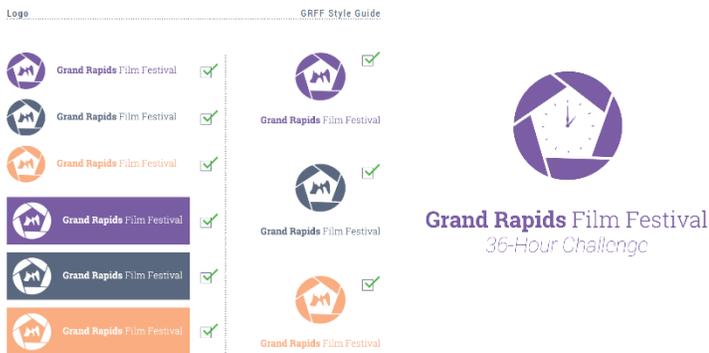




The programming period for this report includes June 2016- May 2017. For the first time, the Grand Rapids Film Festival (GRFF) spread the organization's efforts out over three events: Summer Spotlight, 36-Hour Challenge, and Festival 2017. The strategic approach aims to keep the festival 'top-of-mind' for audiences throughout the year, to engage a variety target markets and to more evenly distribute the 'work' of planning and execution. The following overview explains the organizational efforts and their effectiveness.

Branding

The branding guide, completed in November, details our fonts, colors and logo uses. The logo update attempts to combine a high-tech camera lens shutter with the Calder statue, a symbol that represents Grand Rapids. The shutter is designed to work well with animation by opening and closing to reveal different symbols representing each day of the festival. For example, the 36-Hour Challenge used a clock as the symbol in the center of the shutter, and animation was used to wind the clock down.



Marketing

A monthly newsletter was added in the fall, which has 1500 subscribers with 350 regular readers. Along with this, blog posts were added in November, eight were posted covering the Challenge, Festival films and makers.

Direct marketing for Festival films to non-profits was new this year, and saw some mild success. The Mental Health Foundation of West Michigan brought 4 volunteers, hosted a table, and included GRFF on social media. The Van Andel Institute Purple Community purchased 10 tickets, mentioned us GRFF on social media and hosted a table. WMEAC included GRFF in their event calendar and newsletter.

GRFF's social media presence is dominated by [Facebook](#), where our Page reaches 2,761 fans. The analytic capabilities provide valuable information about the market being reached. The [Twitter account](#) has 3,148 followers. The organization's presence on [Instagram](#) and [LinkedIn](#) is minimal. GRFF uses [Film Freeway](#) to connect with filmmakers.

Four promotional videos were created:

- [36-Hour Challenge screening promo](#)
- [Transformative promo – Jen Shaneberger](#)
- [Filmmaking in GR – Chris Randall](#)
- [Intern promo – Juliana Ludema](#)

Public Relations

The 'top-of-mind' strategy worked in GRFF's favor, as demonstrated by the following list of media coverage.

- April Festival 2017
 - WGVU Morning Show with Shelley Irwin:
 - [Part 1: March 29, 9am - GRFF event F&M \(fashion&music for film\)](#)
Guests: KCAD teacher, Stephanie Wood and 3 of her students
 - [Part 2: April 4, time? -GRFF filmmakers](#)
Guests: Sam Smart (Calvin Prof), Nathan Roels (Calvin Student), and Richard Turke (GR native who now lives in Burbank - 2 films in fest)
 - [Part 3: April 7 - GRFF film Buffalo](#)
Guests Michael and Father
 - Sound Off West Michigan, 3.27.17 12:30p– Jen and Virginia Anzengruber
 - [WoodTV Eightwest](#), 4.4.17 9am – Jen, Lennard Rosse and Stephanie Wood
 - Fox17, 4.5.17 4pm – Richard Turke, Micah Brandt
 - [WZZM13](#), 4.7.17 – Richard, Micah
- [GRCC Student newspaper, Jen interviewed](#)
- [GVSU Lanthorn](#)
- [Calvin Chimes](#), About Sam Smart (professor) and Nathan Roels (student)
- [Rapid Growth Media](#)
- 36-Hour Challenge 2017
 - [Grand Rapids Business Journal 1.13.17](#)
 - Revue Magazine (January) 1.7.17
 - [Mlive](#) 1.6.17
 - [Calvin Chimes 12.09.16:](#)
 - [Cornerstone Herald 12.08.16:](#)
- Summer 2016
 - [Shelley Irwin's radio show](#)
 - [WoodTV's Eightwest](#)

Program Impact

Each program had a unique set of goals and objectives.

