

Program Overview

Completed by tiffany@riverrunfilm.com on 4/23/2022 5:13 PM

Case Id: 15259

Name: RiverRun_ARPA - 2022

Address: *No Address Assigned

Program Overview

Please provide the following information.



City of Winston-Salem
ARPA Transformational
Non-Profits Application

City of Winston-Salem
P.O. Box 2511
Winston-Salem, NC 27102
336-727-8000
ARPA@cityofws.org

This application portal is to request funding from the City of Winston-Salem as part of the Transformational Non-Profits Application Process. Applications received through this portal will only be reviewed by the City of Winston-Salem. Other jurisdictions may have separate application processes. Please contact other jurisdictions (e.g., Forsyth County) for instructions regarding requests to those jurisdictions.

Submitting an application does not guarantee funding. Please see the section below regarding the scoring process. The Mayor and City Council will have final decision-making authority regarding program funding requests.

Non-profit organizations may submit funding requests for capital or operating costs.

Minimum Criteria

- Must be registered non-profit organization (includes faith-based organizations providing a public purpose)
- Must have been incorporated as a non-profit for at least one year

Scoring Process and Matrix

All completed applications will undergo a review to ensure required documents are attached. Fully completed applications will be reviewed by selected City staff members and scored based on the scoring matrix approved by the Mayor and City Council. [Click here](#) to view the scoring matrix. Scored applications will be reviewed by the City's Management Team for potential recommendation to the Mayor and City Council who will have authority to appropriate funding for programs.

Staff reserves the right to contact any applicant to request clarification or additional details regarding application responses and materials.

Defining Performance Measures

Sections of the application will reference performance measures and outcomes as required by the U.S. Department of Treasury. Specifically, the application will request workload and effectiveness/outcome measures. Please see this video (<https://www.cityofws.org/2809/Performance-Measures-Video>) for general information on performance measures.

Upcoming Application Orientation Session

The City will host a virtual application orientation session on April 1, 2022 at 10:00 am. The meeting will take place virtually via the Zoom platform and will also have a live simulcast on the City's YouTube page. The link for that meeting will be posted the morning of the meeting to the website: www.cityofws.org/clfrf

Contact Information

For any questions or concerns, please email ARPA@cityofws.org or call City Link at 336-727-8000.

A.Contact Information

Completed by tiffany@riverrunfilm.com on 4/23/2022 5:21 PM

Case Id: 15259

Name: RiverRun_ARPA - 2022

Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

RiverRun International Film Festival

A.2. Mailing Address

301 N. Main Street, Suite 2606 Winston-Salem, NC 27101

A.3. Organization Website

riverrunfilm.com

A.4. Year 501 (c)(3) Status Obtained

2,003

A.5. Organization/Agency Fiscal Year

-71,630

A.6. Federal Tax ID Number

A.7. Federal DUNS Number

A.8. Federal SAM Registered?

Yes

ORGANIZATION/AGENCY CONTACT INFORMATION

EXECUTIVE DIRECTOR

A9. First Name

Rob

A10. Last Name

Davis

A11. Title

Executive Director

A12. E-mail

rob@riverrunfilm.com

A13. Phone Number

(336) 724-1502

BOARD CHAIR

A14. First Name

Mary

A15. Last Name

Craven-Adams

A16. E-Mail

mary.adams@wbd-us.com.

A17. Phone Number

(336) 721-3735

A18. Term Expiration Date

06/30/2022

B. General Project Information

Completed by tiffany@riverrunfilm.com on 4/23/2022 5:22 PM

Case Id: 15259

Name: RiverRun_ARPA - 2022

Address: *No Address Assigned

B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

RiverRun Festival & Community Programming

B.2. Project Location/Address

301 N. Main Street, 2606 Winston-Salem, NC 27101

PROJECT CONTACT/MANAGER

B3. First Name

Tiffany

B4. Last Name

Jones

B5. Title

Development Director

B6. E-Mail

tiffany@riverrunfilm.com

B7. Phone Number

(336) 724-1502

C. General Project Narrative

Completed by tiffany@riverrunfilm.com on 4/25/2022 2:57 PM

Case Id: 15259

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C. General Project Narrative

Please provide the following information.

