



CineCentral
filmmakers society

Our Five Year Strategic Plan

Past Overview

The CineCentral Filmmakers Society (Formerly Hub City Cinema) was founded as a non-profit organization in 2013 to support local filmmakers. The primary reason for incorporating as a non-profit society was to have an organization that is eligible for grants of which could be used to fund events and acquire resources such as equipment for filmmakers to use. Our constitution was established of which includes seven key points:

- To create and foster opportunities for filmmakers of all kinds to connect, network, and build relationships.
- To nurture a thriving local cinema culture along with a creative and supportive environment for filmmakers.
- To foster and support the creation of filmmakers' work.
- To support filmmakers with the promotion, dissemination, and exhibition of their work.
- To cultivate an understanding and appreciation of the art of cinema through discussion and exhibition.
- To provide artistic and technical development opportunities for filmmakers.
- To cooperate with other organizations, in furtherance of the above purposes.

What is the ultimate objective of the society?

To support and promote the success of our local filmmakers.
Success can be assessed by filmmakers:

- acquiring of film production grants
- acceptance into film festivals worldwide
- winning awards
- views online
- making a living through film related work.
- Or whatever the individual filmmaker's goal is

WE SUCCEED WHEN OUR FILMMAKERS SUCCEED!

How do we support filmmakers' success?

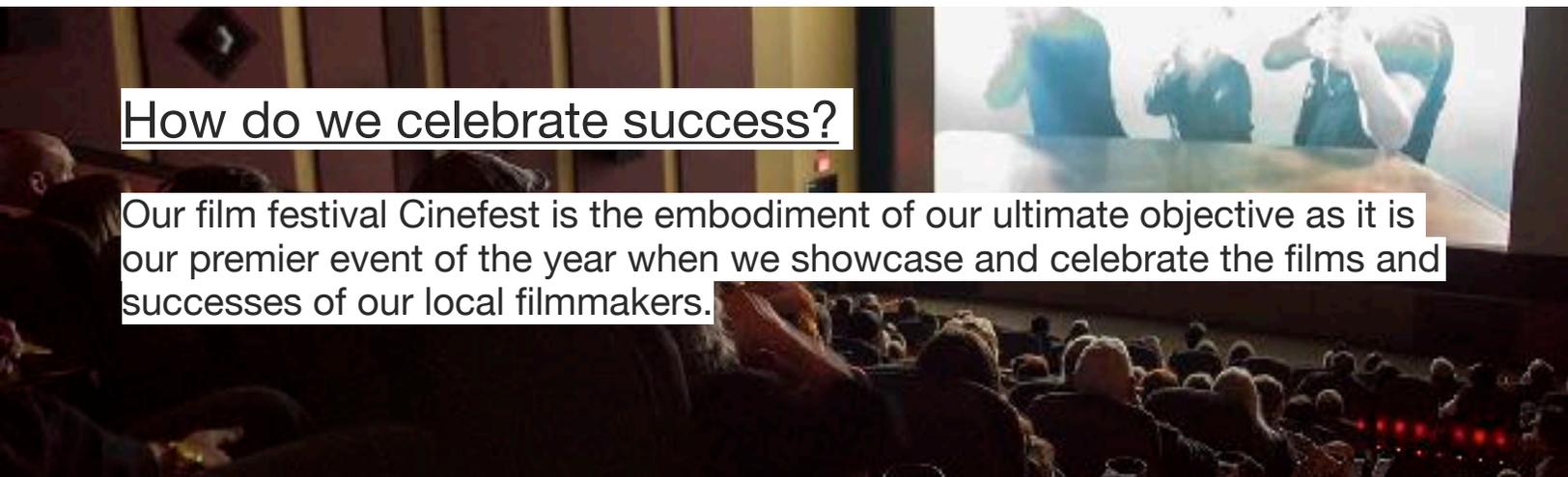
The society is a bridge for filmmakers to go from start to success, script to screen, and from beginner to professional. The support the society provides is constituted in four pillars:



<u>Connection</u>	<u>Education</u>	<u>Promotion</u>	<u>Production</u>
Potlucks	Talks	Social Media	Studio
Movie Nights	Workshops	CINEFEST	Equipment
Pub Nights	Peer Sessions	Event Booths	Cast/Crew Database
Online Forum	Educational Videos?	Live Interviews	Funding - Grant Info
	Field Trips?	Success Blog	Challenges
	Shadowing?		

