

# OLYMPIA FILM SOCIETY

## 2010 Annual Report

Dear Olympia Film Society Community,

Last year at this time The Olympia Film Society took stock of our annual affairs and promised three things for 2010: A building to call home, new marketing efforts to increase energy and participation and new High Definition presentation equipment. Check, Check and Check! Your local film society likes to practice what it preaches by living out life as in the movies: With Action! Drama! Suspense! and Intrigue! As you can see 2010 was another wonderful year for our organization. We have achieved several major goals that contribute to the long-term success of the organization.

First and most importantly, welcome to your new home! The purchase of The Historic Capitol Theater was easily the biggest event of the year, indeed potentially the biggest event of our history. A project of this magnitude can not be achieved without extended, coordinated effort on the part of all our dedicated staff and board members and many volunteers. Immeasurable thanks go out to all involved from current and future generations of film lovers.

2010 also marked our second consecutive year of profitability, another landmark achievement. Financial viability and stability are as important to our longevity as is a permanent home. Thanks in large part go to the tireless work of the staff for increasing marketing efforts, economizing and generating more money through fundraising and grants.

Third, in 2010 we continued to build on the success of our past efforts to expand program offerings and to improve our facilities and presentation capabilities. Thanks to the generous support of our members we purchased and installed significant new High Definition upgrades to our presentation equipment. We also capitalized on all the great energy around our mini-festivals, special film-maker Q&A events, rock shows and art gallery openings, broadening our reach to a diverse array of South Sound art and media aficionados.

What does the future hold in store? Of course a new permanent item on our to-do list is upgrading, renovating, restoring and preserving our new building. Recognizing that two years in the black is a good start, we aim for a third year operating at a net profit. We also want to continue to expand our marketing/outreach efforts and to build on the success of our fundraising and sponsorship programs.

There's a lot of work to be done and many opportunities to get involved along the way. We hope you will join us in making the next 30 years just as memorable!

Sincerely,

Isaac Overcast, President

## ABOUT THE OLYMPIA FILM SOCIETY

The Olympia Film Society (OFS) was founded in 1980 by a local group of film enthusiasts who sought to share their love of cinematic art with the community. Over the past thirty years, OFS has grown to become a beloved organization to film, music, and visual arts lovers, and is regarded as the premiere arts presenter of independent and underrepresented art in the South Sound community. Proud owners of the Capitol Theater, a vintage 1924 movie palace located in downtown Olympia, OFS takes pride in preserving the historical purpose of the theater through multidisciplinary arts programming.

The mission of the Olympia Film Society is to enliven and enrich our community by presenting and fostering the development of independent and underrepresented film, music, and allied arts. We carry out our mission through our programming.

### OFS FILM AND FILM EVENT PROGRAMMING

Our **Weekly Film Series** showcases award-winning independent and foreign films that engage our community in a dialogue about social, economic, and cultural ideas and issues from around the world. OFS also offers three special film series—the **Kids and Family Matinees**, the **Classic Film Series**, and **Midnight Movies**. These special series provide our community with unique programming, such as animated family-friendly foreign films, silent classics with live musical accompaniment, and sci-fi thrillers for night owl moviegoers. In 2010, the theater hosted more than 22,000 moviegoers who snacked on popcorn while taking in 130 unique titles.

We continued to produce and present **mini, thematic film festivals** in 2010. Our first Environmental Film Festival kicked off in 2010 and our Documentary Festival continued for a second year. Long-standing partnerships with Alpine Experience, The Mountaineers, and Northwest Snowboards have allowed us to continue to bring the popular BANFF Mountain Film Festival, Radical Reels, and the Northwest Snowboards Video Première to our community of outdoor sports enthusiasts.

Our film series and festivals all benefit from our **Visiting Artist Series**. In 2010, we brought 16 filmmakers to our community for Q&A following such screenings as *Straight to Hell Returns* (Dir. Alex Cox), *The Philosopher Kings* (Dir. Patrick Shen and Greg Bennick), and *Calvin Marshall* (Dir. Gary Lundgren).

