

FILMNORTH

Transforming Film & Media from the Inside Out

Partnership Deck 2023



About FilmNorth

FilmNorth is a sustainable, accessible, and community-oriented multidisciplinary art space that builds understanding between people through storytelling.

We inspire and provide opportunities for all media artists in The North to thrive, with a commitment to eliminate disparities for those who identify as Black, Indigenous and people of color, people with a disability, undocumented, rural, low income, and LGBTQIA2+ people, women, and those embodying intersections of these identities.

We are a talent incubator for local artists who want to become the future of the industry.

FilmNorth Mission

Our mission is to empower artists to tell their stories, launch and sustain successful careers, and advance The North as a leader in the national network of independent filmmakers by providing an array of educational and professional services to filmmakers and other artists.



FILMN[°]RTH



Guiding Principles

A person with a backpack stands on a rocky ledge, looking out from a graffiti-covered tunnel. The scene is set in a winter environment with snow on the ground and bare trees in the background. The tunnel walls are covered in colorful graffiti, and a concrete bridge structure is visible in the distance.

Boldness & Creativity

We provide resources that support artistic and professional development, and inspire artists to create powerful, innovative social change.

Equity Lens

Our programs and resources focus on and celebrate inclusion of people who have historically been excluded from the industry, while meeting the needs of all filmmakers and media artists.

Growth-Mindset

We are adaptable, nimble and responsive to evolving industries and art forms. We demonstrate to our students that capacity is cultivated through effort, deliberate practice, embracing challenges and learning from feedback.

Education

We focus on using film and other media to tell stories that are relevant and meaningful in today's society.

Connection

We commit to collaboration and relationship building. We connect media artists, new and seasoned filmmakers, visual and performing artists, funders, companies and organizations, thought leaders, students and instructors.

