



RECEIVED

MAR 22 2017

11:55

**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**

<b>Applicant/Organization</b>	<b>Southern Oregon Film and Media (SOFaM)</b>		
<b>Mailing Address</b>	PO Box 1265 Ashland OR, 97520		
<b>Contact Name</b>	Ginny Auer	<b>Contact Phone #1</b>	541-944-0688
<b>Email #1</b>	ginny@filmsouthernoregon.org		
<b>Contact Name #2</b>	Andrew Gay	<b>Contact Phone #2</b>	541.552.6669
<b>Email #2</b>	Andrew.Gay@sou.edu		
<b>Federal Tax ID</b>	██████████	<b>IRS Class (Exemption)</b>	501(C) 6
		<b>Total Grant Request (\$5,000 min)</b>	\$30,000

**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© letter verifying your no-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 Southern Oregon Film and Media (SOFaM) is to support, and promote the production, education, and economic impact of film and media in Southern Oregon. SOFaM is a membership-based organization with 225 dues-paying members and over 800 individuals who benefit from SOFaM activities and communication. Our organization provides its members and the Southern Oregon community with leadership, communications, networking, and development opportunities to advance the industry in Southern Oregon.

Through our various membership activities and marketing efforts, we:

- Benefit SOFaM's members with networking, training, demonstrations, internships, tours, and events that assist in professional development.
- Connect out-of-area industry members with local individuals, crews, production companies, and resources.
- Promote our scenic region as a destination for filming.
- Boost Southern Oregon's economy
- SOFaM creates general awareness of the industry through frequent newsletters, public events and festival sponsorships, tours, equipment demos, professional workshops, screenings and a signature monthly meet and greet called "Cameras & Cocktails." In 2016 SOFaM also began a monthly mixer designed to increase networking opportunities for those not able to get away at night and who are under 21. We call these meetings "Cameras and Coffee" and these meetings also include a training or workshop component on a relevant topic to the industry. We have a strong relationship with Southern Oregon University (SOU), which has served as a location for feature films and commercials, working with students in writing, directing, editing classes, and providing guest lecturers and internship opportunities. Our Education Committee is building relationships with high schools from around the area, exposing students to the possibilities within the industry and opportunities to work on professional productions. We also support maintaining a sustainable, eco-conscious film-industry, as outlined by the Oregon Governor's Film & Television department, aka Oregon Film.

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*)

SOFaM seeks funding to retain our staff person for support and encouragement of economic development in Southern Oregon via the production of film and media. This proposal will allow our organization to continue to

expand its economic development activities; increasing employment in the regional film and media industry, expanding business coordination, and growing incomes of those already participating in production of film and media.

In order to continue building SOFaM's capacity to promote Southern Oregon as a film industry destination, we are seeking funding for three main areas of support:

I.) The SOFaM Executive Director (ED) position:

After eight years as the volunteer Executive Director (ED) and founder of SOFaM, Gary Kout stepped down in 2015. We seek funding to retain an ED to guide SOFaM activities and programming while supporting the growth of the organization's board of directors vision for the organization. The ED will work with the board of directors to continue:

- Membership recruitment and management
- Planning of all SOFaM events, representing SOFaM at all annual and intermittent industry, educational and informational events.
- Maintaining communications with members, the statewide industry, the public and private local community through physical publications, maintaining an internet presence, in industry blogs, social media sites and website.
- Maintaining records of economic activity and packaging economic activity into marketable materials.
- Creating and managing the annual budget.
- Fundraising through community outreach, events, applying for grants, maintaining current sponsorships and soliciting new sponsors.
- Interfacing with sister organizations across the state and the Oregon Film Office.

The guidance and position filled by the ED are integral to the continued performance of SOFaM. Southern Oregon's beautiful and film-friendly locations, amongst them Ashland, and the many great locations that were used in the filming of feature films, including *Wild*, are some of our strongest assets, alongside our crews, casts, equipment, support services and travel, tourism and entertainment activities. The ED will therefore spend time increasing the library of photos and marketing materials available to increasing awareness of these assets.