How do we celebrate success?

Our film festival Cinefest is the embodiment of our ultimate objective as it is our premier event of the year when we showcase and celebrate the films and successes of our local filmmakers.



Who are we supporting?

We support filmmakers on Vancouver Island of all experience levels from the amateur to the professional. All aspect of filmmaking – acting, scriptwriting, directing, cinematography, lighting, sound, etc. All ages. All ethnicities.



A Vision for the Future

What would we like CineCentral to be?

Imagine a fully operational organization providing the connections, education and resources that filmmakers need to be successful, and to see our filmmakers achieving phenomenal success.

Imagine a healthy budget which allows us to pay multiple employees to efficiently run the organization ensuring the organization's sustainability and growth.

Imagine having high quality equipment available for filmmakers.

Imagine a fully functional production studio space.

Imagine local filmmakers to acquire more funding to make their movies.

Imagine creating more opportunity for aspiring young filmmakers.

Imagine being recognized by the industry as source of alumni talent.

Imagine growing connections with industry professionals.

Imagine a well connected community with a supportive and collaborative spirit.

Imagine a growing audience eager to watch Vancouver Island films.

Now how do we get there? The steps!

First, what can we do really well right now with the resources available?

1) Provide connection opportunities.

Commit to hosting at least one social networking event every month that is welcoming for everyone to meet and build relationships. Make events inviting for newcomers.

2) Provide industry level educational opportunities.

Commit to having at least one educational talk or workshop every month. Reach out to professionals in the community to share their knowledge and experience.

3) Promote our members.

Share our local filmmaker's work and success stories via social media and at our film festival CINEFEST.

We promote the society best when we promote the content that our members are creating!

Next, what do we need to do to ELEVATE local filmmaking and increase filmmakers' success?

- 4) Acquire more funding for the society.
- 5) Help filmmakers acquire funding.
- 6) Acquire professional filmmaking equipment.
- 7) Acquire a more functional studio.

4) Funding for the Society

Time and money gets an organization running. The Society has gotten to where it is due to the countless hours of volunteer work, but an organization that is dependent on people volunteering their time is unsustainable. Funding will allow us to acquire more resources and pay employees to operate the society and organize events.

At our financial year end of 2018, we had \$23,483 in revenue. The goal is to increase this to \$100,000 in five years.

The four means of funding for the organization are:

- 1 - Business (Membership, Events, Rentals, and Merchandise)
- 2 - Grants
- 3 - Sponsorship
- 4 - Fundraising

Business revenue consists of membership, events, studio and equipment rentals, and merchandise. In 2018, our business revenue amounted to **37%** of our total revenue. The society should be effectively run like a business providing value to the community.

Grants are the primary reason for being a non-profit organization and is currently **35%** of our revenue. By receiving more grants, this percentage will most likely become higher. **Grants depend greatly on successfully carrying out steps 1-3 of the strategic plan to show value of the society.** Grants can be acquired at the municipal, provincial and federal levels. Grants are divided into single project grants, yearly operation grants and equipment grants.

Grants we currently receive are:

Municipal funding (City of Nanaimo): Operation grant from City of Nanaimo. NOTE: In 2019, we received \$6500. Positive discussions with the City Cultural Department manager point to changes in the cultural department distribution and that we are positioned well to receive more funding next year.

Provincial funding (BC Arts Council): three project grants from the BC Arts Council which should make us eligible for organizational operation grants next year. Projected operation funding is \$10,000 for the year. Once we receive our first operation grant we should then become eligible for equipment grants. (Cinevic and Cineworks both receive \$30,000 a year for equipment).

Grants we are not receiving are Federal funding (Canada Council for the Arts). The grant funnel: 3 Project grants makes us eligible for operation funding. Once we get operation funding we will be eligible for equipment grants. (Cinevic and Cineworks both receive \$30,000 a year for equipment).

Grants from other provincial and federal funding organizations may be available such as Creative BC. **Research needed!**

Sponsorship comes from businesses in the community looking to support the society in exchange for promotion of their business. Sponsorship is currently **20%** of our revenue. Our sponsorship plan has 3 levels: Premier Sponsor \$5,000 (or \$3,000 with 3 year commitment), Red Carpet Sponsor \$1,500 and Star Sponsor \$750. Each level provides additional benefits. (See Sponsorship Package Document for more details).