C.1. Provide description of project and how funds will be used

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. We place an immense value on our year-round relationship with our community through our education and year-round screenings, especially those offered for free.

While the COVID-19 pandemic presented many challenges financially and programming wise, it empowered RiverRun to think boldly on how to further reach the residents of Winston-Salem & Forsyth County. For FY21 & FY22, we are proud to share we presented a full year of programming to our community with many screenings offered for free. The 2021 Festival was held May 6-16, virtually and at 6 outdoor venues throughout Winston-Salem and 1 in Greensboro – presenting 132 films from 24 countries. We presented 29 screenings for free -- through the festival and our year-round programming. As we are coming to the end of our current fiscal year (June 30), we are in the midst of our 2022 Festival which is presenting 174 films from 33 countries, including 37 free screenings & 6 panel discussions. To date, we have presented 16 free screenings as part of our year-round programming.

As we continue our ambitious steps toward recovery and growth, our goals for FY23 are:

- + Increase the number of FREE screenings offered to the community by 20
- + Expand our FREE Films With Class program to add 15 more schools (within WSFC Schools and across the Piedmont Triad) to increase student participation
- + Increase collaborations with community partners by 10 who serve disenfranchised residents & neighborhoods across Winston-Salem
- + Maintain programming in our Virtual Theater, including those offered for FREE (20), to further eliminate barriers to accessibility
- + Expand our Marketing & PR to draw more visitors to our City of Arts and Innovation with \$6,000 increased outside visitor ticket sales

The arts and film are a uniting force for engaging our community. RiverRun feels it is important to bring audiences together in a shared setting – whether that be virtual or in person – engaging in mutual discussion. Through our work, 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.

Much needed financial support from the City of Winston-Salem will allow us to fulfill our FY23 goals -- continuing our trajectory of recovery/growth and work in the community -- while attracting visitors from across NC and beyond.

C.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 all are compliant with the Americans with Disabilities Act (ADA). They include Reynolds Place; Hanesbrands Theatre; the Southeastern Center for Contemporary Art (SECCA); UNCSA’s Main, Gold & Babcock theatres; the Innovation Quarter (Bailey Park); Forsyth County Central Library; Marketplace Cinemas; and RED Cinemas. Each facility provides reasonable access and accommodation for all disabled members of the public.

Regarding accessibility, 7 of our regular 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.

With offering films online, we have been able to widen our reach to audiences across the state as well as further eliminating barriers to accessibility (geography, transportation, financial, physical/health disabilities). We aim to expand our virtual programming along with our traditional in-person screenings.

RiverRun is deeply committed to providing free Festival and year-round programming to our community -- as indicated above/in previous section. We offer many screenings & panel discussions for free as part of our annual Festival. Our ITVS Indie Lens Pop-Up screening series is free to attend. Our education initiative Films With Class is free, which includes classroom and festival screenings.

These 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.

C.3 Total estimated number of unique participants to be served annually

25,000

C.4. Will program beneficiaries be only residents of Winston-Salem?

No

Describe the other areas (counties) that will benefit

Through our year-round and virtual programming, we reach people across the state -- but in our immediate/Piedmont Triad area, we serve Yadkin, Surry, Davidson, Guilford, Stokes, Davie, as well as Wilkes counties.

Estimate the percentage of beneficiaries that will be residents of Winston-Salem

70.00 %

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$45,000.00

C.6. Total Capital Funding Request

\$0.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

N/A

C.8 Operating Spending Timeframe

July 1, 2022-Jun 30, 2023

D. Project Budget Categories

Completed by tiffany@riverrunfilm.com on 4/25/2022 1:01 PM

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D. Project Budget Categories

Please provide the following information.

