

## Indie Memphis



REVIEWED

## General Information

### Contact Information

<b>Nonprofit</b>	Indie Memphis
<b>Address</b>	1910 Madison Avenue PMB 632 Memphis, TN 38104
<b>Phone</b>	901 2409660
<b>Facebook</b>	facebook.com/indiememphis
<b>Twitter</b>	@indiememphis

### At A Glance

<b>Year of Incorporation</b>	2008
<b>Former Names</b>	Indie Memphis, A Project of Delta Axis
<b>Community Foundation staff conducted a site visit?</b>	No

# Statements & Search Criteria

## **Mission**

The mission of Indie Memphis is to create community through independent film and support the development of filmmakers.

## **Background**

Founded in 1998, the Indie Memphis Film Festival has grown from a room of dedicated film enthusiasts to a full festival hosting over 11,000 attendees for 180+ films, panel workshops, live music and parties. Indie Memphis has expanded to a year-round organizations hosting screenings and educational opportunities for filmmakers and artists.

## **Impact**

One of Memphis' core arts institutions, Indie Memphis is a two-time Academy of Motion Picture Arts and Sciences grant recipient and the only film organization to receive annual funding from ArtsMemphis. The year-round non-profit organization is best known for its annual Indie Memphis Film Festival, which takes place in and around Overton Square in midtown Memphis and South Main downtown. The festival has been ranked by MovieMaker Magazine as one of 25 Coolest Film Festivals and one of 50 Film Festivals Worth the Entry Fee. Additional programs include the Youth Film Fest, Indie Wednesday weekly film series, the free Shoot & Splice filmmaker forum and MicroCinema short film series at Crosstown Arts, and international film programs as part of Memphis in May.

## **Needs**

Indie Memphis seeks support from Memphians to engage in our programs, grow our audience and increase the community impact. Opportunities include: sponsor our festival, volunteer with our staff, purchasing festival passes (\$100 or \$250), become a member of our organization (\$50/year), and most importantly attending events that interest you.

## **CEO/Executive Director Statement**

Indie Memphis fills a need in Memphis for both artists and audiences. Artists rely on us to showcase their work, provide education and networking, grant financial support, and show an appreciation for their work. Audiences enjoy screenings of independent films that show a variety of perspectives and opportunities for exploration that would not otherwise show in Memphis. We partner with many other organizations in Memphis to collaborate and strengthen the arts community.

- Ryan Watt

## Board Chair Statement

As a long-time Indie Memphis Film Festival attendee, I was thrilled when an opportunity presented itself to join in the leadership of the organization. After a few years in the trenches, I was able to become Board President. The cultural richness of Memphis is abundant and I am honored to be able to help contribute to an organization that helps our local artists and patrons thrive.

By embarking on a multi-year strategic plan, we are able to assess the successes and challenges we face. After our most successful Festival ever in 2016, we are eagerly looking forward to presenting our 20<sup>th</sup> anniversary Festival in November 2017. That being said, we must ensure our growth is carefully planned and executed and that we stay true to our values of artistic integrity, inclusiveness and creating a sense of community through independent film.

An exciting new development for us is the launch of our Indie Wednesday program, which will provide year-round independent film opportunities. As with all new programs, we will be evaluating all aspects of the program and making necessary adjustments.

On the macro level, we will be delving into our marketing, governance and development opportunities. More specifically, we have been looking into enhancing our youth program, creating an endowment and increasing the amount of grants we have for local filmmakers.

- Molly J. Wexler

## Areas Of Service

### Areas Served

#### Areas

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TN - Shelby County

TN - Fayette County

TN - Tipton County

AR - Crittenden County

AR - Mississippi County

MS - DeSoto County

MS - Marshall County

Indie Memphis is located in Memphis, TN, and we generally serve Shelby County. However, we receive and exhibit films from all over the world. We define our "hometown" local films and filmmaker grant opportunities as Shelby County and neighboring counties of DeSoto, Crittenden, Tipton, Fayette, Marshall and Mississippi.

## Service Categories

Film & Video

Arts Education

Arts Services

# Programs

## Programs

### Indie Memphis Film Festival

<b>Description</b>	The annual Indie Memphis Film Festival transforms the city into a connecting point for filmmakers, musicians, artists, and audiences. Ranked recently by MovieMaker Magazine as one of 50 Film Festivals Worth the Entry Fee, the festival brings a broad range of independent features, documentaries and short films to Memphis from all corners of the country.
<b>Budget</b>	\$250,000.00
<b>Strategy</b>	Yes
<b>Long term Success</b>	Long term success is defined by the festival being a "can't miss" event for Memphis residents with a level of awareness amongst the top events in the city. For artists, success is local filmmakers who have been supported in our system gain national audiences and acclaim for their work, further strengthening the level of our filmmaking community.
<b>Short Term Success</b>	Success in the next few years is continued growth in overall attendance, bringing more top filmmakers and actors to Memphis, expanding the networking engagement with the local and traveling filmmakers and increasing the festival stature as a travel destination for our region.

