

# A. Organization & Contact Information

**Case Id:** 10589  
**Name:** RiverRun 2021 - 2020/21  
**Address:** \*No Address Assigned

Completed by tiffany@riverrunfilm.com on 11/22/2019 3:07 PM

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## A. Organization & Contact Information

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The Request for Proposals and additional materials to assist with completing the application can be found on the City's webpage for [Community Agencies](#)

### A.1. Organization Name

RiverRun International Film Festival

### A.2. Project/Program

Festival and Year-Round Programs

### A.3. FY 2020-21 Funding Request Amount

\$75,000.00

### A.4. Agency's Total Operating Budget

\$786,500.00

### A.5. Mailing Address

301 North Main Street Suite 2606 Winston-Salem, NC  
27101

### A.6. Project/Program Location Address

301 North Main Street Suite 2606 Winston-Salem, NC  
27101

### A.7. Organization Website

riverrunfilm.com

### A.8. Year 501(c)(3) status obtained

2003

### A.9. Organization Fiscal Year

07/01-06/30

### A.10. Federal Tax ID Number

### A.11. Federal DUNS Number

### EXECUTIVE DIRECTOR/MANAGER

#### A.12. Name, Title

Rob Davis

#### A.13. Email

rob@riverrunfilm.com

#### A.14. Phone

(336) 724-1502

### CONTACT

#### A.15. Name, Title

Tiffany Jones

#### A.16. Email

tiffany@riverrunfilm.com

#### A.17. Phone

(336) 724-1502

### BOARD CHAIR

#### A.18. Name

Diana Greene

#### A.19. Term Expiration

06/30/2020

#### A.20. Email

dianasgreene@gmail.com

#### A.21. Phone

(336) 972-5139

## B. Project Overview

Completed by [tiffany@riverrunfilm.com](mailto:tiffany@riverrunfilm.com) on 11/22/2019 3:29 PM

**Case Id:** 10589

**Name:** RiverRun 2021 - 2020/21

**Address:** \*No Address Assigned

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## B. Project Overview

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Please provide the following information

### APPROACH (7 POINTS)

#### **B.1. Provide a concise description of the proposed project/program, indicating specifically how City funds will be used. Briefly, what are the goals/objectives of the project/program?**

RiverRun's vision is to unite communities through film and our commitment to Winston-Salem and Forsyth County is demonstrated through our annual Festival and year-round screening programs. While our Festival has remained our largest and most visible platform to reach audiences, we recognize the value in having a year-round relationship with our community. Over the past 3 years, we have more than doubled the number of educational and year-round screenings – with 30 year-round screenings presented in 2019; 20 of which were free.

In the past 15 years, our popular Films With Class education outreach program has reached 32,000 K-12 students at 44 area schools by presenting free screenings in classrooms and at the Festival each spring. In FY18, we added 4 more schools to this program. Our goal for 2020-2021 is to expand school participation at the Festival. As a result, we plan to invite Guilford, Yadkin, Surry, Stokes, Davie, Davidson and Rockingham County Schools – in addition to Winston-Salem/Forsyth County.

RiverRun is committed to the development of filmmaking talent. At each Festival, we collaborate with colleges and universities to present the Pitch Fest & Panel where student filmmakers pitch ideas for new documentaries in hopes of being awarded a cash prize and industry recognition. Additionally, outside of the Festival, we regularly meet with aspiring filmmakers to offer industry advice. In June, RiverRun staff spoke with high school students from across the United States participating in Wake Forest University's week-long Documentary Film Institute as well as incoming college students in the Fall.

Through our continued partnership with PBS and ITVS, RiverRun presented 10 free Indie Lens Pop-Up screenings in 2018-19. In addition to our regular screenings in Winston-Salem at the Forsyth County Central Library, the program was presented in Yadkinville in partnership with the Yadkinville Arts Council, and in Greensboro at UNCG. In total, we brought 500 community members together for these screenings and conversations on pertinent issues.

We hosted 5 RiverRun Retros in Winston-Salem, Yadkinville, and Greensboro, of which 20 free student tickets were offered for each. This classic year-round screening program has become immensely popular and we had our highest attended screening to date with "Bombshell: The Hedy Lamarr Story" with 178 attendees. Based upon ticket data and audience feedback, this program has been an excellent way to introduce people to RiverRun and build on existing community relationships.

The 2019 Festival had 18,354 attendees during its 11-day run, and we presented 30 year-round screenings, with a total of 20 offered for free with 2,422 attendees. As a result, our goals for the 2019-2021 years are:

+ Increase the number of participants served at the annual Festival and at year-round screenings

- + Increase the number of tourist participants served at the annual Festival and at year-round screenings
- + Further increase year-round screenings offered
- + Increase student participation at educational and year-round screenings as well as at the Festival and the Pitch Fest & Panel Program

As we strive to meet these goals, our need for funding in support of them increases. With additional resources, RiverRun can further develop our programs, reach more students and residents – ultimately having an even greater impact within the community.

**B.2. How will a participant access the proposed project/program, use the services, and derive a beneficial outcome from participation?**

Since its inception, part of RiverRun’s mission is to make film accessible and inclusive to everyone. All venues used for RiverRun screening programs are compliant with the Americans with Disabilities Act (ADA). Those facilities include a/perture cinema; Reynolds Place; Hanebrands Theatre; the Southeastern Center for Contemporary Art (SECCA); UNCSA’s Main, Gold & Babcock Theatres; Marketplace Cinemas; and RED Cinemas. Each facility provides reasonable access and accommodation for all disabled members of the public.

As part of our commitment to make films accessible to the community, we provided 29 free screenings, panel discussions, and events at our 2019 Festival and throughout the year with a total of 3,000 in attendance.

Regarding accessibility, 6 of our film screening venues are in or near the downtown areas of Winston-Salem – which are reachable by local buses – as is RED Cinemas in Greensboro. We partner with several local community organizations and retirement communities that coordinate group trips to the venues which eliminates the obstacle of arranging transportation which can be a hardship for low income, elderly or disabled residents, and residents of rural neighborhoods. As a result, RiverRun serves our diverse community of Winston-Salem, which include downtown urban residents, rural neighborhoods, students, and the elderly.

Similarly, RiverRun believes in the futures of our area students and we work to actively include them in our screenings. Through a donation from an individual donor, we offer each RiverRun Retro screening free to 20 high school, college and film students. During the Festival, our Films With Class education program presents 3 days of free screenings of feature documentaries and discussion for K-12 classes hosted at RiverRun film venues.

We maintain close relationships with local organizations, working together on programs to benefit our community – such as sensory friendly Festival screenings in partnership with IFB Solutions and iCan House. These types of innovative approaches fulfill our mission and respond to the needs of our community -- making film accessible and inclusive to all Winston-Salem and Forsyth County citizens.