Use templates below to input **the total Project Budget (only requested expenses and estimated revenues related to the program or project for which you are requesting funding) by clicking Add Column.** Please include all funding from the City and other sources.

Operating Costs	Total
Year-Round Screening Fees & Shipping	\$15,000.00
Virtual Streaming & Ticketing Platform	\$10,000.00
Marketing & Advertising	\$5,000.00
Seasonal/Contracted Staffing	\$15,000.00
	\$45,000.00

Capital Costs	Total
N/A	\$0.00
	\$0.00

PROJECT/PROGRAM REVENUE CATEGORIES

Please fill out the revenue estimate table. **Note: operating revenues and expenses must be balanced (be equal).**

Operating	Total
Womble Bond Dickinson	\$15,000.00
Nelson Mullins	\$15,000.00
	\$30,000.00

Please list below all known/expected **individual** grants and contributions totaling 10% or more of the project's budget.

Note: capital revenues and expenditures must be balanced (be equal)

Capital	Total
Barry & Lynn Eisenberg	\$5,000.00
Joseph P. Logan	\$2,500.00
Diane & Rollie Barrett	\$2,500.00
Pamela & Neil Wolfman	\$2,500.00
Ginny Weiler & Claudine Legault	\$2,500.00

	\$15,000.00
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E. Demographic and Geographic Distribution

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Completed by tiffany@riverrunfilm.com on 4/23/2022 6:22 PM

E. Demographic and Geographic Distribution

Please provide the following information.

Demographic distribution is an assessment of the level of the project funds spent on a program or service provided at a physical location in a Qualified Census Tract (QCT), OR where the primary intended beneficiaries live within a QCT, OR whether the program benefits residents that earn less than 60 percent of median income for the City, OR whether over 25 percent of program beneficiaries are below the federal poverty line.

E.1 Is this project/program located in a QCT or serve residents that live in a QCT?

Yes

If yes, what percentage of clients served are estimated to be residents of QCTs? ([Click here](#) to view the QCT mapping tool)

25.00 %

E.2 If the project or program is not a QCT or specifically serve residents in a QCT, will residents meet the follow criteria:

25% or more of participants below the federal poverty line or participants served make less than 60% of the Area Median Income

The project/program does not operate in a QCT, and beneficiaries neither reside in a QCT nor meet the income thresholds mentioned above.

F. Alignment to Strategic Plan

Completed by tiffany@riverrunfilm.com on 4/24/2022 1:23 PM

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F. Alignment to Strategic Plan

Please provide the following information.

Strategic planning is a process in which organizational leaders determine their goals and objectives, and allocate needed/limited resources to successfully achieve those goals and objectives. [Click here](#) to view Winston Salem's Strategic Plan. The Strategic Plan includes three (3) tiers of priorities:

Tier 1:

- Focus on job creation/sustainability and workforce development
- Collaboration and funding for pre-K opportunities
- Funding for affordable housing
- Funding for economic development

Tier 2:

- Poverty reduction/cessation
- COVID reopening plan
- Community engagement (Power of connections)
- Funding for arts

Tier 3:

- Community Fundraising
- Environmental initiatives
- Address digital divide
- Address childcare needs
- Neighborhood maintenance
- Organization efficiency and public-private partnerships
- Law enforcement reform

F.1. Please select the primary priority from the list above addressed by your project/program.

Tier 2

F.2. Please select the secondary priority from the list above addressed by your project/program.

Tier 2

F.3. Please describe how the workload or outcomes from your project/program addresses the primary priority you

selected.

RiverRun will take the following action steps to ensure our goals and outcomes are met:

- + We will expand the number of schools that participate in Films With Class by sending invitation letters to teachers & administrators.
- + We will build our audiences and better serve disenfranchised residents & neighborhood by seeking out new community partners and build on existing relationships to collaborate on year-round screenings.
- + We will collaborate with filmmakers and distributors to secure films to ensure year-round programming for our Virtual Theater and secure sponsorships to enable us to offer them for free.
- + We will expand collaborations with area organizations and community partners to add more free Indie Lens Pop-Up screenings throughout Winston-Salem/Forsyth County and surrounding communities.

