

# Lompoc City Council Agenda Item



City Council Meeting Date: December 06, 2005

**TO:** Gary P. Keefe, City Administrator

**FROM:** Kathleen A. Griffith, Economic Development Coordinator  
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**SUBJECT:** AUTHORIZATION FOR THE CITY OF LOMPOC TO PARTICIPATE IN THE SANTA BARBARA INTERNATIONAL FILM FESTIVAL AT THE SUPPORTING LEVEL SPONSORSHIP (\$15,000) FOR THE LATINO CINEMEDIA.

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## **RECOMMENDATION:**

That the City Council authorize the City Administrator to sign a contract with the Santa Barbara International Film Festival (SBIFF) to participate at the Supporting Level Sponsorship for the Latino CineMedia in the amount of \$15,000 funded from economic development marketing account #52500-59150.

## **BACKGROUND:**

Santa Barbara International Film Festival has been hosting a film festival for 21 years and receives international recognition for "the industry" participation. The City of Lompoc participated in the 2005 SBIFF at the Contributing Level Sponsorship (\$6,000) with economic development marketing resources. The City received visibility and networking opportunities in the industry that otherwise would not have been available. Staff seeks to continue building relationships in the industry, position the City with a higher profile, and establish outreach with Lompoc's Latino community, potential industry workforce, and underprivileged youth.

The SBIFF Spanish and Latin American film section, Latino CineMedia, has been a successful sidebar for the past two years. SBIFF Artistic Director Roger Durling works with Cristina Venegas, Director of Latino CineMedia and professor of Film Studies at UCSB, to bring this collection of film to the SBIFF. Lompoc has approximately 38% Hispanic population and participation in Latino CineMedia will provide outreach to the Latino community and demonstrate an appreciation of their culture and arts. Cross marketing with the Lompoc Valley Chamber of Commerce Hispanic Committee and the Santa Barbara Hispanic Chamber of Commerce will raise the community's Hispanic visibility, as well as identify Lompoc as a multi-cultural community.

SBIFF also has several educational programs for students, e.g. 10-10-10 Student Filmmaking Competition and 10-10-10 Student Screenwriting Competition, that have NOT been made available in North County. Staff seeks to include the potential industry workforce at Allan Hancock College Film & Video Production Program, which has a 30-year history, and the local high schools in these programs. Staff also seeks to include a SBIFF program that provides underprivileged elementary school children with a field trip to the movies.

The City, in partnership with the Santa Barbara County Film Commission, actively promotes the area for film locations. Film and commercial productions contribute to the economic vitality of the community. SBIFF sponsorship provides another opportunity for visibility with Film Location Managers and others in the industry.

Entertainment Technology, Multimedia, and Internet are “Targeted Industries” in the State of California. Staff seeks to capitalize on these industries and attract them to the community. SBIFF is a showcase for technology and participation will enhance the City’s visibility as a leader in broadband technology.

Staff seeks to promote industry clusters in the community as an economic sector dedicated to communications, entertainment, publishing, and multi-media sectors. Lompoc is poised to develop as a media and communications center because of the proximity to Los Angeles and the existing pool of entertainment and communications professionals. Economic development efforts in support of these sectors will help to attract production talent, digital production companies, pre- and post- production operations, new media, and traditional media companies.

Additionally, the City seeks to renovate the historic Lompoc Theater and eventually attract films to the venue. Building relationships with the SBIFF and others in the industry will enhance the opportunities for the Theater to attract film festival quality movies in the future.

## **DISCUSSION:**

The City’s direct benefits for participation of SBIFF will include Visual Display and Promotion, Passes/Festival Access, and Sponsorship of the Latino CineMedia. Sponsorship will provide Lompoc name, logo, and promotional material visibility at all of the high profile eleven-day events. Specifics are outlined in Attachment 2.

Capitalizing on the momentum from the ongoing success of *Sideways*, which was filmed locally and includes many shots of Lompoc and the surrounding area, the City seeks to become a favorite location for all levels of film production. As the City's broadband project advances and Lompoc becomes known for high-speed connectivity, editing is another facet of production that the City can develop.

The City’s tourism industry already benefits from production activities and participating in the Santa Barbara International Film Festival will bring further name recognition as a production-friendly location. The City’s entrepreneurial class will benefit from the advent

of local editing activities, as well.

Staff seeks to continue building relationships in the industry, position the City with a higher profile, and establish outreach with Lompoc's Latino community and potential industry workforce by participating in SBIFF at the Supporting Level Sponsorship in the Latino CineMedia.

Kathleen A. Griffith  
Economic Development Coordinator

- Attachments:**
- 1. SBIFF Contract Template**
  - 2. Supporting Level Sponsorship**
  - 3. Latino CineMedia**
  - 4. 10-10-10 Student Filmmaking Competition**
  - 5. 10-10-10 Student Screenwriting Competition**

**APPROVED FOR SUBMITTAL TO THE CITY COUNCIL:**

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Gary P. Keefe  
City Administrator