



12.

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

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

(203) 796-1649 PHONE  
w.shepperd@ci.danbury.ct.us

November 21, 2007

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

I have received a request from The Connecticut Film Festival to host its 2008 week-long event in Danbury.

The Northwest Connecticut Convention & Visitors Bureau estimates that this event would attract between 5,000 and 7,000 visitors along with \$530,000 in direct spending and a total economic impact to our city of \$959,300.

The Connecticut Film Festival is requesting a \$75,000 host city fee with the intent of making Danbury its permanent home.

I am writing to request that an Ad Hoc Committee of the Common Council be appointed to review this request.

Sincerely,

Wayne J. Shepperd  
Director, Economic Development

12-1



**Connecticut Film  
CTFF Festival  
September 07 - May 08**

Connecticut's Signature  
Arts, Education and Entertainment Festival

October 17, 2007

Connecticut Film Festival  
City of Danbury &  
Western Connecticut State University  
Hosting City & University

**Two Year History of Event:**

**October 25-30, 2005**

**The Bethel Film Festival**

- Locations: Bethel and Danbury
- Attendance: 3,000
- 3 Screens
- 60 Vetted Films, from more than 300 submissions
- 6 Day & Night Competition & Exhibition of Independent Film
- 12 Screening Receptions, 5 Industry Networking Events, 6 Workshops/Panels, Opening Night Film Reception, Friday Night Gala, Sunday Awards Brunch

**October 3-8, 2006**

**The Connecticut Film Festival**

- Locations: Bethel, Bantam, New Haven, New Milford, Norwalk, Stamford, Waterbury and Westport
- Attendance: 4,500
- 10 Screens
- 60 Vetted Films, from more than 300 submissions
- 6 Day & Night Competition & Exhibition of Independent Film
- 6 Screening Receptions, 5 Industry Networking Events, 9 Workshops/Panels, Opening Night Film Reception, Friday Night Gala, Sunday Awards Brunch

**Currently:**

**September 28, 2007 – May 25, 2008**

**The Connecticut Film Festival**

- Locations: New Canaan, New Haven, Bethel, Norwalk, Greenwich, Stamford, Hartford, West Hartford, Wilton, Trumbull
- 10 Screens throughout the Weekend Festivals
- 8-12 Midweek Screening Events & Receptions
- 3-5 Screens during the May 20-25 Festival
- More than 100 (estimated) Vetted Films, from 1000 submissions (estimated over a year) Currently Screening 38 films
- 8 Categories: Feature, Documentary, International, Green/Outdoors Focused CT Filmmakers, Student, Shorts and Animations
- Estimated Attendance 7,500 – 10,000
- More than 40 Days & Nights of Independent Film
- Planning: More than a dozen receptions and networking events, Opening Night, Gala and Awards Events. More than two dozen educational components

**Plans For The Future:**

**Hold the May festival in the same city each year**

**Expand May event to a 10-14 day festival & conference**

**2007- 08 Connecticut Film Festival – 40-45 day and night festival.**

Development of a South by Southwest (SXSW) type Film, Music, Multimedia, Digital Festival & Conference with integration of Connecticut State University System. Develop year round educational components by hosting workshops, panel discussions and certification programs that will qualify or help qualify interested parties to become skilled workers and technicians to benefit the labor needs of industry stake holders. These training sessions and weekends will take place during the CTFE annual May event and will be scheduled throughout the year at locations throughout the state.

Integrate current and future curriculum with Connecticut Universities, the State University system and CT Community colleges

- Statewide multi city, multi venue and multi date festival
  - 9-10 weekend festivals
  - 8-12 midweek screenings and receptions
- Culminates in 6 day and night Independent Film and Music Festival
  - Highlight Indie Film & Music with introduction of Multi Media, Digital and Web 2.0 Viral Marketing
  - Screenings and competition an estimated 100 films
  - 8 categories
  - More than two dozen planned educational workshops, panels and symposiums dealing with Film, Music, Multimedia, Digital and Video production and marketing
  - Judges and Audience awards in each category
- 2 day Student Filmmaker Summit featuring faculty and instructors from some of the best filmmaking learning institutions in the country
- Create an online industry community with a clearinghouse of information for all aspects of film, video, music, and multi & digital media production.

