City of Palo Alto
City Council Staff Report

Report Type: Consent Calendar
Meeting Date: 5/16/2011

Summary Title: UNAFF Film Festival Sponsorship

Title: Approval of Sponsorship of the 2011 United Nations Association Film Festival and Authorization for the City Manager to Enter into a Sponsorship Agreement in an Amount Not to Exceed $10,000

From: City Manager

Lead Department: City Manager

Recommendation
Staff recommends that the City Council approve sponsorship of the 14th Annual United Nations Association Film Festival (UNAFF) and associated events between October 21-31, 2011, and authorize the City Manager to enter into a sponsorship agreement to contribute an amount not to exceed $10,000.

Executive Summary
The United Nations Film Festival was founded by Stanford educator and film critic Jasmina Bojic with the participation of the Stanford Film Society and the UNA Midpeninsula Chapter, a grassroots, community based, nonprofit organization. The 14th UNAFF will be held from October 21-30, 2011 in Palo Alto, Stanford University, East Palo Alto and San Francisco. The theme for this year is Education is a Human Right.

The venues for the event will be mostly indoors at theatres. The intent of this sponsorship request is to cover City permit fees and staff/ equipment costs for the opening night and “Kids Night” celebrations, both to be held in City parking lot “O” near the Aquarius Theatre on Emerson Street. These events will be held on the 22nd and 24th of October.

Background
Special events in Palo Alto happen all year round. In cases where they are non- City sponsored, the organizers will plan the event, and then apply to
the City and go through the Special Events Committee process, bearing full financial responsibility for all costs, including the City's various permit, staffing, signage and other fees. In cases where organizers request City sponsorship and the City Council decides to sponsor an event, the City typically agrees to waive fees and staff costs towards the event, up to the spending limit set by the Council for the event. Thus, City sponsorship will offset a portion of the organizer's total costs for an event.

Factors such as increased hotel occupancy and taxable sales, community building, and increased visibility for businesses are most frequently considered by the Council when determining whether to sponsor an event.

In this case, the event is of a scale that the City expects only a small increase in hotel occupancy and taxable sales increases. However, due the event is of a cultural nature, and has been building in momentum and popularity over the past 14 years. Community-building and cultural value as well as some visibility for our local businesses are the major factors the Council should consider in determining the City's level of sponsorship.

For the last seven years the Mayor of Palo Alto has proclaimed the festival days as UNAFF Week, recognizing the significance that UNAFF has for the community. Most recently, UNAFF received the prestigious Academy Foundation Grant for the "UNAFF and Kids" program, which entices children to get involved in film and in civic discourse and will have its third presentation this year at the festival (?)..

Discussion
The United Nations Association Film Festival is open to the public and takes place mainly at Stanford and Downtown Palo Alto theaters in the form of movie screenings. Two free, ancillary events, the opening night kickoff/celebration, and the Kid's Night event are to occur in Lot O, located between Emerson and High Streets near the Aquarius Theatre in downtown.

The City-related costs associated with the closure and necessary permits for the events on Lot O, traffic and safety personnel, traffic signage, solid waste and sanitation facilities, security, and banner installation are estimated at $10,000. Staff recommends that the Council approve a
sponsorship of these costs up to $10,000, which would be provided by the City in the form of fee waivers, expenses and staff time for banner installation, and in-kind contributions such as staff overtime, equipment usage, traffic barriers, etc. Based on the community support over 14 years, and the success of the film festival, staff believes that the significant contribution to community building and cultural value provides the basis for a sound argument for City support of UNAFF.

**Timeline**
Although the festival is held from October 21-30, 2011, the public impacts are mainly around the events to be held on the 22nd and 24th. Both events will close lot O from 1-7:30pm including the time needed for set up and breakdown.

**Resource Impact**
$10,000 maximum impact to the City Council Contingency Fund.

**Environmental Review (If Applicable)**
This event is not subject to environmental review as it does not qualify as a project under the California Environmental Quality Act.

**Attachments:**
- a: UNAFF Letter (DOCX)

Prepared By: Thomas Fehrenbach, Econ Dev Mgr
Department Head: James Keene, City Manager
City Manager Approval: James Keene, City Manager
To: The City of Palo Alto, Council Members

The United Nations Association Film Festival (UNAFF) is requesting the support of the City of Palo Alto for the 2011 EDUCATION IS A HUMAN RIGHT Season. As a non-profit organization, staffed by volunteers, UNAFF has become one of the most highly respected international documentary film festivals in the United States. We have grown from a two day festival into ten days spanning the cities of Palo Alto, Stanford, East Palo Alto, San Francisco – followed by a traveling festival that goes to such places as Paris, Berlin, Washington DC, Texas and beyond.

