



Santa Fe Independent Film Festival 2017 OTAB Final Report

The 2017 Santa Fe Independent Film Festival (SFIFF) was the 10th year bringing top independent films, filmmakers, and educational programming to the heart of downtown Santa Fe. The festival took place October 18-22, for a total of 5 days and nights of films, educational discussions with visiting artists, and networking events. SFIFF presented over 100 feature-length and short films from over 40 countries, 3 Masters Discussions, 4 educational panels, and over 30 Q&A sessions. SFIFF has received international acclaim and grown exponentially as it enters its 10th Annual Film Festival.

SFIFF continues to be an important economic driver to the county and city of Santa Fe by bringing in guests from key drivable markets (AZ, CO, TX, OK) and key marketing demographics in NY, LA, Chicago, Dallas, Denver, and San Francisco.

The funds awarded to SFIFF were used for marketing and publicity. They enabled us to promote the event through online and print ads with the Denver Post. SFIFF did additional marketing in / film magazines, including Filmmaker Magazine, Magazine, IndieWire, Denver Post, and frequent radio ads on AM and FM stations around the state. In addition to the stories run by local newspapers, SFIFF press releases were picked up by the Associated Press and appeared in over 100 newspapers across the country. The use of advanced marketing techniques like these helps extend our partner reach to a large national audience. Our progress in publicity is evident, as increased funding allowed us to reach a broader national audience online, in print, and through social media. Aided by grants provided by the County, we were also able to create crucial partnerships with major national brands including Ross Media Arts Center, Violet Crown Cinema, and Meow Wolf, and strengthened community partnerships with hotels, theaters, community centers, and other local arts organizations.

In 2017, we had the pleasure of bringing world-renowned director John Sayles to the festival where he participated by discussing his work at the festival with a special Masters Discussion with writer Kirk Ellis. Mr. Sayles also accepted our 2017 Lifetime Achievement Award. During his visit to Santa Fe, John Sayles, Maggie Renzi, and Alejandro Springall scouted for their upcoming project to be shot in Santa Fe. SFIFF also provided an outlet for New Mexico filmmakers and artists by showcasing 30 films made in New Mexico or by local film students. SFIFF also screened New Mexico's two largest budget films of the year *ONLY THE BRAVE* starring Josh Brolin, Jeff Bridges, and Jennifer Connelly. SFIFF had producer Michael Menchel in attendance for the Q&A following our screening. SFIFF hosted the third screening in the world of the critically acclaimed Scott Cooper film *HOSTILES* shot in New Mexico and starring Christian Bale, Rosamund Pike, and Wes Studi.

SFIFF received a dedicated issue of SantaFeNow with the full festival schedule, festival venue map, and filmmaker bios. SFIFF placed a double truck center fold ad in the Santa Fe Reporter and received the cover of the Santa Fe Reporter with extensive coverage. The Santa Fe New Mexican and Pasatiempo each



featured 2 double-truck two page ad, 3 full-page ads, and 3 half-page ads, and 2 1/4 page ads. We received extensive coverage including two covers of the ABQ Journal North, the cover of Albuquerque Journal's weekly entertainment magazine Venue, the cover of the Pasatiempo with extensive inside coverage, a two-page spread in Albuquerque Journal's weekly entertainment guide Venue, and a featured editorial in the New Mexican. SFIFF also used the Denver Post's Facebook, Moviemaker Magazine's newsletter exchanges, and used SantaFe.com to reach a broader and younger audience.. Our Executive Director, Jacques Paisner, filmmakers, and guests of honor gave live interviews on local radio programs including KSFR's Cinemascope, Mary-Charlotte's Radio Cafe, The Richard Eads Show, Honey Harris, and Ira Gordon. Paisner also appeared on the Kasa Style TV show and the festival received dedicated 30-second spotlights from KOB TV and KOAT TV. Hutton Broadcasting set up a satellite radio station at the CCA to conduct interviews with filmmakers in the festival. Santa Fe Independent Film Festival intends to attract more visitors to the festival by increasing our spending with the Denver Post, continuing our agreement that provides a 3-to-1 buy for the festival. SFIFF will also increase spending with the Colorado Gazette. In 2018, SFIFF will increase national advertisements in Texas and Arizona, two key demographic bases for the festival. The festival was empirically a success and provided over 2 million dollars to the City and County of Santa Fe.

In the past year, SFIFF has expanded its social network on Twitter with a combined 16,000 followers, a Facebook fan-page with 18,000 followers, and Instagram with 4,600 followers, and a private Facebook group with 1,600 members. The use of advanced marketing techniques like these helps extend our reach to large national companies.