*We also continued to **increase our emphasis on interactive and educational programming** by offering panel discussions and presentations after*



*(continued on page 3)*

*(OFS Film and Film Event Programming, continued)*

*films. New technologies, such as Skype, have allowed our conversations to include individuals from all over the world. A Skype highlight for 2010 was connecting with youth in Afghanistan following the screening of Journey to Smile.*

In an effort to support our community of local filmmakers, we created a **Local Filmmakers Spotlight** in 2010. The program featured the work of Zach Weintraub (*Bummer Summer*), Dylan Sharp (*Klute*), Ken Carlson (*The Van Job*), the Free Space Project (*Commune*), and videos produced by youth in the YWCA Arts! Live! Summer Camp. We also collaborated with The Evergreen State College to bring the Eye Candy Animation Festival that featured filmmakers in the Pacific Northwest.

## 2010 OLYMPIA FILM FESTIVAL

2010 marked our 27th annual Olympia Film Festival. 27 years! That makes our festival older than Sundance Film Festival! OFF continues to host fun, exciting, cutting edge, educational, and inspiring movies and guests to offer something for just about everyone. And 2010 was an especially exciting year. Not only did the festival draw 4,500 filmgoers, bring 16 special guest filmmakers and presenters, and present 9 special events, OFS was able to host this event as new owners of the Historic Capitol Theater!

Over the course of nine days we presented 51 programs and 120 films. Some of our favorites include:

- "I -can't-believe-it's-actually-happening" concert double header by local legends The Gossip (who have gone on to international acclaim) and The Need, making a long-awaited, super rare appearance
- Guest filmmaker appearances by the originator of the often lauded and occasionally banned Cinema of Transgression, Nick Zedd
- Live silent film accompaniment to *It with an original score by Vince Brown and friends*
- Kung Fu prints from Dan Halsted's historic archive, as well as archive prints from the Academy Film Archive
- An original video ballet by local artists and performances by Stonewall Youth
- Filmmaking workshops for kids and adults
- And, of course, the all night film marathon, with requisite 3-D movies! All Freakin' Night celebrated its 21st year in 2010!

Remember, it's your festival! If you have something to contribute please do!

## LIVE CONCERTS AND PERFORMANCE EVENTS

**The SONICS, Built To Spill, Taj Mahal, Bruce Cockburn, Deerhoof, MELVINS!** Another exciting year for concerts at the Olympia Film Society! Eighty-six musicians performed at the Capitol Theater for an audience of 18,000 people. We packed the house for both front-of-house and backstage shows. Our programming included everything from Folk to Rock to Jazz. Perhaps the biggest highlight was our New Year's Eve Show with Legendary Rock Band The Sonics! Our live event programming included dance performances by Flamenco Luz and High Impact Dance and local and national burlesque troupes, of course! Both *Through the Looking Glass: The Burlesque of Alice in Wonderland* and *Le Cabaret Noir's "Sin on Heels"* Burlesque Show drew close to sold out crowds.

OFS annual events were also a big hit in 2010. Whether dressing up like Mr. T for another SOLD OUT evening of Night of the Living Tributes Bands costume contest and concert, posing with an Oscar statue at the Oscar Party, or getting lost in the crowds and crafts at Duck the Malls, 2,200 patrons came down to the Capitol Theater to enjoy our annual events. The community also took advantage of our space to present their own unique and beloved annual events. For about a decade we have partnered with Stonewall Youth to present their annual drag show, The Experimental Music Festival, World Sacred Music Festival, and the Olympia Comics Festival.

And, finally, it wouldn't be Olympia without some lively political discourse. This year, The Yes Men came to amuse us with their impersonations of big-time criminals, Rick Steves spoke about the history and impacts of marijuana laws, and community members and grassroots organizations gathered at the theater for the March on Washington State for Jobs and Justice. We are thrilled to provide a space for our community to gather to engage in important conversations like these.



