

**Southern Oregon Film and Media (SOFaM) 2017-2018 Grant Report**  
**Prepared for the City of Ashland**  
**by Executive Director Ginny Auer**  
**9/29/18**

SOFaM was successful in utilizing the \$13,200 grant and implementing the goals, as follows

1. The SOFaM Executive Director (ED) position:

The board of directors with the support of this grant continued the employment of a part-time ED, Ginny Auer - to guide SOFaM activities, build the capacity of the organization through statewide and national partnerships and resource development. The ED sought out other funding sources and resources to begin redesign and updates on the website and directory.

The Executive Director continued to build capacity through community partnerships with local chambers, Travel Oregon, Travel Southern Oregon, the University and Community College, local Film Festivals and state wide entities like OMPA and Oregon Film along with county and city municipalities.

2. The Executive Director has worked closely with the Oregon Film Office and the Oregon Media Production Association in support of the Oregon Production Investment Fund ([OPIF](#)). In 2017, due in part to the coordination efforts of SOFaM, a specific pocket of funds designated for productions outside of the Portland Metro area ([rOPIF](#)) was added to the incentives offered to outside productions. This effort helped to bring about the feature film Phoenix, OR shot in June of 2018 by Ashland filmmakers, Anne and Gary Lundgren of Joma Films in nearby Klamath Falls, OR with more than half of the crew from Ashland. This was Joma Films' forth feature in the region.

SOFaM continued to work with the Ashland Independent Film Festival to find partnership opportunities that will both support the filmmakers they bring in and entice them to return to film here. The Location Familiarization Tour, aka FAM Tour is on hold until further funding can be acquired.

3. Ashland was in the MovieMaker Magazine (a national publication) list of best places to live and work as a filmmaker for a fifth year in a row. The ED is the primary coordinator of the application for this award each year and we hear time and time again how it is the impetus for filmmakers to either move to the area or to bring productions here.  
[https://www.moviemaker.com/archives/best\\_of/best-places-live-work-moviemaker-2018-small-cities-towns/6/](https://www.moviemaker.com/archives/best_of/best-places-live-work-moviemaker-2018-small-cities-towns/6/)

4. SOFaM has worked closely with the Oregon Media and Production Association to include a section in the Source Oregon Directory of industry crew on Ashland and S. Oregon and to bring about more awareness of the resources available to outside decision makers for film, commercial and television work. The book is distributed to:

- Oregon State Legislators
- [OMPA Members](#), including [LAIKA](#), [Wieden + Kennedy](#) and over 600 other media companies and professionals
- Every active major media production in the state and regional area.,
- [Oregon Governor's Office of Film & Television](#), which are then passed on to producers outside of Oregon
- Event sponsors and potential OMPA Members and SOFaM members and sponsors

The directory is also available online at:

<https://sourceoregon.com/directory/search/?search=SOFAM>

So why is all of this relevant to the Ashland City Grant? It is difficult to determine the direct line between the City of Ashland grant to SOFaM and individual nights in local hotels, restaurants and car rentals or how many people are directly hired due to our existence because of the funding we receive from the City of Ashland, but we can extrapolate a few things based on the efforts SOFaM is doing and how much work is currently coming in to the area.

In the 2017-2018 grant period Ashland and Ashland resident film crew saw a large number of both outside productions and indigenous productions happening. Several local documentaries and narrative films were shot in and around Ashland. Television shows/web series and commercials also hired numerous crewmembers and housed out of town crew in local hotels. One such example is the Travel Channel/Land Rover shoot that brought in more than \$300,000 of income to Ashland and the surrounding area. 85% or more of the crew hired for this production was from Ashland as well. Nearly \$5000 was spent to house out of town crew at the Ashland Hills Inn alone. It is not always easy for us to gather information from different productions, but from these few examples we know that the film industry and the community SOFaM represents bring in significant dollars to Ashland. Having a directory that decision makers can go to and find crew, locations, local resources, film incentive information, permit information, etc. drives more opportunities for the industry to continue to grow. Having an executive director available to answer calls of such decision makers and help them to understand all that is available makes an impact. Filmmakers continue to be pleasantly surprised to find how film friendly Ashland is and how many resources are available. In fact, we are aware of at least one more production company that has moved into Ashland based on the Movie Maker Magazine honor of Ashland as a best place to live and work as a filmmaker. Also, three former students at SOU have started a production company. They recently shot their first feature film this summer. Finally, we are seeing an increase in the number of businesses that use our crew for content creation for their own online marketing materials and social media. This is a huge opportunity for growth in our industry and SOFaM's members are poised to support other businesses because of the growth to our industry community through SOFaM's cultivation efforts. We would like to thank the City of Ashland for the continued support of the film industry through this grant opportunity. The support is critical to the continued success of the local media industry.