In 2018, we received \$4,500 in sponsorships. We want to increase this to \$10,000 in the next couple years. As our organization's presence grows in the community and we get more demand for sponsorships, we can potentially double the value of the Sponsorship levels giving us a total potential of \$35,500.

Fundraising amounted to **8%** of our total revenue in 2018. Fundraising mainly came from our Oscar Gala fundraiser and individual donations. Future fundraising initiatives include a Travel Raffle, and partnering with the Oceanside Rotary's James Bond Gala.

5) Funding for Filmmakers

Apart from providing education and resources, helping filmmakers acquire funding to make their films is the most profound way to elevate the quality of local films. While the Society may be able to offer a film grant someday, there are several provincial and federal funding programs for filmmakers that we can focus on helping our filmmakers with. Such as:

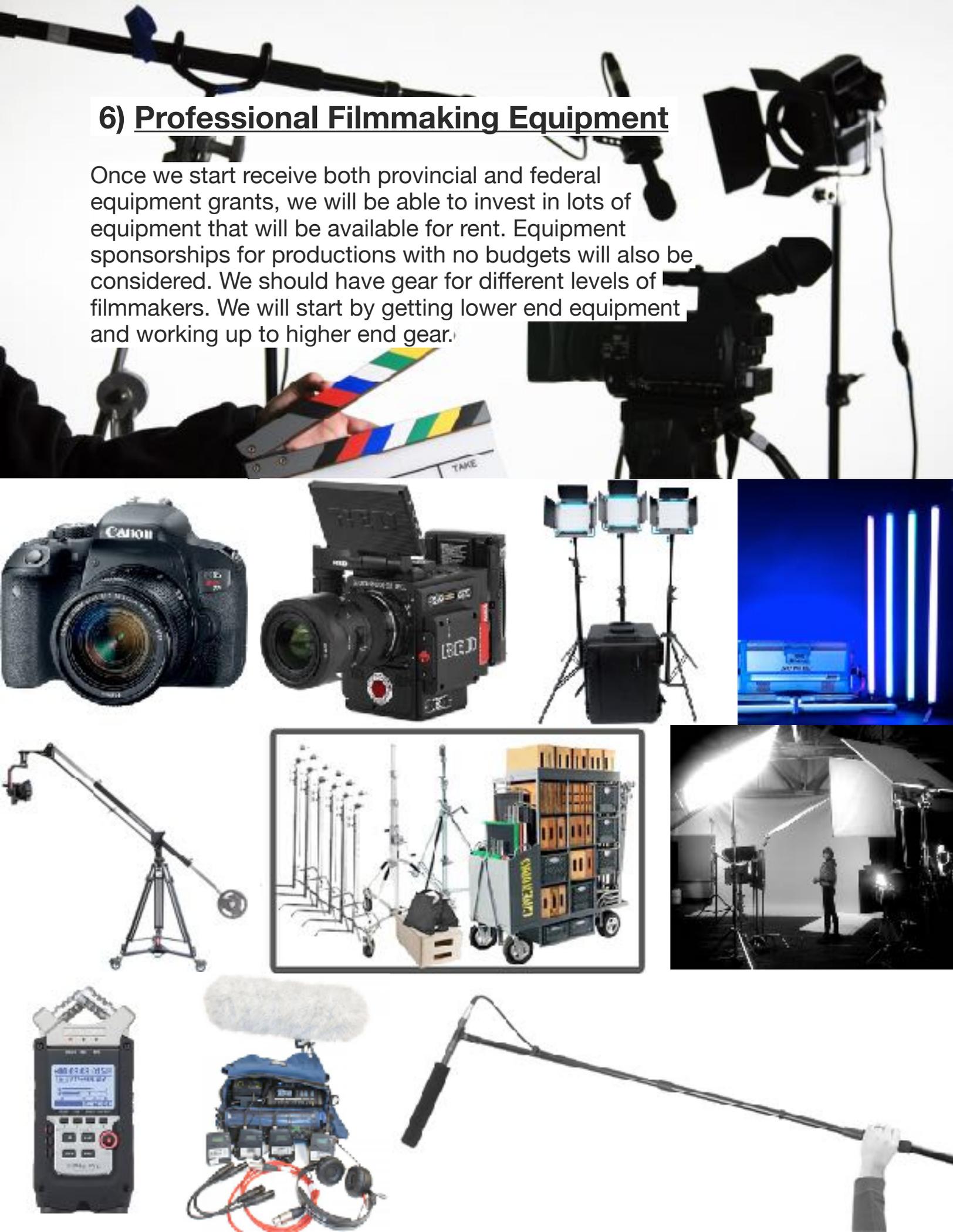
- Telus Storyhive
- Telefilm Talent to Watch (Become an affiliate organization)
- Harold Greenberg Fund