II.) Promotion/Marketing for Southern Oregon film and media industry:

- Bill SB 1578. a measure intended to increase the Oregon Production Investment Fund (OPIF) tax

credits from \$10 million to \$14 million annually passed last year. Included in this bill is a unique, regional addition (rOPIF) that will financially encourage existing Portland-based productions, such as *Portlandia*, and *The Librarians*, to seek a number of shooting locations outside the Portland production zone, and further incentivize productions basing themselves outside of Portland for the majority of production. The rOPIF money will be available beginning July 2017. This represents a tremendous, never-before-offered opportunity for our region, making it more important than ever to have the funds and staff to promote Southern Oregon as a filming location. SOFaM intends to capitalize on this increased opportunity through advertising in local, regional and national publications and websites. Direct advertising in appropriate industry niches will introduce Ashland to out-of-area producers as a destination of choice for production. Examples include: *MovieMaker magazine*, *Media Inc. magazine*, *SourceOregon* printed and online production directory, *Local's Guide* and *Sneak Preview*, OSF and AIFF programs, Alaska and United Airlines inflight magazine.

2016 saw an increase in the number of local production companies working right here at home. The homegrown nature of these projects is particularly important and means that our strategy for increasing not only out of area productions to shoot here, but to grow a strong and vibrant community base for productions is working. Below is a sampling of commercial and film work done since the last grant proposal and this year we are focusing on local commercial and film work that is growing in Ashland and the surrounding area. The work of SOFaM is beginning to pay off as we see SOFaM members who have learned from the larger productions over the years stepping out on their own to produce commercial and film work through their own production companies.

- *Earth Seasoned*: \$350,000
- Cerakote Commercial: \$55,000
- *Refuge*: \$33,000
- *Concrete Canvas*: \$20,000
- Confidential: \$20,000

Our goal is to continually increase the number of productions and post-production projects in Southern Oregon. In 2016, Ashland saw filmmakers bringing in more post –production work including a trial run at sound mixing a film at Ashland's Coming Attractions Theater for the documentary *Earth Seasoned* to be released at this year's AIFF. This is a process that normally must be undertaken in a facility in LA. It saved the filmmaker's budget to do it locally and provided a boost to Ashland's economy at the same time. Our filmmakers are innovative and always coming up with creative solutions to grow our production capacity in Ashland and Southern Oregon.

- In 2017, Ashland made it on the *MovieMaker Magazine's Best Places to Live and Work as a Filmmaker* list for the fourth consecutive year, due to the submission and promotion of Ashland by SOFaM. As a yearlong designation, SOFaM will continue promoting that award through every means

possible, and capitalize on promoting this award to Ashland when the tourism population is at its peak.

III.) Raise awareness of the benefit of film and media to Southern Oregon through large-scale community-involved activities:

SOFaM is organizing the 2nd annual SOFaM Film Expo in coordination with the Ashland Independent Film Festival, on April 8, 2016. Our Expo takes advantage of the large number of filmmakers, in town from around the world, attending the Ashland Independent Film Festival, maximizing the number of people we reach. In order to provide a first-hand, up-close look at the film and media infrastructure in Southern Oregon, this tradeshow showcases the equipment, crew, and production resources available here in Southern Oregon to out-of-town filmmakers, SOFaM members, students and the general public. This event includes local film industry professionals and local resources; such as Reel House Films, OSF Costume Rental, Travel Southern Oregon and the SOU Digital Media Center. Our educational event/expo is the first of its kind in Southern Oregon and SOFaM intends for this to be an annual event. The funds provided by the 2016 Ashland economic development grant provided funding support for the planning, promotion and execution of our initial expo.

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	
2017 Film Expo	4/8/17	4/8/17	\$1000.00
			\$
			\$
			\$

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	\$15,000

Per Economic Development eligible activities (page 10), please explain how your activities qualify (*please limit to approx. 250 words*):

The film and media industry requires experienced professionals with unique and sought after skill sets. Hourly, daily and weekly wages on professional productions average above minimum wage for starter level employees and well exceed median incomes at the middle and upper levels. These are "family-wage" jobs. SOFaM's programs to support and expand local production and improve the skill sets of the local workforce will increase employment positions and wages. Film productions are considered to be so financially rewarding both for local labor forces and local economies that financial incentives are often made available at the federal, state and local levels. Oregon's expanded film incentives have been extremely successful in attracting production to the state, and SOFaM will be a bridge to attract or redirect projects to Southern Oregon in particular, bringing these high-wage employment positions to the area which might not otherwise exist.

