

Sarasota Film Festival, Inc.

Project Title: General Program Support 2022

Grant Number: 22.c.ps.109.761

Date Submitted: Tuesday, June 2, 2020

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 2

Discipline: Media Arts

Proposal Title: General Program Support 2022

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Sarasota Film Festival, Inc. 
- b. **FEID:** 65-0826229
- c. **Phone number:** 941.366.6200
- d. **Principal Address:** 323 Central Avenue Sarasota, 34236-4920
- e. **Mailing Address:** 323 Central Avenue Sarasota, 34236-4920
- f. **Website:** www.sarasotafilmfestival.com
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Sarasota
- j. **DUNS number:** 827361200
- k. **Fiscal Year End Date:** 06/30

1. Grant Contact *

First Name

Paul

Last Name

Ratner

Phone

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Email

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2. Additional Contact *

First Name

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Bender

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3. Authorized Official *

First Name

Mark

Last Name

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mark@sarasotafilmfestival.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Fair/Festival

4.3. Applicant Discipline

Media Arts

5. Department Name Multipurpose Institutions only (universities, cities, colleges, counties, etc.)

C. Eligibility Page 3 of 12

1. What is the legal status of the applicant? *

- ☐ Public Entity
- ☒ Nonprofit, Tax-Exempt
- ☐ Solo or Individual artists or unincorporated performing company
- ☐ Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- ☒ Yes (required for eligibility)
- ☐ No

3. Do proposed activities occur between 7/1/2021 - 6/30/2022? *

- ☒ Yes (required for eligibility)
- ☐ No

4. How many years of completed programming does the applicant have? *

- ☐ Less than 1 year (not eligible)
- ☐ 1-2 years (required for eligibility for GPS and SCP)
- ☒ 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Excellence Page 4 of 12

1. Applicant Mission Statement - (Maximum characters 500.) *

To celebrate the art of filmmaking and the contribution of filmmakers by hosting an international film festival and developing year-long programs for the economic and cultural benefit of our community.

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

2.1. Goals, Objectives, and Activities - (Maximum characters 5000.)

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Activities: These are the specific activities that achieve the objectives.

The goals of the Sarasota Film Festival (SFF) are to offer world-class, state-of-the-art films and film education by creating unique programs, and to support emerging independent films while promoting collaboration among filmmakers and within the local cultural community. These programs are designed and measured in the following ways:

World Class Films

Each year, SFF programmers seek out the very best in national and international independent and studio films, to present to our audience. These programmers are leaders in the national film festival community, visiting international film festivals, speaking at various festival and industry events, and publishing film criticism and interviews.

In 2020, more than 1,200 films were submitted by the SFF programmers. We have also added new opportunities for cutting-edge filmmakers by offering our first-ever VR festival and created an entirely new exhibition platform to offer SFF programming online. Our new virtual platform will serve as an ongoing showcase for educational and independent film programming all year long, reaching new local and nationwide audiences. For 2021, SFF anticipates a further increase in submissions and the continual growth in the diversity of its programming. SFF's international reputation continues to expand based on such innovative approaches and can be measured by the extensive press coverage the festival receives.

SFF has had extensive national and international press attention, in part because SFF hosts a significant number of U.S. journalists to attend and cover the festival, as well as act as jurors. In 2010, Variety described SFF as, "the acme of a regional American film fest," while Movie City News (2010) stated, "What a great film festival Sarasota has. Gorgeous city...enthusiastic audiences...and most

importantly a really solid slate of films...All of these things make Sarasota a fest that should serve as a model for other regional fests looking to be truly great." In 2011, The New York Daily News wrote that "...Sarasota is...a valentine to moviemaking and the communal experience of films," while in 2013 IndieWire described the festival as "independent film's best kept secret." Most recently, Paste Magazine named SFF one of the top 10 most spectacular film festivals in the world, alongside other entries such as Cannes, Sundance, and Toronto. Movie Maker Magazine named it among the top 25 Film Festivals in the world in 2020 and Travel Pulse declared it among the top 5 Must-See. For 2021, SFF hopes to increase its presence in the national press, while continuing to engage local and regional media in covering both the specific SFF films and programs and our area's diverse cultural offerings.

