

Profile

Applicant: Event Application

Grant Manager: Donna McNeil/Shannon Haines

Name of Organization: Donna McNeil/Shannon Haines

Mailing Address: Maine Film Festivals Consortium
Friends of Art and Film, Shannon Haines,
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Date of Incorporation: September 1st, 1986

EIN: 01-0419284

What were the top three highlights from the previous fiscal year?

Maine International Film Festival, July 15-24, 2005: 10 days, 80+ movies, representing the best of American independent and international cinema. MIFF also spotlights some of Maine's most exciting and innovative filmmakers. More than just movies, MIFF offers audiences the opportunity to meet and talk with some of the people behind the movies, including directors, actors, producers, and writers. MIFF's special guests have included Mid-Life Achievement Award winners Lili Taylor (MIFF 2005 "Pre" Mid-Life Achievement Award Honoree), Ed Harris (MIFF 2004), Peter Fonda (MIFF 2003), Jonathan Demme (MIFF 2002), Sissy Spacek (MIFF 2001), Terrence Malick (MIFF 2000), and Jos Stelling (MIFF 1999). In 2005, MIFF received a grant from the Maine Arts Commission to develop online ticket sale capabilities, allowing audience members to pre-purchase tickets for specific shows.

Camden Film Festival:

The Camden International Film Festival (CIFF) is dedicated to honoring the documentary form of cinema presented at numerous venues around Camden, Rockport and Rockland Maine, including the Camden Opera House, Bayview Street Cinema, The Strand Theater and The Center for Maine Contemporary Art.

SPACE Screenings Program focuses on bringing under-represented film and video to Portland audiences, with emphasis put on independent documentaries and independent films. In addition to monthly screening events, SPACE also plays host to the Human Rights Watch Traveling Film Festival in November, exhibiting the latest films exploring human rights issues, and Sound In the Dark, a series of films about sound and music each February.

The Maine Jewish Film festival experienced skyrocketing growth, expanded it's screenings, it's board of directors and was honored by the state legislature for it's contribution to cultural and economic growth in Maine.

Please state your three primary goals for the next year and how you expect them to increase tourism revenue for the region with cooperative funds.

The Maine Film Festivals Consortium, comprising 6 independent festivals across the state, will work to effectively promote film as a vital, year round cultural activity with the following 3 primary goals in mind:

1. The creation of a brochure advertising all six festivals. This brochure will be distributed statewide and beyond to develop awareness of Maine's commitment to film and the breadth and depth of our offerings. Heightened recognition of Maine as a serious film site will serve to attract viewers and film production companies alike, providing increased markets, revenue and job opportunity through film and ancillary venues including lodging and restaurants. Currently, the combined attendance at Maine film festivals is just over 15,000 people. With well designed, targeted advertising, the Maine Film Festivals Consortium has the potential to significantly increase visitorship.

2. The creation of a website, mainefilmfestival.org that will be a continually updated resource of film events, including screenings, symposiums, workshops and other interactions with film professionals. This worldwide calendar of events will attract a sophisticated, web informed visitor who will likely spend additional dollars in addition to the film event. Additionally, strategic advertisement in trade publications to promote this portal site will place Maine squarely in the public view as a competitive cultural destination, thereby attracting the tourist interested in a quality leisure experience, education, discretionary travel trips throughout

the year and family based events.

3. The creation of unified signage in the form of banners will herald the film festivals within each individual community, informing visitors of special event entertainment. Banners will enliven communities, signifying to the tourist that Maine is about more than seacoast and hunting activities.

Please describe the overall strategy you will implement to achieve these goals.

Six film festivals have previously existed and marketed themselves independently in Maine: the Maine International Film Festival, the Maine Jewish Film Festival, the Women and Girls Film Festival, the Silent Film Festival, the Camden International Film Festival (documentary) and the Human Rights Film Festival (coupled with SPACE galleries ongoing film series). Directors from all six groups have begun, in 2006, to meet regularly to discuss marketing strategies, audience development and funding challenges.

