Tourism Traditional Application - Submission #145

Date Submitted: 3/30/2018

I have read the Grant Guidelines posted on March 1, 2018

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 2018

Grant Cycle*

Spring 2018

Amount Requested*

$12,000

Total Project Cost*

$37,870

Entity Federal Tax ID Number

45-5455983

Do not enter if putting in SSN

Entity Name*

Klamath Film

Grant Contact Name*

Jesse Widener

Email Address*

exec@klamathfilm.org
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)

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

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

If yes, please enter name

Name

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

choose one*

Develop destination-based products that are in concert with Oregon's natural environment, support the stewardship of the state's resources and it
Project (250 words or less)*

Now in its 6th year, the Klamath Independent Film Festival 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 shoot in the region.

KIFF 2017 showed 5 features and 40+ shorts which were either created by Oregon filmmakers or predominantly made in Oregon. Over a 2 and ½ day weekend, these productions were shown between the Ross Ragland Theater and Pelican Cinemas. Our opening feature following our gala dinner, was the west coast premiere of a feature documentary on the Malheur wildlife refuge occupation, produced by Oscar-nominated filmmaker Morgan Spurlock (of "Super Size Me" fame).

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.

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.

2. Working with local businesses to promote and provide a greater experience of Klamath as part of the film festival experience.

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.

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. For example, KIFF2017 sold 30% more tickets than KIFF2016. Using knowledge gained from previous KIFFs, we continue to build and leverage our partner relationships, with the aim to at least double our attendance. Our available data suggests we could eventually increase our audience by 10x or more.

We also communicate 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.

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

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**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.

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 2018 thus far include: SmithBates, Discover Klamath, Basin Land Rover, US Cellular, Southern Oregon University, Oregon Media Production Association, and the Governor's Office of Film & Television. We also have grant support from the Klamath Cultural Coalition, Miller Foundation, and will be seeking support from the Oregon Cultural Trust, who supported us last year.

We are working with both the Ragland and Pelican Cinemas as our facilities this year, and in talks with various local lodging partners.

We made a number of advancements to our organization's structure in the latter part of last year, and have significantly powered-up our volunteer board as a result, to propel our organization and KIFF to another level:

Executive Director Jesse Widener is strongly connected to the filmmaking community at both the local and state level and is a nearly full-time employee of Klamath Film.

Our board Chair, Brian Ellis, is actively co-producing our events, and attends regular community and regional networking event opportunities along with board members Dylan Acres of Basin Land Rover, and filmmaker David West. David is also assisting with our media production.

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

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

Joelle Harris of ZCS Engineering is currently serving as our Secretary and assisting on other initiatives.

Robin Smith actively manages our social media, and Lori Nussbaum is our most frequent volunteer working our events.

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)

Again, 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 $20,000 in our local economy during KIFF2017. With the addition of over $15,000 spent locally to produce our event, KIFF2017 had at least a $35,000 direct spend in our economy. With the potential to grow our audience dramatically, those figures can 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 interest generated to multiple non-local filmmakers for shooting in Klamath, with the result of a 6-figure independent feature coming to Klamath this year. For comparison, the production "Brother Nature" from a few years ago brought $700,000 into the local economy...an example of Klamath's film industry potential. These films have a perpetual impact, putting Klamath on screen around the world. As a further example of the potential tourism and economic benefit of film, Astoria has been generating decades of national/international tourism from 1985 favorite "The Goonies". Additionally, filmmaker David West moved from Medford to Klamath last year and purchased a house here, in large part because of the active film community we are building!

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 is also installing a new film system and programming, which reinforces how we are 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.

We also intend to more fully coordinate hours of operation and promotion with downtown businesses during KIFF. This will increase their 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* no

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

Required supporting documents*

KIFF2018 County Tourism Grant 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
Submission Instructions

After submission of this application, please print 8 copies, and attach all your supporting documentation (8 copies) and turn in to Klamath County Finance office, 305 Main St., Room 230, Klamath Falls, OR 97601. If mailing, must be postmarked by 2:00 PM March 31, 2018.

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*

3/30/2018 7:30 PM
# Klamath Film
Klamath Independent Film Festival 2018

## INCOME

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## EXPENSES

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<td>$50,200.00</td>
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March 12, 2018

RE: Klamath Independent Film Festival - Letter of Support

To Whom it May Concern,

I am writing in support of the Klamath Independent Film Festival ("KIFF"). I am a big believer in the specific power of film festivals to galvanize a local community as well as provide a creative economy and tourism draw - especially in a state like Oregon.

KIFF is uniquely positioned within this environment because of its focus on showcasing locally produced and/or themed projects. This presents a especially interesting festival line-up that echoes the value of production work and tourism to Oregon and to the Klamath area, in particular.

I have attended KIFF many times in the past and I have seen for myself the impact that the festival brings to Klamath Falls, its local businesses as well as the local creative producers. KIFF also provides a motivation for visitors from outside of Klamath county to come see the resources available to creative content producers - personnel, locations, infrastructure and accommodations - in the Klamath region.

Because of this, KIFF’s work provides a direct benefit to our own mission of physically building and encouraging media production work in all areas of the state - but especially in Southern Oregon. KIFF’s focus on both the films themselves and the filmmakers helps to boost the economic benefits of a local film industry, which, in turn, helps to grow the ongoing tourism draw and economic vitality to communities through film productions, raising the cultural profile of the community and surrounding area.

For all of these reasons, and more, I would very much like to see the work of KIFF continue and grow.

Best,

Tim Williams
Executive Director
March 26, 2018

Mr. Jesse Widener
Klamath Film
PO Box 1511
Klamath Falls, Oregon 97601
RE: Letter of Support – Grant Request for 2018 Klamath Independent Film Festival

Dear Jesse,

Discover Klamath Visitor and Convention Bureau, official tourism agency for Klamath County, supports the efforts of your group to secure a Klamath County Tourism Grant, to host the basin’s 6th Annual Independent Film Festival.