**B.3. How many participants on average will be served at any one time? What is the maximum number that can be served at any one time? What is the unduplicated total number of participants to be served during the program year?**

In 2019, RiverRun served 22,446 people at the annual Festival and our educational and year-round screenings. We hope to increase those numbers to 24,500 in 2020 and 26,000 in 2021. To accommodate audience growth, we will add the appropriate number of screenings in order to adequately serve the community and guests. Depending on the venue, we can accommodate 80-300 attendees for each of our screenings.

**NEED (7 POINTS)**

**B.4. Describe the population(s) to be served. Describe the key demographic and economic characteristics of the clients to be served.**

RiverRun International Film Festival primarily serves the city of Winston-Salem and Forsyth County area, as well as surrounding Piedmont Triad.

Based on 2016 statistical data for Winston-Salem, the population of Winston-Salem, NC is 46.2% White, 34.4% Black, 14.9% Hispanic and 1.99% of the population is Asian. Our Festival and education and year-round audiences are representative of these demographics but skew slightly in that 57% are Caucasian, 30% are African American and 12% Hispanic/Latino and 1% Asian.

To determine key demographic and economic characteristics of our audiences, RiverRun utilizes electronic surveys with detailed questions and in-depth feedback regarding both our curated programs and the Festival overall. To ensure our methodology captures the appropriate data needed to gauge effectiveness, we utilize the services of an outside market research agency – Quest Analysis – to conduct these surveys on our behalf and compile the results. This exhaustive audience assessment allows us to measure gender, age, race, income and education levels, and zip code of many of our attendees.

Key demographics and economic characteristics of RiverRun audiences:

**Geography:**

- 91% of respondents live in The Triad of North Carolina
- 67% live in Winston-Salem
- 12% live in Forsyth County (non-Winston-Salem)
- 12% live in the Piedmont Triad area (non-Forsyth County)
- 6% live outside of the Piedmont Triad area
- 3% live outside of North Carolina

**Age:**

- 63% of respondents are over 55 years old
- 16% are 45-54
- 11% are 35-44
- 7% are 25-34
- 4% are under 25

**Family:**

- 9% of all respondents have a child under the age of 18
- 6% of all respondents attended a RiverRun event with children

**Household Income:**

- 23% report income of \$160,000 or more
- 39% report income between \$80,000 and \$159,999
- 23% report income between \$40,000-\$79,999
- 8% report income less than \$40,000

**Education:**

- RiverRun attendees tend to be well educated; 87% are college graduates
- 39% have attained a Bachelor's degree
- 49% indicated they have a Graduate degree

The high rate of past attendees to a RiverRun screening is attributive to all we do to ensure our audiences remain engaged and invested in the Festival and our education and year-round programs while working to attract new ticket buyers/donors – which results in sustained success.

**B.5. Describe the unmet need that the proposed project/program seeks to address. Why does the population described above need the proposed assistance? Include data supporting the need.**

RiverRun endeavors to present films for our community and bring together diverse, socio-economic audiences in a shared, cultural experience. RiverRun can go beyond the traditional methods and create unique public “spaces” where our communities come together through film; engage each other in conversation and break down barriers that would separate us. We see this first-hand with our free Indie Lens Pop-Up screenings. Our most recent Indie Lens screening of “Decade of Fire” co-presented by the Forsyth County Central Library featured a panel discussion with Mayor Allen Joines; James Perry, President and CEO of the Urban League of Winston-Salem; George Redd, Director of Program Services for Habitat for Humanity of Winston-Salem; and Dr. Keith Vareen, Pastor of Providence Baptist Church in Kernersville. The post-film discussion expanded on the film's topics of affordable housing; civic engagement and community organizing; neighborhood renewal and revitalization; and racism and classism. These are all relevant issues facing our own city and neighborhoods, and we feel it is important to have these types of conversations.

Last fall we presented a screening of “We Are the Change”, a documentary film made by students at Marjory Stoneman Douglas High School in Florida which examines how the tragic event of that day propelled them to become activists against gun violence – and the importance of all students embracing their role as activists on behalf of causes important to them. This film was screened for free in 3 area schools – Salem Academy, Reynolds High School and Carter G. Woodson School – to almost 700 students. In addition, we presented 2 screenings for all local residents at SECCA and Temple Emanuel, which was attended by 200. The dialogues that resulted were powerful and feedback from teachers, students, residents, and City & County leaders was positive. All expressed gratitude for the opportunity to have those conversations.

As our year-round presence has grown, we recognize the immense value in offering these types of screenings to Winston-Salem and our surrounding communities. As a result, we hope to build on the progress, continuing the expansion of our education and year-round programs – as well as finding more ways to collaborate with our community partners on screenings like the aforementioned. All of these approaches fulfill our mission and responds to the needs of our neighbors.

**COLLABORATION (6 POINTS)**

**B.6. Describe any specific collaborative relationships with other organizations (public or private) and how they will impact the project/program. How will collaboration contribute to the planning, implementation, operation, oversight, and performance measurement of the proposed project/program?**

RiverRun was established by a diverse group of Winston-Salem city leaders to fill a cultural need. Each year, our programming staff curates the Festival and our education and year-round programs with films representative of Winston-Salem’s diverse citizens. Through our continued efforts, we believe RiverRun helps unite and grow our community. To achieve these goals, we maintain close relationships with local organizations and collaborate on programs to benefit our community. Some of our closest and regular partners include:

+ Senior living communities: Arbor Acres, Salem Towne, and Bermuda Run

+ Local schools, colleges and universities: Wake Forest University, Salem College, Forsyth Technical Community College, Winston-Salem State University, University of North Carolina at Greensboro, University of North Carolina School of the Arts, and Winston-Salem and Forsyth County schools

+ Venues: SECCA, Reynolds Place, Hanesbrands Theatre, a/perture cinema, Marketplace Cinemas, and RED Cinemas

+ Other community groups/organizations/companies: OUT at the Movies, IFB Solutions, iCan House, the Hispanic League, Bookmarks, Pride Winston-Salem, Downtown Winston-Salem Partnership, Visit Winston-Salem, Temple Emanuel, NAACP, North Carolina Black Repertory Company, Urban League, Family Services, Piedmont Craftsman, The Winston-Salem Greek Community, the John Coltrane International Jazz & Blues Festival, the Greensboro 48-Hour Film Project, and Habitat for Humanity

We report approximately 1/5 of our revenue as in-kind contributions. As a result, these partnerships also allow RiverRun to operate efficiently. This adherence to fiscal responsibility has allowed organizational growth to develop naturally in a manner that is healthy for RiverRun. This diverse list of collaborating partners is in addition to the relationships we have with our direct funders, which includes dozens of local businesses, foundations and Fortune 500 companies.