Together these organizations represent current attendance of over 15,000 folks covering much of the state with events taking place year round. By forming a consortium, the individual festivals can greatly expand their marketing reach. If properly marketed, Maine's existing film exhibition events, which span the calendar year, have the collective potential to establish Maine as a cultural destination for tourists year-round.

The film consortium intends to produce a single marketing piece, both hard copy and at www.maineilmfestivals.org, which will advertise all events, at all sites throughout the year, every year. The print marketing materials will show the geographic spread of existing film exhibition opportunities, which currently span the state, and will drive tourists to www.maineilmfestivals.org for specific information about programming content and individual event details.

In addition to the print and web materials, the Maine Film Consortium will create unified banners with a common theme (such as "Film Happens in Maine") to be used at each site and shared among the consortium.

In addition to the group marketing efforts, a separate grant will be sought to purchase digital projection equipment that can be shared the six groups, greatly reducing each individual event's budget.

How do these goals and strategies fit with the Office of Tourism's?

The Office of Tourism is interested in expanding it's offerings to tourists, enhancing the experience of Maine, now and in the future, and helping to redefine Maine as a cultural center thereby broadening its visitor constituency. Cultural tourism is one of the fastest growing segments of the tourism industry, attracting visitors who tend to stay longer, spend more, and travel in the off-season. Yet, the idea that Maine offers culture as well as scenery is still not part of the state's self-image.

It would benefit the Office of Tourism to advance the recognition of the previously disparate film festivals as a coalesced major cultural offering which would attain recognition for Maine as a destination site for film enthusiasts as well as the rainy day alternative for everyone.

Please describe how the financial resources will be monitored by your organization.

Friends of Art and Film and it's governing board with guidance from the Maine Arts Commission and input from the partnership will monitor the creation of the marketing piece and the allocation of funds.

Primary Analysis

Research

Is your region or event conducting any research initiatives this year?

Yes

If you have Research Initiatives, please state the purpose and give a brief description of each.

The Maine Arts Commission, through the Margaret Chase Smith Center and the Maine Film Commission, are compiling general cultural data for their film incentive and creative economy research. This information feeds directly into the relevance of film festivals to Maine's Economy.

Public Relations

Who is the person/company that is responsible for your PR program?

Company: Presently in house for most of the festivals functioning seperately. To be housed collectively at filmfestivals.org

Address: Friends of Art and Film
177 Main Street
Waterville, Maine 04901

Phone: 207-287-2726

Email Address: donna.mcneil@maine.gov

Would you be interested in participating in a two-hour public relations workshop?

Yes

Would you like to be contacted regarding PR efforts?

Yes

Please provide a list of editorial contacts:

RADIO:

WMPG 90.9 & 104.1 FM, Portland Community Radio
WBOR 91.1, BRUNSWICK, Bowdoin College
WRBC 91.5, LEWISTON/AUBURN, Bates College
WMHB 90.5, WATERVILLE, Colby College
WUNH 91.3 FM, University of New Hampshire
Maine Public Broadcasting
WMEB 91.9, ORONO, University of Maine at Orono
WCYY 94.3, PORTLAND
98.9 WCLZ, PORTLAND

PRINT:

Kennebec Journal, Augusta
Morning Sentinel, Waterville
Falmouth Forecaster, Falmouth
Portland Press Herald, Portland
Portland Phoenix, Portland
Bangor Daily News, Bangor
The Times Record, Brunswick
The Sun Journal, Lewiston
Downeast Magazine
AAA Northern New England Journey

Yankee Magazine

TELEVISION
FOX 23, Portland
WABI-TV, Waterville & Bangor

Please provide a list of publications and/or broadcast outlets you would most like to target:

Boston Phoenix
Boston Globe

Co-Op Efforts

In what type(s) of co-op effort, if any, is your group participating?