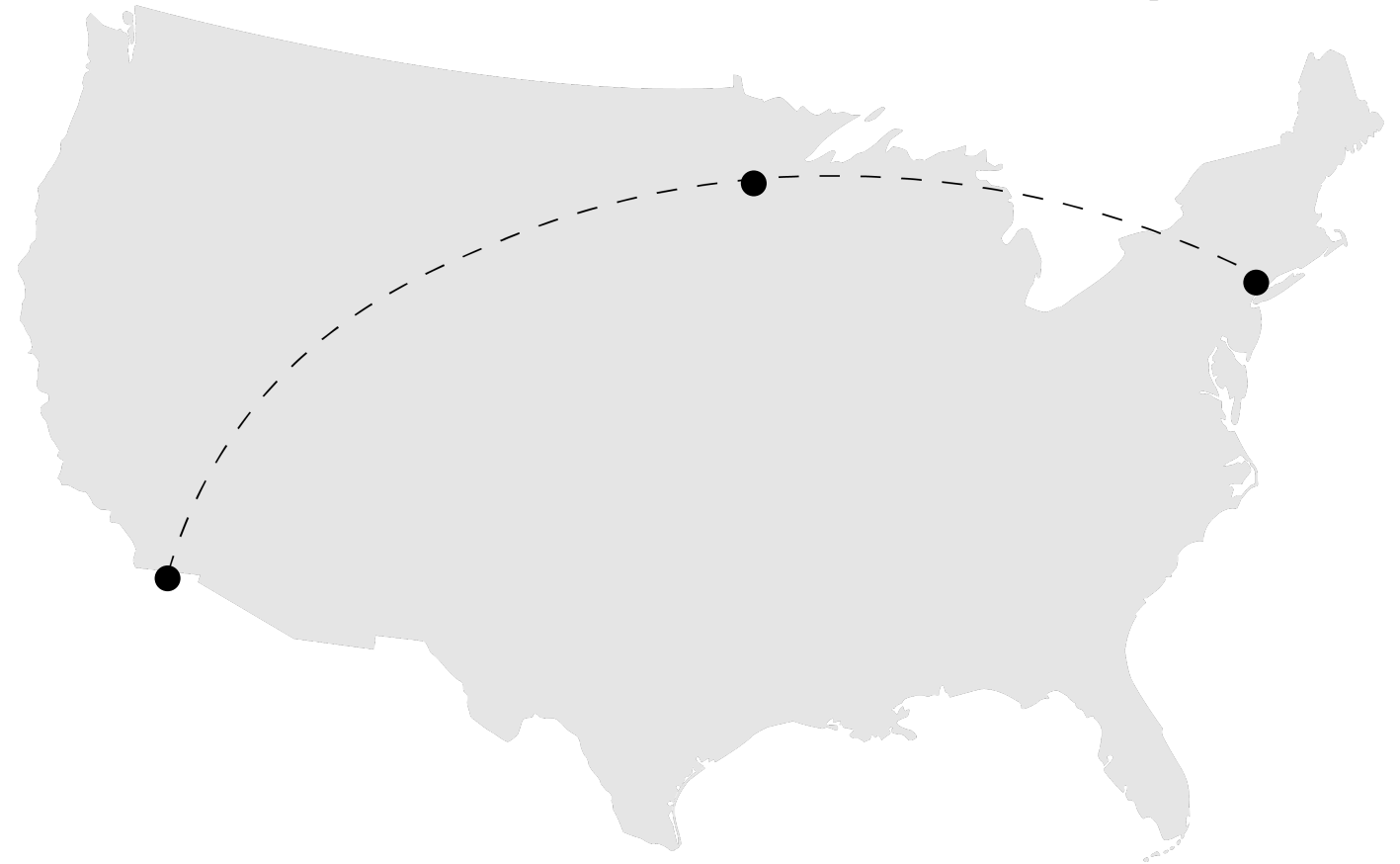


FILMNORTH

The North is Rising

While recent tax incentives are drawing many film and television productions to Minnesota, it is the filmmakers themselves who are changing the industry nationwide and FilmNorth is the organization that is there to support them.

The North* is rich with creativity and emerging artists that are lacking visibility. FilmNorth wants to change that.



“ We often focus on New York and LA only when thinking about the film industry, but there are 300 million people in-between.”
- FilmNorth Executive Director Andrew Peterson



Icons of the North

Some people of the most influential artists and filmmakers to come out of The North include:



- + Gordon Parks, Photographer
- + Coen brothers, Oscar-Winning Screenwriters, Directors, Producers
- + Prince, Oscar-Winning Composer
- + Pete Doctor, Oscar-Winning Animated Film Director
- + Jenni Olson, Writer and Activist
- + Diablo Cody, Oscar-Winning Screenwriter
- + Ali Selim, Director
- + August Wilson, American Playwright
- + Winona Ryder, Actress

Film North Leadership

FilmNorth's leadership team is led by Executive Director Andrew Peterson and senior staff, its Board of Directors, and a diverse group of accomplished advisors with expertise in architecture, commercial real estate, law, and capital campaigns.



FilmNorth Executive Director in conversation with award-winning producer Effie T. Brown, who has shot two feature films in Minnesota (*Dear White People* and *The Inheritance*)

COMMUNITY PARTNERS (PARTIAL LIST)

SCHOOL RESIDENCIES

Anwatin Middle School
Avalon
Central High School
Creative Arts High School
Cristo Rey
El Colegio
Gordon Parks High School
Harding High School
Humboldt High School
Jennings Community School
LEAP International High School
Planet Homeschool
St. Croix Alternative Learning Center
Washington Technology Magnet School
Wellstone International School

ORIGINAL VIDEO CONTENT

Created through FilmNorth Youth Programs

The Autism Society of Minnesota
Big Brothers Big Sisters
Creative Enterprise Zone
Elpis Enterprises
Fond du Lac Band of Lake Superior Chippewa
Forecast Public Art
Girl Scouts
Little Kitchen Food Shelf
The Loft
Minnesota Citizens for the Arts
Minnesota Historical Society
Minnesota Opera
Minnesota Science Museum
National Kidney Foundation
Penumbra Theater
Trans Voice Festival
VocalEssence
Walker Art Center
Wildlife Science Center
Women's Press Magazine