## ART IN THE MEZZANINE

The Art in the Mezzanine program provides a space for local visual artists to present their work in the mezzanine, alcoves and hallways of the Capitol Theater. Some highlights from 2010 included the pen and ink drawings of local artist Rueben Storey; Postmark, an exhibit of unpacked, unwrapped objects sent through the mail to OFS; and American Roadside Folk Art, an exhibit of yard sale signs. In 2010, Art in the Mezzanine program served over 100 artists, with artists featured in the gallery, donating pieces the Annual Art Auction, and participating in Duck the Malls Arts and Crafts Bazaar. Local artists benefited with over \$20,000 in total sales from over 1,000 shoppers who attended Duck the Malls and local artists supported OFS through their donations to the annual art auction, which raised a little more than \$3,500 for OFS!

## BENEFIT PROGRAM

Each year we offer organizations in our community the opportunity to raise money for their group or cause through our Benefit Screening Program and Theater Rental Program. In 2010, OFS helped raise more than \$15,000 for organizations in our community through these programs! OFS served Stonewall Youth, GRuB and Veterans for Peace through our benefit screenings, and helped raise funds for Friends of Mia, a local group that supports children with cancer, by presenting *Built to Spill* as part of our Theater Rentals Program. We also collaborated with the Cielo Project with Celso Duarte Sextet to encourage Latino cultural awareness and held a fundraising event to benefit Natalie Cox and her battle with cancer.

## TECHNICAL ACHIEVEMENTS

In 2010, the technical team at OFS made huge advances towards acquiring a whole new arsenal of state of the art digital video and audio equipment. Thanks to the generous donations of our members and support from local foundations, OFS raised over \$25,000 toward the acquisition of a HDcam playback deck, digibeta playback deck and a digital audio processor for 5.1 Dolby digital audio playback of high-definition video. What does that mean for your movie-going experience? We now have the ability to present movies in the format in which the filmmaker intended them to be shown. Not only will your visual experience improve, but we have also upgraded the audio playback of all our

video content to its intended crystal clear Dolby digital surround sound playback.

We hope you appreciate these advances as OFS successfully keeps up with what cutting edge filmmakers are trying to bring to you. But we aren't leaving behind presenting film prints. We are, after all, called the Olympia FILM Society! In late 2009 we installed a second 35mm projector to allow us to show archival and one-of-a-kind film prints that can only be presented on archival two projector systems like we now have. In 2010 we presented dozens of archival prints that we would not otherwise have been able to access. Expect many more presentations at OFS of these rare, archival, pristine quality presentations that are becoming increasingly difficult to see.

Addition highlights – although invisible to the audience but having made a huge difference to presentation quality – include a screen masking upgrade and audio alignments for 35mm presentations.

“I think of OFS and the Capitol Theater as Olympia’s heart and also my living room. It brings Olympia out! It makes us participate and it connects us to each other, to history and to the world! It’s my favorite Olympia institution.”



## ORGANIZATIONAL HIGHLIGHTS

2010 was a big year for OFS, perhaps the biggest in our history as an organization! Not only did we become the owners of the Capitol Theater, but we also addressed important gaps in our organizational capacity to ensure that OFS will stay alive and well as owners of the theater. Here are some highlights:

**Facilities** – In 2010 OFS created Facilities Committee to support our Staff in continued improvements, maintenance, safety, and developing plans to preserve our historical theater. This committee is dedicated to the future and the

sustainability of the theater and will be working towards improved "green" programs by composting concessions food and paper materials and researching environmentally friendly practices. We have victoriously obtained a year-round liquor license and the Capitol Theater's Mezzanine Bar is now serving beer and wine at special events and selected film openings. Enjoy!

**Marketing** – This year the Marketing Committee collaborated with a pro-bono consultant to create our first comprehensive marketing plan! New year-round sponsorships with Olympia Power & Light and the Weekly Volcano helped kick-off new marketing efforts in 2010, and increased in-kind support from Graphic Communications allows us to continue and expand our program guide. Marketing volunteers have also helped OFS increase our online presence in the social networking world while the "street team" painted the town with film and event flyers.

