



**SPECIAL EVENT PROMOTION
GRANT APPLICATION
FISCAL YEAR 2024-2025**
(July 1, 2024 to June 30, 2025)

Instructions: Please review the Special Event Grant Guidelines and complete this form and submit to the Community Development Department with the required documents noted below. Please contact Raffi Festekjian, Economic Development Coordinator at rfestekjian@bcnv.org with any questions.

ORGANIZATION INFORMATION:

Name Dam Short Film Society
Mailing Address P.O. Box 60372
Non-Profit Tax ID Number 87-0709686
Website https://damshortfilm.org/

CONTACT INFORMATION:

Name Andrew Iannaccone
Email Andrew@damshortfilm.org
Phone Number 313-498-0838

SPECIAL EVENT INFORMATION:

Name Dam Short Film Festival
Dates February 12-17, 2025 Hours 5 - 10 pm
Location Elaine K. Smith Building in Boulder City
First Year Application? No Anticipated Attendance 2,500
Grant Amount Requested \$ 5,000
Event Description The Dam Short Film Festival celebrates independent film from all over the world. We will screen over 140 films chosen out of over 900 different countries. Festival activities also include a Coffee with Filmmakers, a VIP Brunch, and an Festival after party, all held at a variety of Boulder City businesses. Our staff does extensive marketing to reach our target audiences.

Mr. Raffi Festekjian
Economic Development Coordinator
City of Boulder City, NV
401 California Avenue
Boulder City, NV 89005-2600



November 11, 2024

Dear Mr. Festekjian,

The Dam Short Film Festival celebrates independent short films from all over the world and drives promotion of arts and culture in Boulder City. DSFF is approaching its 21st season (February 12th - 17th, 2025) of providing a platform for wonderful films to be recognized. We will continue to make sure our next Festival is safe, inclusive, and stays true to what makes DSFF so special.

Our commitment to cultivating the best possible experience for our filmmakers, audience, volunteers, and local community has helped make us a cultural institution that drives business to our local economy. It's not by chance that we're ranked as one of the Top 100 Best Reviewed Film Festivals (out of over 12,000), according to the world's leading festival submission website, FilmFreeway.com. Last season's six-day event sported an attendance of approximately 2500. Through the help of our PR Agency, Authentic Public Relations, we garnered extensive coverage and interviews from news organizations like Channel 13 (ABC), Channel 8 (CBS), News 3 (NBC), Fox5, Las Vegas Review-Journal, KNPR, and many more.

For our 21st festival season we are focusing more efforts on community partnerships and promotion of local businesses year-round on our website, through social media, and at our off-season events. In addition to film screenings, festival events are held in various Boulder City locations.

The city of Boulder City provides details on the economic impact of events in the city. Data for the week before the festival compared to festival week reveal the increases in economic activity due to the film festival.
2020: +130% ; 2023: +126%; 2024: +151%

We deeply appreciate the past support Boulder City Special Event Promotion Grant has provided the Dam Short Film Festival and look forward to your continued support. Arts and culture brings communities together and enriches our lives. We promise to continue doing everything in our power to keep providing a platform for film, art, and human connection in Boulder City.

Sincerely,

Andrew Iannaccone
Grants Administrator
Dam Short Film Festival
andrew@damshortfilm.org
313-498-0838



Dam Short Film Festival

**Special Event Promotion Grant Application FY24-25
Estimated Promotional Budget**

	Vendor	Description	Cost
1	Rockstar Passes	Marketing Materials: passes	\$1,000
2	Authentic Public Relations	Public Relations firm	\$3,000
3		Marketing Materials: Poster Design	\$500
4	Quantum Printing	Marketing Materials: programs	\$900
5	Quantum Printing	Marketing Materials: step and repeat banner	\$400
6	Quantum Printing	Marketing Materials: posters,	\$1,800
7	Vistaprint	Marketing Materials: business cards	\$150
8	USPS	Marketing Materials: postage, shipping supplies	\$300
10	Southern Nevada Printing	Promotional Materials: stickers, magnets, t-shirts, hats	\$4,000
11	Stoked on Printing	Promotional Materials: t-shirts	\$1,000
12	Anne Duque	Graphic Designer: program, merchandise, flyers	\$3,200
13	Social Media	Advertising e.g. Facebook	\$200
14	Amy Vandermark	Social Media Coordinator	\$3,500
15	Adam Gradisher	Marketing: Website Support/New website build	\$11,500
16	FilmFreeway.com	Advertising	\$2,000
17	Various	Promotional Event Materials: Wine Walks, Boulder City events - wine, snacks	\$600
	Total Promotional Budget		\$34,050

Dam Short Film Society Profit and Loss by Month

	TY 2025	
Income		
4100 Festival Sales		
4120 Ticket Sales	\$27,204.00	
Total 4100 Festival Sales	\$27,204.00	
4200 Merchandise and Product Sales	\$30.00	
4300 Film Submission Fees	\$20,945.00	
4400 Donations/Fundraising	\$10,152.00	
4500 Sponsorships	\$21,200.00	
4600 Grants	\$12,000.00	
Sales		
Uncategorized Income	\$500.00	
Total Income	\$92,031.00	
Cost of Goods Sold		
5100 Festival Expenses	\$170.00	
5341 Contract Labor	\$1,050.00	
5342 Theater and Equipment Rental	\$11,697.00	
5344 Awards	\$680.00	
5345 Volunteer Expenses	\$50.00	
5347 Passes	\$863.00	
5348 Printing	\$2,679.00	
5349 Supplies	\$4,890.00	
5351 Refreshments and Catering	\$4,226.00	
5352 Space and room rental	\$1,800.00	
Total 5100 Festival Expenses	\$28,105.00	
5200 Merchandise and Product Purchases	\$6,977.00	
5300 Film Submission Promotion	\$2,000.00	
Total Cost of Goods Sold	\$37,082.00	
Gross Profit	\$54,949.00	
Expenses		
6100 Contract Services	\$41,392.00	
Total 6100 Contract Services		
6200 Promotional Events	\$912.00	
6300 Office Supplies	\$143.00	
6400 Office Rent	\$2,580.00	
6500 Insurance	\$2,924.00	
6600 Software	\$2,205.00	
6650 Interest Paid	\$1,183.00	
6710 Advertising & Marketing	\$180.00	
6712 Postage	\$384.00	
Total 6710 Advertising & Marketing	\$564.00	
6720 Meals	\$81.00	
6730 Travel	\$414.00	
6820 Bank Charges & Fees	\$514.00	
6830 Licenses, Permits & Fees	\$76.00	

Dam Short Film Society **Profit and Loss by Month**

	TY 2025	
6850 Dues & Subscriptions	\$275.00	
6999 Uncategorized Expense	\$1,697.00	
Total Expenses	\$54,959.00	
Net Operating Income	-\$10.00	
Other Income		
7100 Interest Income	\$11.00	
Total Other Income	\$11.00	
Other Expenses		
Other Miscellaneous Expense		
Total Other Expenses		
Net Other Income	\$11.00	
Net Income	\$1.00	