Film Education

The Sarasota Film Festival recognizes and builds upon the importance of the arts in the area's education programs and the incredible value of the creative "voices" of our residents. SFF's Education Department was created to engage the young people in the Sarasota-Manatee region in the art of film: filmmaking, film criticism, screenwriting, and other disciplines. The mission of SFF Education is to inspire, educate, and entertain students by promoting creativity, collaboration, and community involvement through such programs as the Hollywood Nights Young Filmmakers Showcase, Instafilm Contest, Riverside High School Film Awards, Reeltalk Contest (organized in partnership with the Sarasota County School Board), Kids VIP Trips, Junior Jury, summer film camps, and the Cinematheque, an award-winning new classic film education program.

SFF Education provides these important film-as-art programs FREE to more than 6,000 area students. SFF measures the success of its programs, in part, through its popularity with local school children and the interest local schools have in participating. SFF hopes for a moderate increase in the number of schools/students participating in the Education programs. The numbers are highly dependent on the FL school testing/FCAT schedule and other similar unavoidable conflicts.

2.2. Partnerships & Collaborations - (Maximum characters 2000.)

Describe any partnerships and/or collaborations with organizations directly related to the Specific Cultural Project (SCP) or General Programming (GPS). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

The Sarasota Film Festival fosters active collaboration with a number of cultural institutions in the area, including the Sarasota Opera, the Sarasota Ballet, and the Florida Studio Theater, and educational entities, such as public schools and colleges/universities, and most particularly with New College and Ringling College of Art and Design, the film education programs at Suncoast Technical College, the Sarasota Military Academy, Riverside High School, Film Academy at Booker High School.

The Festival actively promotes the work of Florida filmmakers. In 2020, SFF's main slate programming included 20+ Florida films in addition to those made through local education programs, which was exposed to thousands of additional viewers through our new virtual festival platform. SFF also partnered with the Sarasota County School Board to hold a short film competition focused and other events.

Each year, SFF pairs with a number of organizations to use film as a platform and to support their non-profit causes. In 2020, SFF partnered with such local organizations as the Arts Advocates, Booker High School, Riverside High School, Embracing Our Differences, the Sarasota County School Board, and the City of Sarasota. SFF plans to return to the Municipal Auditorium location in 2021, drawing visitors to a key Sarasota landmark.

Past SFF-partnerships have included raising \$15,000 for the Warren Backpack Program (fighting childhood hunger), promoting Manatee Children's Services; over \$4,000 in scholarships for the FSU College of Medicine and \$20,000 to the Sarasota County Bar Association Diversity Scholarship Fund. 2015's creation of the SFF Film Academy at Booker High School restarted the school's film and video education program, with ~\$13,000 per year raised by SFF's efforts going to the school to fund instruction.

The SFF Women's programming, celebrating the accomplishments of women in the film industry, has previously established partnerships with the Gulf Coast Chapter of UN Women, The Geena Davis Institute on Gender in Media, Women Make Movies and created Side by Side: A Mentoring Program for Women, to generate collaboration on actual film projects among women.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Summer 2021 (July- August) - Start of Fiscal Year, attending other film festivals and scouting for new works. Moonlight Movies (free outdoor drive-in series) season planned. Summer education programs run, including virtual film camps. Additional community screenings are planned. Submission windows opens.

Fall 2021 (September - November) - Programmers build a team of screeners and begin evaluating submitted works. In classroom education programs begin in area schools, event planning, and seasonal staffing. Cinematheque classic film screening programs run on a weekly basis.

Winter 2021/2022 (December-February) - Submissions deadline, Films and Talent secured, Film Guide and Schedule completed and published, marketing plans executed, special events and partnerships planned around programmed films.

Early March 2021 - Press and Sponsor Kickoff, Film Guide and Schedule released, Box Office Opens.

March 26, 2021 - SFF Begins:

March 26th - Opening Night Film and Event

March 28th - Hollywood Nights Event for local and Florida student filmmakers

March 27th-April 4th - Regular Film Screenings begin at main theater

March 29th-April 2nd - Kids VIP field trips run at main theater (>2000 area students see an SFF film and attend Embracing Our Differences art exhibit).