**2008-2009 Connecticut Film Festival**

Continue SXSW Film, Music, Multimedia, Digital Festival & Conference model with integration of Connecticut State University System. Build number of educational components. Expand number of weekend festivals to reach North Western & North Central state borders as well as Eastern Coastal region. Add Waterbury, Torrington & Middletown region

**2009-2010 Connecticut Film Festival**

Expand number of weekend festivals to reach Eastern borders and South Eastern Coastal region

**2010-2011 Connecticut Film Festival**

Consolidate weekend festivals. Drop weak venues and expand to underserved regions

## Benefits & Opportunities At A Glance To:

123

### Local Region & Hosting Towns

- Heightened year round regional, national and international exposure of Danbury and WCSU as an arts and entertainment university town and destination.
- Millions of impressions in the press, onsite and on the web and in the news, pointing to Danbury and WCSU
- Lays the ground work for attracting video, film, music and multimedia & digital production and post production businesses to Danbury
- Sets the stage for expanding learning opportunities at WCSU and the potential integration with emerging future businesses in Danbury
- Positive economic impact on the local economies benefiting from attendees and participants visiting during the May festival
- Positive long-term economic impact from returning visitors who take advantage Danbury's year round arts & entertainment events as a result of year round cross promotions with the CT Film Festival
- Opportunity for current and future industry related businesses to gain exposure through CTFF marketing and thereby generating new clients for businesses
- Partners WCSU more closely with the Danbury community
- Establishes a greater sense of community pride through hosting a signature state-wide event
- Integration of The WCSU Values & Visions Task findings with the festival's marketing plan and thereby generate greater awareness and visibility for the University and The City of Danbury.

### The State of Connecticut

- Drives tourism from in-state and out of state visitors on multiple weekends
- Generate year round buzz about the Connecticut Film Industry, tax incentives and other film, music, multimedia and arts initiatives that help drive the states economy throughout the entire state
- Opportunity to educate, network and connect with Connecticut's future film production labor force
- Catalyst to connect the Connecticut and out of state film, music, multimedia and digital communications industry under one roof
- Integration of State University School System current and new curriculum to build film labor force and generate a new generation of CT filmmakers and producers
- Generates a sense of state pride and cooperation with towns for supporting future film productions
- State benefits from tourism related taxes generate over weekend and the May festival
- Interest generated by CTFF with partnering corporations who need to improve their environmental and corporate responsibility image by sponsoring festival Green and Socially Diverse hot button films. Thereby, leading them into the world of capitalizing future Connecticut based film projects.
- Creation of an online Open Resources Center for Connecticut Productions
  - Blogs, Open Forums, Vendor Lists, Equipment and Classified Listings, Production Crew, Auditions, Opportunities
- Positive economic impact on May festival hosting town and local region from

**Proposal:**

12-4

The City of Danbury and WCSU Host and Sponsor the Connecticut Film Festival with a 3-year financial and in-kind commitment.

The festival would need:

- A number of locations for events throughout the city and the university including but not limited to: auditoriums and spaces for film screenings, classrooms and conference rooms for educational workshops, panels and round tables as well as spaces for receptions and networking events
- Commitment to promote the festival through the city and WCSU's current and future marketing and promotion initiatives as well as integration of CTFF initiatives into the city and WCSU's programs
- Access to other city and university infrastructure, to be determined
- Formation of committee, made up of city and university stakeholders which would meet on a regularly to discuss, consult and help with planning of festival.
- Combined financial commitment of \$75,000. per year for three years from the City, Community and WCSU

12.5

# Connecticut Film Festival

## Preliminary Estimated Economic Impact Analysis

Prepared by the Northwest Connecticut Convention & Visitors Bureau using resources and information provided by the Rhode Island International Film Festival (RIIFF), the American Film Marketing Association (AFMA), and the Destination Marketing Association International (DMAI) and IMPLAN, a nationally recognized Economic Impact Measurement software program (which determines economic multipliers to the county level).

