

B&B Theater Wildwood Bollywood Movie Festival Proposal

Economic Development Meeting, 4//26/22, 6 pm

Submitted by Lauren Edens, Chair

Purpose:

1. To rally support and awareness for our Town Center's Theater, which is struggling.
2. To complete a goal added to our City's Strategic Plan by former Council Member Remy.
3. Added benefit of appealing to and including the increasing Southeast Asian population in the City of Wildwood.

Regional Draw:

By focusing on the Bollywood industry, we would create a unique weekend film festival that would not compete with other independent film festivals already existing in St. Louis and Missouri. For example, there is already a French Film Festival and international, independent festivals. At least one other area theater is already showing current films produced in India, so we know there is a profitable market for this.

Partnership opportunities for organizing and promotion:

Cinema St. Louis <https://www.cinemastlouis.org/2022-CSL-NEA-ARP-Announcement>, regional universities with Film Studies Departments, local schools with film appreciation societies, leaders in the Asian community.

How this would work:

1. Tickets would be sold in advance for one or both days of the festival and advertised for appropriately. Indian food could be offered as part of a more expensive, inclusive ticket and could be catered by a restaurant(s) and sold in the theater's parking lot. This should be revenue generating for the Theater and for any non-profit third party brought into help organize.
2. A local university's film studies department, and/or Cinema St. Louis, etc. would provide introductions to the movies and could lead discussions, potentially with full panels, after the movies. Additionally, these groups and leaders in the Indian community would be able to help with movie selections that would span from the silent era to more current films.

Wildwood's costs and responsibilities:

The City of Wildwood would help promote the event by usual means and with press. The City could help with any request for police protection or crowd control. The City would not handle ticket sales for the event; the City should facilitate networking to help B&B Theaters find the resources needed to make the event successful.

Future potential:

This could become an annual event and could expand out onto the street level as a cultural celebration with dance performances, street vendors, etc.