April 2nd-April 4th - SFF In Conversation Series

April 3rd - Closing Night Film and Awards Ceremony

April 4th - Final Day of regular film screenings, post award encore screenings

Late Spring 2022 (Mid April-May)- In School Education programs continue through end of school year. Summer educational programs planned. Fiscal year end preparations.

E. Impact Page 5 of 12

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefiting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefiting should be one (1).

1. What is the estimated number of proposal events? *

350

2. What is the estimated number of opportunities for public participation? *

500

3. How many Adults will be engaged? *

40,000

4. How many school based youth will be engaged? *

7,000

5. How many non-school based youth will be engaged? *

2,000

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1. Number of artists directly involved? *

230

6.2. Number of Florida artists directly involved?

100

Total number of individuals who will be engaged?

49230

7. How many individuals will benefit through media? *

50,000

8. Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): *

☒ Adults (25- 64 years)

9. Select all categories that make up 25% or more of population directly benefiting (excluding broadcasts and online programming): *

☒ No group made up 25% or more of population benefiting

10. Describe the demographics of your service area. - (Maximum characters 1500.)

Our immediate area has a greater amount of residents over 40 but the festival draws in an almost equal amount of tourists and students all across the county, making its demographic impact very diverse.

11. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

The number of artists mentioned above that attend our Festival, numbering over 200 each year, are but a small fraction of the total number of artists involved in creating these films. Even micro-budget films have crews of 5 to 50 artists. We approximate that between 2000 and 5000 artists are involved in these productions.

12. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties

served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

- ☒ Manatee
- ☒ Sarasota

13. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

Solo Artists: Include any positive social elements and community engagement anticipated from the project.

The Sarasota Film Festival acts as an economic catalyst, bringing filmmakers and patrons to the Sarasota-Manatee area, generating business for our hotels, restaurants, and shops. It lures discretionary tourism spending and tax dollars from outside the county, state, and country. Each year SFF hosts over 200 filmmakers and 55,000 participate as artists, volunteers, education program beneficiaries, staff, and patrons.

In the findings of a 2012 Americans For The Arts study, audiences of arts and culture organizations in Sarasota County spent over \$180 million, generating 4500 jobs (SFF can directly account for over 50 of jobs each year for its season), almost \$135 million in household income, and over \$7.5 million in local taxes, \$12.5 million in state taxes. That same study stated that, "arts tourists stay longer and spend more than the average traveller," and that on average 32% live outside the county in which the arts event was held (SFF has recorded up to 40% of its patrons residing outside of Sarasota County). The study found the average arts tourist spends over double their local counterparts on restaurants during their stay. Given this data, it is apparent that the Sarasota Film Festival's contribution to the local economy is substantial.

SFF also creates working partnerships with other local arts and cultural organizations, to increase opportunities for public exposure to and participation in the arts, advocate for the arts, and create informative and entertaining events. Ongoing collaborations include Sarasota Opera House, Florida Studio Theatre, Fine Arts Society of Sarasota, Sarasota County School Board, Booker High School, Riverside High School, State College of Florida, New College, Harvey Milk Festival, and Ringling College of Art and Design.

The Sarasota Film Festival's education department fulfills its mission - to inspire, educate, and entertain students of all ages in the greater Sarasota area by providing school programs to approximately 6000 area students focused on screenwriting, film critique, and filmmaking. SFF education provides field trips, junior film juries, sensory friendly screenings, film contests, awards and premieres for elementary, middle, and high school students. The education department also curates a weekly award-winning classic films program called the Cinematheque as well as summer film camps.

14. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

The Sarasota Film Festival annually develops and implements a strategic marketing plan, to reach patrons and attendees and to recognize our sponsors. A major focus in the past few years has been for the SFF marketing efforts to reach a larger audience through technology that can be used from home, the office, the coffee shop, walking—thus making it easier for our patrons to participate in the festival and to expand SFF's reach into our community and beyond. 2013 was the first year the festival had an app partner to make ticket purchasing easier from mobile, and by 2016 over half of all tickets sales were made online.

In 2019, a complete website redesign along with a new partnership with Eventive ticketing software resulted in an excellent experience for the festival goers. They were able to preview the films through trailers and additional information straight from the festival website, as well as reserve tickets for the films and any special events.

