

SPONSORSHIP TOURISM GRANT APPLICATION

Title of Project: Third Annual Klamath Independent Film Festival

Funds Requested: \$2,500.00

Organization Applying: Klamath Film Makers Group (501-C)

Contact Person: Arthur Robert Belsky, Treasurer of KFMG

Phone Number: 541-892-2702

E-mail Address: albels@msn.com or info@klamathfilm.org

Mailing Address: KFMG, P.O. Box 1511, Klamath Falls, Or, 97601

Web Site Address: www.klamathfilm.org

Brief Description of Project including date, time and location: **The Klamath Independent Film Festival** is on Saturday, August 29, 2015 from 5:00 pm till 10:30 pm at the Ross Ragland Theatre in Klamath Falls, Oregon, 97601.

This third annual Klamath Independent Film Festival is planned, organized, and hosted by your local Klamath Film Makers Group (KFMG) a 501-c-3.

The KFMG Mission Statement is "To create motion pictures produced by or involving film makers of all levels in and around Klamath Falls, Oregon...."

Feel free to view our web site for detailed information about our Organization including: viewable films from our two previous Film Festivals, film making classes, meeting schedules, events we sponsor in Klamath County, our officers and history.

Our first film festival in 2013 presented Short Independent Films from Filmmakers in Klamath, Modoc, Siskiyou and Lake Counties. The three adjacent counties were included in an attempt to draw filmmakers and an audience from outside our environs. 195 individuals attended that event at the RRT. This first ever Klamath film festival was lauded by the Ross Ragland Staff as "a **great** premier event" in 2013.

Our second festival in 2014 included entries from Jackson County, as well. Several out of the area filmmakers and their entourages attended the festival in Klamath Falls. About 1/3 of those attending in 2014 were from the Medford or Ashland area. Our marketing was limited by our budget to placing posters of the 2nd Festival in and around Klamath, Medford and Ashland. A limited amount of local radio advertising was also generated. Also, in 2014 we reached out to Southern Oregon Film and Media Group. Their Executive Director attended the Klamath festival. He made positive statements to our board and members for the quality and dynamics of the Second Film Festival in Klamath County. The 2nd Film Festival started at 7:00 pm and ended at 9:00 pm. Afterward, there was a catered meet the filmmakers social that lasted till 10:00 pm. The event was held at the RRT. The visiting Executive Director stated that he will also attend our 3rd Festival to support us.

The upcoming 3rd Klamath Independent Film Festival will be held this year again at the RRT. We again accept film entries from independent film makers who do reside in Klamath County and 4 Counties that are adjacent to Klamath (Jackson, Lake, Siskiyou, and Modoc). To expand to a wider population this year, we are also allowing film entries if a film exhibits at least ½ of the film length from our eligible regions. We are actively planning to further expand this year's film festival by adding an internationally recognized Feature Length Independent Film filmed partly in Klamath County. We are in process of reviewing several films related to, "shot" in, or that have vital significance, scenery or are historically related to our region.

We are extending the length of this year's Klamath Independent Film Festival beyond the first two Festivals.

We expect to start the feature length film at or slightly after 5:00 pm, followed by screening the independent films from 7:00-9:00 pm, then have a question and answer table discussion with the winning film makers from 9:00-9:45 pm, and also have social hour after the event, The management of the RRT has tentatively approved our extended event time at the theater.

We do not have, in our limited budget, surplus funds to modernly and effectively market the Klamath Independent Film Festival to our neighbor cities and counties whose residents are close enough to attend and stay overnight. We plan to allocate at least 75% of the received Grant for direct marketing and effective advertising outside Klamath County proper.

We will also include up to, but no more than, 25% of the provided funds for a professional marketing and event planner for assistance in effective marketing to our intended audience in the metropolitan centers of the 4 aforementioned Counties. They will also coordinate our larger event this year beforehand and also onsite during the event. This individual will be an independent contractor experienced in these needs. If funded, our search will begin locally and earnestly.

