

STAFF REPORT

City of Lancaster

NB 2
10/22/13
MVB

DATE: October 22, 2013

TO: Mayor Parris and City Council Members

FROM: Kelvin Tainatongo, Assistant to the City Manager
Luis Garibay, Sr. Projects Coordinator

SUBJECT: **Establish partnership with Visitor's Bureau of Lancaster (Destination Lancaster) to host new national high school film festival in Lancaster**

Recommendation:

Establish partnership with Visitor's Bureau of Lancaster (Destination Lancaster) to create a new national high school film festival in Lancaster and authorize the City Manager, or his designee, to execute all documents related thereto; appropriate \$400,000 (not to exceed) to Account No. 106-4540-251 and increase estimated revenues (not to exceed) in Account No. 106-3235-100 by the same amount.

Fiscal Impact: Lancaster Community Services Foundation will reimburse Destination Lancaster only for the funds it raises for this event. The amount is not expected to exceed \$400,000. There is no financial obligation of the City by the action.

Background:

Destination Lancaster is a partnership between the City of Lancaster, Antelope Valley Fair and Lancaster Tourism Business Improvement District (LTBID), which is comprised of the top seven hotels in Lancaster. The organization's primary function is to promote the area's attractions and amenities while increasing tourism activity and hotel occupancy in Lancaster. Along with marketing existing events and local attractions, Destination Lancaster is also seeking to form new partnerships to create events that would attract visitors from outside our region. Destination Lancaster has been brainstorming event ideas and feels that it has come up with a unique opportunity to bring visitors to Lancaster.

Destination Lancaster is seeking to establish a partnership with the City of Lancaster and the Lancaster Community Services Foundation, to host a national high school film festival in Lancaster. Destination Lancaster, and its event coordinator, would be responsible for marketing the event to high school districts across the United States. Each school district would host its own local film festival and then compete nationally at the high school film festival hosted in Lancaster. One of the key advantages for participating students will be the opportunity to earn college scholarships to further their education in film and media arts. Therefore, Destination Lancaster is seeking a partnership with the Lancaster Community Services Foundation to allow sponsorships that support this program to be tax deductible.

The national high school film festival will provide students the opportunity to make their own story and take it to the big screen, while earning money to further their education. This film festival will also help attract a number of new visitors to the Antelope Valley to support our local businesses and generate additional room nights to support local hotels.

KT: lg