In 2020, this partnership grew into co-developing a virtual film festival platform, which was utilized in carrying out our first-ever Virtual Sarasota Film Festival. By adapting quickly to challenging times due to the pandemic, our festival was able to put on a successful two-week virtual festival, screening 80+ festival films to thousands of audience members online. SFF both offered local and national programming to audiences in the area and expanded its reach by showcasing its film to people all across the world, who were now able to watch them online.

SFF also has “upped” its presence on various social media sites and apps with growth between 41% in 2016 and an additional 12% in 2017 on Facebook and Twitter alone. 2020 saw another thousand new followers added on Facebook. This growth in social media followers makes online advertising of SFF events more cost effective as well as better targeted.

SFF has redesigned its website to be more user- and search engine-friendly. New capacities and capabilities on SFF's updated website allow SFF to quickly share and promote SFF news.

SFF also reaches into the Sarasota-Manatee area with printed collateral, advertising in multiple formats and outreach events with various community partners. In 2020, SFF produced 10,000 copies of its newly-redesigned, environmentally-friendly film guide and reached thousands online, as it adapted to postponements and governmental restrictions related to Covid-19.

SFF's many media partnerships work to bolster our online activities and help saturate the market with SFF content and information. SFF has traditionally been sponsored by SNN TV, ABC 7, 10 News WTSP, Comcast, METV, Family Beautiful Magazine, Harbor Style Magazine, Mommy Magazine, Sarasota Magazine, Scene Magazine, SRQ Magazine, the Venice Gondolier, West Coast Woman, Clear Channel, Radio SRQ, WSLR, and WUSF. SFF has focused on reaching outside Sarasota to new markets, having been covered by the Tampa Bay Times, Creative Loafing Tampa Bay, and the Bradenton Herald as well as many online publications in New York and Los Angeles among others.

F. Management and Operating Budget Page 6 of 12

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Sarasota Film Festival enjoys sustained and dependable funding year-to-year, with a number of private corporate donations, festival memberships, local public and private grants, film submission fees, and film/event admissions revenue. As our national and local economy have improved, so have tourism rates. SFF membership programs have continued to grow as film appreciation is increasingly growing in the kind of fine arts philanthropic support that many other arts such as ballet and opera have traditionally enjoyed.

SFF's community support provides a massive amount of in-kind goods and services donations each year. Its very active volunteer corps allow it to run an exceedingly large operation on a medium festival's overhead. SFF's board has remained consistently supportive of its mission and step in as necessary with additional donations and interest-free loans to carry the organization through any shortfalls.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

- Film submissions. In 2020, SFF received over 1200 submissions from around the world, showing a continual growth trend in the quality of the films as we increased submission fees.
- Ticket sales. SFF is one of the best-attended U.S. film festivals. Many films sell out, requiring waiting lists and standby lines.
- Audience feedback and survey data. SFF continues to get positive feedback from its patrons and has an in-kind data analysis sponsor to run satisfaction surveys.
- Media Accessibility. Continual growth of online, social and and traditional media presence measured by website traffic, followers, and articles published about SFF respectively. On Facebook and twitter alone, SFF has added over 20% in the last year.
- Industry Feedback. SFF has consistently enjoyed positive filmmaker and industry reviews. In the 2016-2017 season, SFF was named among the top 5 film festivals to see by Travel Pulse, and named in the top 25 film festivals throughout the world by Movie Maker Magazine for 2020. In 2015, Paste Magazine had the following to say, "with a reputation for programming that puts as much stakes in unknown talent as it does high-profile films, Sarasota's is a mixture of both festival favorites and gems that have yet to premiere." SFF's industry reputation allow it to attract top notch independent films and filmmakers. SFF's education program has been recognized and awarded by the National Endowment for The Arts as well as the Academy of Motion Picture Arts and Sciences.

- Post Festival Successes. Significant award winning films are shown each year at SFF before achieving their notoriety. Three of 2014's films were nominated for Oscars with one winning Best Foreign Language Film. This trend has continued, with two films in the 2017 slate and several in the 2018 slate being nominated for Oscars. Many more won other industry prizes.

