

**Print**

**Tourism Traditional Application - Submission #449**

**Date Submitted: 3/26/2019**

I have read the Grant Guidelines posted on March 1, 2019

**yes/no\***

yes ▼

I plan to apply for two projects

**yes/no**

no ▼

If yes please rank this project for level of priority

**priority**

-- Select One -- ▼

**Project Title\***

Klamath Independent Film Festival 2019

**Grant Cycle\***

Spring 2019

**Amount Requested\***

12,000

**Total Project Cost\***

\$62,000

**Entity Federal Tax ID Number**

45-5455983

Do not enter if putting in SSN

**Entity Name\***

Klamtah Film

**Grant Contact Name\***

Jesse Widener

**Email Address\***

exec@klamathfilm.org

**Address\***

PO Box 1511

**City\***

Klamath Falls

**State\***

OR

**Zip Code\***

97601

**Phone Number\***

541-892-5571

**Fax Number**

Is there a separate person responsible for the grant application than the project? Please specify names of person(s) responsible for application and project.

**Name(s)**

**reply email**

**reply email**

Are you or is anyone in your organization an employee of Klamath County Government or a relative of an employee of Klamath County Government?

**yes/no**

no ▼

If yes, please enter name

**Name**

Are you or is anyone in your organization affiliated with or a relative of the Klamath County Tourism Review Committee?

**yes/no**

no ▼

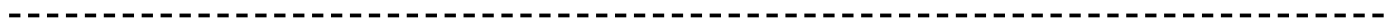
If yes, please enter name

**Name**

Select which of Travel Oregon's Key Initiatives your project aligns with:

**choose one\***

Develop destination-ba ▼



**Project (250 words or less)\***

The Klamath Independent Film Festival (KIFF) is the only Oregon-centric, all-genre film festival in the state. This multi-day event is also a multi-day advertisement for filming in Oregon and especially Southern Oregon, as well as a fam tour to encourage filmmakers to work and shoot in the region.

Last year's KIFF showed 7 features and 28 shorts which were either created by Oregon filmmakers or predominantly made in Oregon. Over a 2 ½ day weekend these productions were shown between the Ross Ragland Theater and Pelican Cinemas, drawing audience and filmmakers from as far away as New York.

KIFF's primary goals are:

1. Positioning KIFF as \*THE\* destination for experiencing Oregon film among statewide partners/entities while leveraging their networks and resources to draw visitors and filmmakers to Klamath.
2. Promoting the region to filmmakers for film productions. This creates large direct spending in our local economy as well as advertisements for the region through locally made films.
3. Goals 1 and 2 work in conjunction with other initiatives of Klamath Film to raise the cultural profile and prestige of Klamath which enhances Klamath's ability as a tourism draw beyond just KIFF.

Describe the project for which funding is requested (details should include the primary goals and objectives of your project). Be sure to include locations, dates and times. If your grant project is approved, this description will be used to highlight your grant, so be as specific as possible when describing the elements of your grant project

**Need (250 words or less)\***

Klamath is largely untapped for film production/tourism, while the rest of Southern Oregon enjoys a very active commercial film economy. Film raises our cultural profile, driving visitors and business into the region with year-round benefits.

In addition while there are nearly 70 film festivals in the state ("Oregon Film Festival Impacts Report" by Travel Oregon, U of O, Governor's Office of Film & Television), KIFF is the only fest which is Oregon-centric and all-genre. This uniquely positions us among statewide events, while creating a positive glow for Klamath from both our audiences and statewide filmmakers.

We also show a very wide spectrum of films with something for everyone, film enthusiasts and general audiences alike, providing entertainment and culture for a wider audience than many other festivals. Filmmakers statewide value the unique opportunity for exposure provided by KIFF.

Describe the need for your project

**Long-Term (250 words or less)\***

KIFF's long-term plan includes:

1. Continuing to build statewide support for KIFF as a recognized major destination event in the eyes of both Oregonians and visitors outside the state. KIFF has been rated as a top attraction in Klamath Falls.
2. Working with local businesses to promote and provide a greater experience of Klamath as part of the film festival experience. Approx. 80% of our audience last year visited downtown businesses highlighted in our program.
3. Using the success of KIFF to help power Klamath Film's other initiatives, which in turn benefit Klamath's culture, economy, and tourism year-round. 2018 saw approximately \$400,000 worth of film projects come into Klamath due to our efforts.