With our successful partnership with RED Cinemas, we've been able to offer Festival screenings and Retro screenings in Greensboro. Through this, we've gained new ticket buyers/donors who have attended additional screenings in Winston-Salem. Also, by utilizing the Indie Lens Pop-Up series as a marketing tool and presenting screenings outside of Winston-Salem, we have taken further steps to engage new audiences. Another new collaborations is with Marketplace Cinemas on the Peters Creek Parkway corridor. Since August, we have hosted 2 screenings at the theaters and plan to add it as a venue for the 2020 Festival. This new partnership brings RiverRun to a new Winston-Salem neighborhood.

Utilizing these relationships, RiverRun tracks the effectiveness of the Festival and education and year-round program by soliciting feedback from our collaborating partners. With this and other data, we hold internal reviews with RiverRun staff and to address programmatic shortfalls and adjust in order to set new objectives.

With all collaborative relationships, RiverRun's commitment is that each adhere to our mission, vision and values.

## C. Strategy and Performance

Completed by tiffany@riverrunfilm.com on 11/22/2019 2:54 PM

Case Id: 10589

Name: RiverRun 2021 - 2020/21

Address: \*No Address Assigned

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### C. Strategy and Performance

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Please provide the following information

#### STRATEGY (5 POINTS)

**C.1. The City of Winston-Salem adopted the [2017-2021 Strategic Plan \(2019 Update\)](#) as a guiding document to establish community priorities based on the vision, mission, and values set forward by the Mayor and City Council. Indicate which of the City's strategic focus areas your program aligns with best (select one):**

Economic Vitality and Diversity

**C.2. Select the service area(s) that your project/program relates to:**

- Housing/Homelessness
- Economic Development
- Construction Rehabilitation
- Poverty Reduction
- Arts and Culture
- Youth
- Public Safety
- Transportation
- Other

#### PERFORMANCE (15 POINTS)

**C.3. Explain the plan for monitoring and evaluating the project/program. Also include the steps that will be taken if original goals provided in C.5. are not achieved.**

RiverRun tracks the effectiveness of and evaluates goals of the Festival and education and year-round programs through a variety of measurements:

+ We utilize metrics obtained from our box office to determine audience response to our screenings and programs.

+ We solicit feedback from our partners, stakeholders, funders and audiences. With this data, we hold internal reviews to address programmatic shortfalls and adjust in order to set new objectives for the next Festival and/or educational and year-round screening program.

+ RiverRun holds monthly meetings with our Board of Directors to ensure financial accountability and adherence to the annual budget.

+ We conduct an annual audit each year to evaluate the overall stability and accountability of the organization -- and align its financial activities to stated goals.

+ Each June, RiverRun conducts a review, and examines all data and metrics collected to determine whether the organization's programs are addressing the needs of the community and appropriately serving as a bridge between art-house and commercial audiences. Specifically, if our fiscal year programming goals are not met, RiverRun evaluates whether they should be revised or discontinued and if new programs need to be developed.

Through all these evaluations, RiverRun’s commitment is that each goal and objective adhere to our mission, vision and values.

**C.4. Describe the system to be used to track participant and program data. List any key reports and their frequency that will be used to capture project/program performance.**

RiverRun utilizes box office sales to track participant and program data, which includes number of ticket buyers, average number of tickets sold per individual buyer and film screening – in addition to general contact information. This data helps us evaluate our programming and determine what succeeded in reaching the greatest number of people possible, and which programs may have fallen short.

For the annual Festival, we conduct electronic audience surveys with detailed questions and in-depth feedback regarding both our curated programs and the Festival overall. To ensure our methodology captures the appropriate data needed to gauge effectiveness, we utilize the services of an outside market research agency – Quest Analysis – to conduct these surveys on our behalf and compile the results.

Key reports used to capture performance for all our screening programs include:

- + Monthly financial report submitted to our Board of Directors
- + Quarterly and annual reports and audits required by institutional funders, such as the Arts Council of Winston-Salem & Forsyth County, The Winston-Salem Foundation, Forsyth County – and the City of Winston-Salem.
- + At the conclusion of each year’s Festival, we present a report to our Board of Directors detailing the demographic data collected – via Quest Analysis – as well as a report detailing the overall reaction to the Festival’s programs and activities.
- + At the end of each fiscal year on June 30th, we compile an annual report and conduct a financial audit by the outside firm – Butler & Burke.

**C.5. Use the chart below to show how your agency measures program effectiveness. List goals, activities, and performance measures you will use to evaluate services, facilities, and programs that will be funded by the City. Performance measures can be quantitative and/or narrative.**

- *Include at least three goals and performance measures.*
- *One of the performance measures must include the unduplicated number of participants served.*

| Stated Program Goals | Program Activities in Support of Goals | FY 18-19 Previous Year Results | FY 19-20 Current Year Projected Results | FY 20-21 Next Year Anticipated Results |
|----------------------|--|--------------------------------|---|--|
|----------------------|--|--------------------------------|---|--|



|   |  |        |        |        |
|---|--|--------|--------|--------|
| Increase the number of participants served at the annual Festival and at year-round screenings  | Further expand Marketing & PR in Winston-Salem/Forsyth County, the Piedmont Triad and across the state/nationally to increase participants served within our community as well as bring visitors to Winston-Salem  | 22,446 | 24,500 | 26,000 |
| Further increase year-round screenings offered to Winston-Salem and the surrounding communities of Piedmont Triad                     | Continue to expand/build upon existing collaborations with area organizations and partners which will enable us to market Winston-Salem & RiverRun to other communities  | 30     | 35     | 40     |
| Increase student participation at educational and year-round screenings as well as at the Festival and the Pitch Fest & Panel Program | Expand outreach and marketing/PR with area schools, colleges/universities to ensure attendance at educational/year-round screenings and participation in the PitchFest & Panel program at the annual Festival; maintain donor sponsorship of “free tickets for RiverRun Retro students | 2,139  | 2,639  | 3,139  |

### C.6. FY 18-19 Program Accomplishments

We continue to build on previous program accomplishments each year. For 2018-19, we achieved the following:

+ We adhered to our annual budget while increasing our corporate sponsorships by \$14,000 (from 2018)

+ In addition to our other new community partners for 2018-19, we continued to increase those by collaborating with St. Paul’s Episcopal Church on a free ITVS Indie Lens screening in April

- + We screened six (6) films and three (3) panel discussions free to the community
- + We launched a free year-round screening series – RiverRun Arts – with the first screening hosted at UNC-School of the Arts on June 26th with over 200 in attendance
- + We continued to partner with other areas of the Piedmont Triad on screenings and hosted year-round screenings in Yadkinville and Greensboro
- + USA Today designated us "one of the 10 amazing film festivals worth traveling for" in January 2019 - which offered a marketing/PR boost for RiverRun

