



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 15, 2014

TO: Mayor and Councilmembers

FROM: City Administrator's Office

SUBJECT: Community Promotion Contract With Santa Barbara International Film Festival

RECOMMENDATION:

That Council authorize the City Administrator to execute an annual community promotion contract with Santa Barbara International Film Festival in the amount of \$76,000, to support film festival programming and year-round administrative expenses.

DISCUSSION:

The Mayor and Council's Office Arts and Community Promotion budget includes \$76,000 for the Santa Barbara International Film Festival for Fiscal Year 2015, an increase of \$25,000 from the prior year. The funding will be used for the promotion of the festival and year-round administrative expenses. The term of the contract extends over the period of July 1, 2013 through June 30, 2014. The film festival will celebrate its 30th anniversary with the event scheduled from January 27 to February 7, 2015. In the upcoming year, the festival will add an extra day and expand programming and free events.

The festival has been recognized as one of the premiere film festivals, drawing thousands of visitors from outside Santa Barbara. Ticket sales and theater counts from 2014 showed a 13% increase in attendance from the prior year. An extra day will be added to the festival in the upcoming year with an estimated 5,000 people attending, including approximately 1,950 out-of-town visitors.

The economic impact from arts and cultural events in Santa Barbara is significant. Cultural arts programs and events provide a major boost to the local economy through ticket sales, sponsorships, services, supplies, and employee salaries. Recognizing cultural arts as a vital component of the community's economic vitality and the importance of providing free entertainment to the community, the City provides \$2.6 million for events, festivals, and arts and community promotion organizations.

The contract is available for review in the City Clerk's Office at City Hall at 735 Anacapa Street.

PREPARED BY: Nina Johnson, Assistant to the City Administrator

SUBMITTED BY: Jim Armstrong, City Administrator

APPROVED BY: City Administrator's Office