



April 30, 2014

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Dear Jim,

Santa Barbara International Film Festival (SBIFF) cordially requests a funding increase of \$25,000 to support the 30th Santa Barbara International Film Festival scheduled for January 27 – February 7, 2015. In recognition of the anniversary, SBIFF is adding an extra day to the film festival and is expanding its programming and free community events.

The film festival serves as an economic driver for hotels, restaurants, and retail merchants in a historically slower period of the year for tourism in Santa Barbara. The impact on local businesses has significantly increased as the attendance at SBIFF has grown.

- Ticket sales and theatre counts showed attendance increased by 13% from 2013 to 2014 to 85,000 attendees.
- A survey conducted by SBIFF indicated that 39% of attendees came from outside Santa Barbara.
- With the addition of an extra day, SBIFF anticipates a minimum increase in attendance of 5,000 people or an additional 1,950 out of town guests which translate into additional room nights, food and beverage sales, and tax revenue for the City.

SBIFF provides the City with a unique opportunity to promote itself worldwide. The Festival generated over eleven billion international press impressions in 2014 from three hundred fifty media outlets including USA Today, Travel + Leisure, Los Angeles Times, Vogue UK, Robb Report, Variety, and US Weekly. Media clips were sent out each evening and the top countries outside of the US for downloading were Netherlands, United Kingdom, France, Spain, Argentina, Germany, and Turkey.

The Festival will be partnering with Travel + Leisure as a national media partner again this year. On top of national advertisements promoting SBIFF and Santa Barbara as a destination, Travel + Leisure is working with SBIFF to create a direct mail piece that will be sent to 17,500 targeted subscribers in select markets on the East Coast, Midwest, and California.

In addition to increased economic activity, SBIFF's programs are an invaluable resource to the under-served population within the city. Demand for SBIFF's free children's education and community outreach programs has seen a drastic rise in the past three years even as SBIFF has added programs. The attendance at all of our

free programs rose to more than 18,000 in 2014 with many of the programs at capacity. Programs include:

### **Mike's Field Trip to the Movies**

Mike's Field Trip to the Movies (FTM) is a free children's education program targeted to 5<sup>th</sup> and 6<sup>th</sup> grade students and Title I schools that takes place during the annual film festival. Students are invited to attend a film screening at the Arlington Theatre that is followed by a master class taught by visiting industry professionals associated with the film. The goal of FTM is to use the art of film to stimulate creative, confident and culturally aware thinkers and empower students and teachers with a creative approach to education. This program is offered to all 5<sup>th</sup> and 6<sup>th</sup> grade students in Santa Barbara County. During the 2014 film festival:

- Four thousand (4,000) students participated in Mike's Field Trip to the Movies with 82% of the students from a Title I school;
- SBIFF created a Field Trip to the Movies Study Guide that was made available to participating schools; and
- Writer Glenn Leopold (*Scooby-Doo*) conducted a master class at McKinley Elementary School for two hundred (200) 4<sup>th</sup> & 5<sup>th</sup> grade students about bringing a story to life on screen.

### **AppleBox Family Films**

AppleBox Family Films, which is co-presented with the Children's Museum of Santa Barbara, is a free family film series that takes place over the first and second weekends during the annual film festival and showcases family-focused feature films and entertainment. The AppleBox Family Film series provides access to quality films in a festive, entertaining and supportive environment to families whose low-income level may not allow them to go to the movies on a regular basis.

- 2014 surveys indicated that 58% of AppleBox attendees (5,336 guests) had an annual household income under \$50,000
- 47% self identified as Hispanic

AppleBox has grown into the largest free community outreach program offered by SBIFF with more than 9,200 participants. To accommodate over 3,200 children and family members who turned out for the initial screening of *Frozen*, SBIFF added a second screening.

### **Super Silent Sunday**

Super Silent Sunday was launched in 2014 to give audiences an opportunity to experience classic Hollywood silent films as they would have during that era.

SBIFF featured two silent film screenings; 1) *Wings*, the winner of the first Academy Award for Best Picture and for Best Effects, and 2) *The Thief of Bagdad*. Both film included live accompaniment by organist Adam Aceto on the Arlington Theatre's Wonder Morton pipe organ, which is one of only five in existence. Super Silent Sunday will again be a part of the 2015 film festival.

**Student Symposium**

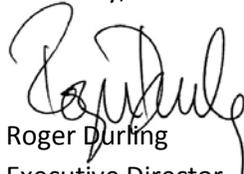
This coming year will see the expansion of SBIFF's Student Symposium. Currently available to students at Santa Barbara City College, Westmont, and Antioch University, the program will be open to students nation-wide. SBIFF will review the applications and select ten students into the program. In order to make the program affordable to the students, SBIFF will provide hotel accommodations, transportation in Santa Barbara to Festival events, and Festival passes.

Over the course of three days, the participating students will be provided access to film screenings, panel discussions, seminars, tribute events, and private screenings hosted by filmmakers and national film media professionals. Students must attend critical review classes that are taught by SBIFF sanctioned college professors at the Antioch Santa Barbara campus.

Budget projections for the upcoming fiscal year show SBIFF expenses increasing by 17.3% or \$305,965. The additional \$25,000 in funding from the City of Santa Barbara will help offset the increased costs associated with expanding the film festival including but not limited to additional staffing needs, venue and equipment rental fees, screening fees, transportation costs for Title I students, the silent film screenings, and the national expansion of the Student Symposium.

Santa Barbara International Film Festival's reputation as a world-class film festival among industry professionals and cinephiles has resulted in a dramatic increase in attendance over the past three years. The Festival has become the major economic driving force during an otherwise slow period of the year for Santa Barbara tourism. With your support, Santa Barbara International Film Festival and the City of Santa Barbara will continue to be recognized as one of the premiere film festivals and cities in the world in will continue to draw tens of thousands of visitors.

Sincerely,

  
Roger Durling  
Executive Director