



Application for Economic Development, Cultural, Tourism  
and Sustainability Grants

\*\*\*\*DUE NO LATER THAN 4:00 pm March 22, 2017\*\*\*\*

One (1) single sided, signed hard copy to  
**NO STAPLES PLEASE**  
In an envelope titled:  
City of Ashland  
Attn: Diana Shiplet, Administration Department  
Grant Application  
20 East Main Street, Ashland, OR 97520

Applicant/Organization	Southern Oregon Film Society		
Mailing Address	P.O. Box 218		
Contact Name	Cathy Dombi	Contact Phone #1	541-488-3823
Email #1	cathy@ashlandfilm.org		
Contact Name #2	Richard Herskowitz	Contact Phone #2	541-488-3823
Email #2	richard@ashlandfilm.org		
Federal Tax ID	██████████	IRS Class (Exemption)	501(c) 3
		Total Grant Request (\$5,000 min)	35,000

Application Submittal Checklist

In addition to the completed application form to be mailed and emailed, all submittals must contain the following;

1. List of all board members, their occupations, and years on the board;
2. Organizational client demographic profile;
3. Grant program budget (for activities/programs/events that are part of this grant application);
4. Organization 501(c)3 letter verifying your non-profit status;
5. Organization corporate bylaws;
6. Organization's most recent Form 990 IRS filing (summary page only);
7. Organization's previous year financial statement summarizing expenses and revenues.

## Application for Economic Development, Cultural, Tourism and Sustainability Grants

1. Briefly describe the purpose and objectives of your organization and mission statement (please limit to approximately 500 words)

The mission of the Southern Oregon Film Society (SOFS) is to **“celebrate the diversity of human experience through the art of independent film by enriching, educating, and inspiring all audiences.”** Our vision is to “cultivate the foremost festival experience, recognized throughout the Pacific Northwest and beyond, for bringing audiences and filmmakers together through a shared appreciation of the power of independent film.” Values: Excellence, Inspiration, Inclusion, Sustainability, Community, Integrity.

SOFS supports the mission and vision through six core elements:

1. The annual Ashland Independent Film Festival (AIFF) held in April.
  2. The LAUNCH Regional Student Film Competition.
  3. Year-round Presence (e.g., Varsity World Film Week, periodic screenings, events).
  4. Locals-Only regional filmmaker program to recognize and encourage local filmmaking.
  5. Collaborative programs with local partners.
  6. Educational programs.
2. Reference the list of eligible activities provided in the 2012 Policy for Economic, Cultural, Tourism, and Sustainability Grant (page 10) to briefly describe how the City grant would be used and how your activities meet the eligibility criteria (please limit to approximately 1,000 words)

The festival meets all four of the listed eligible activities: Economic Development (15%), Cultural Development (40%), Tourism (40%) and Sustainability (5%).

The Southern Oregon Film Society presented the annual five-day Ashland Independent Film Festival (AIFF) with nearly 20,000 film tickets distributed, 97 documentary, narrative, short, animated and student films presented in 153 screenings at eight venues (April 7-11, 2016). The project encourages regional filmmaking, through free film contests, professional film presentations, Q&As, cash awards, and free access to AIFF. In addition, the society collaborates with Coming Attractions Theatres to curate films for the annual Varsity World Film Week in October.

AIFF attracts revenue to the local area, supports local businesses, and drives the economy in the spring before Ashland’s traditional tourist season begins in-full.

### **Economic Development**

Support from our community includes 675 members and 360 volunteers (18% of volunteers are aged 24 or younger). Support also comes from 164 in-kind and cash business sponsorships. The film society supports city goals to help businesses thrive and become more self-sustaining through a comprehensive list of events that occur throughout the year including the following:

<b>February</b>	Oscar Gala Night
<b>March</b>	Festival Preview Night at Southern Oregon University.
<b>April</b>	The Festival with screenings, live performance, art exhibits, parties, panels, workshops Q&As and more! Five full days.
<b>June</b>	Year-End celebration party.
<b>October</b>	Varsity World Film Week – 84 screenings of international films.
<b>November</b>	Fund Raising Event
<b>Monthly</b>	Year-round screenings of independent films.

Thus, the festival supports the City’s Economic Development Strategy goal to “increase tourism in the fall, winter and spring and diversify the types of events and activities promoted” (page 13 Ashland Economic Development Strategy).

The festival seeks funding to “stabilize” and “grow” our existing organization and support our local business partners. AIFF relies on “competitive advantage from innovation and creativity.” And the festival produces a “service with a market beyond our local economy” by drawing visitors from beyond the Rogue Valley.

AIFF hosts two sell-out signature Festival Parties, the Savor the Rogue<sup>o</sup> Opening Night Bash (450 guests, co-sponsored by Rogue Creamery) and The Awards Celebration (300 guests). In 2016, a record number of filmmakers, subjects, special guests and jurors traveled to Ashland, with 72 of 110 – 65% of the film festival’s films represented at post-screening Q&A, Filmmaker TalkBack Forums, and late-night AfterLounge discussions. Welcomed a total of 148 industry guests (including 90 filmmakers), providing housing for 106 attendees.

*I have been involved in the film festival since its first year in many different capacities and continue to this day to be involved for the sole reason of what the film festival does for our community. Everything from economic development to cultural enrichment, education, and inspiration can be seen and felt long after the festival ends. – Jim Teece, President & CEO, Project A & Ashland Home Net*

SOFS maintains marketing programs via social media and out-of-area advertising (paid and in-kind) to attract younger attendees as well as those from outside Southern Oregon (supported in part by a grant from Oregon Community Foundation) resulting in: 13% of festival attendees in FY16 were under age 40 (+2%), while 22% were first time attendees and, 20% from 50+ miles (+1%).