Examples of high paying films that brought in significant revenue include films like *Wild*. This large-scale film brought in \$175,000 to the local economy for a 1-day shoot. A medium-scale film like *Brother Nature* in Klamath Falls brought in \$700,000 for a 30-day shoot and local productions like *Black Road* brought in \$100,000 in local revenue. Commercials are becoming more popular in our area too. When the John Deere commercial shot in Southern Oregon in 2015, it brought in \$200,000 to the local economy.

**Cultural**

\$5000.00

Per Cultural Development eligible activities (page 11), please explain how your activities qualify (*please limit to approx. 250 words*):

Private equity investors and corporate lending institutions want to know they will be funding businesses and projects that will succeed. Thanks to the work of SOFaM to grow an experienced and qualified base of professionals and to help every production achieve success, providers of capital are able to see a healthy amount of effective marketing and communications projects and narrative productions produced locally.

Through SOFaM's connections with Southern Oregon University, Ashland High School and Middle School, and other area schools, we have enhanced the education that students of film, television, convergent media, emerging media and digital arts are seeking. Students have found internships on many local productions, as well as benefitted from lectures and presentations from working SOFaM members. SOFaM has a 'Student' membership category whereby students are encouraged to network with professional members at all our events, and they are given a special listing on our website for employers seeking interns or wanting to give students their first employment opportunities. For both students and non-students, SOFaM has conducted and co-sponsored professional workshops in film investing, screenwriting, directing and editing and has increased the frequency of those workshops through our monthly "Cameras and Coffee" events. For individuals who are not enrolled in school nor have prior professional experience in the industry, our 'Supporter' level membership gives those individuals access to these same professional workshops and training opportunities and connects them to the professional members within the organization looking to hire interested and eager new entrants into the filmmaking workforce.

**Tourism**

\$5000.00

Per Tourism eligible activities (page 11), please explain how your activities qualify (please limit to approx. 250 words):

Our goal is to continually increase the number of productions and post-production projects in Southern Oregon. Local businesses, support services and the hospitality industry benefit from local and visiting projects that spend hundreds to hundreds of thousands of dollars, but the benefit doesn't stop when cameras stop rolling thanks to the observed phenomenon known as "Film Tourism". There is a documented phenomenon of "Film Tourism" that accompanies locations where projects are filmed. SOFaM is focused on bringing economic development to Southern Oregon through promoting the locations and project support that the Southern Oregon economies can offer. Currently, we have no programming dedicated to promoting Film Tourism, but we must acknowledge the fact that as more filming occurs in the Southern Oregon area, film-related tourism will increase as well. SOFaM is promoting Southern Oregon as a choice project destination through partnerships with the Ashland VCB and Travel Southern Oregon. While this is not directed at a tourist demographic, our promotions are included in Oregon tourism-promoting efforts. The feature film Wild, based on a best-selling memoir about hiking the Pacific Crest Trail (PCT), began principle photography in 2013 and was released nationwide in 2014. In 2013, a total of 1879 visitor permits were sold for visitors to the PCT, between the release of this movie in December 2014 and December 2015, the number of annual visitors jumped to 4453 people.

<b>Sustainability</b>	\$5000.00
-----------------------	-----------

Per Sustainability eligible activities (page 11), please explain how your activities qualify (please limit to approx. 250 words):

Ashland has been recognized as a best place to live and work as a filmmaker by *MovieMaker Magazine* four years in a row. In part due to these accolades, we have seen an increase in filmmakers moving to Ashland to start their own companies, and even SOU graduates choosing to stay in Ashland to produce their projects.

The Lundgrens moved back to the area to raise their daughter and make their films. Their production company, JOMA Films, has produced three feature films and is preparing for a fourth. Sean Marc Nipper moved to San Francisco after graduating from Ashland High School. When he saw his hometown was a top place to live and work as a filmmaker, he returned home to create his company, Reel House Films, and raise his family. Ron Huffstutter, who worked in LA and is currently touring the world with his latest short film, *Refuge*, owns Tunnel 13 Films and graduated from SOU.