PARTNERS AND COLLABORATORS

Americorps
Artspace
Best Buy Teen Tech Centers
Catalyst Content
City Wide Artists
Comunidades Latinas Unidas en Servicio (CLUES)
Courage Kenny Rehabilitation Institute
Distribution Advocates
Fair Vote Minnesota
Film Fatales
Film Independent
Film Society of Minneapolis-St. Paul
Forecast Public Art
In Progress
INDIgenesis
The Loft
Lower Phalen Creek/Lower Sioux Indian Community
Macalester College
Migizi
Minneapolis College of Art & Design
Minneapolis Community & Technical College
Minnesota 4-H
Minnesota Film & TV
Mizna
Playwrights' Center
Propel Nonprofits
Ramsey County Library
Reel Abilities
Right Track/City of St. Paul
SAGindie
Slam Academy
Sprockets Saint Paul
St. Paul Neighborhood Network
The Sundance Institute
Twin Cities Public Television
Twin Cities Youth Media Network
University of St Thomas
Walker Art Center
Warner Media/HBO
+ over 20 regional film festivals

Our Partners



Our Community

FilmNorth's new media arts center was designed with the community in mind. FilmNorth nurtures a vibrant, diverse community of film and media artists through professional development, education, networking opportunities, career guidance, consultation, and advocacy.

We achieve our mission by nurturing a vibrant, diverse community of film and media artists; providing education and resources at every stage of their careers; and celebrating their achievements. FilmNorth supports mid-career artists through fiscal sponsorship, professional development, networking opportunities, and consultation.

Our Community Demographics

Engaged

Artists Directly Engaged

715+

This number represents the number of unique artists served through:

- Classes (400+)
- Screenings (50+)
- Socially-Conscious & Inclusive Film Lab (15+)
- Fiscal Sponsorships (50+)
- Conferences and Master Classes (200+)

Youth/Young Adults (14-25 years) Engaged

812+

Youth are served through:

- An after-school filmmaking program (60+)
- Summer camps (100+)
- Filmmaking projects with mentors (30+)
- FilmNorth Academy (12+)
- In-school residencies and outreach (650+)

Adults Engaged

4500+

Adults are engaged through:

- 50+ screenings held throughout the year (4000+)
- "Cinema Lounge" Short Film Showcase (300+)
- Staged screenplay readings (200+)

Total Engaged 6027+



Audience

Broadcast Audience

45000+

FilmNorth's broadcast audience includes viewers of films broadcast in programming on Twin Cities Public Television.

Electronic Audience

47500+

FilmNorth's electronic audience includes views of work produced and supported by FilmNorth on Vimeo, YouTube, member websites, fiscal sponsorship websites, and FilmNorth's website.

Demographics

- American Indian / Alaska Native* 7
- AAPI 10
- Black / African American* 12
- Hispanic / Latino* 5
- Middle Eastern / North African * 2
- White* 64



Success Stories

Our contemporary and diverse artists who reside in and have come out of the North include Oscar, Emmy, Clio and Independent Spirit nominees and winners; Guggenheim, Bush, McKnight, and Nicholl Fellows; and artists who have had their extraordinary work featured at the world's most prestigious film festivals: from Sundance, Tribeca, New York, SXSW, and Telluride to Berlin, Toronto, Venice, and Busan. You'll find their body of work on Netflix, Hulu, Amazon, PBS, the History Channel, HGTV and more. Some stories include:



2019 Emmy nominee **Michael Starrbury** (*When They See Us*), was also behind *Colin in Black and White*. Next up: *The Battle of Versailles* for HBO with Ava DuVernay.



2019 Nicholl Fellowship winner **Wenonah Wilms** is developing work with High Ground and is a writer on the next season of *True Detective*, starring Jodie Foster.



