

**Klamath County Tourism Grant
Sponsorship - Final Report**

Please provide the following information and submit with your final drawdown request. 20% of the grant is withheld until we receive the final report.

Klamath Independent Film Festival / \$1500
Title of Project / Funds Awarded
Klamath Film Makers Group

Name of Organization
Jesse Widener

Contact Person
PO Box 1511

Address
Klamath Falls, OR 97601

City, State, Zip

541-892-5571
Phone Number

September 30, 2016 - October 1, 2016
Date of Event/Project

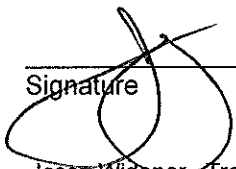
Submit Report to:
Tourism Grant Coordinator
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601
541-883-4202

1. For an event, provide a detailed list of all marketing materials and an electronic version of the material on a CD. (Including audio or video recordings.) For an infrastructure project, provide photographic evidence of the project (before and after pictures), design and supportive materials on a CD.
2. Where did you spend marketing dollars?
3. What part of your marketing efforts were most successful and least successful? For infrastructure projects, what parts of your project were most successful and least successful?

Event Applicants Only:

4. How many people from out-of-county attended?
5. How did you determine how many people from out-of-county attended? Explain why this is an accurate measurement of the out-of-county attendees?

By signing this you are agreeing that you have paid all bills accrued through this process; as well as agreeing that the Logo Usage Agreement is now terminated.


Signature

Jesse Widener - Treasurer/Board member
Printed Name and Title

11-17-16
Date

Klamath County Tourism Grant Fall 2016
Sponsorship – Final Report

Klamath Independent Film Festival

Greetings,

We thank you for the funds provided in order to further advance the Klamath Independent Film Festival (KIFF). The following are details of our effort as requested for the final report (corresponding to the numbered items on the Final Report guidelines), and in conjunction with our enlistment of Discover Klamath/Meet Me in Klamath, as Klamath County's official tourism agency. Please note this pertains only to those efforts specifically funded by the grant. If you would like to know more about our efforts "in-County", feel free to contact us for additional information.

1. Please find the following media files on the enclosed CD:

Firereel Film Festival 2016 web – This is a snapshot of part of the Firereel website showing our organization as a sponsor of their festival. The logo is also a link leading back to our KIFF website. Firereel claims to be the largest film festival in Northern California, and as such, matches our target audience.

Firereel program cover and **Firereel program inside-back** – These are snapshots from Firereel's printed program, again showing our sponsorship and advertisement of KIFF.

JeffersonBackroadsSEP2016 – This is the PDF version of a regular printed publication in the Siskiyou region, for which we acquired a full page ad and article about KIFF. Please see pages 24 & 25 of the PDF.

KIFF-poster-Sep-1UP – This is our main poster from which we posted online (facebook, our KIFF website, etc) and printed, and on which all other marketing material was based. 40 of these were printed and distributed to the Medford-Ashland area.

KIFF2016 web page – This is a snapshot of the extensive KIFF web page we developed. In addition to an extensive program with synopses, stills and trailers, it promoted our "Filmmakers Tour of Klamath" at the bottom of the page, which was designed to interest outside filmmakers to film in Klamath.

RVM_filmissue – This is the PDF version of the Rogue Valley Messenger print publication, which is a cultural newspaper distributed to various businesses of cultural interest (restaurants, shops, etc.) in the Jackson/Josephine County regions. Please see pages 4 & 9.

2. As detailed in #1 above, marketing dollars were spent in the Siskiyou, Shasta, Jackson, and Josephine County areas. In addition to the materials provided on the enclosed CD, we ran several facebook ads targeted collectively to Klamath/Lake/Jackson/Josephine/Curry/Del Norte/Siskiyou/and Modoc Counties. Lastly, we billed the balance of our grant (approximately \$150) for the extensive web and design work, and media prep for marketing/publication provided by Jesse Widener.
3. In the end, we felt our facebook advertisements and our main website garnered the most attention. The print ads seemed hit and miss, with difficulty tracking how many people saw what. We felt our Filmmakers Tour of Klamath was an acceptable success, with a pair of Ashland filmmakers who recently completed a \$100k feature with international distribution being very impressed with the potential filming locations we showed. They had previously produced a million dollar film and remarked they could have shot part of it here had they known what we had available.

