









# 20 ANNUAL 20 REPORT



## THE FESTIVAL

-  80 films (+13%)
-  60% directed by women
-  18 countries
-  52 Canadian films (+27%)
-  21 local films (+75%)
-  34 Q&As and panel discussions (+31%)
-  25 performers (+92%)
-  4 social events

## AUDIENCE

**16,971**

attendees at 80 film screenings and events

**6,688**

attendees at 34 Q&As and discussions (+43%)

**2,577**

unique audience members (+11%)

**855**

Largest audience at one time

**+56%**

audience from outside Peterborough

## VOLUNTEERS

**9**

Board Members

**14**

Collective + committee members

**3**

Artistic Advisory Panelists

**125**

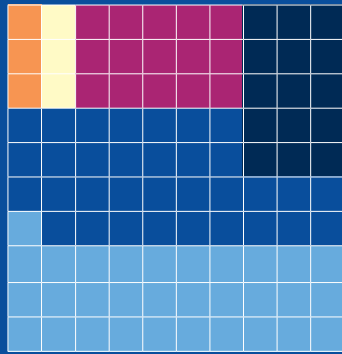
Weekend Volunteers

**4,811**

volunteer hours

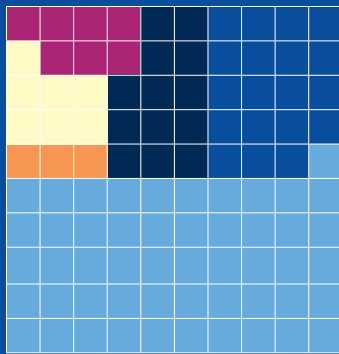
## FINANCES

### REVENUE



- 31% Grants
- 33% Tickets
- 15% Sponsorships
- 15% REACH Donations
- 3% Raffle
- 3% Ads + Merch + Events

### EXPENSES



- 51% Staff & Volunteers
- 19% Admin
- 13% Artist & Film Fees
- 7% Advertising
- 7% Venues
- 3% Merch + Events + Supplies

**69%**  
earned  
revenue

**+32%**  
donations  
made

**+18%**  
payments  
to artists

## COMMUNITY ENGAGEMENT

**104**  
community  
sponsors



**+13%**  
(2,211 Likes)

**197 FREE**  
community access  
passes distributed



**+29%**  
(1,261 Followers)

**4**  
community events  
hosted by 4 partners



**+2%**  
(1,589 Followers)

## ECONOMIC IMPACT



**16%**  
attended from out of town  
(average 2.6 nights  
paid accomodation)



**90%**  
ate out during  
the ReFrame weekend  
(average 2 meals each)



**\$70**  
average spending  
on food and  
accomodation

**“Thought it was one of  
the best years to date  
and I have attended  
them ALL.”**

- ReFrame 2020 attendee

**“Loved it, thank you.  
It’s a great educational  
opportunity!”**

- ReFrame 2020 attendee

**“I so appreciate  
the hard work and  
dedication of everyone  
involved. Peterborough  
loves ReFrame!”**

- ReFrame 2020 attendee