G. Collaboration

Completed by tiffany@riverrunfilm.com on 4/25/2022 7:34 AM

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G. Collaboration

Please provide the following information.

Collaboration is when an organization is partnering or proactively working with one or more external stakeholders to achieve the same goal.

G.1. How many other external partners, organizations, stakeholders will you be collaborating with to provide the project/program?

3+

G.2. Please provide the names of the organizations and the roles they will serve in the project/program?

Each of the following regularly collaborate with RiverRun in our festival and year-round screenings and we will continued to do so in FY23 & FY24.

VENUE PARTNERS:

- + Bailey Park / Innovation Quarter
- + Forsyth County Library
- + Hanesbrands Theatre
- + Marketplace Cinemas
- + Milton Rhodes Center for the Arts
- + RED Cinemas
- + Reynolds Place Theatre
- + SECCA
- + UNCSCA
- + Yadkin Arts Council / Cultural Arts Center

SCREENING & MARKETING PARTNERS:

- + Bookmarks
- + Hispanic League
- + Little Theatre of Winston-Salem
- + OUT at the Movies Intl. Film Fest
- + PBS North Carolina

PROGRAMMING PARTNER:

- + Winston-Salem / Forsyth County Schools

H. Administration/Reporting

Completed by tiffany@riverrunfilm.com on 4/25/2022 3:08 PM

Case Id: 15259

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H. Administration/Reporting

Please provide the following information.

Per U.S. Treasury rules and associated guidance, the City's framework for using these funds aligns with specific administrative reporting requirements. The administration/reporting criterion has three core elements: 1) the organization's/project's development of clear performance indicators and measurable outcomes, 2) the use of evidence-based interventions, 3) and the City's evaluation of organization and project risk.

H.1. Please clearly define the workload and outcome measures that are associated with your project/program

Workload	<ul style="list-style-type: none">+ Increase the number of FREE screenings offered to the community+ Expand our FREE Films With Class program to work with more schools within WSFC Schools and across the Piedmont Triad to increase student participation+ Increase collaborations with community partners who serve disenfranchised residents & neighborhoods across Winston-Salem+ Maintain programming in our Virtual Theater, including those offered for FREE, to further eliminate barriers to accessibility+ Expand our Marketing & PR to draw more visitors to our City of Arts and Innovation
Effectiveness/Outcome	<ul style="list-style-type: none">+ Expand FREE screenings by 20+ Expand Films With Class participating schools by 15+ Increase collaborations with community partners by 10+ Offer 20 films in our Virtual Theater (4 per quarter)+ Expand Marketing & PR to increase ticket sales from outside visitors by \$6,000 annually and partner with Visit Winston-Salem to secure hotel bookings <p>We will determine the above outcomes through our ticketing data from our online platform Elevent and audience/teacher surveys -- as well as utilizing Visit Winston-Salem tourist data.</p>

H.2. Does the project/program use evidence-based interventions?

Yes

Please provide a link to (or attach a copy of) the evaluation of the program model

NEA research report supporting the importance of the Arts -- including films/film festivals



Program Model Evaluation

2012-sppa-feb2015.pdf

NC_ForsythCounty_AEP5_OnePageSummary.pdf

H.3. For transparency purposes, the risk matrix is attached. This is NOT required, however, you can self-assess if you wish. Please fill out and upload the [Risk Matrix](#).

Risk Matrix

Risk Assessment.xlsx

I. Capacity

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I. Capacity

Please provide the following information.

An organization's capacity can be defined as its ability to implement the proposed project, as characterized by the alignment of its mission and vision with the proposed project, existing internal infrastructure to support it, and its plan for implementation and assessment of project success.

I.1. Please provide your organization's vision and mission statements and explain the alignment between the proposed project/program and the organizational mission.

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.

