

Dear Mayor, City Council, and City Manager,

I want to start by personally thanking you for your continued support of The Calabasas Film Festival and for the opportunity to present a request for additional funding for the 8th annual CFF in light of fundraising challenges we have encountered due to Covid-19.

Looking to 2021, and like so many local businesses, the Calabasas Film Festival has experienced unprecedented financial hardship because of COVID-19. In addition to the financial support from the City, we also rely on our fellow local businesses to participate as sponsors both financially or with product/service donations. We have not been able to raise the needed sponsorship funds as in years' past to bring the 8th annual CFF to life. For example, we have not been able to secure an Auto Sponsor which is a Lead Sponsorship support level. Additionally our trade sponsors such as printing, equipment rentals and food vendors are unable to give us discounted services or products. Similarly, we always contract with several local restaurants to cater or host festival events and they too are not in a position to do so this year.

Therefore, the Calabasas Film Festival, a non-profit 501(c)3, respectfully requests an additional **\$20,000** from the City's funds to assist us in financing the Festival this year. These additional funds would solely be allocated directly into local, Calabasas businesses to make up for the loss in fundraising and donations. Specifically we plan to:

- Compensate local restaurants such as Pedalers Fork & Lovi's for catering and event hosting needs
 - Develop and produce brochures, banners and marketing materials with local printers to advertise and spread the word about the upcoming event
 - Increase outreach and engagement with area high schools to continue to grow our Student Film Program which doubled in size last two years.

We have an amazing film line-up this year with two local Calabasas residents film premieres in the overall program. We also have 3 major studio films premiering with us prior to their theatrical releases.

The Calabasas Film Festival truly appreciates the continued support from The City and Council and with the additional funds we look forward to hosting a wonderful community event once again next month!

All the best,
Kelley Fries & the CFF Team
www.calabasasfilmfestival.com

