



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 14, 2015

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 \$78,300 to support film festival programming and year-round administrative expenses.

DISCUSSION:

The Mayor and Council's Office Arts and Community Promotion Program budget includes \$78,300 for the Santa Barbara International Film Festival for Fiscal Year 2016. This reflects a 3% increase in funding 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, 2015 through June 30, 2016.

The festival has been recognized as one of the premiere film festivals, drawing thousands of visitors from outside Santa Barbara. 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 over \$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: Paul Casey, City Administrator

APPROVED BY: City Administrator's Office