These are a few examples of the benefit of SOFaM's consistent marketing and industry-building efforts paying off for our community. Building a sustainable, eco-conscious industry (as outlined by the Oregon Film Office) and "keeping cameras rolling in Southern Oregon" through film incentives for indigenous filmmakers is good for the film industry, the businesses we rely on for goods and services, and for the beauty of our environment which is often the backdrop of our work.

- 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)

Our part-time ED will still be integral in expanding our membership base, developing financial sponsorships,

planning fundraising activities, and seeking additional grant support. Our membership and board of directors will continue to contribute their time and resources, and will work to raise additional funds through other sources. In spite of funding shortages, SOFaM continues to promote economic growth in Ashland to the fullest extent of our abilities, including the revised version of our Film Expo where we cut it to a half day in coordination with the Film Festival instead of a full two-day event with a special student component.

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)

SOFaM will once again work with Southern Oregon University (SOU) to identify a finance or business student to work on the tracking, reporting, and interpretation of data from local productions and data from the Oregon Film Office. As a result of successful implementation of these grant funds the five areas listed below will be in our report.

SOFaM will be able to report an overview of the entire economic activity generated by filming activities across a range of categories, including wages, goods and services, location expenses, food and lodging, retail spending. (See attached economic breakdowns for a portion of the tracked economic activity covering the Ashland-specific economic impact of *Wild* in 2013 and the related impact on the Klamath Falls area from *Brothers-in-Law* in 2014).

SOFaM will be able to provide reporting of jobs created through reports from local industry members.

The median wage of actual jobs will be requested of member contacts and reported to the City of Ashland in our end of year report.

The over 50-mile travel statistic is somewhat more difficult to track, but we can request a breakdown of crew composition from members and producers.

SOFaM will report the overnight stays in Ashland lodging by local production companies or by outside companies providing that information.

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)

Virginia (Ginny) Auer



Name (signature)

Virginia (Gina) Owen

Title

Executive Director

**Applicant Organization Board Member Information Reporting Sheet**

<b>Name</b>	<b>Address</b>	<b>Phone</b>	<b>Occupation</b>	<b>Title</b>	<b>Term of Office</b>
<b>Ginny Auer</b>	<b>1716 Parker Street Ashland, OR 97520</b>	<b>541-944-0688</b>	<b>Non-Profit</b>	<b>Executive Director</b>	<b>1.5</b>
<b>Andrew Gay</b>	<b>1250 Siskiyou Blvd. Ashland, OR 97520</b>	<b>541-552-6669</b>	<b>Assistant Professor of Digital Cinema SOU</b>	<b>Board President Education Representative</b>	<b>2</b>
<b>Sean Marc Nipper</b>	<b>238 E. Main Street Ste C Ashland, OR 97520</b>	<b>541-201-8911</b>	<b>Producer, Reel House Films</b>	<b>Board Vice – President Professional Representative</b>	<b>1.5</b>
<b>Ray Robison</b>	<b>467 Girard Drive Medford, OR 97504</b>	<b>541-778-4212</b>	<b>Producer/Direc tor</b>	<b>Treasurer Professional Representative</b>	<b>7</b>
<b>Anne Lundgren</b>	<b>238 E. Main St. Ste B Ashland, OR 97520</b>	<b>301-463-8619</b>	<b>Producer, JOMA Films</b>	<b>Secretary Professional Representative</b>	<b>2</b>
<b>Lee Fuchsmann</b>	<b>2200 Ashland St. Ashland, OR 97520</b>	<b>541-488-1021 x 102</b>	<b>VP Coming Attractions Theaters</b>	<b>Supporter Representative</b>	<b>2</b>
<b>V. Simone Stewart</b>	<b>2928 Aldersgate Rd. Medford, OR 97504</b>	<b>541-890-0608</b>	<b>Actor/Marketin g Consultant</b>	<b>Supporter Representative</b>	<b>1.5</b>
<b>Shanda Hurst</b>	<b>2389 Bell Court #16 Medford, OR 97504</b>	<b>480-234-6369</b>	<b>Production Coordinator</b>	<b>Professional Representative</b>	<b>3 mos.</b>
<b>Alison Hoffman</b>	<b>460 Monroe Street Ashland, OR 97520</b>	<b>831-246-2272</b>	<b>SOU Student</b>	<b>Student Representative</b>	<b>1</b>
<b>Rocky Garrotto</b>	<b>452 NE Baker St. Grants Pass, OR 97526</b>	<b>541-441-0842</b>	<b>Assistant Camera/ Location Scout</b>	<b>Professional Representative</b>	<b>3 mos.</b>