**Development & Fundraising** – Increased emphasis on fundraising continues to see outstanding results! Thanks to the collective efforts of volunteer committee members, Board, and Staff, OFS enjoyed a 40% increase in income from fundraising (both capital and operations) since initiating our fundraising program in 2009. Some highlights this year include creating a sponsorship program for our year-round programming, cultivating relationships with grant funders (both new and current), and securing over \$25,000 in funding to upgrade our presentation equipment to high definition!

**Board Development** – The most significant Board achievement in 2010 was securing a permanent home at the Capitol Theater! This incredible effort demanded a new level of professionalism and our Board rose to the occasion. The Board continues to make important strides towards transitioning from a "working board" to a fundraising, policy setting Board. Some highlights include participating in a series of fundraising trainings, demonstrating a personal financial commitment to OFS through 100% Board giving, increased volunteerism on committees, and improving orientation and training for new Board members.

**Personnel** – 2010 brought OFS our amazing new volunteer coordinator, Alison Riffer! Alison's previous background in volunteer coordinator has brought important new ideas and procedures to make one of the most important and challenging positions at OFS more sustainable. Thank you Alison! Committee highlights include a new and improved staff evaluation procedure, new skill-based volunteer positions and recruitment for committee level work, and organizing a "group agreement" retreat for Board and Staff.

"...OFS is a steady place in my life to return to again and again to indulge my imagination and be around the community. I feel really safe and at home."

OFS' finances in 2010 continued to show a positive bottom line, thanks to the hard work of the Staff, Board of Directors, and volunteers, and the support of our audience and the local community.

Unrestricted donations increased nearly 23% over the prior year. These contributions assist us in carrying out our daily operations, and are exclusive of the donations that were designated for the purchase of the High Definition projection equipment (\$7,425 in 2010) or for securing a home for OFS (\$5,500 in 2010). Grant funding for operations was down from 2009, in part due to the reduction in funds available from Washington State Arts Commission. This was an unexpected decrease to the second

year of our \$12,000 total grant award due to budget cuts at the state and national level. On a brighter note, we received two \$5,000 capital equipment grants from the Lassen Foundation and the Forest Foundation, to add to the \$3,000 grant we received in 2009, for the High Definition equipment fund. Membership revenue increased by 8.5%, without a price increase!

OFS continues to rely on ticket sales to fund our operations. 2010 saw a 28% increase in revenue generated from ticket and pass sales and Festival submission fees. When films and events are well-attended, we sell lots of organic popcorn and treats, so we also saw a 24% increase in concessions revenue.

Expenses were up by about 17% overall: selling more concessions means buying more supplies, and selling more film and event tickets corresponds with paying more to the performing artists and film distributors.

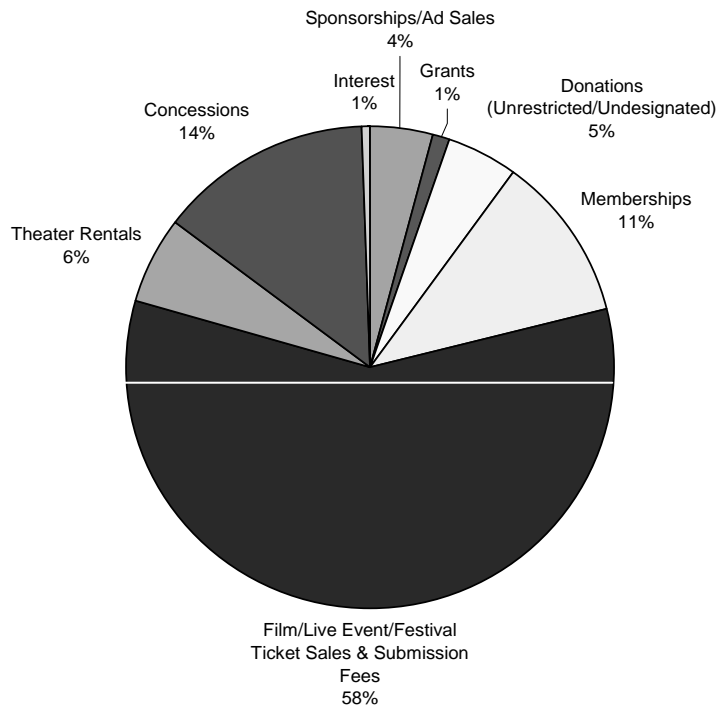
The pie charts (we all love pie!) reflect a summary of our operating income and expenses for 2010.