Internships

GRFF hosted three sets of interns during this timeframe for a total of 23 students.

Summer: From GVSU: Lauren Johnson, Sawyer Johnson, Ariana Jordan, Stephanie Langendonk, and Derek Platte. From KCAD: Max VanderForest, Meahgan Goeman, and Emily Krause

Fall: From Calvin College: Juliana Ludema and Grace Yahiro. From GVSU: Alison Pettibone and Austin Paul. From Cornerstone Ashton McBride. From KCAD: Stephanie Dear and Wade Leppin

Winter: From KCAD: Dani Congdon. From GVSU: Aisel Alcedo, Miranda Bator, Lauren Harrington and Kelsy Murphy. From MSU: Sydney Costa, Master's students Maria Sych (GVSU), Wen-Peng Joyce Lo (WMU)



2016 Fall interns

From left to right: Ashton McBride, Austin Paul Grace Yahiro, Alison Pettibone, Kaitlyn Califf and Juliana Ludema.

Summer Spotlight

The project consisted of an outdoor screening of a film created by local Grand Rapids filmmaker, Philip Carrel. This exhibition took place on Friday, July 15, 2016 at Wilcox Park in Eastown Grand Rapids. The screening was free and held in a public park with the goal of increasing accessibility for community members to connect with film. GRFF hung 1,000 door-hangers on the homes surrounding the park to reach into the community and engage them in a fun-infused film exhibition. [View pictures from the event here.](#)

The planning process included direct discussions with the filmmaker to build an event that was agreeable to both Carrel and GRFF. Carrel worked as part of the GRFF team in all areas of the event. In a follow-up survey, Carrel indicated he learned a great deal through the process.

This Grand Rapids Film Festival (GRFF) project was designed to increased exposure for Carrel's work, which was accomplished through media interviews and event attendance at 200pp over the course of the five-hour event.



Philip Carrel Q&A 2017 Spotlight

The other aim was to mentor him in the follow aspects of film exhibition planning:

- logistics and city planning
- budgeting
- fund and partnership development
- branding and marketing
- public relations and networking
- public speaking through Q&A
- evaluation methods to measure film and event perception

An additional benefit of this project was direct financial support to Carrel in the form of a screening fee for \$300 and the proceeds of a donation collected from attendees of \$230.

36-Hour Challenge

The 36-Hour Challenge, held the last week of January, was designed to unite and test the regional filmmaking community while inspiring the creation of transformative films. The participants gathered for the launch on January 27. The films were due January 29 and screened on February 3rd at Celebration Cinema.

17 teams with a total of 110 participants competed. Awards were given for Best 1st, 2nd, 3rd along with craft awards for editing, sound, cinematography, acting, script, directing, and audience choice. All films can be watched on our [website](#).

For the inaugural year, six goals were selected. Detailed below, these goals can be simplified to this statement:

“Through the 36-Hour Challenge, GRFF aims to increase film production, provide practical experience, facilitate inter-university dialogue among faculty and students, create a comparative metric for regional film programs, and connect high school filmmakers with local higher-ed programs.”

Challenge goals

1. **Produce** ten new transformative six-minute **films** created and exhibited by February 3, 2017. **Outcome:** This goal was exceeded as 17 transformative 6-minute films were created.



2017 Challenge team

2. Provide **practical experience** to students and aspiring film professionals to work as part of a small team under a tight deadline to create collaborative film art.

Outcome: 110 people participated in the challenge, representing key aspects of the Grand Rapids filmmaking community with 8 from universities, 6 semi-professional or alumni, and 3 high school teams.

Roughly 40% of the students that attend completed our follow up survey. The results showed that all of the students enjoyed participating in the event. The team challenge was a stretch for most, especially with the time constraints. The Calvin College team that submitted the 2nd place winner, *Dave*, lost two senior students from their team just before the competition began. For them, this was a lesson in perseverance and overcoming adversity.