More research needed! A list to be compiled and made accessible for filmmakers.



6) Professional Filmmaking Equipment

Once we start receive both provincial and federal equipment grants, we will be able to invest in lots of equipment that will be available for rent. Equipment sponsorships for productions with no budgets will also be considered. We should have gear for different levels of filmmakers. We will start by getting lower end equipment and working up to higher end gear.

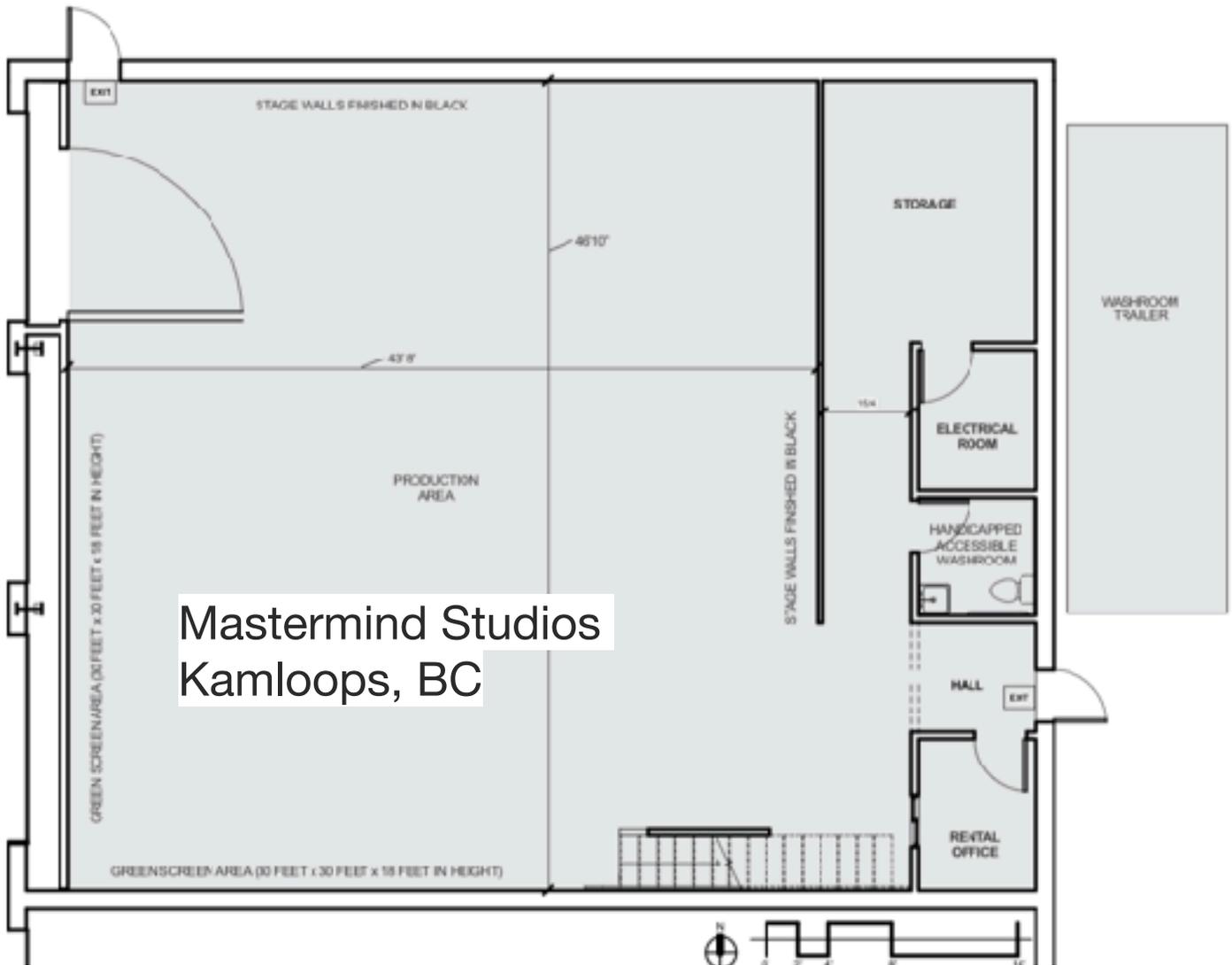


7) A Production Studio

What do we need a studio for?