#### **C.7. FY 20-21 Key Objectives**

- + Create a strategic marketing and PR plan to raise our profile outside of the Piedmont Triad and outside of NC to increase the number of tourist participants
- + Increase the number of collaborations with community partners by 5 in order to expand our year-round audience engagement and participation
- + Increase number of educational/year-round screenings by 5
- + Increase the number of students participating in education and year-round screenings by 500, and increase film school participation in the PitchFest & Panel program during the annual festival by 3

## D. Organizational Capacity

Completed by tiffany@riverrunfilm.com on 11/22/2019 3:07 PM

Case Id: 10589

Name: RiverRun 2021 - 2020/21

Address: \*No Address Assigned

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### D. Organizational Capacity

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Please provide the following information

#### MISSION (5 POINTS)

**D.1. Provide an overview of the organization. Include the organization's mission statement and the major services, programs, and activities provided. How does the proposed project/program help advance the mission of your organization?**

RiverRun International Film Festival is a vital and respected arts organization; dedicated to the role of film as a conduit of powerful ideas and diverse viewpoints. Remaining true to our mission, we foster a greater appreciation of cinema and a deeper understanding of the many people, cultures and perspectives of our world through regular interaction with great films and filmmakers.

The 21st RiverRun International Film Festival was held April 4-14, 2019 in 5 venues throughout Winston-Salem and 1 in Greensboro. RiverRun screened 175 films from around the world – with 124 filmmakers and industry guests in attendance – in addition to 18,354 festival goers from across the Piedmont Triad, North Carolina, United States, and internationally. While our 11-day Festival is our largest and most visible platform to reach audiences, RiverRun also presents an established education outreach program, Films With Class, and several highly regarded year-round screening initiatives, including the ITVS Indie Lens Pop-Up Series, RiverRun Arts, and RiverRun Retro.

Our programs consist of:

+ Annual Festival: our 11-day Festival highlights the extraordinary talents of world-class international and North Carolina filmmakers. In 2016-17, we began a partnership with RED Cinemas to host screenings in Greensboro. Our continued collaboration has helped procure new ticket buyers/donors, and bring Greensboro audiences to Winston-Salem, building relationships between our communities. We have begun a new venue partnership with Marketplace Cinemas on Peters Creek Parkway and for 2019-20 will be presenting Festival and year-round screenings at their theaters.

+ Education program: Films With Class is RiverRun's education program, which, to date, has reached more 32,000 K-12 students at 44 area schools by presenting free screenings of carefully selected documentaries in classroom and at the annual Festival each spring.

+ Year-Round Programs: Our year-round programming consists of the free ITVS Indie Lens Pop-Up series. This PBS initiative brings residents, leaders, and organizations together for screenings and conversations on issues that matter most. We are one of only 2 organizations in North Carolina in which PBS partners with on this initiative. In 2018-19, we hosted 10 free Indie Lens Pop-Up screenings in Winston-Salem, Yadkinville, and Greensboro. Our goal in screening outside Forsyth County is to market RiverRun and Winston-Salem to potential new audiences.

+ Our other year-round programs are the classic film series, RiverRun Retro, and our newest program, RiverRun Arts – which is a screening initiative that highlights the performing & visual arts. Our first screening was this past June at

UNCSA Main Theatre with the film "If The Dancer Dances" on the work by legendary choreographer Merce Cunningham. The free screening was attended by 160 students attending and 50 members of the general public.

With the popularity of film streaming services like Netflix impacting the way people view films, RiverRun feels it's important to bring audiences from their homes to view films on the screen as intended. In community settings, filmmakers & guests share their narratives, engaging all in mutual discussion. Using the medium of film, RiverRun continues to draw disparate members of the community together and foster new ways of thinking and understanding the world – thus wholly fulfilling our mission and vision.

## **FUNCTION (5 POINTS)**

### **D.2. How long has your organization been in operation?**

22 years

### **D.3. How does your organization benefit and serve the City of Winston-Salem and its citizens?**

RiverRun is uniquely positioned as a cultural arts organization that fully engages the residents of Winston-Salem/Forsyth County; but also, as the longest cultural event in North Carolina – at 11 days – also offers the city immense economic and tourism benefits.

As explained in the 2017 Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Forsyth County, there are both direct and in-direct economic impacts which provide substantial rewards: "When patrons attend an arts event they may pay for parking, eat dinner at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 151,802 audience-intercept surveys conducted for this study, the typical arts attendee spends \$21.39 per person, per event, beyond the cost of admission." This results \$52.1 million in additional spending by local audiences. Additionally, 4.4% out of 34.6% of nonresident, arts attendees reported an overnight lodging expense. Also, nonresident attendees with overnight expenses spent considerably more money per person during their visit to Forsyth County than did nonresident attendees without overnight lodging expenses (\$140.00 and \$19.04, respectively). In fiscal year 2019, 276 hotel rooms were booked as part of RiverRun's annual Festival and year-round screening programs. As further proof of our economic and tourism benefits USA Today recognized RiverRun as "one of the 10 amazing film festivals worth traveling for" (January 2019). RiverRun counts 106 of its corporate sponsors as in-kind – which include restaurants, hotels and retail stores. As part of RiverRun's corporate sponsorship package, we promote all sponsors via our website, social media posts, and e-newsletters – which encourages our local & out-of town audiences to visit these businesses and organizations. During our 11-day Festival and in conjunction with our year-round screenings, audience members spend money in these local establishments.

As well as the immense economic and tourist benefits, RiverRun International Film Festival serves Winston-Salem and its citizens in the following ways: (1) Attract/Engage New Audiences Through Community Collaborations: We partner with numerous community organizations who promote screenings to their constituents – Bookmarks, OUT at the Movies, IFB Solutions, iCan House, the Hispanic League, Urban League, North Carolina Black Repertory Company – among others. With our recent partnership with Marketplace Cinemas on Peters Creek Parkway, we will bring the Festival and year-round screenings to a new neighborhood. By utilizing the Indie Lens Pop-Up series as a marketing tool and presenting screenings outside of Winston-Salem, we have taken further steps to engage and bring new audiences to our city. (2) Promote Diversity/Inclusion: RiverRun strives to reflect the diversity represented in our community. Each year, we screen a cross-section of films that represent the Black, Hispanic, Latinx, Asian, and LGBTQ communities – as well as female filmmakers. We regularly partner with the Hispanic League, IFB Solutions, OUT at the Movies, iCan House, Temple Emanuel, the NAACP, and many others. (3) Enhance Education Via Films With Class: Using the film medium, RiverRun provides high-quality learning experiences with in-class screenings that enhance

studies on topics of social justice, geography, social studies, science and mathematics.