2017 Challenge team

“It would be interesting to see how other colleges go about film production compared to what methods we’ve learned. If there’s a collaboration between schools, then participants just become a group of filmmakers, and then the schools become irrelevant, which could present students with the chance to really explore what’s it’s like to work in the industry vs. what may seem like another class project.”
–2017 student participant

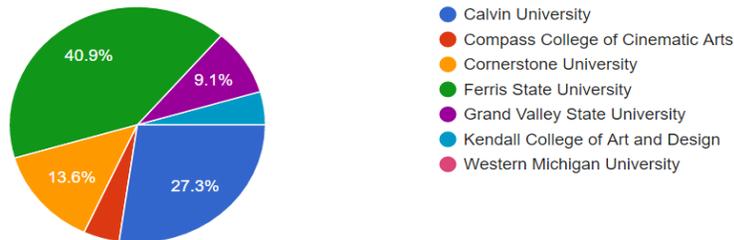
3. Facilitate **inter-university dialogue** and collaboration between participating students.

Outcome:

- 86% of the students reported never collaborating with students from other schools.
- 82% of students responded that they made new relationships through the 36-Hour Challenge.
- When asked if they had plans to collaborate with students from other school in the next year, 59% responded 'maybe' showing an interest. 27% responded yes, they had definite plans.

"I think (inter-university collaboration) would be beneficial because it became obvious to me at the screening that the equipment of every group varied quite a bit. It would be cool to have film makers come together and be able to use higher end equipment that normally wouldn't be readily available to certain teams."
-2017 student participant

Which School are you from? (22 responses)



4. Increase networking and communication between regional university **faculty**.

Outcome: Seven faculty members filled in the survey. When asked if they had worked with any of the faculty from the other participating schools in the past year, the response was surprisingly low with 29% yes and 71% no. It's our objective over the coming years to raise the inter-university collaboration rate from the 29% baseline. For 2017, we aim to raise it by 10%.

To measure the success of the 36-Hour Challenge in facilitating relationship building, we asked faculty if they made new relationships through this programing, and 57% answered yes.

71% of the faculty surveyed responded that they might collaborate with other schools this year. The interest in inter-university collaboration is clear, but there seems to be a gap with an organization taking the lead in facilitating this process. The 36-Hour Challenge appears to have provided a first step in generating interest and uncovering the possibilities. The program certainly raised awareness of the other regional programs, and provided a networking opportunity.



Challenge kick-off

"Healthy competition between the various programs. Good incentive for everyone to really show off their best stuff and get better. Could be a source of pride for programs, while at the same time raising the bar for everybody making films in GR."
-2017 faculty participant

5. Create a **metric** for gauging how regional film programs compare to one another.

Outcome: The metric used to judge the 36-Hour Challenge films was a scale of 1-10 in each of these categories:

- Originality / Creativity
- Direction
- Writing
- Cinematography
- Performances
- Production Value
- Pacing
- Structure
- Sound / Music
- Transformative Theme
- Timing 6 minutes

Each team's submission was rated by our panel of judges. Average overall scores provide a general glimpse into the overall quality of each team's training and ability to execute. Teams are provided their individual scores in each category and faculty are provided a compilation of all university teams scores for comparison. The average judges score on the performance of a university team does not effectively measure the overall quality of their film program. The Challenge does create an awareness of other programs and provides an example of their output.

6. Provide an opportunity for regional **high school students** to learn about regional higher education film programs.

Outcome: Each member of the three high school teams were given materials from each of the participating universities. They were able to network with students and professors.

TEAM NAME	PROJECT TITLE/ JUDGE AVG
Cornerstone Film Students	Of Mutants and Men / 5
Empower Team (Cornerstone mash-up)	Metanoia / 6.3
Orange Box (Cornerstone)	Drag / 5.9
Flixters with Hats (GVSU)	Doorways / 5.7
Gold Team (Calvin College)	It's Been Awhile / 5.3
Maroon Team (Calvin College)	Dave / 7.2
Kendall College of Art and Design	Color Me True / 7.1
TDMP Films (Ferris State)	Periphery / 7.3
Fruit Face (Kentwood High School)	Future Death / 6.2
Irregardlessly Us productions (High School)	Harold / 4.2
KV Productions (Kelloggsville High School)	Finding Me Finding You / 5.3
Paint Pictures	Psychosis: The Miracle of Life / 3.8
BSL Cinema (Lansing)	Short Film / 6
The Butchers	Burnout / 6.9
Marshmallows (Compass Alumni)	Hello / 7.7
Good script, b.A.A.d movie	No Place Like Gnome / 6.1
Grandpa Crane	Woom / 6.2



Voting for Audience Choice at 2017 36-Hour Challenge



2017 Winners

April Festival

It's a traditional film festival with three-days of celebrating the transformative and entertaining qualities of film.