What is the long-term plan for your project

**Measurability (250 words or less)\***

The primary success of KIFF is in our attendees and their local spending. This will continue to be measured by data collected at ticket purchase, including ZIP codes to determine the number of out of town visitors. Incentivized surveys will also be provided to gather more in-depth visitor data, which can then be compared to data from the "Oregon Film Festival Impacts Report" provided by the State and Travel Oregon to better gauge our impact and continue to improve, refine, and target our marketing for future audiences.

We keep extensive data year to year for comparison. Using knowledge gained from previous KIFFs we continue to build and leverage our partner relationships. KIFF2018 attendance was 70%+ higher than KIFF2017 and we aim to increase our audience another 50-70% this year. Our available data suggests we could eventually increase our audience by 500% or more.

We also follow up regularly with a wide range of partners and filmmakers throughout our community and statewide. Some of the secondary successes stemming from KIFF are noted in the "Impact" section below.

How will you measure the success of your project, in the short-term and in the long-term? Be as specific as possible.

**You are not required to answer project preference questions, however answers may help to enhance a grant application's competitiveness.**

**Community/Region (250 words or less)**

Every community's objectives essentially boil down to quality of life. Positive economics are a part of that quality of life, with tourism being a significant contributor to that economic impact.

KIFF is a unique statewide event which makes it a tourism draw at the state level, bringing people to Klamath, and has increasing support from statewide entities. The Governor's Office of Film & Television supports KIFF as part of their goal to increase visibility outside the Portland metro area, especially to rural Oregon. Travel Oregon is also now an annual sponsor/supporter due to our unique positioning as the only complete film festival showcasing the state.

Revenue from our event production and attendees goes directly into our local economy. Local businesses (and Klamath in general) benefit from the halo effect of the experience our event provides attendees. We provide independent film culture and entertainment to our community, while our event celebrates and promotes our community and the state of Oregon. This enhances Klamath's profile for those who visit here, and those who move here, all of which contribute to a positive impact on our economy and quality of life.

Describe how this project complements and is consistent with your community and/or region's current local objectives

**Support & Involvement (250 words or less)**

Our sponsors for 2019 thus far include: ZCS Engineering, Travel Oregon, Oregon Media Production Association, Governor's Office of Film & Television, 10+ sponsors currently in talks, and more to come. We also have grant support from the Klamath Cultural Coalition, are awaiting word from the Miller Foundation, and will be seeking support from the Oregon Cultural Trust.

We work closely with both the Ragland and Pelican Cinema enhancing each with this program and other programs throughout the year. We have support from local lodging and attendees regularly thank us for bringing independent film content to Klamath Falls.

Support from our Board:

Executive Director Jesse Widener oversees day-to-day operations and is strongly connected to the filmmaking community at the local and state level.

Robin Smith is our Secretary and new official Assistant/Festival Coordinator managing our programs/events, social media, and connections with our partners.

Joelle Harris of ZCS Engineering is our current Board Chair assisting with our overall operation, fundraising, etc.

Lori Nussbaum, our Board Vice Chair, is one of our most active participants/volunteers in everything we do.

Treasurer Ann Cavanaugh has successfully helped launch several local organizations benefitting Klamath's economy and is strongly tied into the community.

Brian Ellis is actively co-producing our events and attends local/regional networking event opportunities.

Paul Harris has extensive film/stage/theater production experience and serves as our Technical Director.

Filmmaker David West also attends local/regional networking events, while assisting with our media production.

Additional volunteers/support include Discover Klamath, other Klamath Film members, and Klamath and SOU students.

Describe how this project has the support and involvement of the community. (List any partners, sponsors, volunteers and their contributions and/or activities. Support letter from these partners will also enhance your application.)

**Impact (250 words or less)**

A recent report from the National Endowment for the Arts shows Oregon ahead of the national average for economic growth in the arts. The film industry, which includes film production and film festivals, is one of the top 5 drivers of that growth. Film tourism in Klamath is untapped and we are tapping into it with an event which has a unique position of importance in the state along with its additional impacts.