We continue to be impressed by the work you and your colleagues are doing to put Klamath on the radar with a goal of attracting more film and video production to the area.

What we like about this year’s KIFF Event (September 14-16) is that you’ve kept – and increased - the cash prizes (from $1000 to approx. $1500), while continuing to broaden the ability for applicants to submit from all over the state and Northern California. Collectively, this would seem to be a great strategy for attracting more film makers to visit Klamath.

Good luck on your grant application.

Jim Chadderdon
Executive Director
26 March 2018

Klamath County Tourism Grants Committee
c/o Klamath County Finance Office
305 Main Street
Klamath Falls, Oregon 97601

RE: Klamath Falls Tourism Grant for KIFF

Dear Tourism Grants Committee,

I am writing in support of the grant application filed by Klamath Film for the annual Klamath Independent Film Festival (KIFF).

This one of a kind event provides an outstanding platform to regional and Oregon-based filmmakers while simultaneously drawing visitors to Klamath County and promoting your area as a prime location for film production. My own first visit to Klamath Falls was for KIFF 2015. It was wonderful to have the opportunity to explore the region with a community of fellow Oregon filmmakers. The festival has grown since then, expanding its length, its draw, and its reach, and I have been back several times to spend more time and money in Klamath County.

Festivals like KIFF draw both out-of-town filmmakers and film enthusiasts who pay for hotel rooms and meals at restaurants. They also give filmmakers an opportunity to fall in love with an area and let their imaginations fly, dreaming up future movies to be made, movies with cast and crew who pay for hotel rooms and meals at restaurants. Most importantly, film festivals help develop a region’s cultural allure, which in turn impacts economic growth. When I first considered moving to Ashland in 2014, a major factor in deciding to do so was the existence of the Ashland Independent Film Festival, which to me indicated the presence of a healthy arts community in Jackson County. Likewise, potential entrepreneurs, business decision makers, and future workers will view the continued success of the Klamath Independent Film Festival as a sign that Klamath County is a vital cultural hub with a variety of events to enrich the lives of its inhabitants.

Thank you for your consideration and support of Southern Oregon’s creative economy.

Sincerely,

Andrew Kenneth Gay, Board President
Southern Oregon Film and Media
March 12, 2018

Review Panel
Klamath County Tourism Grants
305 Main Street
Klamath Falls, OR 97601

Dear Review Panel:

I am writing a letter of support for the Klamath Independent Film Festival's (KIFFFF) proposal for funding through the Klamath County Tourism grants program.

Over the past several years, KIFF has exponentially evolved as a key component of the cultural community. The festival began here at the Ross Ragland Theater as a small start-up effort to promote local filmmakers work and has exploded into an exciting cultural resource for the Klamath Basin.

KIFFFF has grown into a festival that has a statewide draw of filmmakers and has expanded its partnerships with both Southern Oregon film groups as well as the Governor's Office of Film and Television. The Festival brings people from other areas of Oregon and Northern California and continues to have a positive impact on local tourism.

Your support of KIFF to promote and expand its reach is a worthwhile investment that will serve to bring more visitors to Klamath County every year. I encourage your support of this exciting and growing initiative that sets Klamath apart from other areas of the state.

Sincerely,

[Signature]

Mark R. McCrary
Executive Director
March 26th, 2018

Klamath County Finance
Tourism Traditional Grant Program
305 Main St.
Klamath Falls, OR 97601

RE: Letter of Support for KIFF Event

To Whom It May Concern:

The Klamath County Chamber of Commerce is proud to endorse the Klamath Independent Film Festival (KIFF) as an opportunity to show the rest of the nation what Klamath has to offer the filming industry.

The festival draws other filmmakers from outside Klamath, as well as profiling the filmmakers around the region and draws an audience of hundreds, 1/3 of which attend from outside the Klamath Basin.

KIFF is uniquely positioned as the only Oregon-centric, all genre fest in the state, with statewide partners for that recognition and assistance in raising that awareness. Additionally, KIFF is a multi-day destination event for tourism, a multi-day advertisement for filming in Oregon and Southern Oregon, and a multi-day fan tour for prospective filmmakers who attend and are introduced to the regional industry for filming.

The Klamath County Chamber of Commerce recognizes the Klamath Independent Film Festival as an opportunity to continue to build on the community’s profile as a great place to film. KIFF provides tourism and economic benefits of a local film industry, and the ongoing tourism draw and economic boost to communities through film productions while raising the cultural profile of the community.

Sincerely,

Heather Tramp
Executive Director, Klamath County Chamber of Commerce
541-884-5193

"The Klamath County Chamber of Commerce is committed to Klamath County by advancing its economic vitality and quality of life through the education, promotion and networking of our members"
Dear Taxpayer:

This is in response to your request dated Aug. 21, 2017, regarding your tax-exempt status.

We issued you a determination letter in April 2014, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).
Form W-9
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Klamath Film

Business name/disregarded entity name, if different from above

Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

☐ Individual/person or single-member LLC
☐ C Corporation
☐ S Corporation
☐ Partnership
☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership)

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Exempt payee code (if any)

Exemption from FATCA reporting code (if any)

Address (number, street, and apt., or suite no.) See instructions.

PO Box 1511

City, state, and ZIP code

Klamath Falls, OR, 97601

List account number(s) here (optional)

Requester’s name and address (optional)

Part I Taxpayer Identification Number (TIN)
Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN later.

Social security number

or

Employer identification number

45 L 545983

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and

2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Signature of U.S. person

Date

3/25/18

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.