**STRUCTURE (5 POINTS)**

**D.4. In the chart below, list key personnel involved in the proposed project/program.**

| Position Title                     | Activities/Inputs  | Total Work Hours Per Week | % of hours proposed to be funded |
|------------------------------------|--|---------------------------|----------------------------------|
| Executive Director                 | Lead weekly staff meetings; development (fundraising for the annual Festival and educational/year-round programs); programming of annual Festival and educational/year-round screenings (film selection)     | 40                        | 0.00 %                           |
| Program Manager                    | Attend weekly staff meetings; programming of annual Festival and educational/year-round screenings (film selection)  | 40                        | 0.00 %                           |
| Senior Programmer                  | Attend weekly staff meetings; programming of annual Festival and educational/year-round screenings (film selection)  | 40                        | 0.00 %                           |
| Development Director               | Attend weekly staff meetings; Development (fundraising for the annual Festival and educational/year-round programs) and event management   | 40                        | 0.00 %                           |
| Programming & Operations Associate | Assist with programming/film selections for the annual Festival; coordination of the Pitch Fest & Panel Program as part of Festival; other operations duties and administrative Development tasks as needed. | 40                        | 0.00 %                           |
| Accountant                         |  | 20                        | 0.00 %                           |
| Operations Manager                 | Attend weekly staff meetings; secure all in-kind donations for the annual Festival and educational/year-round screenings; coordinate events for the annual Festival and educational/year-round screenings    | 40                        | 0.00 %                           |
| Development Assistant              | Assist with development -- securing sponsorships for the annual Festival and educational/year-round programs)  | 15                        | 0.00 %                           |
| Community Director                 | Attend weekly staff meetings; manage the education programs -- Films With Class and the ITVS Indie Lens Pop-Up Screening series  | 20                        | 0.00 %                           |

**D.5. List all executive staff and their compensation (other than per diem).**

| Executive Staff Name | Title/Role         | Compensation | % of Hours Proposed to be Funded |
|----------------------|--------------------|--------------|----------------------------------|
| Rob Davis            | Executive Director | \$90,000.00  | 0.00 %                           |

**D.6. Attach an organizational chart**

**Organizational Chart \*Required**

RiverRun\_FY20 Organization Chart.pdf

D.7. Please complete the Diversity of Employment and the Employment Profile below. See the [Request for Proposals \(RFP\)](#) for definitions of position types used in the Employment Profile.

**Describe the hiring process and how it is structured to provide the most diverse candidate pool.**

RiverRun advertises open staff positions on its website and the job listings boards of the Winston-Salem Chamber of Commerce, LinkedIn, and Arts North Carolina (NC Arts Council). We also post open positions via our social media sites and contact area colleges/universities if we have intern/seasonal position(s) that could be filled by a student(s). The process is usually as follows:

- + We collect/receive resumes from qualified and diverse job applicants
- + From that, the pool of applicants is narrowed down to the best 3-5 which are then scheduled for an interview with the RiverRun staff.
- + Each applicant was given one hour to discuss his/her experience and the job in detail.
- + After the completion of all interviews, the Executive Director selects the candidate best suited for the organization.

**Please enter the total number of Full-Time Positions and Employees you have in the table below**

|                          | Male - White | Male - Black | Male - Other | Female - White | Female - Black | Female - Other |
|--------------------------|--------------|--------------|--------------|----------------|----------------|----------------|
| Executives/Managers      | 1            |              |              |                |                |                |
| Professionals            | 1            |              |              | 3              |                |                |
| Technicians              |              |              |              |                |                |                |
| Office/Clerical          |              |              |              |                |                |                |
| Laborers/Service Workers |              |              |              |                |                |                |
|                          |              |              |              |                |                |                |

**Please enter the total number of Temporary/Part-Time Positions (FTE) and Employees you have in the table below**

|                          | Male - White | Male - Black | Male - Other | Female - White | Female - Black | Female - Other |
|--------------------------|--------------|--------------|--------------|----------------|----------------|----------------|
| Executives/Managers      |              |              |              |                |                |                |
| Professionals            |              |              |              | 4              |                |                |
| Technicians              |              |              |              |                |                |                |
| Office/Clerical          |              |              |              |                |                |                |
| Laborers/Service Workers |              |              |              |                |                |                |
|                          |              |              |              |                |                |                |

**D.8.**

**Attach a list of all Board Members AND compensation (other than per diem) \*Required**

2020 BOARD LIST.pdf

**D.9. Number of full Board meetings held during the last twelve months**

9

## **D.10. Number of Board's Executive Committee meetings held during the last twelve months**

2

### **ABILITY (5 POINTS)**

**D.11. Describe the implementation or operational plan to get the proposed project/program up and running in a timely manner. Describe any key contingencies on which the startup depends. Please upload any maps, milestones, etc. to "F. Required Documents."**

RiverRun's annual Festival planning encompasses 9 months – from August to April. Our programming staff of 2 full-time Programmers work together to curate the selection of films. During the 9-month period, the Executive Director and Programmers attend other film festivals. Based on that and films submissions directly to RiverRun, films are selected and screening rights are secured. Core staff members hold weekly staff meetings throughout the year, and during February through April, hold an additional meeting each week including all seasonal staff.

Planning for our education programs begins in August when RiverRun receives the list of selected PBS ITVS Indie Lens Pop-Up films for the year with screening window time frames. With that, our Community Director begins to arrange local screenings, as well as plan for any Films With Class screenings with the selected Indie Lens films. The Films With Class films are curated based upon films our Programmers viewed at Sundance, the Toronto Film Festival, and DOC NYC, among other festivals – as well as film submissions to RiverRun.

Planning for the RiverRun Retro program begins in July and August. Proposed films are selected based on availability of special guests/artists. The RiverRun Retro program is scheduled year-round – outside of the Festival. However, 1 or 2 screenings may occur as part of the annual Festival.

Our newest initiative, RiverRun Arts will be programmed outside of the Festival. We plan to host 1-2 more screenings for the 2019-20 year. Films will be selected based on availability and coordination of special guests/artists.

At the end of our fiscal year in June, RiverRun conducts a strategic plan review and examines all data and feedback collected as to whether the organization's Festival and programs are addressing the needs of the community and appropriately serving as a bridge between the art form and audiences.

**D.12. How do your policies and procedures (including marketing, outreach, eligibility determination and appeals) ensure fair and equal access to the benefits of the program to all persons who seek to participate?**

One of RiverRun's key values is integrity. We adhere to the highest standards of professional conduct, accountability and financial responsibility.

A primary function of RiverRun's Board is to steer the organization towards a sustainable future by adopting sound, ethical, and legal governance and financial management policies – as well as ensuring that all our programs and activities adhere to our mission.

Artistically, RiverRun has a high standard of criteria in determining which films are selected as part of the annual Festival. The baseline measurements in selecting films are – direction, screenplay, cinematography, editing, acting, lighting and sets, special (visual) effects, soundtrack, and creativity. As a result, the Festival is curated with an abundance of work from world-class international, national and North Carolina filmmakers. In 2018-19, RiverRun selected 175 films from 124 filmmakers as part of the 2019 Festival. Due to our excellence in programming, RiverRun is recognized as an Academy Award-qualifying Festival by the Academy of Motion Picture Arts & Sciences in 2 categories – Animated Shorts and Documentary Shorts. This exemplary programming is also reflected in our educational and year-round programs.