Festival events pay off with increased activity for local businesses. According to the film festival’s 2016 audience survey:

- 84% (+2) of festival attendees patronize local restaurants
- 44% shop at retail stores
- 15% (+2) visit local galleries
- 12% (+2) stay overnight at B&Bs/hotels/motels.
- 25% enjoy outdoor activities

AIFF “improves the coordination, communication, and collaboration among local and regional economic development partners” as it works closely with local organizations such as the City of Ashland and the Ashland Chamber of Commerce, regional agencies such as the Southern Oregon Visitors Association and Southern Oregon Film and Media (SOFaM); and statewide agencies, such as the Governor’s Office of Film and Television

(Oregon Film) and Oregon Media Production Association (OMPA) and Southern Oregon University (SOU). For instance, this year SOFaM is coordinating with AIFF to produce an industry expo during the festival. At SOU we have collaborations with the Digital Media Center, Oregon Center for the Arts Schneider Museum, the Student Film Club, and OLLI. This year our partnership with ScienceWorks Hands-On Museum includes a virtual reality gallery and a live demonstration.

AIFF “provides local educational skills development” that “matches the local business workforce” through internships for high school and college students. Students get hands-on experience in customer service, marketing, public relations, event management, and nonprofit organization.

### **Cultural Development Activities**

The film festival draws more than 7,500 film enthusiasts to experience, collaborate, and interact around the social, political and cultural messages shared through a carefully curated program of features, documentaries, shorts, and animated films. We are the only independent film festival of this size in our region. Over the years, the film festival has developed the expertise, staffing, and volunteer support to become a nationally recognized film festival. The quality of the festival and its continued adherence to high standards as well as Ashland’s many attractive offerings as a cultural gem give the festival a competitive edge. This year, SOFS received grants from the Oregon Arts Commission and the Oregon Cultural Trust in recognition of and support for AIFF’s artistic standards of excellence.

The quality of the films, the level of support for the festival, interactions with producers and directors, incredible organization and general camaraderie made the 2016 experience outstanding. –2016 Filmgoer

In 2016, 1300+ films were submitted for consideration; most films unsolicited. Eight films were selected from Sundance. Twelve jurors from the world of film, journalism, academics and the arts attended from San Francisco, Los Angeles, Seattle and New York. The festival included live music performances, expanded cinema performances, virtual reality, panel discussions, community conversations, Q&As, art exhibits and installations. Included eight films by Oregon filmmakers or filmed in Oregon: *Buddymoon* (aka *Honey Buddies*), *Bastards y Diablos*, *Voyagers Without Trace*, *Boone*, *The Pearl*, *Mothering Inside*, *The Child and the Dead*, *198*.

AIFF provides broad access to films and film programming in a variety of ways including the following activities: free and discounted film tickets for economically disadvantaged adults and children, youth and family programming, reduced student and senior ticket prices (\$6/\$12), and exclusive school-group film screenings.

Community education in 2016 included the following free programs and events: Locals Only Film Competition, LAUNCH student film competition, three Community Conversations; three TalkBack Panel Discussions; four Locals & LAUNCH film screenings; 81 post-film live Q&A’s; two Skype Q&As; nine classroom visits by NASA educator; Southern Oregon University (SOU) and Ashland High School internships; co-programming with ScienceWorks Hands-On Museum and the Oregon Center for the Arts; block film ticket sales to Osher Lifelong Learning Institute (OLLI) classes; *Scoring A Film* workshop at SOU with visiting artist Rozalind MacPhail; Developing Personal Imagery: A Queer Production Workshop at SOU; and classroom visits to SOU by AIFF staff.

Ashland has long had a reputation for supporting theater. The independent film festival and other film-related events managed by the Southern Oregon Film Society adds important cultural and economic diversity and enriches life in the community.

*Ashland's festival has built a reputation for attracting intelligent audiences who help discover outstanding independent films, and filmmakers want their work shown here. Five of the 15 documentaries shown at last year's festival or Varsity World Film Week made the Academy Awards short list. Not only is Ashland known for being a great town to see movies in, the AIFF has become a great festival for moviemakers to attend in person, meeting and interacting with audiences.* – Daily Tidings Editorial, December 31, 2015

## **Tourism Development Activities**

The festival supports the city's goal of "maximizing city funded marketing efforts targeted for year-round tourism" by drawing visitors in the off-peak season.

As outlined in our 2013–2016 strategic plan, AIFF seeks to grow its reputation as the premier "destination festival" in the Pacific Northwest and the primary tourism event in Ashland during early spring, increasing tourist patronage of local businesses. The festival and the society's other offerings draws attendance not only from Ashland but also from around the region, and within and without Oregon.

AIFF2016 caught the eye of *MovieMaker Magazine*, which named AIFF one of "The 25 Coolest Film Festivals in the World 2016."

The 15-year-old fest has recently taken steps to broaden its range, with dives into live cinema, art installations and interactive media offerings, plus a new category called BEYOND... Even so, the festival hasn't lost any of its particular Southern Oregon charms—it's still "such a down-to-earth exhibition of talented filmmaking," says a panelist. "It treats filmmakers with so much respect."

To attract visitors, the festival uses a multi-pronged PR and marketing effort. The festival promotes its events to the Pacific Northwest and West Coast areas by publicizing and distributing information via magazines (e.g., Regional: *Eugene Magazine*, *Southern Oregon Magazine*, *1859 Magazine*, *Enjoy Magazine- Northern California Living*, *Media Inc.* and National: *Alaska Airline's Magazine*, *Horizons*, *Filmmaker Magazine*, *Dance Magazine*), newspaper, online efforts, television and radio articles, and advertisements.

Online, the festival maintains a website that has over 250,000 page views per year, 54% new visitors, and 75% of visitors under 45 years old. AIFF maintains an active Facebook presence, with more than 4,800 "likes". There are more than 8,200 subscribers to the opt-in email list.