## 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 and Media

Program/Event Name: Membership

For the Twelve month period of 2017<sup>6</sup>

**I. Customer Age (percentage)**

Youth 0 to 17 years	5%
Adult 18 to 39 years	40%
Adult 40 to 64 years	45%
Adult 65 and over	10%
Unknown	_____ %
<b>Total</b>	<b>100%</b>

**II. Staff Residence (percentage)**

Ashland	100%
Rogue Valley	100%
Other	_____ %
<b>Total</b>	<b>100%</b>

**II. Customer Residence (percentage)**

Ashland	50%
Rogue Valley	80%
Other (within 50 miles)	2%
Other (greater than 50 miles)	18%

**III. Of the Customers identified above, what percent do you estimate stayed overnight to attend your program, service or event? NA**

**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 and Media

PROGRAM/EVENT TITLE: Organizational Support

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

<b>REVENUE</b>		
City of Ashland Grant Funds		\$30,000
Jackson County Funds /Identify: Arts Commission and Travel Medford		\$5000
Other State or Federal Funds /Identify: Oregon Film Office		\$2000.00
Other Funds /Identify Memberships		\$6,000
Other Funds (cont) Sponsorships		\$5000
		\$48,000
<b>TOTAL REVENUE</b>		<b>\$48,000</b>
<b>EXPENDITURES</b>		
<b>A. PERSONAL SERVICES (List costs by job title or function)</b>		
Total Salaries	% of time to project	\$24,000
1. Executive Director	100%	
2.		
3.		
4.	%	
Total Benefits		\$1560
1. + Payroll taxes		
2.		
3.		
4.		
<b>TOTAL PERSONAL SERVICES</b>		<b>\$25,560</b>
<b>B. MATERIALS &amp; SERVICES:</b>		
Marketing materials, advertising and travel		\$10,000
Events including media production for web and TV		\$6,000
Office, supplies and equipment		\$6,440
		\$
<b>TOTAL MATERIALS &amp; SERVICES</b>		<b>\$22,440</b>
<b>TOTAL EXPENDITURES</b>		<b>\$48,000</b>

# AMENDED ANNUAL REPORT



Corporation Division  
[www.filinginoregon.com](http://www.filinginoregon.com)

**E-FILED**  
Oct 30, 2015  
**OREGON SECRETARY OF STATE**

---

**REGISTRY NUMBER**

[REDACTED]

**REGISTRATION DATE**

11/20/2008

**BUSINESS NAME**

SOUTHERN OREGON FILM AND MEDIA

**BUSINESS ACTIVITY**

NETWORKING ORGANIZATION FOR FILM AND MEDIA PROFESSIONALS AND SUPPORTERS IN SOUTHERN OREGON

**MAILING ADDRESS**

PO BOX 1265  
ASHLAND OR 97520 USA

**TYPE**

DOMESTIC NONPROFIT CORPORATION

**PRIMARY PLACE OF BUSINESS**

238 E MAIN ST  
SUITE E  
ASHLAND OR 97520 USA

**JURISDICTION**

OREGON

**REGISTERED AGENT**

GINNY AUER

238 E MAIN ST  
SUITE E  
ASHLAND OR 97520 USA

If the Registered Agent has changed, the new agent has consented to the appointment.

**PRESIDENT**

GINNY AUER

1716 PARKER STREET  
ASHLAND OR 97520 USA

**SECRETARY**

RAY ROBISON

467 GIRARD DRIVE  
MEDFORD OR 97504 USA



By my signature, I declare as an authorized authority, that this filing has been examined by me and is, to the best of my knowledge and belief, true, correct, and complete. Making false statements in this document is against the law and may be penalized by fines, imprisonment, or both.

By typing my name in the electronic signature field, I am agreeing to conduct business electronically with the State of Oregon. I understand that transactions and/or signatures in records may not be denied legal effect solely because they are conducted, executed, or prepared in electronic form and that if a law requires a record or signature to be in writing, an electronic record or signature satisfies that requirement.