### Attendance History

<b>2005 Bethel Film Festival</b>	<b>3,000</b>
<b>2006 Connecticut Film Festival</b>	<b>4,500</b>
<b>2007/2008 Estimated Attendance</b>	<b>5,000-7,500</b>

**Note:** Attendance at the Rhode Island International Film Festival (RIIFF) after 10 years was 23,700 (2006) with 2000+ room nights chartered at area hotels...58% came from outside of Rhode Island...73% ate at local restaurants...56% of attendees have household income \$50,000 or more....47% possessed a 4-year degree or higher.

12-6

## **Connecticut Film Festival Sample Formula One**

Based on U.S. Averages Provided by the Destination Marketing Association International (DMAI).

**5000** visitors times **\$106.00** each (U.S. Average) = **\$530,000 Direct Spending**  
times **1.81** (IMPLAN – Fairfield County) = **\$ 959,300 Total Economic Impact**

**7500** visitors times **\$106.00** each (U.S. Average) = **\$795,000 Direct Spending**  
times **1.81** (IMPLAN – Fairfield County) = **\$ 1,438,950 Total Economic Impact**

**10,000** visitors times **\$106.00** each (U.S. Average) = **\$1,060,000 Direct Spending**  
times **1.81** (IMPLAN – Fairfield County) = **\$ 1,918,600 Total Economic Impact**

### **Additional Sample Formulas**

#### **\$20 Spent Per Person**

**5000** visitors times **\$20** each = **\$100,000 Direct Spending**  
times **1.81** (IMPLAN – Fairfield County) = **\$181,000 Total Economic Impact**

**7500** visitors times **\$20** each = **\$150,000 Direct Spending**  
times **1.81** (IMPLAN – Fairfield County) = **\$271,000 Total Economic Impact**

**10,000** visitors times **\$20** each = **\$200,000 Direct Spending**  
times **1.81** (IMPLAN – Fairfield County) = **\$362,000 Total Economic Impact**

#### **\$50 Spent Per Person**

**5000** visitors times **\$50** each = **\$250,000 Direct Spending**  
times **1.81** (IMPLAN – Fairfield County) = **\$452,500 Total Economic Impact**

**7500** visitors times **\$50** each = **\$375,000 Direct Spending**  
times **1.81** (IMPLAN – Fairfield County) = **\$678,750 Total Economic Impact**

**10,000** visitors times **\$50** each = **\$500,000 Direct Spending**  
times **1.81** (IMPLAN – Fairfield County) = **\$905,000 Total Economic Impact**

## Notes

- These numbers **DO NOT** reflect any of the funds that the organizers, hosts and sponsors will spend in the region to produce this event. We can easily assume that in excess of \$100,000 will be spent by these groups over the course of producing this 6 day event. A large portion of those expenditures will be made locally and regionally.
- The spending numbers include such things as hotel, restaurant, other food, transportation (gas etc.), retail, entertainment, recreation, fees and admissions, miscellaneous services.
- The economic impact multiplier is best explained as movement of the original direct spending throughout the local economy thereby achieving additional impact. There are 3 different levels: direct, indirect and induced.
  - **Direct Economic Impact** - The "front-line" impact on businesses that initially receive the expenditures under analysis. From a tourism perspective, this can include businesses such as hotels, restaurants, retail stores, transportation carriers, and attractions.
  - **Indirect Economic Impact** - The impacts resulting from all intermediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase. An example of this would be the supply and production of linen for a hotel or a wholesale food provider to a restaurant.
  - **Induced Economic Impact** - Generated as a result of spending by employees (in the form of consumer spending) who benefit either directly (the direct impact phase) or indirectly (the indirect impact phase) from the initial expenditures under analysis. An example of induced consumer spending would be the impacts generated by hotel employees on typical consumer items such as groceries, shoes, cameras, etc.
- The one unknown in all of this information is how many hotel room nights will be used. Our best estimate is that 12-15% of the visitors will stay in a hotel for at least one night in 2008.