The festival distributes 5,000 membership brochures, 8,500 program guides and hundreds of posters in Southern Oregon and Northern California. The festival's promotional materials also publicize local businesses that partner with the festival as sponsors, donors, and collaborators.

We completed a \$30,000 Oregon Community Foundation grant to continue audience development activities. In FY16 membership income increased 16%, ticket sales gained 4%, film submissions increased 10%. These funds help the film festival extend its marketing reach beyond the Rogue Valley, bringing even more tourists to Ashland.

## **Sustainability Development Activities**

AIFF is committed to increasing "energy, water efficiency and conservation" and sustaining the "local food supply" in the following ways:

- The festival primarily uses locally produced foods and beverages at meetings and events. For example, the festival and Rogue Creamery together host the Opening Night Bash, called Savor the Rogue, which highlights Rogue Valley's local food, wine, and beer producers.

- The festival collaborates with Recology, a local business that provides on-sight recycling at all festival events. Additionally, we consulted with the Jackson County Master Recyclers to increase the rate of properly recycled wastes at our Historic Ashland Armory festival venue.
- The festival partners with Mt. Shasta Spring Water to provide water to attendees who bring their own water bottles. Water is available at all venues.
- The majority (90%) of our festival film screenings and events take place in downtown venues each within walking distance.

2.1. If your grant request is for date specific events, programs or activities, please complete the following table

Program/Event Title	Anticipated Dates of Event		Funding Request
	Start	End	
ASHLAND INDEPENDENT FILM FESTIVAL	04/12/18	04/16/18	\$30,000
VARSITY WORLD FILM WEEK	10/06/17	10/12/17	\$3,000
Year-round film screenings, special events & collaborative programs.	TBD	TBD	\$2,000
TOTAL REQUEST			\$35,000

3. Which grant category (or categories) does your request fall under? (please check all that apply)

<input checked="" type="checkbox"/>	Grant Category	Grant Request
	Economic Development	\$5,000
<p>Per Economic Development eligible activities (page 10), please explain how your activities qualify (please limit to approx. 250 words):</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The grant will assist SOFS, a local existing business to stabilize and grow;</li> <li><input type="checkbox"/> Improve long-term coordination and collaboration with local and regional economic development partners (e.g., Ashland &amp; Medford Chambers, SOU, Oregon Film);</li> <li><input type="checkbox"/> Provide educational skills development through high school and college internships.</li> </ul>		

	Cultural	\$13,500
<p>Per Cultural Development eligible activities (page 11), please explain how your activities qualify (please limit to approx. 250 words):</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> AIFF contributes to the “overall high-quality of life” in Ashland by offering unique cultural opportunities that “attract new residents, promote community engagement, and connects people with developing ideas and new businesses.”</li> <li><input type="checkbox"/> AIFF is a “cultural attraction” that engages visitors, “cultural tourism”, and provides employment.</li> </ul>		
	Tourism	\$15,000
<p>Per Tourism eligible activities (page 11), please explain how your activities qualify (please limit to approx. 250 words):</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> AIFF leverages the strengths of Ashland’s tourism and repeat visitors by partnering with the Locals Guide, advertising through-out the year, and providing a unique experience in Ashland to guests that frequent local lodging, restaurants, and shops;</li> <li><input type="checkbox"/> AIFF increases local to local purchasing within many business sectors, in particular locally produced goods and services;</li> <li><input type="checkbox"/> And, increases tourism in the fall, winter and spring and diversify the types of events and activities promoted.”</li> </ul>		
	Sustainability	\$1,500
<p>Per Sustainability eligible activities (page 11), please explain how your activities qualify (please limit to approx. 250 words):</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> AIFF is committed to increasing “energy, water efficiency and conservation” and sustaining the “local food supply.”</li> <li><input type="checkbox"/> AIFF collaborates with local partners to reduce, reuse, and recycle.</li> </ul>		

4. If you do not receive the full amount of your request, describe how your organization would use a smaller amount of funds in each of the categories being applied for (please limit to approximately 250 words)

The City of Ashland’s grant funding is a vital source of support that allows AIFF to reach desired outcomes, which in turn benefits the local economy and provides a high quality cultural experience for visitors and residents. This funding supports staff efforts to secure valuable sponsorships, memberships, and grants, which provide the majority of funding to support the film society’s efforts. We believe that the city grant

makes it possible for the festival to have a significant tourist-dollar impact on the local economy by attracting more filmgoers and visitors.

If funding from the City of Ashland were reduced, AIFF would have to cut or trim some staff positions, limiting programming such as educational, collaborative, and year-round events. Tourism outreach would be scaled down (e.g., reduced marketing & PR budget) and our ability to attract high quality films and special guests would be hampered by a lack of funds. AIFF would attempt to continue to draw tourists, but with diminished cultural programs and the limited ability to get out the word about events, our marketing efforts would suffer. Reduced funding by the City of Ashland would significantly affect AIFF's goal of long-term sustainability.

5. Using the attached City of Ashland Policy for Economic, Cultural, Tourism and Sustainability Grants, Section III (page 12), please explain how you will measure success or desired outcomes. (please limit to approximately 250 words)

AIFF will help to "increase total employment within Ashland" at local businesses during the annual festival" as more than 7,500 attendees eat, drink, shop, and stay locally for the five days of the event. As the only cultural entity devoted to promoting independent films and filmmakers, the film society "diversifies the number, type, and availability of cultural activities" available in the Rogue Valley. Typically, small communities such as Ashland do not have access to films that break away from the wide-release, feature-film format. By contrast, each year AIFF brings 100+ documentary, feature, and short films that would otherwise not reach Ashland audiences. AIFF continues to seek and add new key strategic cultural partners. By "collaborating with key cultural organizations" in the community, AIFF continues to diversify and enrich cultural opportunities.