3. Completed Fiscal Year End Date (m/d/yyyy) *

6/30/2019

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$66,854	\$47,193	\$71,000
2. Personnel: Programmatic	\$60,605	\$30,350	\$60,000
3. Personnel: Technical/Production	\$135,185	\$43,541	\$135,000
4. Outside Fees and Services: Programmatic	\$64,449		\$55,000
5. Outside Fees and Services: Other			
6. Space Rental, Rent or Mortgage	\$33,250		\$35,000
7. Travel	\$49,606	\$3,014	\$45,000
8. Marketing	\$120,675	\$42,402	\$125,000
9. Remaining Operating Expenses	\$314,764	\$102,696	\$315,000
A. Total Cash Expenses	\$845,388	\$269,196	\$841,000
B. In-kind Contributions	\$105,673	\$70,000	\$105,000
C. Total Operating Expenses	\$951,061	\$339,196	\$946,000
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year

10.	Revenue: Admissions	\$322,847	\$31,738	\$320,000
11.	Revenue: Contracted Services	\$67,960	\$57,739	\$65,000
12.	Revenue: Other	\$34,762	\$28,345	\$30,000
13.	Private Support: Corporate	\$15,017	\$5,010	\$15,000
14.	Private Support: Foundation	\$132,454	\$65,000	\$10,000
15.	Private Support: Other	\$15,000	\$14,690	\$20,000
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$5,786	\$26,000	\$25,000
18.	Government Support: Local/County	\$101,231	\$84,000	\$64,000
19.	Applicant Cash	\$93,000	\$90,000	\$90,000
D.	Total Cash Income	\$788,057	\$402,522	\$639,000
B.	In-kind Contributions	\$105,673	\$70,000	\$105,000
E.	Total Operating Income	\$893,730	\$472,522	\$744,000

5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

6. Paid Staff

☐ Applicant has no paid management staff.

☐ Applicant has at least one part-time paid management staff member (but no full-time)

- ☒ Applicant has one full-time paid management staff member
- ☐ Applicant has more than one full-time paid management staff member

7. Hours *

- ☒ Organization is open full-time
- ☐ Organization is open part-time

G. Management and Proposal Budget Page 7 of 12

1. Rural Economic Development Initiative (REDI) Waiver *

☐ Yes

☒ No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

For General Program Support the Proposal Budget should match the operating budget minus non-allowable expenses (see non-allowable expenses).

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Managing Director	\$6,000	\$35,000	\$0	\$41,000
2	Operations Manager	\$5,000	\$25,000	\$0	\$30,000
3	Bookkeeper	\$0	\$1,000	\$0	\$1,000
Totals:		\$11,000	\$61,000	\$0	\$72,000

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Senior Programmer	\$8,000	\$19,000	\$0	\$27,000
2	Program Director	\$7,000	\$12,000	\$0	\$19,000
3	Programmer	\$3,000	\$14,000	\$0	\$17,000
4	Creative Producer	\$3,000	\$5,000	\$0	\$8,000
Totals:		\$21,000	\$50,000	\$0	\$71,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Projectionists	\$5,000	\$45,000	\$0	\$50,000
2	Box Office Staff	\$0	\$19,000	\$0	\$19,000
3	Volunteer Program Staff	\$0	\$13,000	\$0	\$13,000
4	Print Traffic Coordinator	\$0	\$7,000	\$0	\$7,000
5	VProduction Coordinator	\$0	\$10,000	\$0	\$10,000
6	Temporary Festival Staff	\$0	\$31,000	\$0	\$31,000
7	Festival Manager	\$0	\$19,000	\$0	\$19,000
8	Guest Services Staff	\$0	\$15,000	\$0	\$15,000
9	Outreach and Education Director	\$12,000	\$13,000	\$0	\$25,000
10	Events Staff	\$10,000	\$25,000	\$0	\$35,000
Totals:		\$27,000	\$197,000	\$0	\$224,000