Additionally, we recently completed a "Best of KIFF" showing from past KIFFs through the Northwest Film Center in Portland, at the Portland Art Museum, which we hope to be the first in an annual relationship with them in order to expand awareness of the festival and Klamath Filmmaking, though this Best of event was not funded by the grant.

In the future, we could do a better job promoting the specific film program outside Klamath, to better market its breadth as more than just Klamath, and realigning the filmmakers tour more conveniently for filmmakers, based on feedback, should increase the effectiveness of that component. We continue to seek marketing outlets which more closely and directly align with our target audience.

- 4&5. We verified about 20 attendees from out of town through zip codes collected at sale of tickets, and as exhibiting filmmakers or sponsors (including the heads of the Governor's Office of Film and Television, Oregon Media Production Association, and Southern Oregon Film and Media), with whom we directly touched base with at the festival. Unfortunately we had audience response cards with a brief survey for out-of-towners planned to be included with our printed program, but were mistakenly omitted until the last show or two of our event. As such, and based on the response slips we did get, we feel there were more out-of-towners we were unable to verify absolutely. At the very least, we know at least a couple dozen more tickets were comp'd to filmmakers just over the hill, who were showing in the festival.

Of the out-of-towners we could verify in attendance, there were a total of 13 overnight stays, split between the Running Y and Shilo Inn. We know Running Y offered a special rate to festival goers; we believe the Shilo may have as well.

It is important to note, the head of the Governor's Office of Film and Television came down from Portland to attend the opening night gala, and stayed the night. His role for the State of Oregon is to manage Oregon film incentives/rebates, etc. out of their fund, which currently exceeds \$10 million. He was very impressed with our event, and the filmmaking going on in the Klamath Region.

Janice Shokrian, the head of the Oregon Media Production Association, also came down from Portland and spent the night, and was similarly impressed. OMPA is a statewide lobbying group, who works to get increased incentives and film-friendly legislation in place for the state as a whole, but also focusing on rural areas outside the Portland-metro area.

Ginny Auer, the Executive Director of Southern Oregon Film and Media, as well as some other members of SOFaM leadership, were also in attendance and thrilled with the event. Ginny has been working with the Chamber and Discover Klamath to further funding and filmmaking in the region. SOFaM was responsible for directing Hollywood to Klamath a couple years ago for the Brother Nature shoot, which resulted in a \$700,000 influx to Klamath County.

In addition, word of KIFF has gained not only regional attention, such as this article on **The Confluence**:

<http://oregonconfluence.com/2016/08/24/autumn-film-festivals-celebrate-the-state-of-jefferson/>

...but has also reached as far as the **Seattle Times**:

<http://www.seattletimes.com/life/travel/plan-ahead-for-these-events-across-the-northwest-and-bc-sept-23-edition/>

Lastly, because we scheduled ample time between shows for attendees to stretch their legs and get a bite to eat, we know our attendees took advantage of nearby businesses for food and drink. For instance, more than a dozen attendees went to the Basin Martini Bar for food and drink at least 3-4 times during the event, making use of the business as an unofficial after-party location each night. If each of those people spent even \$10 on average, we assume the BMB took in \$500-1000 from our attendees.

We feel KIFF has a myriad of intangibles benefiting the profile and economy of Klamath County, well in excess of the overnight stay head count, and which have and will continue to have a cumulative effect as the event continues to grow and attract an outside audience.

DRAWDOWN REQUEST FORM

KLAMATH COUNTY TOURISM GRANT PROGRAM

Please complete and submit this form to the Tourism Grant Coordinator at the address listed below to receive your grant funds. 20% of the grant is withheld until the final report is submitted.

Klamath Film Makers Group
Name of Organization
P.O. Box 1511
Address
Klamath Falls, OR 97601
City, State, Zip
Jesse Widener
Contact Person
541-892-5571
Phone Number
2016 Klamath Independent Film Festival
Title of Project

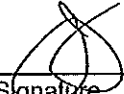
Amount of Award: \$1500.00

Balance of Award: \$ 994.26

Drawdown Requested: \$ (994.26)

Remaining: \$ 0

I/We, the administrator(s) of this project, certify that the attached invoices are accurate and that our project did receive the services/supplies being billed in accordance with the provisions of the Tourism Grant program.