Internal, e.g. A local matching program with hotels and inns., External, e.g. Partnerships with other groups.

Please describe in further detail your co-op efforts:

Each individual festival has formed creative partnerships with hospitality entities in their region, including inkind donation of rooms by hotels and inkind donation of reception services by area restaurants, in exchange for advertising opportunities and/or sponsorship status.

Each individual festival also works with other film, arts and cultural entities within their communities to expand the reach of their marketing efforts and further enhance programming opportunities. For example, the Maine International Film Festival has worked with the Colby College Museum of Arts to coordinate museum exhibits that coincide (both thematically and logistically) with the film festival, SPACE has consponsored film events with Salt Center for Documentary Studies and Maine College of the Arts, etc.

Website Development & Maintenance

If you currently have a website, please provide us with your URL:

URL: www.maineilmfestivals.org (domain saved)

Please provide a brief description of the overall goal of your site and the functionality that the site offers to its visitors:

The web site, www.maineilmfestivals.org, to be constructed with assistance from this grant, will serve as an umbrella site for all six festivals. The site would offer specific information about each of the individual festivals and direct links to the individual festival web sites. In addition, the site would also offer a calendar of symposiums, workshops, galas, competitions, premieres, previews, and additional film-related events throughout the year. In other words, this will be a one-stop site for those tourists who are interested in film related events in Maine. The site will be designed to provide each of the festival directors password-protected access to update event listings.

The site will also offer tourists the option to add themselves to the mailing list(s) of any of the events that interest them, rather than having to contact each event independently.

Please provide a brief description of the intended strategy for improvement over the next one to two years:

The website will evidence the magnitude of film offerings in the state exhibiting the seriousness of Maine's commitment to creative economy endeavors. The ability to come together as a consortium with a shared website will give the cultural tourist and the general public a centralized source of information for activities planning.

The consortium will continue to meet and refine the website according to viewer polling and overall response. A centralized website will also define the disparate film festivals as a singular unit, enhancing other grant opportunities and the growth of the sector.

Visitor Database

Do you collect and compile information on your visitors (names, addresses, areas of interest, etc.)?

Yes

If so, please describe how the database is currently structured and how it is used for marketing and communication initiatives:

Each organization currently has its own database of attendees, which is used to mail brochures and other promotional materials. The databases will be merged, culled and used as initial contact for this newly created brochure as well as for other screening announcements, show cards, and special events.

Budget Summary

Current Projects

Project 1: NMC PR Package

Description: The NMC PR Package includes: Assistance with the development of a "Most Wanted" media list, assistance with story development, one (1) special event feature story, and up to four (4) press releases written and distributed.

MTMPP Award: \$4,000.00

Project 2: Maine Film Festivals Marketing Package

Project Type: Advertising

Description: The consortium of film festivals in Maine: The Maine International Film Festival, Human Rights Film Festival, Jewish Film Festival, Silent Film Festival, Camden International Film Festival (documentary), Women and Girls Film Festival, calling themselves Maine Film Festivals propose to create a collective brochure, website, advertising and signage.

Element 1: Film Festivals Brochure

Project: Maine Film Festivals Marketing Package

Element Description: To effectively market, in tourist information settings and through direct mailings, a complete listing of film offerings in the state of Maine over the course of a year. These brochures can also be included in state tourism and local Chamber of Commerce information request packets, and used at various conferences and trade shows, including but not limited to the Governor's Conference on Tourism, the International Film Festivals Summit, etc.

Timeline: July 1, 2006 - Design brochure
August 1, 2006 - Print 100,000 copies of the brochure (full-color, standard tri-fold size)
Year-round distribution - Please note that the individual festival descriptions will not include year specific dates. In other words, MIFF's description will say 10 days in mid-July

Tracking: Though the brochure will contain information on each individual festival, it will seek to push audiences to the www.maineilmfestivals.org web site. The number of hits to the web site will be tracked, and the online survey will ask individuals how they learned about the site.