### Youth Film Fest

<b>Description</b>	The Indie Memphis Youth Film Fest provides an exhibition platform for students ages 7 - 12 to present their films to the public in addition meeting other young filmmakers and receiving education at workshops.
<b>Budget</b>	\$35,000.00
<b>Strategy</b>	Yes
<b>Long term Success</b>	In the year 2020, after five years of the program, we will see the work that our young filmmakers have accomplished in college and beyond. We also strive to help students with their personal storytelling skills as they apply for college and show their talents beyond their schoolwork.
<b>Short Term Success</b>	Each year short-term success is shown with more students submitting films and the increasing quality of the work.

## IndieGrants

<b>Description</b>	IndieGrants is our filmmaker development program providing both cash and in-kind services to artists. The grants support Memphis filmmakers to make short films in Memphis. In 2017, we will be granting filmmakers a minimum of \$42,500 of cash and services supported by sponsors Mark Jones, Firefly Grip & Electric, Music + Arts Studio, LensRentals, VIA Productions, The Magnifying Glass and the Memphis Grizzlies.
<b>Budget</b>	\$48,000.00
<b>Strategy</b>	Yes
<b>Long term Success</b>	The long-term success of IndieGrants is surpassing \$100,000 of annual filmmaker grants and assisting Memphis filmmakers in their films being selected for high profile film festivals and other opportunities for wider audiences. The career success of our IndieGrants alumni is the ultimate definition of success, as these short films are often "calling cards" for filmmakers to make larger films or get hired for higher profile projects.
<b>Short Term Success</b>	<p>The short-term success of IndieGrants is building our film community so that there are always active productions. Filmmakers, crew and actors often will collaborate to assist each other and this cross-pollination strengthens the whole community and pushes everyone to step up their game.</p> <p>We are fortunate that top directors from Memphis such as Craig Brewer and Ira Sachs stay active in our organization and want to see Memphis succeed. Helping the next great director from Memphis break-out to have a national-level career is what motivates all of us to build support for our talented film community.</p> <p>The grants are an important distinction from prizes, because they are awarded by a review jury BEFORE production based on competitive filmmaker submissions. IndieGrants help filmmakers make films with more resources and help artists that may otherwise not be able to make their films. This has an economic impact for more hires in our local film community and provides filmmakers more opportunities to show their talents and improve their craft.</p>

## Indie Wednesday Film Series

<b>Description</b>	Indie Wednesday is our weekly film series, bringing top independent films to Memphis throughout the year, every Wednesday at rotating venues.
<b>Budget</b>	\$46,000.00
<b>Strategy</b>	Yes
<b>Long term Success</b>	Memphis lacks an "art house" theater. The majority of independent films that get released do not have a theatrical screening here, while they do at many other cities our size. Indie Wednesday is an opportunity to fill this gap and build a long term audience that wants to see the best independent cinema, foreign films, and restorations of classics. Long-term success is defined by large audiences and additional days of the week showing these unique films throughout the year.
<b>Short Term Success</b>	We have just begun this new film series and ticket sales are strong. Our short term success is finishing 2017 with a total attendance of 4,000+ engaged filmgoers who have a thirst for more independent cinema. This series is our opportunity to keep the film festival experience going throughout the year and build a support base to grow our programs for audiences.

# Board & Governance

## Board Chair

<b>Board Chair</b>	Ms. Molly Wexler
<b>Company Affiliation</b>	Community Volunteer
<b>Term</b>	Aug 2016 to Mar 2017

## Board Members

<b>Name</b>	<b>Affiliation</b>	<b>Status</b>
Ward Archer	Archer Records	Voting
Craig Brewer	Filmmaker	Voting
Les Edwards	Archer Malmo	Voting
Alison England	Retired, FTN Financial	Voting
Erin Freeman	Film Producer	Voting
Mark Furr	Technology Consultant	Voting
Adam Hohenberg	Alarum Pictures	Voting
Mark Jones	Filmmaker	Voting
Dorothy Kirsch	Community Supporter	Voting
Gary Lendermon	Duncan-Williams, Inc	Voting
Kevin Mireles	FedEx	Voting
Pat Mitchell Worley	Beale Street Caravan	Voting
Bruce Newman	Newman and Decoster	Voting
Iddo Patt	Modern Production Concepts	Voting
Pamela Pitts	Waddell & Reed	Voting
Molly Wexler	Community Volunteer	Voting

## Board Demographics - Ethnicity

<b>African American/Black</b>	3
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	12
<b>Hispanic/Latino</b>	1
<b>Native American/American Indian</b>	0

## Board Demographics - Gender

<b>Male</b>	10
<b>Female</b>	6
<b>Unspecified</b>	0

## Governance

<b>Board Term Lengths</b>	3
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<b>Board Term Limits</b>	0
<b>Board Meeting Attendance %</b>	75
<b>Written Board Selection Criteria?</b>	No
<b>Written Conflict of Interest Policy?</b>	Under Development
<b>Percentage Making Monetary Contributions</b>	100
<b>Number of Full Board Meetings Annually</b>	5

## Standing Committees

Executive

## Comments

We are currently in a strategic planning process led by Barbara Prescott and look forward to implementing updates to our governance policies and growing our board at the conclusion.