Signature _____ Treasurer _____ 11/17/16
Title _____ Date _____

Attach documentation of the expenses to justify your request: (documentation could include copies of bills, invoices, canceled checks, receipts, etc.) The amount requested must equal or exceed your documentation.

- ✓ All or a portion of the awarded grant funds may be drawn down, as necessary.
- ✓ Checks will be issued according to the County's usual Accounts Payable schedule.
- ✓ Please contact the Klamath County Finance Office at 541-883-4202 with any questions.

Remit to:
Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

The Rogue Valley Messenger
PO Box 8069
Medford, OR 97501
(541)7085688
advertise@roguevalleymessenger.com
www.roguevalleymessenger.com

INVOICE

BILL TO
Jesse Widener
Klamath Film Makers Group

INVOICE # 141977
DATE 09/16/2016
DUE DATE 10/16/2016
TERMS Net 30

ACTIVITY	QTY	RATE	AMOUNT
Print Ad:Print Ad 1/4-2 Volume 3, Issue 19 (Film Festival, September 22)	1	150.00	150.00

Thank you so much!

BALANCE DUE

\$150.00

From: ~*Robin*~ xxagent182xx@gmail.com
Subject: Fwd: Your Facebook Ads Receipt (Account ID: 113825505)
Date: September 30, 2016 at 6:59 AM
To: KFMG Admin info@klamathfilm.org



----- Forwarded message -----
From: "Facebook Ads Team" <advertise-noreply@support.facebook.com>
Date: Sep 30, 2016 3:13 AM
Subject: Your Facebook Ads Receipt (Account ID: 113825505)
To: "Robin Smith" <xxagent182xx@gmail.com>
Cc:

 Receipt for Robin Smith (Account ID: 113825505)

Summary

AMOUNT BILLED

\$162.59 USD

DATE RANGE

**Sep 05, 2016 12:00am - Sep 28, 2016
11:59pm**




PRODUCT TYPE
Facebook Ads

BILLING REASON

**Remaining ad costs at the end of the
month.**

PAYMENT METHOD
VISA *3032

REFERENCE NUMBER ⓘ
HKTJX9JLV2

CAMPAIGN	RESULTS	AMOUNT
 Event: Fourth Annual Klamath Independent Film Festival	4,689 Impressions	\$50.00
 Event: Fourth Annual Klamath Independent Film Festival	6,856 Impressions	\$50.00
 Post: "Tickets are on sale for the 4th annual Klamath..."	8,718 Impressions	\$62.59
TOTAL		\$162.59

Transaction ID: 986233828160335-2170531

Thanks,
The Facebook Ads Team

[Manage Your Ads](#)

[See Full Receipt](#)

Jefferson Backroads Advertising Invoice #KFMG-09-2016

Klamath Film Makers Group
 c/o Tonia Albright
 Meet me in Klamath
 205 Riverside Drive
 Klamath Falls, OR 97601

Jefferson Backroads
 P.O. Box 344
 Grenada, CA 96038
 Cell (530) 640-0100

Email: jeffersonbackroads@gmail.com
 Website: www.jeffersonbackroads.com

DATE	AD SIZE	RUN PERIOD	ADD CHARGE	SUBTRACT PAYMENT	TOTAL BAL DUE
9/1/16	Full Page Full Color	Sept. 2016	+ 225.00		
	Also b/w full page for info	freebie		Thank You!!	\$ 225.00
	Set up fee	Waived – ad is camera ready			
				(XX) EMAILED 8/30/16	

Full Payment Due by 15th of each month. \$25.00 late fee will be charged for all accounts over 30 days past due.

KLAMATH FILM MAKERS GROUP
KLAMATH FALLS, OR 97601

1069

96-7470/3232

JW
10-10-16 Date

Pay to the Order of JOSE WILDENJA \$ 156.67

ONE HUNDRED FIFTY-SIX AND ⁵²/₁₀₀ Dollars



Pacific Crest

FEDERAL CREDIT UNION
Serving today for a better tomorrow

PO BOX 1179
KLAMATH FALLS, OR 97601
541-864-1376

TWO SIGNATURES REQUIRED

David P. Reed

For WEB DESIGN + MEDIA PREP

⑆323274704⑆00000016994100⑆1069

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Front of envelope is marked with a "0" for postage.

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Close the window