

**2018 LODGING AND TOURISM FUND APPLICATION**  
**Celluloid Bainbridge Film Festival – Arts & Humanities Bainbridge**  
**Final Report**

**Summary of 2018 Celluloid Bainbridge Film Activities**

This year’s Celluloid Bainbridge Film Festival successfully concluded its 20th year as Bainbridge Island’s homegrown film festival on November 17 and 18, 2018. The Historic Lynwood Theatre’s silver screen lit up once again with dozens of local films, delighting audiences with visions of the island stretching back forty years.

Since 1999, Celluloid Bainbridge Film Festival has been presented by Arts & Humanities Bainbridge. In that time, it has showcased hundreds of films with a connection to Bainbridge Island, either filmed here or made by island residents. To celebrate this legacy, this year we offered up a retrospective selection of quirky favorites from two decades of Celluloid. Attendance this year remained relatively consistent with prior years, as the decision was made early in the planning process to streamline the festival and make the focus this historical retrospective. Marketing for this year’s festival expanded to include articles in the Bainbridge Review and Currents Magazine, advertising in both the Bainbridge Review and the Kitsap Herald as well as flyers, posters and extensive social media efforts.

**Project Objectives**

LTAC funding was used to help fund the general operations throughout the yearlong effort to plan, promote, market and support the success of the 2018 Celluloid Bainbridge Film Festival.

Specifically, funding from LTAC allowed us to utilize additional paid-advertising venues to highlight this year’s retrospective focus. In addition to Celluloid posters and flyers we were able to purchase additional paid advertising which helped promote attendance among island residents as well as promote the festival on the Kitsap peninsula. We were able to bolster the general operations, host an expanded opening night celebration and extend our marketing and promotional reach with these funds.

**Specific Measurable Results**

AHB’s Currents magazine, which featured an in-depth article about the Film Festival, we were able to highlight this year’s retrospective focus. Currents magazine is direct-mailed to all

12,000 island households and continues to get a good response.

Based on actual attendance numbers, we know there were 12 filmmakers in attendance for the opening night reception and the screenings on Sunday. In addition to the filmmakers, who were given complimentary tickets for the reception, there were 35 paid guests on opening night. Overall, there were 217 movie watching guests attending the festival, including 10 volunteers.

### **Involvement of any Partners and Unexpected Cooperative Relationships**

The festival began with an Opening Night Reception at the Marketplace at Pleasant Beach. Guests enjoyed fine food and drink and heard from AHB Executive Director Anne Smart as well as special guests Jonathan Evison and Kathleen Thorne. Kathleen Thorne, was presented with a commemorative achievement award in recognition of her role in bringing Celluloid to the island community for so many years.

For the past several years, the festival has enjoyed the partnership with Faraway Film Enterprises and the Historic Lynwood Theatre. It is a result of these unique partnerships that the festival has remained a success throughout its history and it is our hope that these collaborations will continue.

One unexpected aspect of this year's event was the decision to shift the focus of the festival from the earlier plan to broaden the reach and expand the call for film submissions and to return to the original small town local filmmaker festival. As a result of this decision, no new call was made for films as all films shown were chosen from prior year's favorites. In keeping with this theme, aside from the opening night's reception, attendance at the all day screenings on Sunday was free of charge.

Also, this year, as a result of AHB's strategic decision to refocus our primary role as a connector to and within the island's cultural sector, we think Celluloid Bainbridge Film Festival is ready to transform into an independent event. We will be handing the festival's considerable legacy over to a team of community members who are interested in piloting the festival into the future. We're already in the process of reviewing proposals and welcome the community's interest and enthusiasm.

### **Analysis of Actual Expenses and Income in Relation to the Projected Budget**

See attached budget and actuals.

## **Good Faith Best-Estimate of Actual Attendance Generated by the scope of work in the three categories below:**

In our grant application, our plan was to hold a three-day festival and to expand to a global call for films. However, as a result of the loss of our key festival organizers, it was necessary for us to limit the scope of this year's festival. We instead followed the historical format as a 2-day festival and we limited the scope to a retrospective collection of films from the past 20 years.

- Travelers staying overnight in paid accommodations away from their place of residence or business; we estimate approximately 10 plus patrons utilized paid overnight accommodations.
- Travelers staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles; we estimate that approximately 10 - 20 patrons utilized unpaid overnight accommodations.
- Travelers for the day only and traveling more than 50 miles; we estimate that approximately 30 patrons likely traveled from more than 50 miles but attended only for one day.