RiverRun fully utilizes its resources and has a robust marketing and public relations plan, which is managed by our local publicity agency of record, Capture PR. The agency works to secure a broad range of coverage – via newspaper, television, and radio – for our Festival and educational/year-round programs. For each initiative, we schedule articles in local newspapers – such as the Winston-Salem Journal, Greensboro News & Record, Yes! Weekly, and Triad City Beat. We utilize social media and our website – and rely on our largest grantee and partner, the Arts Council of Winston-Salem & Forsyth County, which publicizes our events in their newsletter and events calendar. This comprehensive marketing/PR plan ensures community awareness and accessibility.

In order to allow all members of the community the opportunity to attend the annual Festival and educational/year-round programs, we offer screenings for free or at low cost. Our screenings and events are hosted at our partner venues across Winston-Salem and the Piedmont Triad.

Each of these components ensure fair and equal access to RiverRun International Film Festival.



## E. Cost Effectiveness

Case Id: 10589

Name: RiverRun 2021 - 2020/21

Completed by tiffany@riverrunfilm.com on 11/22/2019 11:00 AM

Address: \*No Address Assigned

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### E. Cost Effectiveness

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Please provide the following information

#### BUDGET AND FUNDING (10 POINTS)

E.1. Please complete the table to show the organization's operating budget.

| Expenditures by Program | Budgeted FY 19-20   | Projected Actuals FY 19-20 | Proposed Budget FY 20-21 |
|-------------------------|---------------------|----------------------------|--------------------------|
| Program Services        | \$683,757.00        | \$683,757.00               | \$683,757.00             |
| Fundraising             | \$11,000.00         | \$11,000.00                | \$11,000.00              |
| Management and General  | \$91,743.00         | \$91,743.00                | \$91,743.00              |
|                         | <b>\$786,500.00</b> | <b>\$786,500.00</b>        | <b>\$786,500.00</b>      |

| Expenditures by Category                | Budgeted FY 19-20   | Projected Actuals FY 19-20 | Proposed Budget FY 20-21 |
|---|---------------------|----------------------------|--------------------------|
| Employee Salaries and Wages             | \$340,500.00        | \$340,500.00               | \$340,500.00             |
| Employee Benefits                       | \$27,550.00         | \$27,550.00                | \$27,550.00              |
| Facility Rent and Utilities             | \$20,500.00         | \$20,500.00                | \$20,500.00              |
| Training and Conference Registration    | \$0.00              | \$0.00                     | \$0.00                   |
| Membership and Dues                     | \$1,500.00          | \$1,500.00                 | \$1,500.00               |
| Travel and Transportation               | \$16,000.00         | \$16,000.00                | \$16,000.00              |
| Grants to Individuals and Organizations | \$0.00              | \$0.00                     | \$0.00                   |
| Contracted Fundraising Services         | \$0.00              | \$0.00                     | \$0.00                   |
| Goods Purchased for Resale              | \$0.00              | \$0.00                     | \$0.00                   |
| Other Contracted Services               | \$24,000.00         | \$24,000.00                | \$24,000.00              |
| Other Operating Expenditures            | \$357,450.00        | \$357,450.00               | \$357,450.00             |
| Capital Outlay                          | \$0.00              | \$0.00                     | \$0.00                   |
|   | <b>\$787,500.00</b> | <b>\$787,500.00</b>        | <b>\$787,500.00</b>      |

| Revenues by Category              | Budgeted FY 19-20 | Projected Actuals FY 19-20 | Proposed Budget FY 20-21 |
|-----------------------------------|-------------------|----------------------------|--------------------------|
| City of Winston-Salem             | \$42,400.00       | \$42,400.00                | \$75,000.00              |
| Forsyth County                    | \$20,000.00       | \$20,000.00                | \$20,000.00              |
| State of North Carolina           | \$0.00            | \$0.00                     | \$0.00                   |
| Federal Government                | \$0.00            | \$0.00                     | \$0.00                   |
| Admissions/Program Revenues/Sales | \$159,000.00      | \$159,000.00               | \$159,000.00             |
| Memberships                       | \$170,000.00      | \$170,000.00               | \$170,000.00             |

17 of 29

|                                |                     |                     |                     |
|--------------------------------|---------------------|---------------------|---------------------|
| Donations                      | \$285,000.00        | \$285,000.00        | \$285,000.00        |
| Foundation Grants              | \$108,600.00        | \$108,600.00        | \$91,650.00         |
| Interest and Investment Income | \$0.00              | \$0.00              | \$0.00              |
| Parent Organization            | \$0.00              | \$0.00              | \$0.00              |
| Other                          | \$2,500.00          | \$2,500.00          | \$2,500.00          |
|                                | <b>\$787,500.00</b> | <b>\$787,500.00</b> | <b>\$803,150.00</b> |

Describe any amounts listed under "Other Operating Expenditures" or "Other Revenues." Provide details on any specific federal government revenue sources.

E.2. Has the City of Winston-Salem provided funding in the past? If so, provide a funding history of the most recent five years of City contributions in the table below.

| Year | Funding Source  | Funding Amount |
|------|---|----------------|
| 2019 | Non-salary operating expenses of presenting the annual festival and educational/year-round programs | \$42,400.00    |
| 2018 | Non-salary operating expenses of presenting the annual festival and educational/year-round programs | \$40,000.00    |
| 2017 | Non-salary operating expenses of presenting the annual festival and educational/year-round programs | \$40,000.00    |
| 2016 | Non-salary operating expenses of presenting the annual festival and educational/year-round programs | \$40,000.00    |
| 2015 | Non-salary operating expenses of presenting the annual festival and educational/year-round programs | \$40,000.00    |

E.3. Please complete the table below to show specific details of proposed City funding and other leveraged funding for the proposed project/program.