UNAFF was conceived at the UNA Midpeninsula Office on Emerson St., films are shown at the Aquarius Theatre, Stanford University and East Palo Alto. During the festival, the UNAFF headquarters are located at the Third Door on Lytton St. and our filmmakers are generously housed by hotels including Hotel Keen and the Garden Court Hotel. Landmark restaurants Evvia, Hobees and Junnoon have generously provided the Opening Night VIP celebrations and receptions. Many other local restaurants, merchants and organizations have provided meals, gifts and visibility for filmmakers and panelists. The Mid-Peninsula Media Center has cablecast panel discussions over the years and the Palo Alto Weekly has been our media sponsor, offering advertising and editorial. Additionally, Palo Alto Downtown (BID) and the City of Palo Alto Art Center and Junior Museum departments have supported UNAFF as well as the Mayor of Palo Alto opening the festival with a proclamation each year.

We would like to ask for the support of the City of Palo Alto in the following manner:

Banners:
- Banners along University Ave, Embarcadero and El Camino Park from Sept 1-Oct 31.
- Street Pole Banners in downtown Palo Alto for the Summer/Autumn change. We would prefer all 64 spaces to be available for UNAFF along with permits, manufacturing and installation/removal fees included.

City of Palo Alto Website/Event Listings
- UNAFF blurbs in the PA Utilities insert for the months of August and September
- UNAFF information in the Palo Alto Recreation ENJOY Catalog;
- UNAFF information posted on the City of Palo Alto website events calendar
- UNAFF listing in the Community Services ONLINE "What's Happening" link.
- UNAFF listing in the PA Art Center Special Events & Calendar online listing.
- UNAFF & KIDS to participate in the May Day Parade as City Sponsored Event.
- UNAFF to provide bookmarks to PA Libraries beginning in August.

City Council Meeting:
- Opportunity for Jasmina Bojic to provide, and invite all council members to the festival.
- Receive Proclamation at Council Meeting shortly before opening night.
- Opportunity to show the trailer from either 2010 or 2011 to the council and spectators. (Trailer is all of 90 seconds long) and provide programs/bookmarks etc to council members.

Parking Spaces
- Reserve 8 spaces in parking lot 0 for from noon – 10pm October 21-24. (The first eight spots closest to the Aquarius Theatre) – For VIP parking.
OPENING NIGHT: Friday, October 21st

- Search Lights, stanchions and red carpeting to be placed outside Junnoon and Aquarius Theatre for VIP entrance. (LISTED ON MAIN REQUEST FORM).
- Mayor to provide a Proclamation to be shared at the City Council Meeting and at the Opening Night.
- Mayor to attend the Opening Night VIP Reception (5pm) and walk to Aquarius to “Open” the Festival and share the Proclamation again with the public.
- Request borrowing 14 tables and 10 chairs (please could we have the lightweight ones) – delivered on 10/21 outside Junnoon & Live Greene shop (Corner of University/High); to be picked up AFTER Sunday 10/23 UNAFF & Kids Day.

UNAFF & KIDS: Sunday, October 23rd – from 2-5pm

- Close Lot O AND Lytton Plaza for children’s event from noon – 6 pm on 10/23.
- Live music permit – band of 12 year old girls.
- We would like to encourage city depts. to participate in providing educational information that would be “fun” for kids. Request borrowing the barricades necessary to close the spaces and parking lot down.
- One trash and one recycling bin to be provided for each location.

UNAFF MERCHANDISE:

- $5000 for UNAFF 2011 Tshirts with City of Palo Alto logo (and/or Palo Alto Green) as our shirts will be green and from recycled materials.
- $3000 for the UNAFF 2011 Tote Bags with City of Palo Alto logo (and/or Palo Alto Green) as our UNAFF totes will be green and from recycled materials.
- $2500 for UNAFF 2011 mugs/pencils and or other merchandise the city would prefer.

And finally, UNAFF requests that the previous “Sponsored” year from City of Palo Alto have the $700 permit fees that were charged to us in 2010 removed. We did pay the $90 fee for the permits for 2010 already, but feel strongly that as it was stated that the City was sponsoring...those fees should be dropped for 2009.

I sincerely hope that the City of Palo Alto will recognize the value of the program UNAFF provides and helps to support our expansion within the community.

With many thanks for your kind consideration.

Alison Williams  
UNAFF Sponsorships  
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