
3054	Evnt Mktng - Progm. Content		\$ 525
3055	Event Marketing - Production		\$ 1,500
3056	Event Mktng - Entertainm't		\$ 5,225
3057	Event Marketing - Rentals		\$ -
3060	Event Promotion - Supplies		\$ -
3080	All Other		\$ 784
4000	Ops & Production	\$ 25,989	
4010	Film Rentals		\$ 2,438
4015	Facility Rentals		\$ 2,125
4020	Screener duplication		\$ -
4030	Artist Honoraria		\$ 3,796
4032	Artist Travel, Lodging		\$ 5,200
4040	Operations WCSU		\$ -
4050	Shipping		\$ -
4060	Cost of Merchandise		\$ 3,560
4065	Shipping		\$ -
4070	Program Printing		\$ -
4080	Ticketing		\$ 999
4085	Cost of Merchandise		\$ 805
4090	Party Costs - Catering, Labor		\$ 7,066
4092	Party Costs - Décor		\$ -
	Total	\$ 119,935	\$ 119,935