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Equipment Rental	\$0	\$17,500	\$0	\$17,500
2	Film transfer fees	\$0	\$4,000	\$0	\$4,000
3	Stagehands/Union Labor	\$0	\$7,000	\$0	\$7,000
4	Events - Performers	\$0	\$15,000	\$0	\$15,000
5	Events - Lighting and Sound	\$0	\$12,000	\$0	\$12,000
Totals:		\$0	\$87,500	\$0	\$87,500

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
6	Projection System Setup and Calibration Technician	\$0	\$9,000	\$0	\$9,000
7	Physical Awards	\$0	\$1,000	\$0	\$1,000
8	Film Screening Fees	\$0	\$22,000	\$0	\$22,000
Totals:		\$0	\$87,500	\$0	\$87,500

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Events - Security	\$0	\$5,000	\$0	\$5,000
2	Events - Site Services	\$0	\$10,000	\$0	\$10,000
3	Events - Permitting	\$0	\$10,000	\$0	\$10,000
4	Printing	\$0	\$10,000	\$0	\$10,000
Totals:		\$0	\$35,000	\$0	\$35,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Regal Hollywood 11	\$30,000	\$5,000	\$35,000
2	Municipal Auditorium	\$25,000	\$0	\$25,000
Totals:		\$55,000	\$5,000	\$60,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Hotels	\$23,000	\$10,000	\$33,000
2	Airfare	\$35,000	\$0	\$35,000
Totals:		\$71,000	\$10,000	\$81,000

#	Description	Cash Match	In-Kind Match	Total
3	Ground Transportation	\$8,000	\$0	\$8,000
4	Attending Other Festivals	\$5,000	\$0	\$5,000
Totals:		\$71,000	\$10,000	\$81,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Signs	\$1,500	\$5,000	\$4,000	\$10,500
2	Publicity	\$5,000	\$28,000	\$0	\$33,000
3	Printing	\$5,000	\$10,000	\$20,000	\$35,000
4	Advertising - Print, TV, Social Media, etc.	\$0	\$12,000	\$42,000	\$54,000
5	Merchandise	\$0	\$4,000	\$0	\$4,000
6	Marketing Staff	\$15,000	\$25,000	\$0	\$40,000
7	Design Staff	\$3,000	\$10,000	\$0	\$13,000
8	Videographers/photographers	\$0	\$8,000	\$0	\$8,000
Totals:		\$29,500	\$102,000	\$66,000	\$197,500

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Film Shipping	\$0	\$6,000	\$0	\$6,000
2	Office Supplies	\$0	\$10,000	\$0	\$10,000
3	Utilities, Internet, Insurance	\$0	\$30,000	\$0	\$30,000
Totals:		\$0	\$104,000	\$0	\$104,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
4	Accounting/Audit	\$0	\$13,000	\$0	\$13,000
5	Mobile Technology - Computers, Software, Ticketing System	\$0	\$25,000	\$0	\$25,000
6	Events - Supplies - Other	\$0	\$15,000	\$0	\$15,000
7	Remaining Expenses - Other	\$0	\$5,000	\$0	\$5,000
Totals:		\$0	\$104,000	\$0	\$104,000

Amount of Grant Funding Requested:

\$88,500

Cash Match:

\$762,500

In-Kind Match:

\$81,000

Match Amount:

\$843,500

Total Project Cost:

\$932,000

3. Proposal Budget Income:

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Tickets and Entry Fees	\$280,000	\$280,000
2	Cinephile Program	\$55,000	\$55,000
Totals:		\$0	\$385,000
			\$385,000

#	Description	Cash Match	Total
3	Membership Program	\$50,000	\$50,000
Totals:		\$0	\$385,000
			\$385,000

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Merchandise	\$5,000	\$5,000
2	Film Entry Fees	\$37,000	\$37,000
3	Film Camps & Classes	\$15,000	\$15,000
4	Classic film screenings	\$5,000	\$5,000
Totals:		\$0	\$62,000
			\$62,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Cash Corporate Sponsorships	\$25,000	\$25,000
Totals:		\$0	\$25,000
			\$25,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Amicus Foundation	\$50,000	\$50,000
2	Sack Family Foundation	\$15,000	\$15,000
3	Publix Supermarket Charities	\$10,000	\$10,000
4	Sarasota Community Foundation	\$10,000	\$10,000
5	Wallack Family Foundation	\$15,000	\$15,000
Totals:		\$0	\$130,000
			\$130,000