To promote further tourism, AIFF continues to expand its advertising to communities beyond a 50-mile radius of Ashland, which has the potential to attract more overnight visitors. Currently about 20% of festival-goers come from 50 miles and beyond. Many attendees who live only 20–25 miles away also stay in town overnight due to events beginning as early as 9 a.m. and ending as late as 1 a.m. In addition, 150 festival guests (filmmakers, jurors, press, industry representatives, and their guests) travel to Ashland for the sole purpose of attending the festival.

SOFS will measure the success of our efforts by providing the following outcome measures:

1. Financial Reports: SOFS maintains financial records in accordance with GAAP.
2. Sponsors & Advertisers: All income and in-kind services.
3. Online extensive survey to gather data ranging from demographics to satisfaction sent to over 8000 individuals with a return rate of 12%.
4. Tracking of all events and related ticket sales including distribution of free and discounted ticket sales.
5. Annual comparative measures of income/expense, event attendees, programs (including detailed content), satisfaction rates, lodging stays, visitor spending activities, and more.



Thank you for your time and efforts in preparing this information for consideration by the Grants Committee.

By signing below you certify that:

You, the grantee, understand that you must comply with all federal, state and local requirements applicable for the activities funded by this grant. Award of a grant by the City does not waive the grantee's obligation to obtain, at grantee's sole expense, all applicable permits that may be required for grantee's program or project.

And, that a grant may be conditioned on submission or other approvals to the City of a Certificate of General Liability Insurance in the amount of up to \$1,000,000 naming the City of Ashland, its officers and employees as additional insured.

And, that you the undersigned have legal authority to submit the above information on behalf of the organization named above.

Name (print) Cathy Dombi

Name (signature) Cathy Dombi, March 21, 2017

Title Grants Administrator/Development Director

Applicant Organization Board Member Information Reporting Sheet

Name	Address	Phone	Occupation	Title	Term of Office
Jackie Apodaca	112 Nob Hill Road Ashland, OR 97520	818.219.4022	SOU Professor	Director	2014-17
Doug Nash	1314-B Center Drive Medford, OR 97501	541.941.8874	Attorney	Director	2013-17
Maylee Oddo	288 Meadow Drive Ashland, Oregon 97520	541.840.7464	Marketing/Nonprofit Development	President	2013-17
Chela Sanchez	P.O. Box 3641 Central Point, OR 97502	541.301.1944	Insurance/Financial Advisor	Director	2015-18
Tika Squires	195 Van Ness Avenue Ashland, OR 97520	541.552.9462	Business Entrepreneur	Director	2015-18
Wolfgang Platzer	P.O. Box 367 Phoenix, OR 97535	541.897.0459	Financial Services/International Banking	Treasurer	2016-19
Dick Sweet	150 Manzanita Street Ashland, OR 97520	541.326.5445	Computer Engineer	Director	2015-18
Shelby Sanford	401 Taylor Street Ashland, OR 97520	541.301.4499	Nurse Practitioner	Director	2016-19
Julie Weisinger	861 Twin Pines Circle Ashland, OR 97520	541.248.9434	Education Specialist	Secretary	2016-19
Shelby Platt	330 Otis Street Ashland, OR 97520	206.718.5084	Retired Physician Assistant; Winery Owner	Director	2017-20
Tim Johns	2180 Milford Drive Medford, Oregon 97501	541.227.1601	VP Information Services Solutions	Director	2017-20
Anne Ashbey	911 Fresno Avenue Berkeley, CA 94707	541.944.2865	GM/CMO	Director	2017-20
Pamela Leandro Notch	2245 Hillside Drive Central Point, OR 97502	541.840.1999	Human Resources/Business Development	Director	2017-20

## City of Ashland Customer Demographic Profile

The primary goal of the grant award process is to allocate funds to organizations that are providing economic, tourism, cultural and/or sustainability programs, services or events that reach a demographically diverse customer base, both locally and from outside our region. The following questions are intended to provide guidance for the possible types of customer demographics that would help the grant review/award sub-committee understand the customer types that your application would likely reach.

\* If your organization tracks this data or other related data, in other formats, please feel free to submit that format directly. This form is provided as a template and is not required to be completed in this format, but customer demographic information is an application submittal requirement.

Organization Name: Southern Oregon Film Society

Program/Event Name: Ashland Independent Film Festival

For the Twelve month period of: July 1, 2016 – June 30, 2017

I. Customer Age (percentage)

Youth 0 to 17 years	1%
Adult 18 to 39 years	12%
Adult 40 to 64 years	44%
Adult 65 and over	42%
Unknown	1%
Total	100%

II. Staff Residence (percentage)

Ashland	67%
Rogue Valley	11%
Other	22%
Total	100%

II. Customer Residence (percentage)

Ashland	65%
Rogue Valley	unknown%
Other (within 50 miles)	15%
Other (greater than 50 miles)	20%

III. Of the Customers identified above, what percent do you estimate stayed overnight to attend your program, service or event? 12% (2 nights or more)

CITY OF ASHLAND GRANTS  
PROGRAM BUDGET

Please use this form to identify costs associated with the program, activity or event that you are requesting funds for. This form is provided as a template to use. If your organization tracks grant related financials in a different reporting format, please submit in that format if you choose.

