

City of Brisbane

Agenda Report

To: City Council via City Manager

From: Noreen Leek, Recreation Manager

Subject: New City Event Proposal - LUNAFEST®

Date: January 17th, 2019

Purpose

Promote cultural and social events that encourage community engagement and simultaneously support local non-profit organizations.

Recommendation

Review event proposal and provide direction to staff.

Background

In 2000, LUNA (of the CLIF Bar Company) started LUNAFEST - a traveling film festival celebrating, showcasing and championing women in film. The festival is a fundraiser held by any host who wants to raise funds for a local women's cause while supporting the main beneficiary - Chicken & Egg Pictures. LUNAFEST was the first all-women travelling film festival to hit the screens and amplify the voices of strong women everywhere. The first event was small, but hopeful. Today, there are screenings in more than 175 cities across the nation where the work of talented women filmmakers are showcased. Kit Crawford, CLIF & Co Chief Visionary Officer, and LUNA Bar founder, has been a champion behind the festival, who insists on "telling stories that have to be told." LUNAFEST is making a mark in the industry by creating a platform for women's untold stories and working to increase opportunity for women filmmakers. For additional information, please view their "This is LUNAFEST" video at the following link:

<https://www.youtube.com/watch?v=spNudpErnRc&feature=youtu.be>.

Discussion:

As it stands today, Napa is the nearest location where one can experience LUNAFEST. In order to support the City Council goal of building community through social and cultural events, it has been suggested that LUNAFEST be hosted in Brisbane at Mission Blue in March, 2019. By becoming a LUNAFEST host, the City would receive the pre-bundled short films, a promotional and marketing toolkit, pre-printed programs, event website and ticketing support, and LUNA bars for event attendees. LUNAFEST will raise money and awareness for the City's chosen beneficiary, and also create more opportunities for women within the film industry.

The Lion's Club has expressed an interest in being involved with the event and supporting the overall cause. Ways in which this partnership could be actualized is through utilizing Lion's Club volunteers

at the event in lieu of paid City staff, to have the Club manage concessions, and to serve as the beneficiary. Given their existing infrastructure for awarding student scholarships, it was suggested that the Lion's Club could earmark the LUNAFEST donation for scholarships for young women pursuing degrees in male-dominated fields.

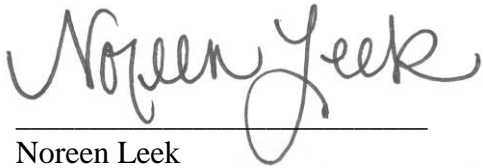
Fiscal Impact:

Following submission of a host application, the City of Brisbane would be required to submit a \$350 donation to their main beneficiary, Chicken & Egg Pictures. This nonprofit organization provides mentorship and critical financial support to female nonfiction filmmakers – including some who have gone on to receive notable awards. Other costs associated with facilitation of LUNAFEST would include staff time, and set up/break down of the risers at Mission Blue (\$950).

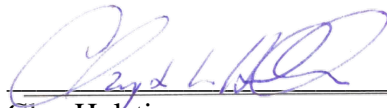
The price of admission tickets would need to be determined and all revenue generated from ticket sales would be donated to a beneficiary designated by the City, provided that it met LUNAFEST's requirement to benefit a women's cause. The City would seek in-kind donations for any additional AV equipment needed as well as concessions. The City could also offer sponsorship opportunities to assist with offsetting the cost.

Attachments:

n/a



Noreen Leek
Recreation Manager



Clay Holstine
City Manager