#	Description	Cash Match	Total
6	Other Foundation Donations	\$30,000	\$30,000
Totals:		\$0	\$130,000
			\$130,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Board Dues	\$35,000	\$35,000
2	Donations	\$21,500	\$21,500
3	Individual Sponsors	\$15,000	\$15,000
Totals:		\$0	\$71,500
			\$71,500

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	TDC/A Grant	\$64,000	\$64,000
Totals:		\$0	\$64,000
			\$64,000

3.10. Applicant Cash *

#	Description	Cash Match	Total
1	Famiglio support	\$25,000	\$25,000
Totals:		\$0	\$25,000
			\$25,000

Total Project Income:

\$932,000

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$88,500	\$88,500	9%
B.	Cash Match	\$762,500	\$762,500	82%

Line	Item	Expenses	Income	%
	Total Cash	\$851,000	\$851,000	91%
C.	In-Kind	\$81,000	\$81,000	9%
	Total Proposal Budget	\$932,000	\$932,000	100%

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

H. Accessibility Page 8 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

The Sarasota Film Festival works to make each of its venues physically accessible for all festival patrons. All festival venues and theaters are ADA accessible, with handicap seating, automatic doors, and accessible elevators and ramps. For their comfort and safety, handicapped patrons are invited into the theaters prior to the other patrons.

SFF films are shown at Regal Cinema's Hollywood 11. Regal Entertainment Group has partnered with Sony Entertainment to bring the company's Access Glasses to the Hollywood 11 theaters. This program won Regal Cinemas an Americans with Disabilities Act Spirit Award and was voluntary, making our partner Regal one of the leaders in this technology. The glasses work with both 2D and 3D movies (the latter courtesy of a clip-on filter), and can provide closed-caption text in up to six different languages for the hearing impaired, as well as descriptive audio for the visually impaired when they're paired with headphones. They were installed in all Regal theaters by the middle of 2013.

Another SFF venue, the Sarasota Opera House, provides "hearing induction loops." With Sarasota's substantial older demographic, the venues stay current with the latest technological improvements available.

The festival promotes inclusiveness and offers programs to all ages and income levels with free family films and discounted student film packages. SFF's Education Department continues Sensory Friendly Screenings for those with cognitive and developmental disabilities.

Individual or Solo Artists: Skip questions 2-5 and move on to section I.

2. Policies and Procedures

☒ Yes

☐ No

3. Staff Person for Accessibility Compliance

☒ Yes

☐ No

If yes, what is the name of the staff person responsible for accessibility compliance?

Mark Famiglio

4. Section 504 Self Evaluation

☐ Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

☒ Yes, the applicant completed the Abbreviated Accessibility Checklist.

☐ No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed?

9/1/2019

5. Does your organization have a diversity/equity/inclusion statement?

☐ Yes

☒ No

5.1. If yes include here: - (Maximum characters 1500.)

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DCA credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
subw9.pdf	32 [KB]	6/1/2020 4:53:23 PM	View file

2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
2020 SARASOTA FILM FESTIVAL WRAPBOOK .pdf	2020 press wrap book		108 [KB]		View file
sff_education 2022.pdf	Educational Programs		101 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

☒ I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Department of Economic Opportunity.

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

The following question relates to the Florida Single Audit Act. Important: if you answer yes to the following question, State law requires you comply with the Florida Single Audit Act, Section 215.97 Florida Statutes, by uploading an audit report below. You will need to select "Save" at the bottom of this page to make your changes final.

See: <https://apps.fldfs.com/fsaa/> and https://flauditor.gov/pages/pdf_files/fsaa%20q_a.pdf for more information and specific definitions.

1. Has your organization met the \$750,000 annual assistance threshold identified in Section 215.97 F.S. and 2 CFR 200 from all combined state sources and/or all combined federal sources during your organization's last fiscal year?

☒ Yes

☐ No

L. Review & Submit Page 12 of 12

1. Guidelines Certification

☒ I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

2. Review and Submit

☒ I hereby certify that I am authorized to submit this application on behalf of Sarasota Film Festival, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)

Paul Ratner