APPLICANT/ORGANIZATION: Southern Oregon Film Society

PROGRAM/EVENT TITLE: Ashland Independent Film Festival

PROJECT PERIOD: July 1, 2017 to June 30, 2018

REVENUE		
City of Ashland Grant Funds		\$35,000
Jackson County Funds /Identify:		\$0
Other State or Federal Funds /NEA, OCT, OAC		\$36,000
Other Funds /Ticket sales, film submissions, membership, sponsors, ads		\$346,000
Other Funds Donations, grants, fundraising events		\$139,000
		\$
<b>TOTAL REVENUE</b>		<b>\$556,000</b>
EXPENDITURES		
<b>A. PERSONAL SERVICES (List costs by job title or function)</b>		
Total Salaries	% of time to project	\$315,700
1. Regular Employees	100%	
2. Temporary Employees	100%	
3. Contractors	100%	
4. _____	_____ %	
Total Benefits		\$33,100
1. Employer Payroll Taxes		
2. Workers Compensation Insurance		
3. _____		
4. _____		
<b>TOTAL PERSONAL SERVICES</b>		<b>\$348,800</b>
<b>B. MATERIALS &amp; SERVICES:</b>		
Festival Direct Expenses		\$103,900
General Operating Expenses		\$101,700
		\$
		\$
<b>TOTAL MATERIALS &amp; SERVICES</b>		<b>\$205,600</b>
<b>TOTAL EXPENDITURES</b>		<b>\$554,400</b>

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: ~~Jan 14 2001~~

Employer Identification Number:

DLN:

SOUTHERN OREGON FILM SOCIETY  
C/O MARTIN H LEVINE  
PO BOX 465  
ASHLAND, OR 97520-0016

Contact Person:  
ERIC J BERTELSEN ID# 31323  
Contact Telephone Number:  
(877) 829-5500  
Public Charity Status:  
509(a)(2)

Dear Applicant:

Our letter dated February 2001, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)

# **AMENDED BYLAWS OF THE SOUTHERN OREGON FILM SOCIETY**

DBA Ashland Independent Film Festival

An Oregon Not-for-profit Corporation

## ARTICLE 1 – NAME AND OFFICES

- 1.1 The name of the Corporation shall be the Southern Oregon Film Society, doing business as (DBA) the Ashland Independent Film Festival (hereinafter the “Corporation”), and the same was incorporated as an Oregon public-benefit nonprofit corporation.
- 1.2 The principal offices of the Corporation shall be located in Ashland, Oregon.

## ARTICLE 2 – PURPOSE, MISSION AND TAX-EXEMPT STATUS

- 2.1 The Corporation shall be organized and operated exclusively for charitable and educational purposes. Subject to the limitations stated in the Articles of Incorporation, the purposes of this Corporation shall be to engage in any lawful activities, none of which are for-profit, for which corporations may be organized under Chapter 65 of the Oregon Revised Statutes (or corresponding future provisions) and Section 501(c)(3) of the Internal Revenue Code.
- 2.2 No gift, bequest, devise, or purchase of any property shall be received or made and accepted if it is conditioned or limited in such manner as shall require disposition of income or principal in a manner which would jeopardize the status of the Corporation as an entity exempt from federal income tax pursuant to the relevant provisions of the Internal Revenue Code.
- 2.3 The mission of the organization is to celebrate the diversity of human experience through the art of independent film: enriching, educating and inspiring audiences of all ages.

## ARTICLE 3 – NONMEMBER ORGANIZATION

- 3.1 The Corporation was established as a nonmember organization as defined by Oregon Revised statutes. The Corporation may offer membership to the public with a hierarchy of benefits based on the size of contribution; but it is expressly understood that these are not considered “members” as the term is defined in ORS 65. These members shall have none of the rights or duties described in ORS Chapter 65 (or any corresponding future statute).

## ARTICLE 4 –BOARD OF DIRECTORS

### 4.1 Number

The Corporation shall have up to **fourteen (14)** Directors. Collectively they shall be known as the Board of Directors. The number of Directors may be changed by amendments to these Bylaws.

### 4.2 Powers

Subject to the provisions of the Oregon Non-profit Corporation laws and any limitations in the Articles of Incorporation and Bylaws, the activities and affairs of this Corporation shall be conducted and all corporate powers shall be exercised by or under the direction of the Board of Directors.

### 4.3 Duties

It shall be the duty of the Board of Directors to:

- a) Manage the affairs of the corporation;
- b) Appoint and remove, employ and discharge, and except as otherwise provided by these Bylaws, prescribe the duties and fix the compensation, if any, of the Executive Director and all agents and employees of the corporation;
- c) Supervise the Executive Director of the Corporation to assure that duties are carried out properly;
- d) Meet at such times and places as required by these Bylaws.

#### 4.4 Term of Office

The term for Directors shall be three (3) years. The terms of the Director shall be staggered. Directors shall not serve more than two (2) consecutive terms with the exception of the immediate past President who may serve an additional year

#### 4.5 Compensation

Directors shall not receive remuneration for their Board services, but may be reimbursed for expenses related to Board service.

#### 4.6 Meetings

a) Regular meetings of the Board of Directors shall be held at the time and place to be determined by the Board of Directors. No other notice of the date, time, place or purpose of these meetings is required.

b) Special meetings of the Board of Directors may be called by the President of the Board or any two Directors and held at the time determined by those persons calling the meeting and held at the offices of the Corporation. Notice of such meetings, describing the date, time, place and purpose of the meeting, shall be sent electronically to each Director not less than two days prior to the special meeting.

c) Any regular or special meeting of the Board of Directors may be held by telephone or telecommunications in which all Directors participating may hear each other.

#### 4.7 Quorum

A quorum at a Board meeting shall be a majority of the number in office immediately before the meeting begins. The Directors present at a duly called and held meeting at which a quorum is initially present may continue to do business, notwithstanding the loss of a quorum, provided that any action thereafter taken must be approved by at least a majority of the required quorum or such greater percentage as may be required by law or the Articles of Incorporation or Bylaws.

#### 4.8 Majority Action

If a quorum is present, action is taken by a majority vote of Directors present, except as otherwise provided by these Bylaws.



#### 4.9 Action by Consent

Any action permitted under law to be taken at a meeting of the Board of Directors may be taken without a meeting if a consent in writing, setting forth the action to be taken or so taken, shall be signed by all Directors.

#### 4.10 Conduct of Meetings

Meetings of the Board of Directors shall be presided over by the President of the Corporation. In the absence of the President, the Vice President shall preside. In the absence of both, a chairperson shall be chosen by a majority of the Directors present.