In addition to our annual festival, our year-round programs consist of:

+ FILMS WITH CLASS: RiverRun's education program, which, to date, has reached over 37,000 K-12 students at 46 area schools and colleges by presenting free screenings of carefully selected documentaries in classroom and at the annual Festival each spring.

+ 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. We have hosted 6 this year to over 500 members of our community and viewers across the state.

+ RIVERRUN RETRO: Our popular classic film series that pays homage to the history and backstory of cinema. We've presented 6 Retro screenings this year with special guests which include Pulitzer Prize winning author Glenn Frankel for the screening of MIDNIGHT COWBOY. We partnered with Bookmarks on this program to host a book signing of Glenn's book -- "Shooting Midnight Cowboy: Art, Sex, Loneliness, Liberation, and the Making of a Dark Classic".

+ RIVERRUN ARTS: This is a screening initiative that highlights the performing & visual arts. We have presented 4 RiverRun Arts screenings this year which include the film LEFTOVER FEELINGS: A STUDIO B REVIVAL a a Q&A featuring the filmmakers Ted Roach and Lagan Sebert and author Michael Elliot. Partnering with Bookmarks, Mr. Elliot did a signing of his book "Have a Little Faith: The John Hiatt Story".

+ VIRTUAL THEATER: We have presented 15 films in our Virtual Theater, 10 for free.

With all of our programs -- virtual or in person -- RiverRun feels it's important to bring audiences together to view films. In these 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.

I.2. Describe the organization’s current infrastructure and capacity to deliver the program services or complete the project. Include any relevant current programming and experience providing similar services.

Founded in 1998 by Vincent and Gennaro D'Onofrio, RiverRun got its name from the French Broad River near Brevard, NC, where the festival originated. In 2003, Dale Pollock, a former film producer and then-Dean of the School of Filmmaking at the University of North Carolina School of the Arts, moved RiverRun to Winston-Salem, NC. Now in our 24th year of operations, RiverRun is an arts organization dedicated to showcasing films from independent, international and student filmmakers. Due to our excellence in programming, we are recognized as an Academy Award-qualifying Festival by the Academy of Motion Picture Arts & Sciences in 2 categories -- animated shorts & documentary shorts.

RiverRun employs a staff of 3 full time and 4 seasonal/part time staff members to carry out its programming and operations. The organization is led by 23 Board Members who ensure adherence to our mission and financial accountability.

I.3. Describe the program/project implementation plan. Include any known barriers to success and how those will be overcome

RiverRun does not anticipate any programmatic or institutional barriers. Our staff remains small and the positions are adequately scheduled based on workload. We plan strategically regarding budget and programming in the event unforeseen circumstances arise.

Recent barriers to success have been due to the pandemic. As a result of financial uncertainties, we reduced our FY21 operating budget by 30% and have maintained some budget reductions to ensure we can maintain financial stability and the capacity to continue our programming.

I.3a. Describe the program assessment plan including how the data will be collected for selected performance metrics and any other evaluation tools that will be used to determine program/project success.

RiverRun will track the effectiveness of these accomplishments through a variety of measurements. We obtain performance metrics from our box office, website and online streaming platform to determine audience response to our screenings and programs. We utilize ticket sales, and anonymous data collection (race/gender/age) to determine who/what neighborhoods our programs are reaching. We conduct audience surveys at fiscal year end and we solicit feedback from our partners, stakeholders, and funders.

J. Impact/Community Need

Completed by tiffany@riverrunfilm.com on 4/25/2022 2:46 PM

Case Id: 15259

Name: RiverRun_ARPA - 2022

Address: *No Address Assigned

J. Impact/Community Need

Please provide the following information.

Impact/Community needs concern whether or not the proposed project will address an identified need within the community and what the short term (One year) and long term (3 years) impact of this project will be

J1. Describe the identified community need for this project/program. Cite specific data or studies/reports that have identified this as a community need.

