



**Date:** September 3, 2019

**To:** Thomas J. Bonfield, City Manager  
**Through:** W. Bowman Ferguson, Deputy City Manager  
**From:** Jina B. Propst, Interim Director, General Services Department  
**Subject:** Contract between the City of Durham and the Center for Documentary Studies for funding Full Frame Documentary Film Festival

### **Executive Summary**

The General Services Department issued a Request for Proposals (RFP) for Festival and Event Funding on July 2, 2019. This agenda item is a recommendation to approve the contract with the Center for Documentary Studies for \$65,000 to produce the Full Frame Documentary Film Festival with a portion of that allocation. This funding would support Full Frame's ability to achieve the five goals outlined established by the Cultural Advisory Board and the City's Cultural and Public Art Program:

- Benefit Durham's economy and communities
- Promotes equity, diversity, inclusion and accessibility
- Encourages awareness of art, history, and/or culture
- Creates vibrancy for Durham's community
- Demonstrates organizational efficiency and effectiveness.

### **Recommendation**

The General Services Department recommends that City Council authorize the City Manager to execute a contract with the Center for Documentary Studies to support the FY2019-2020 Full Frame Documentary Film Festival in an amount not to exceed \$65,000.

### **Background**

The City has recognized in its Sustainability Roadmap, that Durham's rich cultural heritage is an important part of what makes Durham's neighborhoods thrive, attract tourism and business development, and brings together the community. Part of celebrating Durham's rich cultural heritage is investing in the cultural economy through festivals and special events that promote cultural tourism.

The City recognizes that festivals, events, and other celebrations play an important role in fostering community well-being, creating local identity, and in contributing to an improved quality of life of Durham residents and visitors. The City has budgeted \$195,000 to support Festivals and Special Events for FY2020 in the annual budget.

The RFP review criteria for Festival and Events funding was updated from the FY19 process to reflect the changes in the newly defined five goals, as outlined above, in partnership with the Innovation Lab, Cultural Advisory Board, and General Services Department. The changes to the RFP process and goals were presented to the Downtown Durham Inc.'s monthly meeting for Festival and Special Events organizations. The meeting provided an opportunity for applicants to

learn about the new RFP process and provide feedback. Feedback was incorporated into the revised RFP process, including technical and qualitative updates, such as making the RFP process more usable on-line in addition to incorporation of updated evaluation criteria.

A request for proposals for the FY20 Festivals and Special Events funding was issued on July 2, 2019 to support community-based festivals and events that reflect the vibrant, distinct and diverse character of Durham and its residents, while offering opportunities to create economic, social, health and community benefits. Applicants had an opportunity to attend a City-hosted workshop on the new RFP process on July 15, 2019. Once the RFP proposal deadline passed on August 2, 2019, the Cultural Advisory Board members reviewed the proposals and submitted comments in preparation for CAB review meeting. On August 21, 2019, the RFP review meeting was structured for CAB members to provide comments and recommendations for each proposal and gather consensus on the funding recommendations.

Proposals were reviewed by Cultural Advisory Board (CAB) and City Staff and the following allocations are being recommended for FY 2019-20 funding.

Center for Documentary Studies -- <i>Full Frame Documentary Film Festival</i>	\$65,000
American Dance Festival, Inc.-- <i>American Dance Festival 2020 Season</i>	\$70,000
Durham Central Park -- <i>PLAYlist Concert Series</i>	\$10,000
The LGBTQ Center of Durham, Inc. -- <i>Pride: Durham, NC</i>	\$10,000
St. Joseph's Historic Foundation -- <i>Hayti Heritage Film Festival</i>	\$15,000
Durham Ballet Theatre -- <i>Annual Free Performances for the Special Needs Community</i>	\$8,000
Click! Photography Festival -- <i>The Fence</i>	\$10,000
<u>La Noticia Education Foundation -- <i>Tamale Festival</i></u>	<u>\$7,000</u>
TOTAL	\$195,000

CAB reviewed the eleven proposals based on criteria outlined in the RFP. CAB voted unanimously to approve the funding recommendations outlined above. The proposals recommended by the CAB to receive the full requested funding amount were Full Frame Documentary Film Festival, American Dance Festival 2020 Season, PLAYlist Concert Series, Pride: Durham NC, Hayti Heritage Film Festival, and Annual Free Performances for the Special Needs Community. The Tamale Festival, requested \$11,000, was recommended by CAB to be partially funded at \$7,000. The Fence, requested \$14,900, was recommended by CAB to be partially funded at \$10,000. Three of the proposals were not recommended by CAB for funding: The Art of Cool, Bull City Rumble, and Durham Blues and Brews Festival.

Funding recommendations were determined by the non-profit organization's ability to address the five priority goals. Additionally, funding support is determined by the available funding and external demands on the City's annual budget, the economic and social benefits of the Festivals and Special Events for the community, and Durham's support of the Festivals and Special Events.

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 funding recommendations supports the City’s commitment to Durham’s cultural and art community and the goals as outlined in the Annual Budget and the Sustainability Roadmap.

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:

- An analysis of the Durham Convention and Visitors Bureau estimated that the 2019 festival drove \$2.6 million in spending at Durham establishments during the four-day event, which resulted in over \$92,000 in tax revenue for local governments and a total economic impact of \$3.7 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 2019 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 \$3,757,554, and the total value added to Durham’s economy at \$2,751,227.

### **Alternatives**

The City Council could choose not to approve the recommended funding allocation or change the funding allocation for the Center for Documentary Studies Full Frame Film Festival. If full funding is not approved, the Full Frame Documentary Film Festival would be reduced in size and some free programs for the public might be scaled down or eliminated.

### **Financial Impact**

Funding for this contract will be drawn from account 0C000100/725000.

### **Equal Business Opportunity Summary**

Not applicable.

### **Attachments**

- Attachment A – Full Frame Project Scope and Description
- Attachment B – Full Frame Total Event Budget
- Attachment C – Full Frame Deliverables Reporting Form

Full Frame – Festivals and Special Events Contract Agreement