According to the Southwest Planning & Marketing 2017 Santa Fe Independent Film Festival Survey, the direct economic impact of the event on the local economy, including spending by attendees and on marketing and production, comes to an estimated total of \$2,179,676 and generated \$198,358 in direct tax benefits. Utilizing an indirect and induced multiplier of 1.4 attendees generated a total of \$3,051,547 in direct, indirect and induced spending and generated \$277,701 in direct, indirect and induced tax benefits.

Nearly seventy-three percent (72.8%) lived in the City of Santa Fe

-69.8% of the respondents were White/Anglo, non-Hispanic

-Survey respondents were well-educated, with eighty-seven percent (87.0%) having a Bachelor's Degree or above (84.6% in 2016). Fifty-four percent (54.0%) had a Master's Degree or higher (47.4% in 2016).

-The average age of respondents was 59.2

-Nearly thirty-four percent (33.7%) of the respondents were male; 66.3% were female.

-The median income of respondents was \$84,893

-An overwhelming majority of respondents (88.7%) indicated that the event was either the primary reason or one of the reasons for visiting Santa Fe.



- Seventy-seven percent (76.9%) of the respondents from outside the area (lived 50 or more miles away) indicated that they spent the night in Santa Fe while participating in the event
- Over seventy-four percent (74.3%) of respondents (up from 67.8% in 2016) are planning to attend the 2018 SFIFF.

Santa Fe Independent Film Festival Return on Investment:

ROI

Cost of Program \$215,000

Benefits of Program \$2,179,676

$$\frac{\$2,179,676 - 215,000}{215,000} \times 100 = 913\% \text{ return on investment}$$



POST-EVENT BUDGET and ATTRACTIONS ACTUALS

Name of Business/Foundation	Amount	Date Awarded or Anticipated Date
Specify other revenue sources contacted:		
Santa Fe Arts Commission	\$ 17,000	07/01/2017
New Mexico arts Commission	\$6,765	06/01/2017
Frost Foundation	\$7,000	10/31/2017
OTAB	\$8,750	1/01/2017

NOTE: All expensed items must be directly related to promotion, advertising and marketing.

Newspaper	17,925
Magazine	
Poster	1,000
Brochure	612
Radio	1500
TV	
Creative	10,358
Printing	4,648
Direct Mail	817
Production	10,456
Website	700
Other (specify)PR, Guest Services, artist fees	22,922
Totals	70,938

October 18th-22nd, 2017

Total Hotel/Motel Rooms Filled : 5,000 rooms

100 rooms will be filled by SFIFF Artists.

15 Vacation Rentals in the county and Santa Fe



Total number of Attendees (tickets sold, registered guests, public)

11,500

Total number of Participants

(out-of-town vendors/volunteers working event-50+ miles from Santa Fe) 2,200

Total Revenue generated from room sales: \$ **353,419** revenue generated from **Lodging (Southwest Planning & Marketing Study)**



PRE EVENT BUDGET

Name of Business/Foundation	Amount	Date Awarded or Anticipated Date
Specify other revenue sources contacted:		
Santa Fe Arts Commission	\$ 17,000	07/01/2017
New Mexico arts Commission	\$5352	06/01/2017
Frost Foundation	\$7,000	10/31/2017
OTAB	\$8,750	1/01/2017
LTAB	\$5,000	5/20/2017

NOTE: All expensed items must be directly related to promotion, advertising and marketing.

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<u>Categories</u>	<u>Description</u>	<u>Projected Expenses - Revenue</u>	<u>Actual Expenses - Revenue</u>
Newspaper	_____	\$ 15,000	\$ 17,925
Magazine	_____	\$ 9,000	\$ 30,000(earned media)
Poster	_____	\$ 1,000	\$ 1,000
Brochure	_____	\$ 2500	\$ 612
Radio	_____	\$ 3500	\$ 1500
TV	_____	\$ _____	\$ _____
Creative	_____	\$ 5,000	\$ 10,358
Printing	_____	\$ 11,500	\$ 4,648
Postage	_____	\$ 1000	\$ 817
Direct Mail	_____	\$ 500	\$ _____
Production	_____	\$ 5000	\$ 10,456
Web site	_____	\$ 2500	\$ 700
Other (specify)PR& Guest Services	_____	\$ 5,000	\$ 22,922
TOTALS:		\$ 61,500	\$ _____

Projection of Hotel Room Nights during October 18th-22nd, 2017

Total Hotel/Motel Rooms Filled : 5,000 rooms

100 rooms will be filled by SFIFF Artists.

Total Revenue generated from lodging: \$245,318 based on the average of \$120 a night for a hotel room

Total Revenue generated from food and meals: \$427,580

Total number of Attendees (tickets sold, registered guests, public)

11,000



Total number of Participants

(out-of-town vendors/volunteers working event-50+ miles from Santa Fe)

2,200