The arts also play a critical role in strengthening community bonds and fostering inclusion. Individuals who participate in arts programming are more than twice as likely to volunteer in their communities -- regardless of age or ethnicity. There are several examples of the community need for offering year-round low cost/free arts programming. Some key ones are:

+ "At-risk" students involved in arts are 23 percentage points more likely to attend college than peers with low arts involvement (Source: The Arts and Achievement in At-Risk Youth, 2012)

+ Low-income students with access to cultural resources score higher in English and Math. Low-income students with a high level of arts experience in school are more likely to attend college, vote, and volunteer in their community. (Source: The Social Wellbeing of New York City's Neighborhoods: The Contribution of Culture and the Arts, 2017)

+ Low-income neighborhoods with cultural resources have 14% fewer cases of child abuse and neglect, and 18% less serious crime than low-income neighborhoods without cultural resources.(Source: Culture and Social Wellbeing in New York City, 2017)

J2. Describe the short-term impacts of the project/program and how they align with the community need identified above.

We define the short term impacts of our year-round arts programming in the following:

+ Increased participation in our free Films With Class program

+ Increased participation/attendance in our free Indie Lens Pop-Up screenings

+ Increased participation/attendance at our RiverRun Arts programs which offers free student tickets

+ Increased viewership of films offered in our Virtual Theater

J3. Describe the long-term impacts of the project/program and how they align with the community need identified above.

Referencing the studies above, we see the long term impacts of RiverRun's year-round community programming as:

+ Increased school attendance, self confidence and social skills of students; RiverRun provides high-quality learning experiences with our Films With Class screenings that enhance studies on topics of social justice, geography, social studies, science, and mathematics.

+ Attract new audiences/increased community participation through volunteering or other engagement programs; RiverRun partners with numerous community organizations which brings their constituents to screenings – Bookmarks, OUT at the Movies, IFB Solutions, iCan House, the Hispanic League, Urban League, North Carolina Black Repertory Company – among others. Our partner Marketplace Cinemas on Peters Creek Parkway collaborated with us on a free festival screening of the family-friendly film FLY ME TO THE MOON. Due to overwhelming community response, we offered 2 simultaneous screenings which drew over 200 children and their families.

+ Promote diversity and 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, Latin, Asian, and LGBTQ+ communities. Our community partnerships help ensure inclusivity.

J4. Referencing previous section on outcomes, describe how the impacts noted above will be measured.

RiverRun will measure these impacts through our ticket sales/attendance, anonymous data collection (race/gender/age) to determine who/what neighborhoods our programs are reaching. We conduct surveys at fiscal year end to our audience members and schools/teachers.

K. Funding Stability

Completed by tiffany@riverrunfilm.com on 4/25/2022 4:56 PM

Case Id: 15259

Name: RiverRun_ARPA - 2022

Address: *No Address Assigned

K. Funding Stability

Please provide the following information.

Funding stability is an assessment of both the organization's annual funding and the planned funding mechanism for the project/program from grants, donations, sales, and other income generators. To the extent possible, the City wishes to ensure applying entities have sustainable funding sources outside the City's ARPA allocation. An entity will be deemed as having superior funding stability if it demonstrates at least three years of sustainable grant, contribution, and/or fee-based revenues to cover operating costs. The entity must also demonstrate commitments from other organizations to cover the full cost of project deficits or future-year operating costs (in combination with realistic fee-based revenue assumptions).

K.1. Have your organization's operating revenues covered operating expenses the last three years?

Yes

K.2. Approximately what percentage of your organization's total budget is covered by competitive grants that you must re-apply for?

27.00 %

K.3. What percentage of your project/program's budget is covered by City ARPA funds as part of this request?

4.00 %

K.4. Please provide narrative on funding for this program after City ARPA funding has been exhausted.

As a Film Festival where most of the largest amount of concentrated programming takes place in 10 days, our year-round connection to our donors/sponsors is essential for retention, growth and sustainability for the organization overall. This is what precipitated the expansion of our year-round programs. In conjunction with those, our plans for continued funding include:

+ Continued use of the year-round Indie Lens Pop-Up Series to introduce prospects/potential sponsors to RiverRun and build relationships with community partners

+ Continued focus on lower level donors/sponsors to build a larger base of funders so we are not reliant on a small group of major donors/sponsors for stability

+ Continued growth of our year-round programs across the Triad: We view our expansion of year-round screenings to Greensboro & Yadkinville 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.