We will rely on our event planner to research, advise, set up, and put forward the event marketing based on Media Allocation Tools for Internet-TV-Radio-Magazines & Newspapers.

Southern Oregon Film and Media is aiding us in publishing a 500 word article on the Klamath Film Festival. It will be printed in **Media, Inc. Magazine**. This Magazine is distributed to Film Makers and Film Festival goers throughout the Northwest. The Klamath Film Festival is already posted on their website under "Film Festivals". With the funds requested and received we could also afford a display advertisement in their magazine. It is distributed from Portland to Redding. We have had and do have momentum for this project.

For the first two Klamath Festivals, the door charges to the patrons were: "Pay what you will". This provided an open ended invitation to all residents. At the door, there were no barriers to attendance. In 2015 we may have to slightly modify this policy depending on the full length feature. But, at this time, though, we plan to continue with our "Pay what you will" policy.

We will have our members and additional volunteers at the doors of the RRT at the beginning of the Festival handing out programs and tracking out of town visitors by Zip Codes. That way we can accurately record and track attendance of out of town guests.

With the variety of films shown, our target audience is broad.

With an advertising budget we can attract additional filmmakers, their entourages and a broad spectrum of "Film Tourists" to our area.

Successful Independent Film Festivals around the globe run indefinitely. There are no other Film Festivals in our County. We want variety and out of town visitors who stay and enjoy our area.

Our objective is to encourage local film makers to produce films and provide a Marquee Entertainment Event that has an abundance of individuals who will look forward to attending annually.

Our network partners are our historical and expanding sponsors (one of your local Banks is a new sponsor this year-TBA), the Herald & News, Winn Broadcasting and Southern Oregon Film and Media.

We hope you will also graciously sponsor us this year with your full Tourism Grant.

We are in direct contact with Discover Klamath for a detailed and effective Marketing Plan. Their years of expertise and recommendations for a local Marketing and Event Planner will be beneficial to our local organization. Plus we will use their assistance to determine Media Allocation as funding becomes available.

The RRT webpage will have us listed as an event as before. We will also be able to have two full weeks of RRT Marquee exposure of the event as no other events are posted proceeding August 29th at the RRT. The executive director of the Chamber of Commerce today informed us that we will be listed on their calendar automatically since the event will take place at the RRT. We need the requested funds to pull out of town guests to our Special Event.

With a full Tourism Sponsorship Grant of \$2,500.00 we will have the funds to properly and effectively market our Event to more distant areas and provide for a professional event planner for the Third Annual Event.

The marketing would be directed to Jackson, Siskiyou, Modoc and Lake Counties and beyond for this UNIQUE EVENT.

Humbly and respectfully submitted for the Klamath Film Makers Group by members of our Board and by,

Arthur Robert Belsky
Treasurer for KFMG
4/30/15

KLAMATH INDEPENDENT FILM FESTIVAL

ROSS RAGLAND THEATER

THIRD
ANNUAL

3

\$250
CASH PRIZE
JURY GRAND PRIZE

\$100
AMAZON CARD
JURY RUNNER UP

\$50
AMAZON CARD
JURY 2ND RUNNER UP

SUBMIT UP TO TWO (2) FILMS OF 25 MINUTES OR LESS BY AUGUST 1, 2015. OPEN TO RESIDENTS OF, OR FILMS SHOT PREDOMINANTLY IN, KLAMATH, LAKE, JACKSON, SISKIYOU AND MODOC COUNTIES.

FOR MORE INFORMATION VISIT: KLAMATHFILM.ORG

OR CONTACT US AT: INFO@KLAMATHFILM.ORG

ALSO ON FACEBOOK: [FACEBOOK.COM/KLAMATHFILM](https://www.facebook.com/klamathfilm)



April 28, 2015

To whom it may concern,

Main Street Jewelers has sponsored the Klamath Independent Film Festival, put on by the Klamath Film Makers Group, since its first showing in 2013. We believe this is the kind of event Klamath Falls needs both for the enjoyment and culture of its residents, and in raising Klamath's profile and interest to draw more people in from outside the area.