# Management

## Executive Director/CEO

<b>Executive Director</b>	Ryan Watt
<b>Term Start</b>	Aug 2015
<b>Email</b>	ryan@indiememphis.com

### **Experience**

Worked in the film industry as a producer for 8 years prior to taking the Executive Director position. Served on the Indie Memphis board of directors for two years prior to taking the Executive Director position.

## Staff

<b>Full Time Staff</b>	1
<b>Part Time Staff</b>	1
<b>Volunteers</b>	175
<b>Contractors</b>	23
<b>Retention Rate</b>	0

## Plans

<b>Organization has a Fundraising Plan?</b>	Under Development
<b>Organization has a Strategic Plan?</b>	Under Development
<b>Years Strategic Plan Considers</b>	3
<b>Management Succession Plan?</b>	No
<b>Organization Policy and Procedures</b>	Yes
<b>Nondiscrimination Policy</b>	Under Development
<b>Whistleblower Policy</b>	Under Development
<b>Document Destruction Policy</b>	Under Development
<b>Directors and Officers Insurance Policy</b>	Yes

# Financials

## Fiscal Year

	Jan
<b>Fiscal Year</b>	2017
<b>Projected Revenue</b>	\$472,460.00
<b>Projected Expenses</b>	\$471,083.00
<b>Endowment Value</b>	0
<b>Spending Policy</b>	N/A
<b>Percentage (if selected)</b>	0%

## Form 990s

[Form 990](#)  
[Form 990](#)  
[Form 990](#)  
[Form 990](#)  
[Form 990](#)  
[Form 990](#)  
[Form 990](#)  
[Form 990](#)

## Detailed Financials

### Revenue and Expenses

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Total Revenue</b>	\$296,129	\$279,683	\$275,859
<b>Total Expenses</b>	\$198,724	\$333,133	\$282,558

### Revenue Sources

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Foundation and Corporation Contributions</b>	\$227,337	\$196,707	\$192,348
<b>Government Contributions</b>	\$0	\$7,600	\$6,950
<b>Federal</b>	--	--	--
<b>State</b>	--	--	--
<b>Local</b>	--	--	--
<b>Unspecified</b>	--	\$7,600	\$6,950
<b>Individual Contributions</b>	--	--	--
<b>Indirect Public Support</b>	--	\$0	\$0
<b>Earned Revenue</b>	\$68,783	\$72,811	\$74,721
<b>Investment Income, Net of Losses</b>	\$9	\$20	\$21
<b>Membership Dues</b>	--	\$2,545	\$1,819
<b>Special Events</b>	--	\$0	\$0
<b>Revenue In-Kind</b>	--	\$0	\$0
<b>Other</b>	--	\$0	\$0

### Expense Allocation

Fiscal Year	2015	2014	2013
Program Expense	\$174,666	\$276,021	\$223,074
Administration Expense	\$22,168	\$55,702	\$55,478
Fundraising Expense	\$1,890	\$1,410	\$4,006
Payments to Affiliates	--	--	--
Total Revenue/Total Expenses	1.49	0.84	0.98
Program Expense/Total Expenses	88%	83%	79%
Fundraising Expense/Contributed Revenue	1%	1%	2%

### Assets and Liabilities

Fiscal Year	2015	2014	2013
Total Assets	\$184,643	\$115,644	\$106,529
Current Assets	\$170,428	\$93,306	\$76,965
Long-Term Liabilities	--	\$0	\$0
Current Liabilities	\$37,818	\$66,224	\$3,659
Total Net Assets	\$146,825	\$49,420	\$102,870

### Short Term Solvency

Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	4.51	1.41	21.03

### Long Term Solvency

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	0%	0%	0%

### Top Funding Sources

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	--	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--

## Capital Campaign

Currently in a Capital Campaign?	No
Goal	\$0
Capital Campaign Anticipated in Next 5 Years?	No

## State Charitable Solicitations Permit

Permit?	Yes June 2017
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## Comments

### Organization Comments

The organization has accumulated a surplus through sound fiscal management. As we grow the organization, the board is careful in not trying to grow too fast. Financial performance against budget is reviewed at each board meeting, and the treasurer of the board works closely with the Executive Director to monitor revenue and spending. We are an organization with year round programs, but a significant portion of the revenue and expenses are related to the annual film festival in November. The challenge is to always have visibility of the financial metrics of the festival, so that we remain within budget.



COMMUNITY  
FOUNDATION  
OF GREATER MEMPHIS

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