

Ashland Economic and Cultural Development Grant

2017-2018 Grant Report

“The Green Bag Solution” Project

October 1, 2018

“The Green Bag Solution” project is a documentary film that highlights both Ashland’s efforts to address the issue of hunger and how the Ashland Food Project created a consistent and sustainable source of food for the Ashland Emergency Food Bank. Begun in 2015 with the goal of submitting to the 2017 Ashland Independent Film Festival (AIFF), the project began with a \$16,000 budget developed mainly through a Kickstarter campaign. A 34-minute film was produced, submitted, and selected as part of the 2017 AIFF Program. Although the film was well received in Ashland, to realize one of the outcome goals, regional and national distribution of the film and Food Project model and showcasing Ashland’s volunteerism and commitment to social justice, a revised, shorter version of the film was required. The funds awarded through the Ashland Economic and Cultural Development Grant (\$6000) was directed at this effort.

The specific outcomes of “The Green Bag Solution” project cited for the Ashland Economic and Cultural Development Grant were: (1) an increase in the number of donors to the Ashland Food Project; (2) greater discretionary funds available to the Ashland Emergency Food Bank based on an increase in the amount of food donated via the Ashland Food Project; and (3) exposure for the City of Ashland through showings of the documentary at various film festivals and on public television.

The first outcome was measured by asking new donors to the Ashland Food Project how they heard about the project and why they joined. Of the new members, approximately 25% joined after viewing the documentary. Measuring the second outcome is a bit more problematic due to limited financial access and extrapolating a monetary amount to the food being donated. The third outcome was measured by showings of the film at film festivals and to services organizations. To date, the film has or will be shown at three regional film Festivals (Ashland Independent Film Festival, Friday Harbor Film Festival and Oregon Coast Film Festival). It has been submitted to seven other festivals in the region. In addition to film festivals, it has been shared with service organizations in the Rogue Valley,

Eugene, Bend, Napa Valley, Eureka (CA), Gardnerville (NV) and Watsonville (CA). Efforts are being made to work with Rotary International to undertake the Food Project model as their cause for the year. State Representative Pam Marsh will be showcasing the video to the Oregon Legislature to promote community action and service. Inquiries on how to begin a project have come from several communities as a result of showings. Several communities are sending representatives to Ashland to view the Food Project in action.

The majority of the grant funds were used to re-shoot, edited and re-master the original 34-minuter version to a 16-minuter version which is compatible to film festival limits and airing on public television (\$4381.18). Film festival entry fees (\$253.00), services and supplies (\$831.46), and media packages (\$275.00) have come from the Ashland grant. The current balance of \$259.36 be used on travel to the Friday Harbor Film Festival October 26 through 29, 2018.

Prepared and Submitted by

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