## **Describe the Methodologies used to arrive at the good faith estimate of actual attendance numbers described above.**

Our estimated attendance number was projected to be between 80 and 100 this year, which would represent festival goers requiring overnight accommodations. Due to the decision to return to the original festival model, attendance this year was on par with the last few years.

Personal invitations were issued to all film makers whose films were shown this year, however many were island residents. Several attending filmmakers do live outside the greater Seattle area and attended this year's festival. We issued paper tickets to all who attended the festival, which included matching tickets we used for tallying film attendees. The total attendance for this year's festival was 274, which included filmmakers, opening night attendees and movie watching guests.

It is the plan that for next year, with a new group of invigorated filmmakers and enthusiastic community members, the festival will continue but with renewed energy and possibly a slightly different focus.

## Celluloid Bainbridge Film Festival Expenses

November 17, 2018

LTAC Grant Receipts

|    | Merchant / Contractor                       | Amount   | Date (s)                 |
|----|---|--|--------------------------|
| 1  | Pleasant Beach Village (Catering and venue) | \$3,986.78<br>(\$750 venue)<br>(\$3,236.78 Catering)     | 11/17/2018               |
| 2  | Facebook Advertising Receipts               | \$172.96   | 11/5/2018                |
| 3  | Joel Sacket Photo Usage                     | \$353.75   | 8/9/2018<br>9/21/2018    |
| 4  | Sound Reprographics (flyers and programs)   | \$158.26   | 11/2/2018<br>11/9/2018   |
| 5  | Sound Reprographics (posters)               | \$201.64   | 10/31/2018               |
| 6  | Pat Patton (film conversion & projection)   | \$350.00   | 11/12/2018               |
| 7  | Still Photography (during Reception)        | \$200.00   | 11/18/2018               |
| 8  | Gifts (Appreciation Award)                  | \$326.00<br>(\$190.75 (Bonciolini)<br>\$135.25 (Currier) | 11/15/2018<br>11/27/2018 |
| 9  | Sound Publishing                            | \$1,500.00   | 11/30/18                 |
| 10 | Total Expenses                              | \$7,249.39   |                          |

**Celluloid Bainbridge Film Festival**  
2018

**Budget:**

| <b>Revenues</b>             |        | <b>Other Sources</b> | <b>LTAC Funds</b> | <b>Total Income</b>   |                          |
|-----------------------------|--------|----------------------|-------------------|-----------------------|--------------------------|
| COBI LTAC Grant             |        |                      | \$ 7,000.00       | \$ 7,000.00           |                          |
| Ticket Sales                |        |                      |                   |                       |                          |
|                             | BPT    | \$ 1,290.00          |                   |                       |                          |
|                             | Square |                      |                   |                       |                          |
|                             | Cash   | \$ 110.00            |                   |                       |                          |
| Donations                   |        | \$ 325.00            |                   |                       |                          |
| <b>Total</b>                |        | \$ 1,725.00          | \$ 7,000.00       | \$ 8,725.00           |                          |
| <b>Expenses</b>             |        |                      | <b>LTAC Funds</b> | <b>Total Expenses</b> |                          |
| Advertising                 |        |                      | \$ 1,500.00       | \$ 1,500.00           | Review and Kitsap Herald |
| Marketing                   |        |                      | \$ 172.96         | \$ 172.96             | FB advertising           |
| Printing                    |        |                      |                   |                       |                          |
| Posters & Flyers            |        |                      | \$ 201.64         | \$ 201.64             |                          |
| Programs                    |        |                      | \$ 158.26         | \$ 158.26             |                          |
| <b>Event</b>                |        |                      |                   |                       |                          |
| Venue                       |        |                      | \$ 750.00         | \$ 750.00             | Market Place             |
| Catering                    |        |                      | \$ 3,236.78       | \$ 3,236.78           | Marketplace              |
| Professional Services       |        |                      | \$ 350.00         | \$ 350.00             | Film Conversion          |
| Gifts                       |        |                      | \$ 326.00         | \$ 326.00             | Bonciolini and Currier   |
| Supplies                    |        |                      | \$ -              | \$ -                  |                          |
| Photography                 |        |                      | \$ 200.00         | \$ 200.00             | Ron Stewart              |
| Flowers                     |        |                      | \$ -              | \$ -                  | Flowering Around Donatio |
| Photo Licensing             |        |                      | \$ 353.75         | \$ 353.75             | Joel Sacket              |
| <b>Total</b>                |        |                      |                   |                       |                          |
| <b>Totals</b>               |        | \$ 1,725.00          | \$ 7,000.00       | \$ 7,249.39           |                          |
| <b>Net Operating Income</b> |        |                      |                   | \$ 1,475.61           |                          |