



MEMORANDUM

Date: August 21, 2012

To: Thomas J. Bonfield, City Manager
Through: Keith Chadwell, Deputy City Manager

From: Kevin Dick, Director, Office of Economic and Workforce Development (OEWD)
Grace Dzidzienyo, Senior Manager - Economic Development
Peter Coyle, Senior Economic Development Coordinator

Subject: FY 2013 Contract between the City of Durham and the Center for Documentary Studies.

Executive Summary

This agenda item is a recommendation to approve the contract with the Center for Documentary Studies for \$55,000.00 to produce the Full Frame Documentary Film Festival and several other events throughout the year that would bring visitors to Downtown Durham and spur economic development through cultural arts. The contract would be for Fiscal Year 2013 and last retroactively from July 1, 2012 – June 30, 2013.

Recommendation

OEWD recommends that City Council authorize the City Manager to execute a contract with the Center for Documentary Studies in an amount not to exceed \$55,000.00.

Background

The primary purpose of the Center for Documentary Studies (CDS) is to teach, engage in and present documentary work that balances community goals with individual artistic expression. CDS promotes documentary work that cultivates progressive change by amplifying voices, advancing human dignity, engendering respect among individuals, breaking down barriers to understanding, and illuminating social injustices. As such, CDS launched the Full Frame Documentary Film Festival (formerly named “DoubleTake Documentary Film Festival”) in 1998. In 2002, by mutual agreement Full Frame and CDS decided to allow Full Frame to create its own independent not-for-profit called Doc. Arts, Inc. to manage Full Frame. CDS continued to collaborate with Full Frame during this time and provided modest financial support as well as continuing to sponsor a filmmaker award at Full Frame each year. In FY 2011 CDS again became the corporate parent of the festival.

Full Frame will continue to celebrate the power and artistry of documentary cinema. Full Frame offers a rare opportunity for documentary filmmakers to showcase their work theatrically, in an environment that stimulates conversation and community among filmmakers, industry executives, and the general public.

Full Frame also has year-round programming, which includes traveling film series' and programs as well as educational outreach to middle schools, high schools and universities. Full Frame has enhanced its service to film students through the Full Frame Fellows program at the yearly festival.

Issues/Analysis

The Full Frame Documentary Film Festival is an important part of Durham culture and has had a major impact on economic development each year:

- Full Frame distributed 26,140 tickets at the 2009 Festival.
- Full Frame distributed 28,200 tickets at the 2010 Festival.
- Full Frame distributed 27,368 tickets at the 2011 Festival.
- Full Frame distributed 32,290 tickets at the 2012 Festival.
- An analysis of the 2012 Festival provided by the Durham Convention and Visitors Bureau reported a total economic impact of visitors to Durham attending the festival of \$2,089,579 and \$72,737 in estimated local tax revenue. This does not include spending by Durham residents.
- In May 2010, Indie Wire, a major film industry news web site, listed the Festival as one of the fifty best film festivals in the world.

In its efforts to support and administer cultural arts programming that strengthens economic development possibilities in Durham through increased visitation, retail sales and through the improvement of its reputation as a cultural arts hub, OEWD recommends this item. In addition, based upon the departmental objectives of improving career exploration opportunities for youth, the department also intends to administer the Full Frame agreement in a way that helps maximize opportunities for youth for career exploration and leadership development.

Under the terms of the contract, CDS Full Frame Festival deliverables will include:

1. Full Frame will offer opportunities for documentary filmmakers to showcase their work theatrically. Full Frame will offer a unique assortment of film screenings, both curated and submitted, for competition, panel discussions, seminars, and Q&A sessions.
2. Full Frame will continue to provide enhanced year-round programming, including educational outreach programs and free screenings in various Durham locations. The festival has shown 15 free screenings in Durham to thousands of citizens at no charge in Fiscal year 2012.
3. Full Frame will present over 100 films for the 16th annual Full Frame Documentary Film Festival, April 4-7, 2013.
4. Full Frame will host over 100 members of the national and international Press.
5. Full Frame will present the annual Free Youth Program to over 500 local students and educators.
6. Full Frame will offer the Teach the Teachers Documentary Literacy Course at no charge to one educator from each Durham Public High School.

7. Full Frame will conduct its Documentary Camp for at-risk youth at Southern High School.
8. Full Frame will offer tribute to the masters of the documentary genre and leaders of the media industry with the Full Frame Career Award and accompanying film series.
9. Full Frame will continue to enhance its service to film students through the Full Frame Fellows program – which provides discounted passes, special programming and master classes during the annual festival.
10. Full Frame will present Free Community Screenings during the 2013 festival.
11. Full Frame will provide programming and events for an attendance of over 28,000.

Alternatives

Council can choose to pass this item, to not pass this item, or to change the amount of the contract. If full funding is not approved, the Full Frame Documentary Film Festival would be reduced in size, with one film venue eliminated, reducing the number of films screened and reducing attendance. Some free programs for the public might be scaled down or eliminated.

Financial Impact

If approved by Council, would be funded with a budgeted FY13 Downtown Revitalization appropriation.

SDBE Summary

An SDBE Summary is inapplicable because no project-specific goals have been set and no SDBEs are involved in this item.

Attachments

- FY 2013 Contract between the City of Durham and the Center for Documentary Studies.
- Full Frame Production Budget 2013.