#### 4.11 Vacancies

Vacancies on the Board of Directors and newly created board positions will be filled by a majority of the Directors then on the Board of Directors.

#### 4.12 Removal

Any Director may be removed, with or without cause, by a vote of two-thirds of the Directors then in office.

#### 4.13 Non-Liability of Directors

The Directors shall not be personally liable for the debts, liabilities, or other obligations of the Corporation unless they have agreed by a written document signed by them to be liable for any such debt, liability or obligation.

#### 4.14 Insurance

The Board of Directors may adopt a resolution authorizing the purchase and maintenance of insurance on behalf of any agent of the Corporation against any liability other than for gross negligence, recklessness, intentional wrong doing or for violating provisions of law relating to self-dealing asserted against or incurred by the agent in such capacity or arising out of the agent's status as such, whether or not the Corporation would have the power to indemnify the agent against such liability under provisions of the Oregon Non-Profit Public Benefit Corporation law.

#### 4.15 Indemnification

The Corporation shall indemnify its officers and directors and hold all directors harmless from any claims or liability which may arise in connection with any of the activities of the Board or the Corporation to the fullest extent allowed by Oregon law.

#### 4.16 Conflict of Interest

a) Any Director that has a financial or material interest or indirect interest in transactions of the Corporation must exclude himself or herself, or be excluded, from participating in the discussion and voting regarding the transaction. All transactions materially benefiting a Director, directly or indirectly, must be documented by the Board of Directors to assure the transaction is in the best interest of the Corporation. Directors have a duty to disclose a financial interest and be given the opportunity to disclose all material facts to the directors considering the proposed transaction or arrangement.

b) A person has a financial interest if the person has, directly or indirectly, through business investment or otherwise:

1. An ownership or investment in any interest on any entity with which the Corporation has a transaction or arrangement;
2. A compensation arrangement with the Corporation or with any entity or individual with which the Corporation is negotiating a transaction or arrangement;  
or
3. A potential ownership or investment interest in, or compensation arrangement with, any entity or individual with which the Corporation is negotiating a transaction or arrangement.

The term, “compensation” as used herein, includes direct and indirect remunerations as well as gifts or favors that are not insubstantial.

### ARTICLE 5 – OFFICERS

#### 5.1 Titles

The officers of this Corporation shall be the President, Vice President, Secretary and Treasurer.

#### 5.2 Election

The Board of Directors shall elect the President to serve a two-year term and the Vice President, Secretary and Treasurer to serve one year terms. An officer may be reelected without limitation on the number of terms an officer may serve. Elections shall be held prior to the end of each fiscal year.

### 5.3 Removal and Resignation

Any officer may be removed, with or without cause, by the Board of Directors at any time. Any officer may resign at any time by giving written notice to the Board of Directors.

### 5.4 Vacancies

Any vacancy caused by the death, resignation, removal, disqualification, or otherwise, of any officer shall be filled by the Board of Directors at the first regular meeting following the vacancy.

### 5.5 Duties of President

a) The President shall be the chief officer of the Corporation and shall act as the Chair of the Board and the Executive Committee. The President is the guardian of the process of the Board of Directors.

b) The President represents the Board of Directors, reflecting what the Board has adopted.

c) The President establishes the agenda for all meetings of the Board of Directors and Executive Committee.

d) The President is an ex-officio member of all Board committees and task forces.

e) The President is the primary spokesperson for the Board of Directors to the Executive Director.

f) The President, with input from Directors, evaluates the performance of the Executive Director at the end of each fiscal year.

g) The President shall have any other powers and duties as may be prescribed by law or determined by the Board of Directors.

### 5.6 Duties of Vice President

a) In the absence of the President, or in the event of his or her inability or refusal to act, the Vice President shall perform all the duties of the President and when so acting shall have all the powers of, and be subject to all the restrictions on, the President.

b) The Vice President shall have other powers and perform such duties as may be prescribed by law or as may be determined by the Board of Directors.

5.7 Duties of the Secretary

- a) The Secretary shall have responsibility for corporate record keeping and authenticating corporate records.
- b) The Secretary shall perform, or cause to be performed, official recording of the minutes of all proceedings of the Board of Directors and Executive Committee.
- c) The Secretary shall provide for the notice of all meetings of the Board of Directors as described in these Bylaws.
- d) The Secretary shall have other powers and perform such duties as may be prescribed by law or as may be determined by the Board of Directors.

5.8 Duties of Treasurer

- a) The Treasurer shall perform, or cause to be performed, complete, accurate and timely corporate financial recordkeeping.
- b) The Treasurer shall perform, or cause to be performed, deposit of all monies and other valuable effects in the name and to the credit of the Corporation in such depositories as may be designated by the Board of Directors.
- c) The Treasurer shall perform, or cause to be performed, the disbursements of all funds when proper to do so.
- d) The Treasurer shall make reports to the Board of Directors as to the financial condition of the Corporation.
- e) The Treasurer shall prepare, or cause to be prepared, and certify, or cause to be certified, the financial statements to be included in any required financial reports.
- f) The Treasurer shall have other powers and perform such duties as may be prescribed by law or as may be determined by the Board of Directors.

ARTICLE 6 – EXECUTIVE DIRECTOR

- 6.1 The Board of Directors may hire an Executive Director to implement Board policy, direct the day-to-day operations of the Corporation and perform any other duties as determined by the Board of Directors.
- 6.2 The Executive Director is responsible to and accountable to the Board of Directors for the actions and performance of the organization.

- 6.3 Based on expressed Board policy, the President monitors the Executive Director's total job performance.

## ARTICLE 7 – COMMITTEES

### 7.1 Executive Committee

- a) The officers and immediate past President, if still serving on the Board of Directors, shall comprise the Executive Committee. A quorum for Executive Committee meetings is three (3) members.
- b) The Executive Committee may take action on behalf of the Corporation between meetings of the Board of Directors, subject to review and action by the full Board of Directors at its next meeting.
- c) The Executive Committee shall keep regular minutes of its proceedings to be presented to the Board of Directors and filed with the corporate records.

