

**CITY OF ALBANY
CITY COUNCIL AGENDA
STAFF REPORT**

Agenda Date: September 19, 2022
Reviewed by: NA

SUBJECT: Request for FilmFest Sponsorship by FilmFest Organizers

REPORT BY: Jeremy Allen, Media & Communications Manager
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SUMMARY

Albany FilmFest is a juried film festival that takes place each year in Albany. Since its inception in 2011, Albany FilmFest has been a City event organized by KALB and Recreation staff with the support of Albany resident volunteers. For the last several years, City staff and FilmFest volunteers have been in conversation on how to transition FilmFest from the City in order to allow FilmFest to continue to grow and flourish on its own. The pandemic pause has provided the opportunity for FilmFest volunteers to move forward independently, and in July of 2022 entered into a contract with Independent Arts & Media, an organization that supports media arts services. The action before the City Council is the consideration of a request from FilmFest organizers for a sponsorship amount of \$10,000 in support of the 2022 FilmFest.

STAFF RECOMMENDATION

That the Council:

1. Consider the request for sponsorship from FilmFest organizers; and
2. Provide direction to staff on the sponsorship of the event with the adoption of Resolution No. 2022-102

BACKGROUND

Albany FilmFest is a juried film festival that takes place each year in Albany. The festival showcases original, creative, and compelling independent short films from emerging and established Bay Area, national, and global filmmakers.

FilmFest began in 2011 with a one-day screening held at the Albany Community Center and has grown organically over the last 12 years to include a varied mix of critically acclaimed programming. The event began with modest goals, envisioning a small, local film festival aimed at getting local residents excited about the idea of telling stories through film, but quickly grew in size and scope, partnering with Albany Library for an ongoing series of screenings throughout the year and finding a home at the Albany Twin Theater for the main annual event.

Since 2011, Albany FilmFest has been a City event organized by KALB and Recreation staff with the support of Albany resident volunteers. Many of the FilmFest volunteers were current and former members of the Community Media Access Committee and Albany Arts Committee. These volunteers have been instrumental in all aspects of planning and implementation of the event. KALB staff has been responsible for all technical aspects of the festival including audio-visual support for in-person and virtual events, maintaining the FilmFest website, video editing and playback of all FilmFest screenings. The City has funded the entire operation of the Albany Film Festival through the KALB and Recreation budgets. All partner donations, up until 2022, were received as donations to the City, and award payments to Filmmakers were made by the City.

For the last several years, City staff and FilmFest volunteers have been in conversation on how to transition FilmFest from the City in order to allow FilmFest to continue to grow and flourish on its own. The pandemic pause has provided the opportunity for FilmFest volunteers to move forward with this, and in July of 2022, FilmFest volunteers entered into a contract with Independent Arts & Media, an organization that supports media arts services. This allows FilmFest to transition to its own independent non-profit organization over the next couple of years.

The action before the City Council is the consideration of a request from FilmFest organizers for a sponsorship in the amount of \$10,000 to support the 2022 FilmFest to be held mostly in person in October 2022. A memo from the FilmFest organizers detailing the request has been submitted and is included as Attachment 1 to the staff report. A Resolution is also included as Attachment 2 that can be amended accordingly should Council take action on the sponsorship request.

FINANCIAL CONSIDERATIONS

FilmFest organizers are requesting \$10,000 in sponsorship for the 2022 FilmFest. Due to the pandemic, the FY2022 & FY2023, 2-year City operating budget adopted by Council in June 2021 includes funding for a virtual event only in the amount of \$2,000 from the Recreation & Community Services Department special events budget.

Other funding sources that could be considered for the sponsorship request include Council Discretionary funds currently in the amount of \$20,000, or American Rescue Plan Act (ARPA) funding.

In-kind support for FilmFest 2022 to be provided by staff is valued at approximately \$4,800 and includes the administration of the FilmFest website, curation of film content for in-person screening, virtual screening and distribution for judging, meeting with FilmFest organizers, and promotion of FilmFest in City resources. In addition, the City has paid this year's domain hosting and google workspace annual fees in the amount of \$504.

Attachments

1. Memo from FilmFest organizers
2. Resolution No. 2022-102