| Activity                       | Funding Requested from City | Funds from Other Sources | Other Funds Source                 |
|--------------------------------|-----------------------------|--------------------------|------------------------------------|
| Festival & Year-round Programs | \$75,000.00                 | \$0.00                   |                                    |
| GOS                            | \$0.00                      | \$25,000.00              | Wells Fargo                        |
| GOS & RiverRun Retro           | \$0.00                      | \$25,000.00              | Nelson Mullins Riley & Scarborough |
| GOS                            | \$0.00                      | \$20,000.00              | PNC                                |
| GOS                            | \$0.00                      | \$10,000.00              | JDL Castle Corp                    |
| GOS                            | \$0.00                      | \$20,000.00              | Salem Smiles                       |
| GOS                            | \$0.00                      | \$5,000.00               | BB&T                               |
| GOS                            | \$0.00                      | \$25,000.00              | Wake Forest University             |
| GOS                            | \$0.00                      | \$3,500.00               | KPMG                               |
| GOS                            | \$0.00                      | \$5,000.00               | Restoration MedSpa                 |
| GOS                            | \$0.00                      | \$2,500.00               | Kaplan Early Learning Company      |
| GOS                            | \$0.00                      | \$2,500.00               | Law Offices of Timothy D Welborn   |
| GOS                            | \$0.00                      | \$5,000.00               | Reece Builders                     |
| GOS                            | \$0.00                      | \$500.00                 | Susan Gray Law                     |
| GOS                            | \$0.00                      | \$1,000.00               | Zaloo's Canoes                     |
| GOS                            | \$0.00                      | \$500.00                 | Going Your Way Travel              |
| GOS                            | \$0.00                      | \$1,000.00               | Maynard & Associates               |
| GOS                            | \$0.00                      | \$1,000.00               | Surratt Thompson & Ceberio         |
| GOS                            | \$0.00                      | \$1,000.00               | Parsec Financial                   |
|                                | <b>\$75,000.00</b>          | <b>\$153,500.00</b>      |                                    |

**E.4. If this year's request is different in any way (amount, activities, etc.) from a prior year's request, explain how and why. If you are a new applicant, please describe how you would adjust your project/program if your funding request is not funded at the full amount.**

RiverRun presents an ambitious 11-day Festival in addition to a growing year-round screening program which has more than doubled in the past 2 years. With the continued growth of our annual Festival and the expansion of our education and year-round programs, we are requesting an increase in funding from the City of Winston-Salem to \$75,000.

City funding is crucial to RiverRun's sustainability. On the most basic level, it represents nearly 6% of our overall budget. The loss of this grant would require RiverRun to make substantial budget cuts critically affecting the organization – at a time when RiverRun is facing additional funding cuts from the Arts Council of Winston-Salem and Forsyth County; due to their own financial hardships as a result of a cut in support from Reynolds American/British American Tobacco. RiverRun does receive generous individual and corporate support across the community, but funding from City of Winston-Salem is essential to our continued success.

For the 21st Festival, we screened 175 films from 47 countries in 11 days and presented 30 educational/year-round

screenings, of which 20 were free, for a total of 22,466 attendees. We continue to expand the in-classroom Films With Class screenings and have had a record number of film submissions from filmmakers. We are proud of these goals, and all of this is representative of how much RiverRun continues to grow. We hope to build on these achievements in the next year. Increased support from the City of Winston-Salem will allow RiverRun to maintain these resonant connections established with the Winston-Salem community.

## **SUSTAINABILITY (7 POINTS)**

### **E.5. Describe the plan to sustain the project/program funding in future years. Include information about other funding sources to leverage City funds requested.**

As a Film Festival where most of the largest amount of concentrated programming takes place in 11 days, our year-round connection to our donors/sponsors is essential for retention and growth. This is what precipitated the expansion of our year-round programs. In conjunction with those, our plans to sustain our funding include:

- + Adding donor receptions throughout the year following screenings, which allows us to engage with our donors/sponsors
- + Continued use of the year-round Indie Lens Pop-Up Series from PBS to introduce prospects/potential sponsors to RiverRun
- + Personal meetings with new sponsors and donors to determine why they chose to become involved with RiverRun and cultivate them based on their individual interest(s)
- + More research into first-time ticket buyers as potential donors, and possible new fundraising initiatives to implement throughout the year
- + Securing more lower level donors and sponsors to build a larger base of funders so that we are not reliant on a small group of major donors for stability
- + Continued growth of our education and year-round programs across the Triad: We view our expansion of year-round screenings to Greensboro, High Point – as well as one-off screenings in Asheville and Chapel Hill – as a marketing/PR tool. By taking RiverRun into these communities, we introduce new audiences to the organization and ultimately draw them to Winston-Salem. As a result, this approach will help procure potential new ticket buyers/donors.
- + New collaboration with the Forsyth County Central Library to host our free Indie Lens Pop-Up Screenings there – which is more visible and accessible for residents. This new partnership has been encouraged by community leaders, sponsors, and donors.

Each of these activities will build relationships with our current donors, sponsors and prospects, help procure potential new donors to the organization – and sustain our funding in the long-term.

## **BARRIERS (3 POINTS)**

### **E.6. Describe any potential barriers to the project implementation and how you plan to overcome them.**

RiverRun doesn't anticipate potential barriers in the coming fiscal years. However, we try to plan strategically – regarding budget and programming – in the event unforeseen circumstances arise. In preparing budgets for each fiscal year, we set realistic fundraising goals that are in line with donor giving and retention rates. We maintain a seasonal Development Assistant, which has increased our abilities to effectively fundraise in the months leading up to

the Festival. While RiverRun continues to grow, our organization embraces sustainability in all that we do. We are measured in adding new programming and initiatives to ensure we can maintain financial stability.

**AVERAGE COST (5 POINTS)**

**E.7. Use the table below to show the average amount of City funds requested per beneficiary to be served during the year and the average total cost of the service per beneficiary to be served during the year (including all funding sources)**

|  |           |
|--|-----------|
| Proposed funds from the City for this project: | \$75,000  |
| Number proposed to be served for the year:     | 24,500    |
| Average City funds per beneficiary:            | \$3.06    |
| Proposed funds from all sources:               | \$786,500 |
| Number proposed to be served for the year:     | 24,500    |
| Average total funds per beneficiary:           | \$32.10   |

## F. Required Documents

Completed by tiffany@riverrunfilm.com on 11/21/2019 2:01 PM

Case Id: 10589

Name: RiverRun 2021 - 2020/21

Address: \*No Address Assigned

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### F. Required Documents

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Please provide the following information

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#### Documentation

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**Code of Conduct/Conflict of Interest Policy \*Required**

RiverRun\_Conflict of Interest Statement.pdf

**Submit a copy of the agency's latest 990 Form as submitted to the Internal Revenue Service. \*Required**

Riverrun 2018 Final 990 Public Disclosure Copy.pdf

**Organization By-Laws \*Required**

RiverRun\_Bylaws.pdf

**Articles of Incorporation \*Required**

RiverRun\_Articles of Incorporation.pdf

**Organization Policies (including personnel, formal non-discrimination, procurement, accounting, etc) \*Required**

RiverRun\_Employee Handbook.pdf

**IRS 501(c)3 Designation Letter \*Required**

RiverRun\_501c IRS Letter of Determination.pdf

**Audited financial statements or a third-party review** \*Required

RiverRun\_Audit 2019.pdf

**North Carolina Secretary of State - Current and Active Status (<https://www.sosnc.gov/search/index/corp>)**

\*Required

NC Secretary of State\_RiverRun.pdf

**Other**

RRIFF-2019 Annual Report.pdf

## G. Community Development Only

Completed by tiffany@riverrunfilm.com on 11/22/2019 11:00 AM

Case Id: 10589

Name: RiverRun 2021 - 2020/21

Address: \*No Address Assigned

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### G. Community Development Only