We were thrilled with the size of the audience it drew in its first year. Last year's inclusion of films from Jackson County not only raised the bar on the quality exhibited, but brought in a large contingent from Jackson County who were equally impressed by the event.

We believe the Klamath Independent Film Festival can be an increasingly exciting annual draw to Klamath and look forward to the continued growth of this event. As such, we strongly encourage you to support their application for funds to market outside Klamath.

Sincerely,

Tim Clinton, Owner
Main Street Jewelers
701 Main St.
Klamath Falls, OR 97601
541-884-1077
half_carat@hotmail.com

April 27, 2015

Klamath County Tourism Review Committee
c/o Klamath County Finance
305 Main Street
Klamath Falls, OR 97601

Dear Committee:

The Ross Ragland Theater is committed to high quality performing arts and educational experiences that enhance community life and positively impacts tourism. One aspect of our mission is to partner with organizations that fit well with our organizational goals.

The Klamath Film Makers Group is one such organization. The Theater has worked with the Group for three years to sponsor its annual film festival at the Ross Ragland. What we have seen is a volunteer organization with a professional orientation toward film-making.

The independent film industry and corresponding festivals continue to be a growing market, which draws film-makers and visitors from a wide geographic area. The Klamath Film Makers Group's festival has become a viable and unique experience for Klamath County. The Group has opened its competition up to outside Film Makers from other counties with the intent to expand the quality of independent film offerings and to bring visitors from outside of the area.

As you are aware, the more events and activities that interest visitors, the greater the branding packages and message we can create to showcase Klamath's depth of home-grown talent coupled with its outside natural beauty. The Klamath Film Makers Group is another piece of the attraction pie that will have a positive impact on tourism.

The Ross Ragland Theater encourages you to support the Klamath Film Makers Group's application for tourism funding for a festival that is growing into a long-term event that will attract visitors from all over Southern Oregon and Northern California.

Sincerely,

Mark R. McCrary
Executive Director



April 28, 2015

To Whom It May Concern,

We write to you today in support of the Klamath Independent Film Festival. Their efforts and goals are already on track to create a signature event that will benefit the community in so many ways including cultural, marketing and promotion, and tourism.

Having been to festivals all over the country, including other festivals right here in Southern Oregon, I've seen first hand the energy and excitement that goes along with them. The influx of people to the downtown core even for just a day or a weekend can have a measurable impact on the bottom line of the surrounding businesses.

And not all of that activity is generated by people who are local. By extending the reach of the festival to filmmakers that do not live directly in the community, as the Klamath Independent Film Festival does, some of those attendees will not be residents, but filmmakers traveling in to support their films and bringing family and friends with them, many if not most of whom may never have spent quality time in the Klamath area. What a great opportunity to show it off!

The impact may be small now, but every year awareness of the festival will grow, and as the number of films shown and the audiences coming to attend grow, the economic impact and the resultant tourism dollars will grow as well. Look at Marfa, look at Missoula, look at Ashland even! All of those festivals started small and now they occupy a respected place in the festival world with thousands of attendees pumping tens of thousands of dollars into their local economies.

Southern Oregon Film and Media is a sponsor of the Klamath Independent Film Festival and has the highest hopes for it's future. We urge Klamath County to support them as well.

Respectfully yours,

A handwritten signature in black ink, appearing to read "G. Kout", written in a cursive style.

Gary Kout
Executive Director
Southern Oregon Film and Media

Southern Oregon Film and Media (SOFaM) is a 501(c)6 non-profit whose mission is to support, grow and promote film and media activities in Southern Oregon.

**PO Box 1265 • Ashland, OR 97520 • 877 I FILM SO (434 5676)
www.filmsouthernoregon.org • sofam@filmsouthernoregon.org**