**ELECTRONIC SIGNATURE**

**NAME**

GARY KOUT

**TITLE**

EXECUTIVE DIRECTOR

**DATE SIGNED**

10-30-2015

# Business Registry Business Name Search

[New Search](#)

## Business Entity Data

03-22-2017  
15:16

Registry Nbr	Entity Type	Entity Status	Jurisdiction	Registry Date	Next Renewal Date	Renewal Due?
██████████	DNP	ACT	OREGON	11-20-2008	11-20-2017	
<b>Entity Name</b>	SOUTHERN OREGON FILM AND MEDIA					
<b>Foreign Name</b>						
<b>Non Profit Type</b>	MUTUAL BENEFIT WITH MEMBERS					

[New Search](#)

## Associated Names

Type	PPB	PRINCIPAL PLACE OF BUSINESS		
<b>Addr 1</b>	238 E MAIN ST			
<b>Addr 2</b>	SUITE E			
<b>CSZ</b>	ASHLAND	OR	97520	<b>Country</b> UNITED STATES OF AMERICA

Please click [here](#) for general information about registered agents and service of process.

Type	AGT	REGISTERED AGENT	Start Date	10-30-2015	Resign Date
<b>Name</b>	GINNY	AUER			
<b>Addr 1</b>	238 E MAIN ST				
<b>Addr 2</b>	SUITE E				
<b>CSZ</b>	ASHLAND	OR	97520	<b>Country</b>	UNITED STATES OF AMERICA

Type	MAL	MAILING ADDRESS		
<b>Addr 1</b>	PO BOX 1265			
<b>Addr 2</b>				
<b>CSZ</b>	ASHLAND	OR	97520	<b>Country</b> UNITED STATES OF AMERICA

Type	PRE	PRESIDENT		Resign Date
<b>Name</b>	GINNY	AUER		
<b>Addr 1</b>	1716 PARKER STREET			
<b>Addr 2</b>				
<b>CSZ</b>	ASHLAND	OR	97520	<b>Country</b> UNITED STATES OF AMERICA

Type	SEC	SECRETARY		Resign Date

<b>Name</b>	RAY		ROBISON		
<b>Addr 1</b>	467 GIRARD DRIVE				
<b>Addr 2</b>					
<b>CSZ</b>	MEDFORD	OR	97504	<b>Country</b>	UNITED STATES OF AMERICA

[New Search](#)












## Name History

Business Entity Name	Name Type	Name Status	Start Date	End Date
SOUTHERN OREGON FILM AND MEDIA	EN	CUR	11-10-2014	
SOUTHERN OREGON FILM AND TELEVISION	EN	PRE	11-20-2008	11-10-2014

Please [read](#) before ordering [Copies](#).

[New Search](#)

## Summary History

Image Available	Action	Transaction Date	Effective Date	Status	Name/Agent Change	Dissolved By
	AMENDED ANNUAL REPORT	11-04-2016		FI		
	AMENDED ANNUAL REPORT	10-30-2015		FI	Agent	
	AMENDED ANNUAL REPORT	11-10-2014		FI		
	ARTICLES OF AMENDMENT	11-10-2014		FI	Name	
	AMENDED ANNUAL REPORT	10-19-2013		FI		
	AMENDED ANNUAL REPORT	10-14-2012		FI		
	AMENDED ANNUAL REPORT	10-06-2011		FI		
	AMENDED ANNUAL REPORT	11-08-2010		FI		
	AMENDED ANNUAL REPORT	01-14-2010		FI		
	CHANGE OF MAILING ADDRESS	12-23-2009		FI		
	NOTICE LATE ANNUAL	11-27-2009		SYS		
	ARTICLES OF INCORPORATION	11-20-2008		FI	Agent	



**Southern Oregon Film and Media (SOFAM)**  
**a 501(c)6 non-profit corporation registered in the State of Oregon**

**By Laws amended 6/7/14**

**I. Name**

- A. The name of the organization shall be amended Southern Oregon Film and Media, also conducting business under the acronym SOFAM.