2019 Sundance Screenwriting and Directing Fellow **Lyle Mitchell Corbine, Jr.**'s *Wild Indian* was nominated for four 2022 Film Independent Spirit Awards.



2020 Bush Fellow Naomi Ko's TV pilot *Nice*, directed by Andrew Ahn, was an official selection of the 2018 Tribeca Film Festival.



2019 Daytime Emmy Winner and NAACP Image Award nominee **Norah Shapiro** (*Time for Ilhan*) is in post-production on her new documentary *Magic and Monsters*.

2441 University Avenue

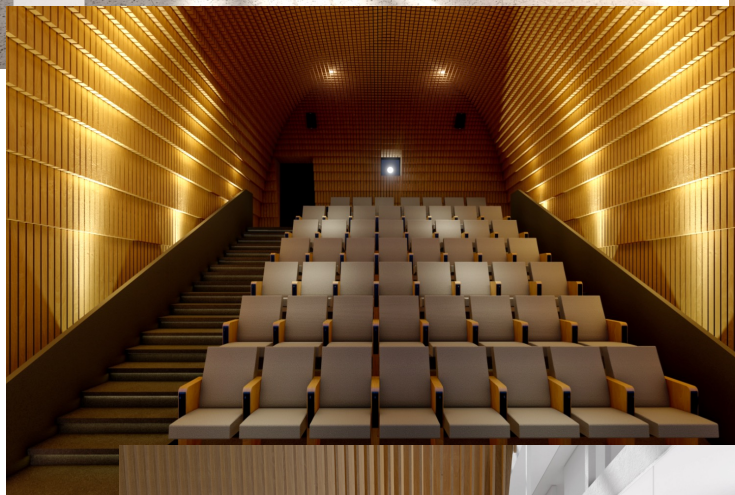
The 24,000 square foot building will be co-owned by FilmNorth and D/O Architects and be anchored by a new, state-of-the-art, 10,000 square foot media arts center, providing classrooms, meeting spaces, editing rooms, and indoor and outdoor cinemas—all in a building that is responsibly developed with its carbon footprint front-of-mind.

The new space will feature the Bill Pohlad Cinema, a state-of-the-art 54-seat screening room named after the Oscar-nominated producer and director.

Planning has been done with significant stakeholder and community input, including artists, educators, visual art and film curators, community leaders and partners and collaborators.

The new headquarters will be a place for all artists to be supported. FilmNorth's new headquarters will help expand the organization's reach and mission to uplift artists from all backgrounds.

“Media binds all art forms together. Our space is for all artists.” - Andrew Peterson



FilmNorth Programming

FilmNorth reaches its community through programs that support, educate, and engage storytellers of all ages and backgrounds throughout the region.

FilmNorth's acclaimed programming includes a variety of **youth programs**; **over 80 courses a year** in the art, business, and technology of filmmaking; screenings and exhibitions; mentorships; and workshops and master classes.

In its new media arts center, programming will expand to include **BIPOC Workforce Training**; **North Summit**; **IF/Then Indigenous Pitch Competition**; **Filmmaker Dialogue Series**.



Youth Programs

Our youth programs introduce young people to filmmaking and tell them that their stories matter—and they work their way up a ladder of opportunities and programs that lead to careers in filmmaking, bringing much-needed diversity, representation, and stories to the industry. Our core youth programs include:

Middle and High School Residencies

Partnering with Minneapolis and Saint Paul middle and high schools, [FilmNorth](#) creates project-based curriculum that complements existing classes.

Students create videos in a group setting that are then shared with the larger school. FilmNorth prioritizes schools with limited resources and no media arts programs to enhance the learning experience and bring unique opportunities to students.

Youth Community Projects

In a win-win scenario, FilmNorth partners with area nonprofits for FilmNorth youth program participants to create original video content for each partner organization.

Led by an experienced mentor, students are paid to create short documentary content about community groups that the organizations might not otherwise have had the means to create.

