

**CITY OF ALBANY  
CITY COUNCIL AGENDA  
STAFF REPORT**

Agenda Date: July 15, 2024  
Reviewed by: NA

**SUBJECT:** Request for FilmFest Sponsorship

**REPORT BY:** Jeremy Allen, Media & Communications Manager  
Isabelle Leduc, Assistant City Manager

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**SUMMARY**

The City has received a funding request of \$10,000 and in-kind support from FilmFest organizers for the 2024 FilmFest to be held in October 2024 at the Rialto Cerrito Theater in El Cerrito.

**STAFF RECOMMENDATION**

That the Council consider a funding request of up to \$10,000 for the 2024 FilmFest to be held in October 2024 at the Rialto Cerrito Theater in El Cerrito.

If approved, adopt Resolution No. 2024-65, funding the request from the adopted FY 2024-25 Operating Budget - Council Community Event fund.

**BACKGROUND/DISCUSSION**

Albany FilmFest is a juried film festival that showcases independent short films from emerging and established Bay Area, national, and global filmmakers. Since its inception in 2011, Albany FilmFest has been a City event in Albany, organized by staff with the support of volunteers. In July 2022, FilmFest volunteers entered into a contract with Independent Arts & Media, an organization that supports media arts services allowing FilmFest to transition to an independent non-profit organization. Filmfest has received support from the City for \$10,000 for each event in 2022 and 2023. Since the closure of the Albany Twin in June 2023, Filmfest has been held at the Rialto Cerrito Theater in El Cerrito.

The action before the City Council is the consideration of a request of \$10,000 from FilmFest organizers for the 2024 FilmFest to be held in October 2024. A letter and invoice from the FilmFest organizers have been submitted and are included as Attachment 1 to the staff report. A resolution is included as Attachment 2 with the total allocation amount to be confirmed by the Council.

## **FINANCIAL CONSIDERATIONS**

The FilmFest organizers have requested \$10,000 for the 2024 FilmFest. The FY2025 City Operating Budget includes a Council Community Events line item with a total amount of \$65,000. Funding from this line item could be used to cover the request. This budget also has provided funding towards other community events including Juneteenth, four Stroll-ish events, and the Solano Stroll. In addition, staff provides in-kind support which is estimated at approximately \$2,200.

## **Attachments**

1. Albany FilmFest Letter
2. Resolution 2024-65



[www.albanyfilmfest.org](http://www.albanyfilmfest.org)

June 26, 2024

Ms. Isabelle Leduc  
Assistant City Manager City  
of Albany  
1000 San Pablo Avenue  
Albany, CA 94706

Dear Isabelle,

The 14<sup>th</sup> Annual Albany FilmFest will take place in October, providing a popular community event for local residents. Films will be screened on Thursday evening October 10, 2023, and the mornings of Saturday October 12 and Sunday October 13, 2024.

Albany FilmFest sincerely appreciates all of the support that the City of Albany has given over the years. With the closing of the Albany Twin Theater, we were fortunate to find a venue just a few blocks down San Pablo Avenue, the Rialto Cerrito Theater. This venue worked out even better than expected with some of our largest audiences yet, including a sell out. It proved to be a convenient location for Albany and El Cerrito residents alike, and it also provided the professional movie theater desired by filmmakers. Many pre- and post-festival events, including the awards presentation at the Albany FilmFest Gala, took place in Albany and will continue to be located in Albany.

**We request the following support from the City of Albany in fiscal year 2024-25:**

- **The allocated \$10,000 donation:** It is AFF's understanding that the City put aside \$10,000 in each of its fiscal years to support the Albany FilmFest. This was done in August 2023. We respectfully request this same funding for the 2024 Albany FilmFest. All donations and sponsor funds are handled by Albany FilmFest's fiscal sponsor, Independent Arts and Media (IAM). IAM is a registered 501 (c) (3) non-profit organization. I have attached an invoice to the City with all of the pertinent information about how to remit the funds to IAM.  
**Jeremy Allen's staff time:** estimated at 4 to 8 hours for film program preparation.
- **One-time use of the Community Center big room:** for a free community screening of The Best of the Fest in November or December 2024.
- **Use of a Community Center meeting room:** 1-2 times for organizational meetings.

Very truly yours,

*Jack Kenny*

Jack Kenny  
Partnerships Director

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**RESOLUTION NO. 2024-65**

**A RESOLUTION OF THE ALBANY CITY COUNCIL TO ALLOCATE  
FUNDING AND IN-KIND SUPPORT TO THE 2024 FILMFEST**

**WHEREAS**, Albany FilmFest is a juried film festival and showcases independent short films from emerging and established Bay Area, national, and global filmmakers; and

**WHEREAS**, since its inception in 2011, up until 2022 Albany FilmFest has been a City event organized by staff with the support of volunteers; and

**WHEREAS**, in July of 2022, FilmFest volunteers entered into a contract with Independent Arts & Media, an organization that supports media arts services allowing FilmFest to transition to an independent non-profit organization; and

**WHEREAS**, since the closure of the Albany Twin, Filmfest has been held at the Rialto Cerrito Theater in El Cerrito; and

**WHEREAS**, the FilmFest 2024 organizers have submitted a request for funding in the amount of \$10,000; and

**WHEREAS**, the in-kind support requested for FilmFest 2024 is estimated at approximately \$2,200.

**NOW, THEREFORE, BE IT RESOLVED**, that the Albany City Council hereby allocates \$\_\_\_\_\_ from the Council Community Events fund for the 2024 FilmFest.

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JOHN MIKI, MAYOR