**II. Board of Directors**

- A. The Board of Directors shall serve without pay and consist of 9 members.
- B. Board members must be active and current members of SOFAM and have been a member for a minimum of 1 year.
- C. Board members shall serve for a term of 2 years not including time served to fill a mid-term vacancy with a 3 term consecutive limit and a minimum of a 1 year absence.
- D. Mid-term vacancies shall be filled for the length of the remaining term from recommendations by Board members or the Executive Director and approved by a majority vote of Board members and the Executive Director.
- E. Board members maintaining less than 75% attendance at board meetings in a term may be dismissed upon discretion of the Board.
- F. The Board shall consist of 5 Professional, 2 Supporter and 2 Student members.
- G. Candidates for board positions are by self-nomination from the membership or nomination by the Board.
- H. Each year, the Board shall appoint one Board member to act as President of the Board, and one Board member to act as Vice-President of the Board. One year on the board is required to be eligible for the position of Board President.

**III. Duties**

- A. The Board will select, oversee and advise the Executive Director in the execution of the organization's mission.
- B. The President shall preside at all Board meetings, appoint committee members, and perform other duties as associated with the office. In the absence of the President, the Vice-President will assume their duties.
- B. Board members will assist in the duties and activities of the organization as needed based on interest, expertise and availability.
- C. In the absence of a dedicated person to take minutes, minutes will be done

in rotation by attending Board members.

#### IV. Committees

- A. The Board will define committees to oversee particular aspects of the organization.
- B. Each committee will be overseen by one or more Board members to be named Chair or Co-Chair of the committee.
- C. Committees will be made up of one or more Committee Leaders from the membership with additional support from members or non-members.

#### V. Meetings

- A. Regular meetings shall be held quarterly on the 1<sup>st</sup> Wednesday of the months of February, May, August, November.
- B. Special meetings may be held at any time when called for by the President or a majority of Board members.
- C. Agendas shall be created and organized by the President and made available at the meetings.

#### VI. Voting

- A. A majority of Board members constitutes a quorum.
- B. In absence of a quorum, no formal action shall be taken except to adjourn the meeting to a subsequent date when a quorum can be achieved.
- C. Passage of a motion requires a simple majority of Board members in attendance.
- D. Any member of the Board who has a financial, personal, or official interest in, or conflict (or appearance of a conflict) with any matter before the Board, of such nature that it prevents or may prevent that member from acting on the matter in an impartial manner, shall excuse him/herself from discussion and voting on said item.

#### VII. Fiscal Policies

- A. The fiscal year of the Board shall be December to November.

#### VIII. Amendments

- A. These by-laws may be amended by a two-thirds vote of Board members present at any meeting, provided a quorum is present and a copy of the proposed amendment(s) are provided to each Board member at least one week prior to said meeting.

**Exempt Organizations Select Check**[Exempt Organizations Select Check Home](#)990-N (*e-Postcard*) filer Information**Tax Period:**

2014 (12/01/2014 - 11/30/2015)

**Employer Identification Number (EIN):**

01-0950983

**Legal Name:**

SOUTHERN OREGON FILM AND MEDIA SOFAM

**Mailing Address:**PO Box 1265  
Ashland, OR 97520  
United States**Doing Business As:****Gross receipts not greater than:**  
\$50,000**Organization has terminated:**

No

**Principal Officer's Name and Address:**Ginny Auer  
1716 Parker Street  
Ashland, OR 97520  
United States**Website URL:**[www.filmsouthernoreg.on.org](http://www.filmsouthernoreg.on.org)**Related 990-N (*ePostcard*) Filings:**

If the organization has filed additional Forms 990-N (*e-Postcards*), link(s) to additional *e-Postcard* filings are displayed below. Click on the link(s) to see the information included in those filing(s).