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\*\* Complete this section only if you are requesting funds for a Community Development project (for CDBG, HOME and/or ESG funding).\*\*

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

**1. In the right-hand column below, indicate the number of participants to be served by the proposed project/program within each income category during the year. Click [here](#) to see Winston-Salem income limits by household size.**

| Ranges of Income           | # to be served |
|----------------------------|----------------|
| 0 to 30% of median         | 0              |
| 31% to 50% of median       | 0              |
| 51% to 80% of median       | 0              |
| Greater than 80% of median | 0              |

**2. Describe policies, procedures, and criteria for determining who is eligible. Describe the procedures for screening, eligibility determination, intake, assessment and orientation of participants**

**3. Explain how services will assist participants in reaching objectives of the proposed project/program. Describe the policies or procedures for follow-up after participants leave the proposed project/program.**



## H. Construction/Rehab Only

Completed by tiffany@riverrunfilm.com on 11/22/2019 11:00 AM

Case Id: 10589

Name: RiverRun 2021 - 2020/21

Address: \*No Address Assigned

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### H. Construction/Rehab Only

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\*\* Complete this section only if you are requesting funds for a Housing Construction or Rehabilitation project.\*\*  
If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

1. Describe the proposed project, including any plans. If the project is approved, we will need a detailed work write-up.
2. Provide a projected timeline for the proposed work.
3. Describe how the project will be managed, including the contractor procurement process.
4. Describe the target market, including any special populations to be served.
5. Describe the services or program you plan to provide.
6. Describe the property management plan.
7. List the development team members.
8. Describe the financial capability of the sponsor/owner organization, including submission of the organization's operating budgets, agency audits, and Form 990s for the prior three years, unless already submitted to the City.
9. Listing of projects undertaken by principals over the past ten years, identifying project name and address, type of project, and number of units; please note any projects for which local government funding was received.

| Project Name | Address | Type of Project | No. Units | Govmt Funding |
|--------------|---------|-----------------|-----------|---------------|
|--------------|---------|-----------------|-----------|---------------|

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### Documentation

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**Market study or other analysis to verify the need for the project.**

*\*\*No files uploaded*

**Development costs that include a detailed sources and uses statement of all funds, including the requested loan from the City, in electronic format, preferably a spreadsheet.**

*\*\*No files uploaded*

**Operating pro forma that includes rent and operating cost assumptions and all estimated loan payments, in electronic format.**

*\*\*No files uploaded*

**Operating Budget**

*\*\*No files uploaded*

**Form 990**

*\*\*No files uploaded*

# I. Emergency Shelter Only

Completed by tiffany@riverrunfilm.com on 11/22/2019 11:00 AM

Case Id: 10589

Name: RiverRun 2021 - 2020/21

Address: \*No Address Assigned

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## I. Emergency Shelter Only

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\*\* Complete this section only if you are requesting funds for an Emergency Shelter project.\*\*

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

### Emergency Shelter: Essential Services

| Activity  | Total Budget (\$) |
|---|-------------------|
| Case Management   | \$0.00            |
| Child Care  | \$0.00            |
| Education Services  | \$0.00            |
| Employment Assistance                                     | \$0.00            |
| Job Training  | \$0.00            |
| Outpatient Health Services                                | \$0.00            |
| Transportation  | \$0.00            |
| Legal Services  | \$0.00            |
| Services to Special Population                            | \$0.00            |
| Overhead Costs (limited to 15% of total activity request) | \$0.00            |
|   | <b>\$0.00</b>     |

### Emergency Shelter: Operating Costs

| Activity  | Total Budget (\$) |
|---|-------------------|
| Rent  | \$0.00            |
| Shelter Security  | \$0.00            |
| Fuel  | \$0.00            |
| Equipment   | \$0.00            |
| Insurance   | \$0.00            |
| Utilities   | \$0.00            |
| Food  | \$0.00            |
| Furnishings (limited to less than \$500 per item)         | \$0.00            |
| Supplies  | \$0.00            |
| Maintenance or Minor Repairs                              | \$0.00            |
| Overhead Costs (limited to 15% of total activity request) | \$0.00            |
|   | <b>\$0.00</b>     |

## J. Rapid Rehousing and HMIS Only

Completed by tiffany@riverrunfilm.com on 11/22/2019 11:01 AM

Case Id: 10589

Name: RiverRun 2021 - 2020/21

Address: \*No Address Assigned

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### J. Rapid Rehousing and HMIS Only

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\*\* Complete this section only if you are requesting funds for a Rapid Rehousing project.\*\*

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

#### Rapid Rehousing Financial Assistance

| Activity  | Total Budget (\$) |
|---|-------------------|
| Rent Assistance   | \$0.00            |
| Rental Application Fees                                   | \$0.00            |
| Security Deposits   | \$0.00            |
| Last Month's Rent   | \$0.00            |
| Utility Deposits  | \$0.00            |
| Utility Payments  | \$0.00            |
| Moving Cost Assistance                                    | \$0.00            |
| Overhead Costs (limited to 15% of total activity request) | \$0.00            |

#### Rapid Rehousing Services

| Activity  | Total Budget (\$) |
|---|-------------------|
| Case Management   | \$0.00            |
| Housing Search and Placement                              | \$0.00            |
| Mediation   | \$0.00            |
| Legal Services  | \$0.00            |
| Credit Repair   | \$0.00            |
| Counseling  | \$0.00            |
| Information and Referral                                  | \$0.00            |
| Monitoring/Evaluation of Progress                         | \$0.00            |
| Overhead Costs (limited to 15% of total activity request) | \$0.00            |

#### HMIS/Data Collection Budget

| HMIS Activity | City ESG Request | State ESG Request |
|---------------|------------------|-------------------|
| Staff Costs   | \$0.00           | \$0.00            |
| Equipment     | \$0.00           | \$0.00            |
| User Fees     | \$0.00           | \$0.00            |
|               | <b>\$0.00</b>    | <b>\$0.00</b>     |

## Submit

Completed by tiffany@riverrunfilm.com on 11/22/2019 3:30 PM

**Case Id:** 10589

**Name:** RiverRun 2021 - 2020/21

**Address:** \*No Address Assigned

---

## Submit

---

I certify that the applicant meets the conditions specified in the application instructions and will be able to carry out the proposed services in concert with these conditions. I also certify that the organization is a certified IRS 501(c)(3) non-profit organization.

Tiffany Jones

Electronically signed by tiffany@riverrunfilm.com on 11/22/2019 3:30 PM