Each of these activities will build relationships with our current donors, sponsors and prospects, help procure potential new donors to the organization.

Additionally, it's important to note that RiverRun is strategic in preparing the annual operating budget in the event unforeseen circumstances arise. We set realistic fundraising goals 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 has goals for growth, our organization embraces sustainability in all we do. We are measured in adding new programming and initiatives to ensure we can maintain financial stability.

K.5. Please attach commitment letters from other organizations showing financial support for the project/program.

 **Commitment Letters**

Nelson Mullins.pdf

RiverRun City Council Letter.pdf

L. Representation

Completed by tiffany@riverrunfilm.com on 4/24/2022 1:05 PM

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L. Representation

Please provide the following information.

Representation deals with how diverse an organizations leadership is compared with community demographics, which includes Winston-Salem's race/ethnic backgrounds as well as gender. Local non-profit organizations should reflect the communities they serve. Since organizations are requesting to receive ARPA funding through the City, we must ensure these entities hold themselves accountable to having diverse staff and leadership panels

L.1. Provide a list of board members including the race, ethnicity, and gender identification for each member.

Name	Race	Ethnicity	Gender Identification
Mary Craven-Adams	White	Non-Hispanic/Latino	Female
David Leppert	White	Non-Hispanic/Latino	Male
Sean Simpson	Black		Male
Denise Gunter	White	Non-Hispanic/Latino	Female
Tamika Bowers	Black		Female
Chad Cheek	Black		Male
Brian Cole	White	Non-Hispanic/Latino	Male
Rob Davis	White	Non-Hispanic/Latino	Male
Cagney Gentry	White	Non-Hispanic/Latino	Male
Charles Gray	Black		Male
Rich Keshian	White	Non-Hispanic/Latino	Male
John Larson	White	Non-Hispanic/Latino	Male
Claudine Legault	White	Non-Hispanic/Latino	Female
Gyssela Moreno	White	Hispanic/Latino	Female
Kristin Oliver	White	Non-Hispanic/Latino	Female
Dale Pollock	White	Non-Hispanic/Latino	Male
Bill Reingold	White	Non-Hispanic/Latino	Male
Terry Robertson	White	Non-Hispanic/Latino	Male
Matthew Scharf	White	Non-Hispanic/Latino	Male
Robert Slappey	White	Non-Hispanic/Latino	Male
Myles Thompson	White	Non-Hispanic/Latino	Male
Moaz Mubeen	Asian	Pakastani	Male
Neil Wolfman	White	Non-Hispanic/Latino	Male

M. Required Documents

Completed by tiffany@riverrunfilm.com on 4/23/2022 5:59 PM

Case Id: 15259

Name: RiverRun_ARPA - 2022

Address: *No Address Assigned

M. Required Documents

Please provide the following information.

For North Carolina Secretary of State - Current and Active Status, [Click Here](#)

Documentation

Code of Conduct/Conflict of Interest Policy *Required

RiverRun_Conflict of Interest Statement.pdf

Copy of the agency's latest 990 Form as submitted to the Internal Revenue Service *Required

RiverRun 2021_990.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

Most recent audited financial statements or a third-party review *Required

RiverRun 2021_Audit_.pdf

North Carolina Secretary of State - Current and Active Status *Required

RiverRun_NC Secretary of State_active status.pdf

N. Submit

Completed by tiffany@riverrunfilm.com on 4/25/2022 4:57 PM

Case Id: 15259

Name: RiverRun_ARPA - 2022

Address: *No Address Assigned

N. Submit

Please provide the following information.

I certify that all information entered into this application is true.

Tiffany Jones

Electronically signed by tiffany@riverrunfilm.com on 4/25/2022 3:10 PM

04/25/2022