- Community congregation
- Equipment storage
- Workshops and classes

- Production set
- Greenscreen wall
- Office work space
- Meeting space
- Movie screenings
- Audio recording booth



Studio space needs to be creatively inspiring! Clean!

CAST AND CREW DIRECTORY

Search for: [Search](#)

Search by Tag ▾

 <p>Andrew Powell</p>	 <p>Annette Jensen-Cole Assistant PA</p>	Axton Morris / Dan Morris
 <p>Bobby Jesse Smith Award winning visual effects generalist.</p>	Branden Grieder	 <p>Brian Morelan story director, VFX artist, and producer.</p>

Membership

By focusing on what we can do well right now and gradually providing further services and resources, we will continue to be able to provide value for the society's members. By providing value we will continue to grow the community and we should be able to double our number of members from 50 to 100 making our Cast and Crew directory an excellent resource for filmmakers.

Other Resources we can Provide for in the Future:

- Production Insurance
- Local business discounts for productions
- Production Documents Package



Young Filmmakers (18 and younger)

While all our events have been and will cater to filmmakers of all ages, much of our continued growth will come from the next generation of filmmakers. So we should think about how we can start our young filmmakers out strong and nurture their aspirations in filmmaking possibly through providing mentorship opportunities, camp sponsorships, internships, film grants, or a more comprehensive young filmmakers educational program.

There are many grants and local sponsorships opportunities catered specifically to youth that could be looked into to facilitate these potential ideas.



Marketing

Video should be our primary marketing tool!

More content!

- Professional branding, promo, and informational videos
- Community members interview series
- Members Produced Web Series



*Achieve **Omnipresence**: the state of being widespread or constantly encountered.*

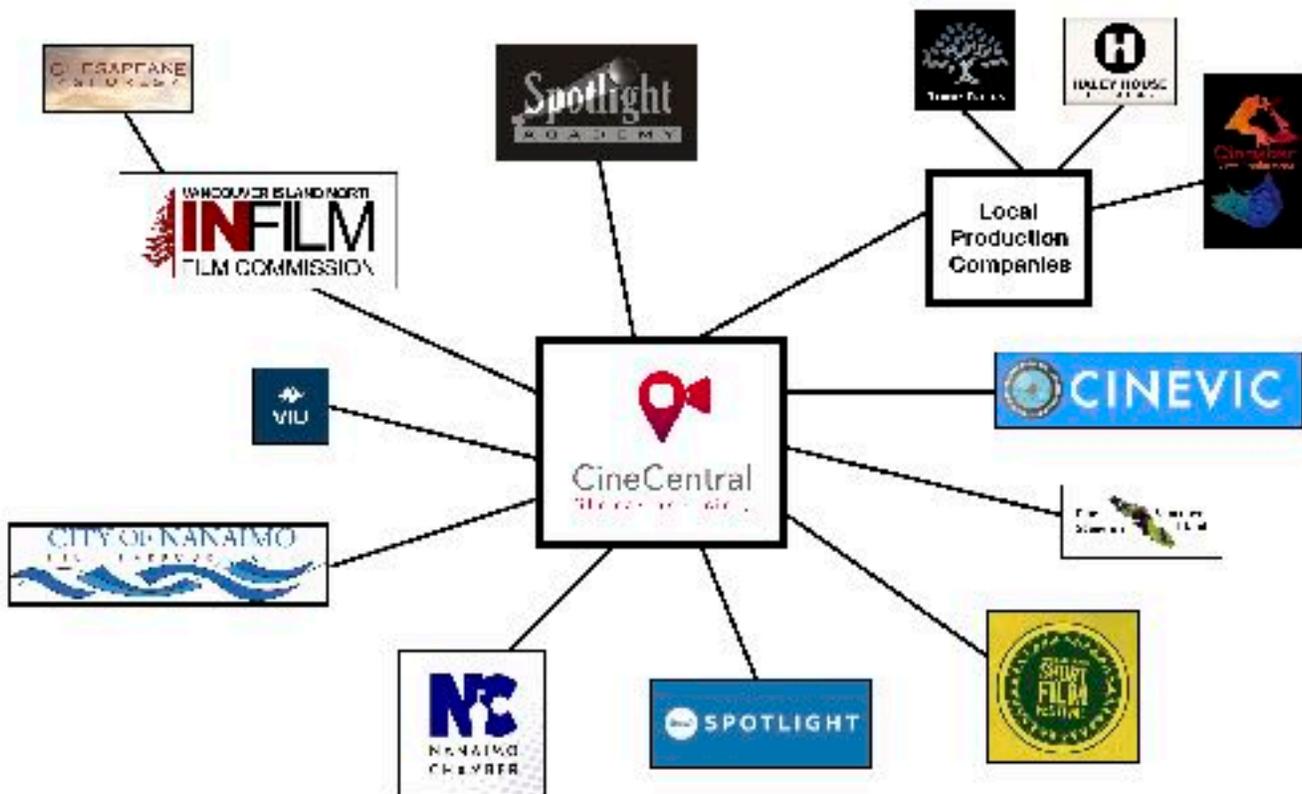
Our Targets	Social Media	Digital	Print	Other Media
<ul style="list-style-type: none">- Filmmakers- Audience- Businesses	<ul style="list-style-type: none">- Facebook- Instagram- Youtube- Twitter?	<ul style="list-style-type: none">- Website- Promo Video	<ul style="list-style-type: none">- Brochures- Flyers- Posters- T-shirts- Newspapers- Sponsorship Package	<ul style="list-style-type: none">- Shaw TV- CHLY