Target Market: The target audience for this brochure will be film enthusiasts as well as the more general arts & cultural tourists. The brochures will be mailed to the databases of the 6 individual festivals in order to broaden their awareness of the other entities, but will also be distributed through general tourism information requests, web site requests, etc. The brochures will also be distributed at independent cinemas

throughout the state and distributed to hotels, motels, and inns in and around the communities that host the festivals.

Rationale: While each independent festival has its own marketing materials, this brochure will outline the breadth and depth of film offerings in the State of Maine year-round. The ultimate goal of this piece is to build awareness in tourists (and residents alike) that Maine is a serious arts and cultural destination.

Media Type: Brochure

Co-op Opportunity: This will be a cooperative venture between the 6 individual festivals. We would consider selling advertisement to independent cinemas to help defray the cost of the piece.

Budget Description: Brochure design \$ 5,000
Printing (100,000) \$15,000
Distribution \$10,000

MTMPP Award: \$15,000.00

Cash Match: \$10,000.00

In-Kind Match: \$5,000.00

Element 2: Film Festivals Website

Project: Maine Film Festivals Marketing Package

Element Description: To create a presence on line for all the film festival offerings in the Maine which can remain a living and continually updated informational resource for cultural tourists and residents alike.

Timeline: June/July 2006 Web site design
August 1, 2006 Launch of beta site
September 1, 2006 Official site goes live

Tracking: Website hits and increase in festival attendance.

Target Market: Resident and visitor film buffs or casual tourists.

Rationale: This piece is crucial because of its longevity and ability to connect globally. The recognition and expansion of significant film offerings in Maine will gain notice via web presence.

Media Type: Internet

Co-op Opportunity: The web site will offer a fabulous opportunity to sell advertisement to lodging establishments, restaurants, independent cinemas, and others. This income will help to pay for ongoing maintenance of the site.

Budget Description: Domain name \$ 200
Site design \$10,000

MTMPP Award: \$7,000.00

Cash Match: \$3,000.00

In-Kind Match: \$0.00

Element 3: Maine Film Festivals Banner

Project: Maine Film Festivals Marketing Package

Element Description: To further establish a presence, signage, that could be shared among all six partners would greatly improve the visibility of the events and effect a celebratory atmosphere within each community.

Timeline: June/July 2006 - Banner Design
August 2006 - Creation of individual banners

Tracking: Anecdotal feedback from audiences; community feedback

Target Market: Residents and tourists to the communities where each festival is occurring:

MIFF: Waterville and Bangor
Jewish: Portland and Lewiston
Women and Girls: Portland
Camden International: Camden, Rockland, Belfast
Human Rights: Portland
Silent: Bucksport

Maine Tourism Marketing Partnership Program



Rationale: Visuals are stimulating and banners are particularly celebratory. The element fits easily into a shared marketing concept because the visual elements could be generic enough to fit everyones needs.

Media Type: Exterior signage

Co-op Opportunity: None

Budget Description: Design & Printing \$9000
Installation \$6000

MTMPP Award: \$9,000.00

Cash Match: \$0.00

In-Kind Match: \$6,000.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
NMC PR Package			
NMC PR Package	\$4,000.00		
Maine Film Festivals Marketing Package			
Film Festivals Brochure	\$15,000.00	\$10,000.00	\$5,000.00
Film Festivals Website	\$7,000.00	\$3,000.00	\$0.00
Maine Film Festivals Banner	\$9,000.00	\$0.00	\$6,000.00

Budget Summary

Proposed MTMPP Award:	\$35,000.00
Administrative Costs:	\$7,500.00
Cash Match:	\$13,000.00
In-Kind Match:	\$11,000.00
Total Match:	\$24,000.00
Total Proposed Budget:	\$59,000.00