### 7.2 Other Committees and Task Forces

- a) The Board of Directors may establish other committees or task forces as it deems necessary and desirable.
- b) Committees and task forces are responsible for keeping minutes of their proceedings and keeping the Board of Directors informed of their meetings, activities and findings.
- c) Such committees and task forces may consist of persons who are not also members of the Board of Directors.
- d) The Board of Directors shall adopt rules and procedures pertaining to the conduct of committees and task forces to the extent that they are consistent with the provisions of these Bylaws.
- e) Committees and task forces shall not take action on behalf of the Corporation.

## ARTICLE 8 – EXECUTION OF INSTRUMENTS

- 8.1 Unless authorized by the Board of Directors, no officer, agent or employee shall have any power or authority to execute any instrument or to bind the Corporation by any contract or engagement or to pledge its credit or render it liable monetarily for any purpose in any amount.

8.2 All funds of the Corporation shall be deposited from time to time to the credit of the Corporation in such banks, trust companies or other depositories as the Board of Directors may select.

#### ARTICLE 9 – CORPORATE RECORDS

9.1 Minutes of all meetings of the Board of Directors and committees of the Board of Directors, adequate and correct financial records and corporate policies established by the Board of Directors shall be kept at the principal office of the Corporation.

9.2 Every Director shall have the absolute right at any reasonable time to inspect and copy all books, records and documents and to inspect the physical properties of the Corporation.

#### ARTICLE 10 – FISCAL YEAR

10.1 The fiscal year of the Corporation shall begin on the first day of July and end on the last day of June each year.

#### ARTICLE 11 – AMENDMENT OF BYLAWS

11.1 These Bylaws may be amended or repealed, and new Bylaws adopted, by action of two-thirds of seated Board of Directors.

11.2 At least five business days prior to the consideration of the amendment, each Director shall be given notice and the wording of the proposed amendment(s).

#### ARTICLE 12 - AMENDMENT OF ARTICLES

12.1 Subject to any provision of law applicable to the amendment of Articles of Incorporation of non-profit corporations, including those relating to qualifying for tax exempt status as a 501(c)(3) organization, the Articles of Incorporation may be amended by action of the Board of Directors.

12.2 At least two days prior to the consideration of the amendment, each Director shall be given notice and the wording of the proposed amendment(s).

ARTICLE 13 – DISTRIBUTION OF ASSETS UPON DISSOLUTION

13.1 In the event of dissolution and liquidation of the Corporation, to the extent permitted under applicable laws, the property and assets of the Corporation shall be distributed as described in the Articles of Incorporation.

This version of the Bylaws replaces those enacted by the Board of Directors on November 18, 2010. These amended Bylaws have been accepted and approved by the Board of Directors on December 2, 2014.

Helen Rosen, Secretary

Signature Secretary \_\_\_\_\_ date signed \_\_\_\_\_

J Maylee Oddo, President

Signature President \_\_\_\_\_ date signed \_\_\_\_\_

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public. Information about Form 990 and its instructions is at www.irs.gov/form990.

2015

Open to Public Inspection

Department of the Treasury Internal Revenue Service

A For the 2015 calendar year, or tax year beginning 7/01, 2015, and ending 6/30, 2016

B Check if applicable: Address change, Name change, Initial return, Final return/terminated, Amended return, Application pending. C SOUTHERN OREGON FILM SOCIETY ASHLAND INDEPENDENT FILM FESTIVAL P.O. BOX 218 ASHLAND, OR 97520. D Employer identification number. E Telephone number 541.488.3823. G Gross receipts \$ 560,507.

F Name and address of principal officer: SAME AS C ABOVE. H(a) Is this a group return for subordinates? Yes No. H(b) Are all subordinates included? Yes No.

I Tax-exempt status: 501(c)(3), 501(c) ( ) (insert no.), 4947(a)(1) or 527. J Website: WWW.ASHLANDFILM.ORG. H(c) Group exemption number.

K Form of organization: Corporation, Trust, Association, Other. L Year of formation: 1999. M State of legal domicile: OR

Part I Summary

1 Briefly describe the organization's mission or most significant activities: TO CELEBRATE THE DIVERSITY OF HUMAN EXPERIENCE THROUGH THE ART OF INDEPENDENT FILM: ENRICHING, EDUCATING, AND INSPIRING AUDIENCES OF ALL AGES. 2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets. 3-7a Summary table with columns for Prior Year and Current Year.

Table with columns for Revenue, Expenses, and Net Assets of Fund Balances. Rows include Contributions and grants, Program service revenue, Investment income, Other revenue, Total revenue, Grants and similar amounts paid, Benefits paid, Salaries, Professional fundraising fees, Total fundraising expenses, Other expenses, Total expenses, Revenue less expenses, Total assets, Total liabilities, Net assets or fund balances.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here: Signature of officer STEVEN REMINGTON, EXECUTIVE DIRECTOR. Date.

Paid Preparer Only: Print/Type preparer's name GLENN M. CUNNINGHAM, CPA, P. Preparer's signature GLENN M. CUNNINGHAM, CPA, P. Date. Firm's name NAGEL & PADILLA LLC. Firm's address 290 N MAIN ST STE 8 ASHLAND, OR 97520-7701. Phone no. 541.488.1551.

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No



SOUTHERN OREGON FILM SOCIETY  
dba ASHLAND INDEPENDENT FILM FESTIVAL  
A 501(c)(3) Charitable Organization  
As of and for the fiscal years ended  
June 30, 2016, and 2015 (With  
Accountants' Compilation  
Report Thereon)

## Accountants' Compilation Report

November 21, 2016

To the Board of Directors  
Southern Oregon Film Society  
dba Ashland Independent Film Festival

Management is responsible for the accompanying financial statements of the Southern Oregon Film Society dba Ashland Independent Film Festival (a nonprofit organization), which comprise the statements of financial position as of June 30, 2016 and 2015, and the related statements of activities and cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America. We have performed the compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all of the disclosures required by accounting principles generally accepted in the United States of America. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Organization's financial position, changes in net assets, and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

Nagel & Padilla, LLC is not independent with respect to the Southern Oregon Film Society dba Ashland Independent Film Festival.



