



**ashland  
independent  
film  
festival**

April 11 - 15, 2019

P.O. Box 218  
Ashland, Oregon 97520  
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November 30, 2018

Kelly Madding  
City Administrator  
City of Ashland – Administrative Services/Finance  
20 East Main Street  
Ashland, OR 97520

**RE: 2017-18 ECTS Grant Funds final report**

Dear Kelly,

On behalf of the Southern Oregon Film Society/Ashland Independent Film Festival, I am pleased to provide you this report on the 2017-18 grant of \$24,185 awarded by the City of Ashland. The following pages respond to the reporting requirements described in the City's grant documents.

We continue to appreciate the City of Ashland's support, without which it would not be possible to offer a festival and programming the caliber of what we deliver to audiences and participants. With an overall operating budget of nearly \$500,000, the City grant accounted for nearly 5% of the total and a much greater percentage of the specific areas in which grant funds are used.

Lastly, like other organizations in our community, we are troubled by the persistent, increasing fire and smoke issues that challenge southern Oregon and the western United States. The festival can and should be an important information source for residents and visitors. Our September 2018 premier of the film "Young Men and Fire", a documentary about a fire crew based in Grants Pass and featuring post-screening Q&A sessions with the filmmaker and members of the Grayback firefighting team featured in the film, is an example of how we are trying to heighten awareness.

Since our main festival and many of our secondary activities throughout the year happen almost entirely indoors, the AIFF board is discussing how we can maximize this environmental "advantage" and better serve and support the community – especially during times when air quality is low. We would welcome the opportunity to engage the city in these conversations.

Thank you again, and I would be pleased to provide additional information or answer questions you may have after reviewing our grant report.

Sincerely,

Richard Herskowitz  
Artistic and Executive Director

enclosures

**CITY OF ASHLAND 2017-18 ECTS GRANT FINAL REPORT: ASHLAND INDEPENDENT FILM FESTIVAL**

**1. FINANCIAL SUMMARY** (Utilization of grant funds toward objectives in the application)

The total grant award of \$24,185 was used as follows – since the request was larger than the grant received, budget revisions were necessary and are reflected below:

By OBJECTIVE	REQUESTED	AWARDED	NOTES ON USE OF FUNDS
Tourism	\$15,000	\$14,385	Promotion of activities in and around Ashland as part of festival communications drove visitors to restaurants, retail shopping, wineries, outdoor activities, and the Shakespeare Festival. Survey respondents identified “sense of community” as their most rewarding festival experience.
Economic Development	\$ 5,000	\$4,000	Two of the festival’s 10 seasonal positions (see section 2) were funded by the grant.
Cultural	\$13,500	\$5,800	The 2018 festival continued to raise cultural awareness in a couple of specific ways: 1) audiences had more exposure and opportunity to interact with filmmakers; and 2) we were able to increase our outreach efforts locally, especially in being able to introduce more children/students to film.
Sustainability	\$ 1,500	\$0	While grant funds could not extend into this area, the 2018 festival remained committed to efficiency, conservation, and using local suppliers for food and beverages.
<b>TOTAL</b>	<b>\$35,000</b>	<b>\$24,185</b>	

By PROGRAM	REQUESTED	AWARDED	NOTES ON USE OF FUNDS
Ashland Independent Film Festival April 12-16, 2018	\$30,000	\$24,185	We used 100% of the grant to support Spring 2018 festival given that activities during those five days reach the largest number of people and therefore deliver the greatest value for the grant dollars
Varsity World Film Week October 6-12, 2017	\$ 3,000	\$0	We sought funding from other sources to support VVFW.
Year-round screenings, special events, collaborative programs	\$ 2,000	\$0	We sought funding from other sources to support these activities.
<b>TOTAL</b>	<b>\$35,000</b>	<b>\$24,185</b>	

**CITY OF ASHLAND 2017-18 ECTS GRANT FINAL REPORT: ASHLAND INDEPENDENT FILM FESTIVAL**

**2. STATISTICAL SUMMARY (Economic, cultural, sustainability impacts associated with grant utilization based on the scoring categories used to make the grant award)**

<b>CATEGORY</b>	<b>DATA</b>
Number of actual jobs created as a direct result of the City grant	10 seasonal positions @ Southern Oregon Film Society support different aspects of programming and activities
Number of new business licenses issued	None that we are aware of
Median wage of actual jobs created	The 10 seasonal positions vary significantly. Median compensation on a contract basis = <b>\$4,925</b> . Total wages for the 10 positions = <b>\$62,425</b> .
Number of people who travelled to Ashland from > 50 miles away	1,275 (approximately 17% of total festival attendees)
Number of additional overnight stays in Ashland transient lodging businesses	2,640 (660 visitors who stayed, on average 4 nights in Ashland hotels, motels or B&Bs)
Number of additional events offered in Ashland	Approximately 300
Number of additional people who attended a cultural event in Ashland	Over 7,500
Number of additional children, seniors or low-income residents who attended a cultural event in Ashland	Total of 3,229, as follows: ➤ 285 children ➤ 2,378 seniors (65+) ➤ 566 low-income (<\$20K income)
Amount of conservation or reduction in use of critical natural resources by Ashland residents, businesses or visitors	Data not available

3. OTHER PROGRAM- OR ACTIVITY-SPECIFIC DATA ASSOCIATED WITH THE GRANT AWARD:

- In 2018, the festival presented 115 documentary and narrative short and feature films, which were selected through a competitive process and drew entries from around the world.
- Nearly 19,500 tickets were distributed to films and events at 10 venues in and around Ashland.
- Since 2016, more than 700 film tickets have been distributed to low-income individuals.
- A volunteer crew of 380 donated more than 9,000 hours to support various programs and events. More than 70 of our volunteers were age 24 or younger.
- 84% of festival attendees live within 50 miles of Ashland
- Community education programs included:
  - 3 “TalkBack” panel discussions
  - Nightly “Community Conversations” at the end of each day of the April festival
  - Post-film live Q&A sessions
  - Internships for students at Southern Oregon University
  - Two Osher Lifelong Learning Institute (OLLI) classes focused on the April AIFF and October Varsity World Film Week
  - An all-day Family Day of film workshops at ScienceWorks Hands-On Museum
- 1,091 tickets were sold or distributed free to students across Southern Oregon.
- 208 in-kind and cash business sponsorships supported the festival.

Lastly, these data come from our 2018 survey of festival attendees:

- 87% of respondents were repeat attendees. Nearly 50% had come to at least 5 prior festivals.
- Nearly half of respondents learn about festival from Jefferson Public Media; nearly 1/3 learn about the festival from Ashland Daily Tidings; nearly 20% from the Medford Mail Tribune
- On a 1-10 scale (10 being highest/best):
  - 90% of respondents rated their overall festival experience 8 or higher
  - 85% rated overall festival value 8 or higher
  - 94% rated likelihood to attend the festival in 2019 8 or higher (78% rated at 10)
  - 95% rated likelihood to recommend the festival to a friend 8 or higher (80% rated at 10)
- Percentage of respondents who were patrons of the following:

▪ Restaurants:	88%
▪ Retail shops:	44%
▪ Outdoor activities:	24%
▪ Galleries:	11%
▪ OSF:	9%
▪ Wineries:	9%
- 43% of respondents said their favorite part of the festival was the “sense of community” they experienced.