



Date: February 28, 2019

To: Thomas J. Bonfield, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Andre Pettigrew, Director
Subject: 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 \$65,000.00 to produce the Full Frame Documentary Film Festival which would bring visitors to Downtown Durham and spur economic development through cultural arts. The contract would be for Fiscal Year 2018-2019 (July 1, 2018– June 30, 2019).

Recommendation

OEWD recommends that City Council authorize the City Manager to execute a contract with the Center for Documentary Studies to support FY2018-2019 Full Frame Documentary Film Festival in an amount not to exceed \$65,000.00.

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 “Double Take 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 and Analysis

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

- Full Frame distributed 27,368 tickets at the 2011 Festival.
- Full Frame distributed 32,290 tickets at the 2012 Festival.
- Full Frame distributed 32,812 tickets at the 2013 Festival.
- Full Frame distributed 34,266 tickets at the 2014 Festival
- Full Frame distributed 32,250 tickets at the 2015 Festival
- In 2015 Full Frame was named one of the Top 10 Best Film Festivals in the country by USA Today.
- An analysis of the Durham Convention and Visitors Bureau estimated that the 2017 festival drove \$2.1 million in spending at Durham establishments during the four-day event, which resulted in over \$64,000 in tax revenue for local governments and a total economic impact of \$2.9 million for the City of Durham. This does not include spending by Durham residents, nor does it include any of Full Frame's year-round programming or activities. These numbers refer only to the four-day festival.
- The Durham Convention and Visitors Bureau estimated 2018 festival attendees spent \$2.6 million locally, resulting in \$90,098 in local taxes generated. DCVB lists the total economic impact of the festival at \$3,645,493, and the total value added to Durham's economy at \$2,669,178.

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, the Full Frame Documentary Film Festival would be supported with a budgeted FY2018-2019 appropriation from the Downtown Revitalization Fund. Most of the City funding will used to rent screening venues owned/operated by the City.

Equal Business Opportunity Summary

This item was not reviewed by the Department of Equal Opportunity/Equity Assurance for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

Attachments

- Attachment A: Program Scope and Description FY2018-19 Full Frame Documentary Film Festival
- Attachment B: Budgeted City-Funded Expenditures FY2018-19 Full Frame Documentary Film Festival
- Attachment C: Deliverables Reporting Form FY2018-19 Full Frame Documentary Film Festival
- Attachment D: Total Event Budget FY2018-19 Full Frame Documentary Film Festival