<u>Contributed Income:</u>	
Sponsorships/Ad Sales	\$17,022.00
Grants	\$4,380.00
Donations (Unrestricted/ Undesignated)	\$19,830.13
Memberships	\$45,005.62
<b>Total Contributed Income</b>	<b>\$86,237.75</b>
<u>Earned Income:</u>	
Film/Live Event/Festival Ticket Sales & Submission Fees	\$240,054.22
Theater Rentals	\$23,824.01
Concessions	\$58,272.81
Interest	\$2,318.88
<b>Total Earned Income</b>	<b>\$324,469.92</b>
<b>Total Income</b>	<b>\$410,707.67</b>

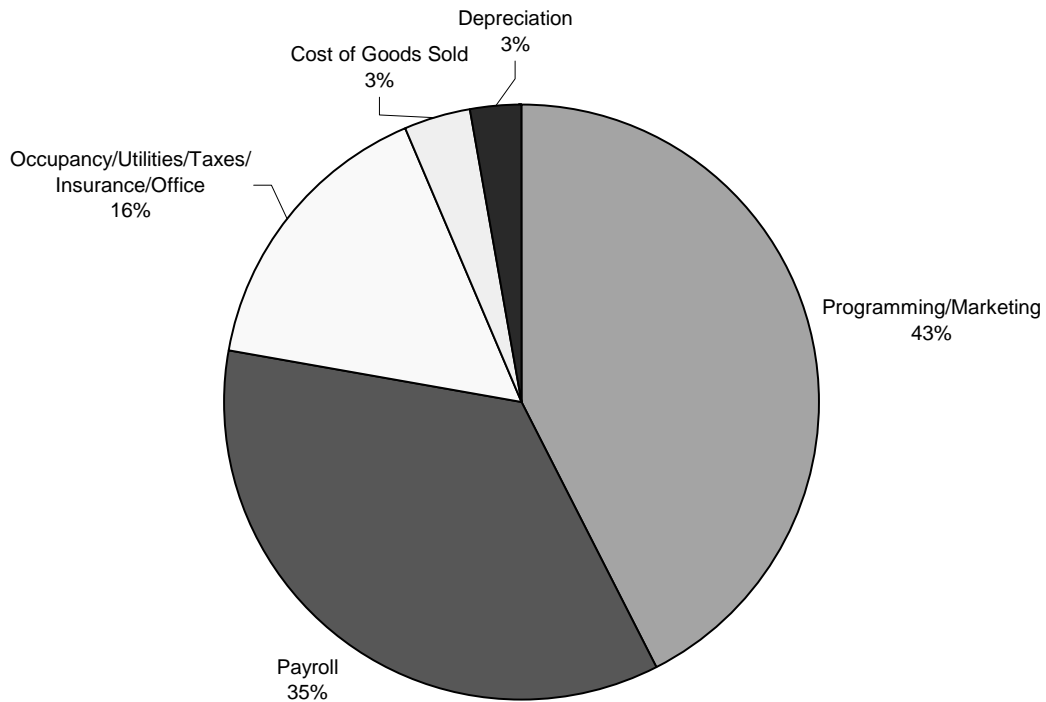
<u>Expenses:</u>	
Programming/Marketing	\$173,887.62
Payroll	\$144,093.19
Occupancy/Utilities/Taxes/ Insurance/Office	\$65,753.57
Cost of Goods Sold	\$14,221.20
Depreciation	\$11,516.82
<b>Total Operating Ex- penses</b>	<b>\$409,472.40</b>
<b>Net Operating Income After Expenses</b>	<b>\$1,235.27</b>