Day one, Thursday, kicked off the festival with an evening networking event that invited 12 filmmakers to describe how film transformed their lives in a very distinctive 20 slides for 20 seconds each. This format is called "PechaKucha".



PechaKucha Speakers

Speakers

- Virginia Anzengruber, Snow Monster
- Lisa Enos
- Sloan Inns, BMG Visuals
- Michael McCallum, Rebel Pictures
- Lucas Miles, Miles Media
- Bret Miller, Red Skies
- Julian Newman, Tribes Church
- Tom Norton, WKTV
- John Otterbacher, Orange Chair
- John Harper Philbin, GVSU
- Ella Swift, Burly Mermaid

With 180 members of the film community in attendance, it was a very successful evening. GVSU required the event as extra credit for their students in exchange for free tickets. A few organizations missing to target for next year are: Calvin and Compass College, Ferris, KCAD, WMU and industry professionals like Gorilla Pictures, Fulvew Productions.



F&M model fashion inspired by music video Sick

Day two, Friday, was GRFF's signature F&M (fashion&music for film) showcase. This evening event screened music videos, following each video with fashion it inspired designed by Kendall College of Art and Design students are displayed on the catwalk. The designers, filmmakers and musicians are present (when possible) for the screening and fashion show.

The highlight of this event was that it successfully reached into a diverse audience. Because all of the videos featured African American male leads, many attended the event, like Adrian Butler, Julian Newman (Tribes Church) and Troy Evans (Edge Urban Church). [View the photos here.](#) There were 60 people in attendance.

Day three, Saturday, films are screened from noon to mid-night. For 2017, 28 films were screened all at the same location, the Wealthy Street Theatre. Screenings were followed by an afterparty for filmmakers and GRFF volunteers at Sovengard Restaurant

180 people attending screenings, including lanyard attendees. The largest audiences were for Officially Limited and the Family Themed shorts block. 16 filmmakers attended, including two from Los Angeles, offering Q&A sessions following their film.

Targeted marketing to non-profits, which helped build awareness could improve future events. Partnering with universities for student tickets may improve the 2018 numbers.



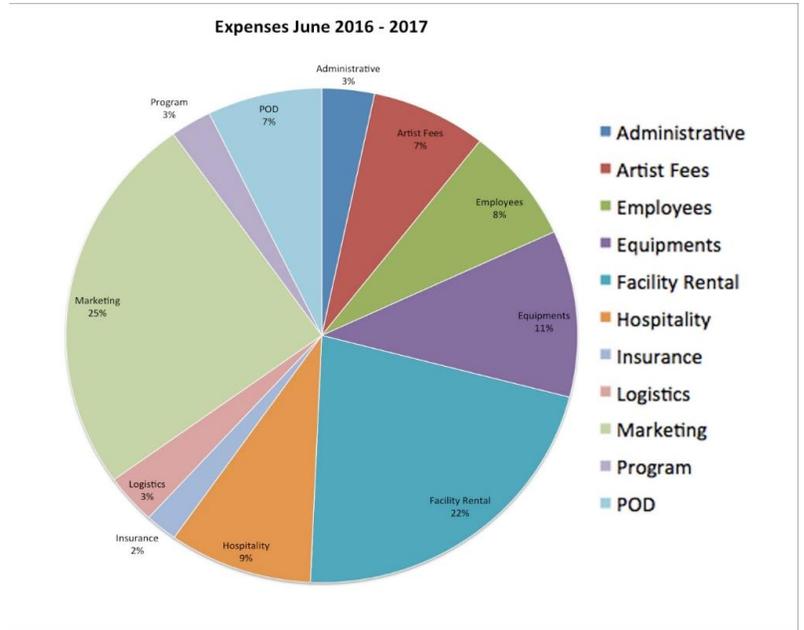
Watch This with filmmaker Richard Turke and Breaking Legs with producer Micah Brant

F&M Model fashion inspired by music video "Sick"

Financials

Expenses June 16- 17

administrative	570
artist fees	1250
employee	1290
equipment	1870
facility rental	3723
hospitality	1557.2
insurance	349
logistics	561
marketing	4298.42
program	447.41
POD	1245
	17161.03



Income June 16-17

earned	5351
grants	7173
sponsors	4600
total	17124