Based on data from the "Oregon Festival Impacts Report", a conservative estimate indicates our audience spent over \$30,000 in our local economy during KIFF2018, including 75% of our survey respondents who visited downtown businesses we highlighted. With the addition of ~\$15,000 spent locally to produce our event, KIFF2018 approached a \$50,000 direct spend in our economy. With the potential to grow our audience dramatically, those figures could be multiplied several times.

30% of our audience last year were from more than 50 miles away. This is higher than the Portland metro average for film festivals (10%) and the statewide average (20%). These visitors are bigger spenders than local residents.

Secondary impacts include an independent feature film, a Discovery Channel television show, a commercial at Running Y, and a short film during 2018 for a total of approximately \$400,000 in projects and 600+ overnights due to the exposure we give by attracting filmmakers to Klamath...an example of Klamath's film industry potential. These projects have a perpetual impact, putting Klamath on screen around the world.

In what ways does this project address a need in the tourism industry and show potential to generate significant regional and/or local impact?

**Diversity/Inclusion (250 words or less)**

We are bringing a significant, inclusive, and varied form of outside culture to Klamath, with admission prices which are generally more accessible to our community than similar events in other areas.

As Oregon's only Oregon-centric, all-genre film festival, we provide a unique opportunity to Oregon films and filmmakers for exposure and networking. Our programmers give equal consideration to all entries and consistently put together one of the widest, most diverse and inclusive representations of these films and filmmakers in the state.

In what ways does this project strive to promote diversity and inclusion (accessibility, minority populations or underserved visitor segments)?

**Showcase partnership (250 words or less)**

The Ross Ragland Theater recognizes the value of being a centerpiece to this event tied to its historical roots, and we recognize the cultural and historic importance of the Ragland for exhibition and as a Klamath icon. This event is a mutual promotion of the Ragland's history and continuing vitality returning to film, KIFF as Klamath's major film event, and Klamath Film as stewards of film in Klamath. The Ragland's new digital cinema system is an example reinforces of our ties ideally suited to one another.

Coming Attractions provides a unique opportunity for KIFF to be advertised in their theaters across multiple cities to our best possible target audience: people who have paid money to sit in a theater and watch movies. Along with the Ragland, they provide an atmosphere which supports our audience's film festival experience, complete with appropriate facilities, concessions, amenities, etc. In return, we drive more awareness and business to Pelican Cinemas during a slower part of the movie season, which helps buoy their year round receipts while adding to their reputation for Klamath entertainment.

SmithBates recognizes the demand KIFF creates for services locally, which benefits local businesses. As such, SmithBates has provided in-kind design services supporting KIFF, in addition to sponsoring the event. Additionally, we continue to coordinate hours of operation and promotion with downtown businesses during KIFF. KIFF2019 will feature additional special events at select downtown sponsoring businesses. This increases downtown customer traffic while enhancing our audience's experience of KIFF and Klamath Falls.

Describe how this project showcases a public/private partnership with Oregon-based small business.

Is this project/event in shoulder season? **yes/no\***

Does the project/event occur outside urban growth boundaries? **yes/no\***

**Required supporting documents\***

KIFF2019 supporting docs.pdf

\*\*\*Proof of federal tax id (if one is issued, do not upload docs for SSN)  
\*\*\*Entity's W-9 form (omit SSN) \*\*\*Grant Budget - Use the grant budget template provided \*\*\*Support letters - All entities are required to obtain support from 3 businesses/organizations \*\*\*If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant \*\*\*Marketing type projects - If producing collateral you must describe your distribution plan, including budgeted costs \*\*\*If your grant project involves infrastructure development/construction you must include plan drawings and approval from permitting authorities if required locally

**Insurance Requirements**

**Insurance Acord 25-S with County required minimums, Klamath County as additional insured, additional insured endorsement, proof of workers comp and auto coverage (if needed). If no employees or autos will be used for grant fulfillment, a document on letterhead stating no employees or autos will be used for grant fulfillment must be submitted.**

**Electronic Signature Agreement\***

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I agree.

**Electronic Signature**

Jesse Widener

**Date/Time\***

3/26/2019

10:30 PM