(continued on page 8)

*(Financial Report, continued)*



OFS is Olympia's community clubhouse. I like the benefits and avenues for local organizations to do cool shows. I like that OFS brings a variety of events and partners with others in our community to do that!



## OLYMPIA FILM SOCIETY STAFF AND BOARD

### Staff

Alison Riffer, Volunteer Coordinator  
Audrey Henley, Theater Manager and Event Director  
Dave Harvey, Production and Stage Technician  
Elaine Vradenburgh, Development Director and Board Co-ordinator  
Helen Thornton, Film Programming Director  
Joaquin de la Puente, Cinema Technician  
Linda Friedman, Bookkeeper  
Sue Smiley, Housekeeping Engineer

### 2010 Festival Staff

Sarah Adams, Festival Director  
Ivan Peycheff, Festival Programmer

### Board of Directors

Allen Stanton, Personnel Committee  
Blake Nelson, Development and Fundraising Committee  
Frank Barber, Treasurer, Finance Committee  
Isaac Overcast, President, Festival Oversight Committee  
Meli Bless, Marketing Committee  
Paul Potasnik, Secretary, Board Development Committee  
Sasha Cornellier, Vice President, Development and Fundraising Committee  
Vikki Bayman, Personnel Committee

## OLYMPIA FILM SOCIETY VOLUNTEER STAFF

Adam Oelsner, Projectionist  
Adrienne Clark, Lobby Volunteer  
Alan King, Projectionist  
Alex Fiore, Lobby Volunteer  
Alex Web, Lobby Volunteer  
Alison Riffer, Lobby Volunteer  
Allen Stanton, Lobby Volunteer  
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Annelise Tuttle, Lobby Volunteer  
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Bridget Parent, Projectionist  
Brittany Stallings, Projectionist  
Burnett Grant, Lobby Volunteer  
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Cindy Beck, Lobby Volunteer  
Colleen Dixon, Lobby Volunteer  
Collin Rickman, Office Volunteer & Development and Fundraising Committee  
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Daniel Schreiber, Lobby Volunteer  
Danielle Burton, Lobby Volunteer  
Dave Harvey, Projectionist

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Denver Hatcher, Lobby Volunteer  
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Doug Henderson, Lobby Volunteer  
Dyami Quilici, Lobby Volunteer  
Ed Glidden, Projectionist  
Emmie Forman, Film Programming, Lobby, and Festival Oversight Committee  
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Evan Barthel, Lobby Volunteer  
Gray Crawford, Development & Fundraising Committee  
Greg Hilchey, Live Events Volunteer & Lobby Volunteer  
Gus Kroll, Lobby Volunteer  
Hali Panneton, Lobby Volunteer  
Ian Robinson, Lobby Volunteer & Projectionist  
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Irina Gendelman, Projectionist  
Isaac Overcast, Projectionist  
James Maney, Projectionist  
Jennifer Ritsema, Projectionist  
Jeremy Palmer, Projectionist  
Jerome Cox, Lobby Volunteer  
Jerry Kovic, Lobby Volunteer  
Jessica Gonzales, Lobby Volunteer  
Jessica Peluso, Lobby Volunteer  
Joel Minkin, Projectionist  
John Bates, Development & Fundraising Committee

*(OFS Volunteer Staff, continued)*

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 Kelly Lux, Film Programming Volunteer  
 Kirk Leonard, Lobby Volunteer  
 Kitty Koppleman, Finance Committee  
 Laura Johnson, Development & Fundraising Committee  
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Irving A. Lassen Foundation  
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