[Tax Year 2008](#)[Tax Year 2009](#)[Tax Year 2010](#)[Tax Year 2011](#)[Tax Year 2012](#)[Tax Year 2013](#)[Return to Search Results](#)[Return to Search Page](#)

# SOFaM 2016 Budget

<b>Income</b>			
	Advertising		
	Events		8000
	Fundraising		100
	Grants		
		City of Ashland	10000
		City of Medford	0
		Josephine County	7500
		Klamath Falls	0
		Coastal Communities	0
	Listing Fees		2953
		Individual (Crew and Talent)	
		Company	
	Membership Dues		4952
		Individual/Company	
		Student	
	Sales		
	Sponsors		500
		Other	
		Film Oregon	4000
<b>Total Income</b>			<b>38005</b>
<b>Expense</b>			
	Accounting		654
	Administration (Payroll & 15% Fringe)		19695
	Bank Service Charge		10
	Business Registration		50
	Chambers Membership		500
	Consulting		1200
	Graphic Design & Printing		150
	Events		9164
	Internet		In with rent
	Insurance		500
	Marketing		1360
	Meetings		2496
	Promotions		
	Office Supplies & Misc.		200
	Phone		186
	Postage and PO Box		100
	Processing Costs		345
	Dropbox		100
	Rent		720
	Sponsorship		300
	Website		170
	OMPA Source Oregon		
	Contingency Fund/Fund for full-time ED		105
<b>Total Expense</b>			<b>38005</b>
<b>Net Income</b>			



# Economic Impact Report of the feature film WILD

Starring Reese Witherspoon

Slated for release in December 2014

Prepped and filmed entirely in Ashland during  
September and October 2013

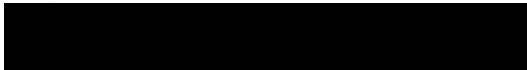
The following figures represent the estimated economic impact of WILD, a medium-sized independent film which shot for ONLY ONE DAY. It is SOFaT's goal to attract similar productions and for longer lengths of time, increasing the economic impact significantly.

Crew below the line**	approx. \$15,000
Extras**	approx. \$10,000 (approx. \$100/day)
Location Fees*	\$35,000
Lodging*	\$45,000 (estimated 600 nights @ \$70/night)
Per Diem**	\$35,000 (estimate \$70 / day for 5 days for 100 crew)
Catering and catering space*	\$1,100
Holding spaces*	\$4,500
Parking*	\$1,750
Permits*	\$12,500
PC**	\$1,500
Security**	\$5,448
Traffic Control**	\$5,320
<b>TOTAL</b>	<b>approx. \$175,000</b>

*\*spent entirely in Ashland*

*\*\*spent partially in Ashland*

This production filming in Ashland was a direct result of SOFaT's work to prepare the local industry to provide quality support for productions of this size and its partnership with the Oregon Film Office. The Oregon Film Office fielded the initial inquiry from the producers of WILD and reached out to SOFaT to help bring the production to Ashland. SOFaT facilitated location scouting and visits by the producers to the area and helped provide experienced local crews and vendors. Without the direct involvement of SOFaT, this production likely would have utilized a location outside of Ashland.



**Economic Impact Report**  
of the feature film **BROTHERS IN LAW**

Starring Bill Pullman, Rita Wilson, Taran Killam

Slated for release in 2015

Prepped and filmed entirely in Southern Oregon  
in the Klamath area during August & September

These figures represent the estimated economic impact of **BROTHERS IN LAW**, a medium-sized independent film. It is SOFaM's goal to attract similar productions, significantly increasing economic impact to the region.

Crew	\$63,445
Talent & Extras	\$41,681
Location Rentals & Fees	\$94,750
Lodging	\$144,843
Vendors & Support Services	\$180,775
Food	\$64,620
Per Diem	\$112,800
<b>TOTAL</b>	<b>\$702,914</b>

**BROTHERS IN LAW** chose the Klamath area as a direct result of SOFaM's work as the primary production liaison in the Southern Oregon region. While conducting a statewide search for the film's primary location - a house on a lake - the producers of **BROTHERS IN LAW** contacted the Oregon Film Office for location suggestions. Not knowing Southern Oregon that well, the film office suggested to the producers that they contact SOFaM about possible locations in Southern Oregon. The Executive Director of SOFaM, who fielded the call, suggested they send a scout to Lake of the Woods where they ultimately found their main house location and subsequently decided to shoot the rest of the film in Klamath Falls and the surrounding area. SOFaM continued to provide production support through the recommendations of crew, cast, and vendors.

SOFaM's mission is to support, grow and promote the film and media industry in Southern Oregon. We hope to create a strong partnership with Klamath Falls to bring more productions to the area as well as strengthen the small but burgeoning film and media activity already in that area.