It's worth repeating: **We promote the society best when we promote the content that our members are creating!**

Ambassadors

Our ambassadors are the welcoming faces of the society to be seen on promotional material and greeting people at events. They will also have a very influential presence and role on social media with sharing content.





Our Community Connections

Over the past seven years, we have done a good job of establishing connections with other film, arts and community organizations on Vancouver Island. We should continue to look for new connections, and building our relationships. With the connections we have we should start thinking about partnerships in larger endeavours such as shared studio space and a symposium type event.

How do we make this all happen? Teamwork!

Organizational Structure for 2019/2020

Board of Directors (7-8)

Governing and decision making body of the organization. Decisions by consensus.

- President
Vision, leadership, planning, development, communication, and public relations. Calls and chairs Board Meetings. Grant writing. Sponsorship.
- Vice President
Development and public relations. Covers President in absence.
- Treasurer
Accounting, budgeting, financial statements. Ensure financial accountability.
- Secretary
Records and distributes meeting minutes. Monthly newsletter?
- Advisory Directors (3-4)
Prominent and experienced individuals in the community serving as advisors, providing feedback and guidance. Utilizes social connections. Public relations.

The Executive Team

The people who execute the actions of running the society.

- **General Manager**
Manages studio and equipment rentals. Attends studio during open hours. Cleans studio.
- **Connection Coordinator**
Plans social events. Update events on website.
- **Education Coordinator**
Plans educational events. Sets up guest speakers and instructors. Update on website.
- **Promotions Coordinator**
*Creates Facebook event pages. Promotes membership and benefits. Organizes Social Media, Video Content, Photography, Sends Newsletter Emails, Update Website, Graphic Design/Print (posters, flyers), Media outreach (Shaw TV, News Bulletin, etc), and Press Releases. Public relations. Community outreach (Schools, community organizations, etc). Organizing booths at community events. Coordinate with **Ambassadors**.*

Ambassadors (Volunteers)

Public relations, the face of the society on branding (AKA models), event greeters (welcomes newcomers), hosts for videos and special events, representatives at community event booths, and makes Social Media posts (aka influencers).



2014



2018

2025: Five Years From Now

We have come a long ways since the Society was established in 2013. If we follow the plan as laid out, we will still have a lot to look forward to with time, effort and teamwork! If all goes well, in five years from now we will be sitting in a full movie theatre watching our local high level production films (both shorts and features) which have been funded, and screened at festivals worldwide! Let's make it happen!