



2019 ANNUAL REPORT

THE FESTIVAL

-  **71** Films
-  **20** Countries
-  **41** Canadian Films
-  **12** Local Films
-  **26** Q&As & Discussions
-  **31** Filmmakers & Guests
-  **13** Performers
-  **6** Performances
-  **5** Exhibits
-  **4** Social Events

THE AUDIENCE

- 16,860** attendees at **71** film screenings
- 4,464** attendees at **26** Q&As & discussions
- 2,317** unique audience members
- 237** average audience size (+6%)
- 925** largest audience at one time (+7%)



“Donate to this amazing festival. They do great work and you know exactly what they will do with your money!”

ReFrame 2019 attendee

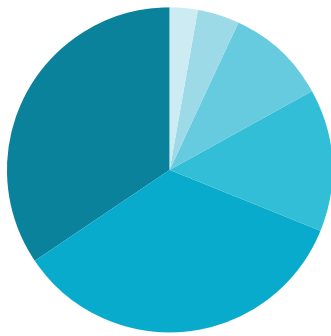


VOLUNTEERS

- 146** volunteers, including:
- 4** Artistic Advisory Panelists
- 11** Board Members
- 120** Festival Volunteers
- 11** Collective Members
- 5,360** Volunteer Hours

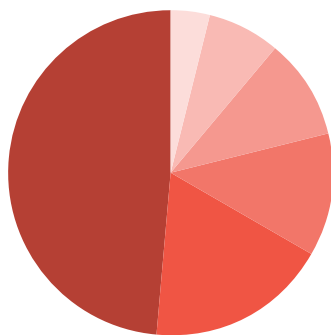
FINANCES

REVENUE

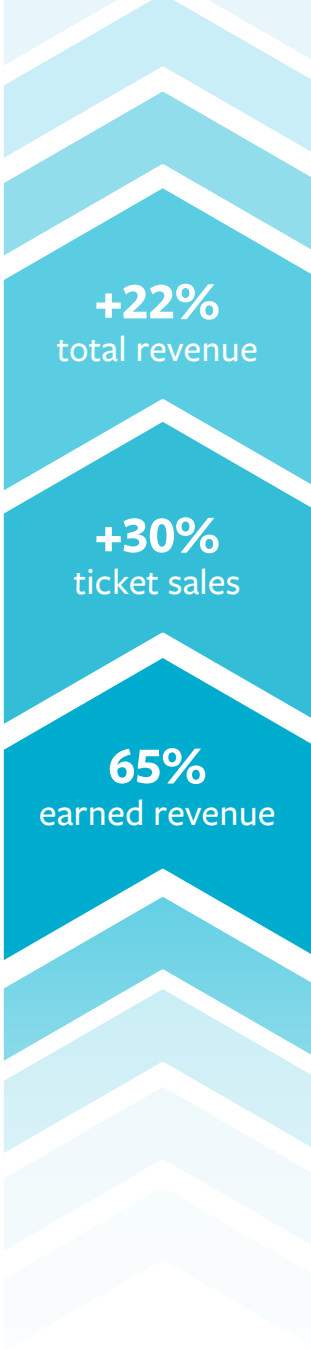


- Grants (35%)
- Tickets (34%)
- Sponsorships (14%)
- REACH (10%)
- Raffle (4%)
- Ads + Merch + Events (3%)

EXPENSES



- Staff & Volunteers (48%)
- Admin (18%)
- Artist & Film Fees (12%)
- Advertising (10%)
- Venues (7%)
- Merch + Events + Supplies (4%)



ECONOMIC IMPACT

14% of audience members came from out of town

37% of out-of-towners stayed in downtown hotels

Average spending on food and drink: **\$50 to \$100**



COMMUNITY ENGAGEMENT

101 community sponsors, **17** new sponsors

4 community events hosted by **4** partners



+83%

977 Followers



+8%

1,950 Likes



+2%

1,553 Followers

“IMPRESSED... in my opinion an ESSENTIAL event!”

ReFrame 2019 attendee

“A fantastic festival at the time of year when winter feels the longest and good reasons to get out are crucial. There is something for everyone.”

ReFrame 2019 attendee