Glenn M. Cunningham, CPA, PFS, CFP, CGMA  
Nagel & Padilla, LLC  
Certified Public Accountants and Business Advisors  
Ashland, Oregon

**Southern Oregon Film Society**  
**dba Ashland Independent Film Festival**  
**Statements of Financial Position**  
**as of June 30, 2016 and 2015**

	<u>2016</u>	<u>2015</u>
<b>Assets</b>		
Cash	\$ 28,419	\$ 35,929
Accounts Receivable	<u>10,100</u>	<u>8,500</u>
Total Current Assets	<u>38,519</u>	<u>44,429</u>
Property and Equipment		
Festival Equipment	25,038	23,610
Office Equipment	6,322	5,072
Total Property and Equipment	31,360	28,682
Less: Accumulated Depreciation	<u>{27,516}</u>	<u>{26,594}</u>
Property and Equipment, Net	<u>3,844</u>	<u>2,088</u>
<b>Total Assets</b>	<u>\$ 42,363</u>	<u>\$ 46,517</u>
<b>Liabilities and Net Assets</b>		
Current Liabilities		
Accounts Payable	\$ 1,800	\$
Credit Card Liabilities	1,673	1,073
Payroll Liabilities		<u>71</u>
Total Current Liabilities	<u>3,473</u>	<u>1,144</u>
Total Liabilities	<u>3,473</u>	<u>1,144</u>
Net Assets		
Unrestricted Net Assets	29,959	33,941
Temporarily Restricted Net Assets	<u>8,931</u>	<u>11,432</u>
Total Net Assets	<u>38,890</u>	<u>45,373</u>
<b>Total Liabilities and Net Assets</b>	<u>\$ 42,363</u>	<u>\$ 46,517</u>

**Southern Oregon Film Society  
dba Ashland Independent Film Festival  
Statements of Activities  
For the fiscal years ended June 30, 2016 and 2015**

	<u>2016</u>	<u>2015</u>
<b>Change in Unrestricted Net Assets:</b>		
Revenues		
Contributions, Gifts, Grants and Fundraisers	\$ 233,762	\$ 260,840
Film Festival Proceeds	211,561	210,886
In-kind Donations	63,642	49,775
Interest, Dividends and Miscellaneous Revenue	4,042	3,362
Net Assets Released from Restrictions	38,569	15,130
<b>Total Revenues</b>	<u>551,576</u>	<u>539,993</u>
Expenses		
Program Costs		
Festival Operations	438,365	389,477
Filmmaker Honorarium	6,300	3,600
Printing and Publications	14,151	13,927
Payroll Related Expenses	21,963	26,879
Postage and Shipping	1,489	1,235
Equipment Rental and Expense	14,920	15,011
Depreciation	610	1,866
Travel	15,431	17,509
<b>Total Program Costs</b>	<u>513,229</u>	<u>469,504</u>
Management and General		
Rent	18,900	18,924
Supplies	3,516	3,120
Insurance	5,311	3,861
Travel	4,658	7,836
Telephone	2,665	2,869
Postage and Shipping	1,819	1,347
Accounting	1,125	1,929
Depreciation	312	326
Printing and Publications	387	135
Office Expense	9,027	7,156
Dues and Taxes	1,679	1,790
Miscellaneous	4,362	15,169
<b>Total Management and General</b>	<u>53,761</u>	<u>64,462</u>
<b>Total Expenses</b>	<u>566,990</u>	<u>533,966</u>
<b>Change in Unrestricted Net Assets</b>	<u>(15,414)</u>	<u>6,027</u>
<b>Change in Temporarily Restricted Net Assets</b>		
Restricted Contributions	47,500	26,562
Net Assets Released from Restrictions	(38,569)	(15,130)
<b>Change in Temporarily Restricted Net Assets</b>	<u>8,931</u>	<u>11,432</u>
<b>Change in Net Assets</b>	(6,483)	17,459
<b>Net Assets at Beginning of Fiscal Year</b>	45,373	27,914
<b>Net Assets at End of Fiscal Year</b>	<u>\$ 38,890</u>	<u>\$ 45,373</u>

**Southern Oregon Film Society  
dba Ashland Independent Film Festival  
Statements of Cash Flows  
For the fiscal years ended June 30, 2016 and 2015**

	<u>2016</u>	<u>2015</u>
<b>Operating Activities:</b>		
Change in Net Assets	\$ (6,483)	\$ 17,459
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities:		
Depreciation	922	2,192
Changes in Assets and Liabilities:		
Accounts Receivable	(1,600)	(7,200)
Accounts Payable	1,800	(3,197)
Credit Cards Payable	600	50
Payroll Liabilities	(71)	(4,623)
Net Cash Provided by (Used in) Operating Activities	<u>(4,832)</u>	<u>4,681</u>
<b>Investing Activities</b>		
Asset Acquisitions	(2,678)	
Loss on Disposition of Assets		6
Net Cash Provided by (Used in) Investing Activities	<u>(2,678)</u>	<u>6</u>
<b>Financing Activities</b>		
Restricted Funds	(2,501)	11,432
Unrestricted Funds	2,501	(11,432)
Net Cash Provided by Financing Activities		
Net Cash Increase (Decrease) for Period	(7,510)	4,687
Cash at Beginning of Period	<u>35,929</u>	<u>31,242</u>
Cash at End of Period	<u>\$ 28,419</u>	<u>\$ 35,929</u>