Film North Academy

In recognition of the challenges encountered in the transition from youth programs to the workforce, FilmNorth created [FilmNorth Academy](#), which targets talented film students between the ages of 19-25.

In a 3-week cohort over each summer, students meet industry professionals, tour local production facilities, and create new film content—better equipping them for success in the workforce.



“If you look at the film industry as a pipeline for talent, film festivals, movie theaters, and awards represent the end of the pipeline. To fix a broken pipeline, you focus on where it starts: kids.” - Robert Ndondo-Lay

Education

Being a successful filmmaker requires keeping up-to-date on skills training, technology, and business practices. Networking and meeting industry thought leaders and innovators is also an important component to a sustainable career in the film industry. Our ongoing, unique education opportunities include:

Master Class Series

A mix of in-person, online, and hybrid, Master Classes feature industry leaders and influencers that address a variety of topics for emerging and established film professionals.

Past master classes have included: producer Christine Vachon (*Carol*, *Far From Heaven*), writer/director Musa Syeed (*A Stray*, *Valley of Saints*), producer Effie T. Brown (*Real Women Have Curves*, *Dear White People*), directors Rob Epstein and Jeffrey Friedman (*The Times of Harvey Milk*, *Howl*).

Professional Workshops

FilmNorth strategically partners with the Sundance Institute to create a series of workshops that are specifically tailored to Minnesota's production community

Past workshops have covered documentary development, short filmmaking, creative distribution, and film scoring. Others have focused on serving and lifting up Minnesota's Indigenous communities.





Exhibits & Screenings

Film Independent Spirit Award Screening Series

Thanks to FilmNorth's unique partnership with Film Independent, the Twin Cities is the only location outside Los Angeles that presents members-only screenings of Spirit Award nominated films, which have featured several Minnesota nominees in the past, including Bill Pohlad, Michael Starrbury, Ali Selim, Lyle Mitchell Corbine Jr., and more. Additional showcases and exhibitions include:

Cinema Lounge

Curated by Valérie Déus, Cinema Lounge celebrates the rich diversity of films and filmmakers in Minnesota. Filmmakers are introduced to each others' work and build their professional networks. Short films, trailers, scenes from longer works, music videos and more will be presented in FilmNorth's new 54 seat cinema every month.

Minnesota Short Film Showcase

FilmNorth partners with Twin Cities Public Television on an annual televised and streamed program of the best short form work created in Minnesota. This showcase raises their visibility, introduces their work to a larger audience, and builds audiences for independent film in the region.

Filmmakers are provided a licensing fee for their work and are featured on statewide television and FilmNorth's online platforms, raising their visibility, introducing their work to a larger audience, and building audiences for independent film in the region.

New:

Field Vision Partnership

IF/Then Shorts

IF/Then Shorts is a community-focused short documentary program that supports inclusive, regional storytelling by underrepresented filmmakers across the map. Launched in 2017, IF/Then Shorts is an initiative of Field of Vision, an Academy Award-winning, artist-centered, nonprofit documentary film organization based in New York.

Founded in 2015, Field of Vision's mission is to fund boundary-pushing and innovative filmmaking that prioritizes inclusion and explores contemporary global issues through a cinematic lens. Field of Vision supports mostly emerging and underrepresented filmmakers, artists, and journalists telling stories of social, cultural, and political importance.

Finishing Fund Grant

It's no surprise that when surveyed about their greatest needs, the regional filmmaking community's first answer is "money." In partnership with NYC-based [Field of Vision](#), FilmNorth is exploring the launch of an annual finishing fund grant program for documentary filmmakers that would include sustained support from both FilmNorth and Field of Vision. FilmNorth would be the official Midwest partner in Field of Vision's acclaimed [IF/Then Shorts Program](#), positioning grantees for success as their projects enter the film festival and distribution marketplace and building their networks and careers.





New: Development Training & North Summit

North Summit

North Summit is an annual convening of local, regional, and national media makers, arts funders, and institutional stakeholders. With the summit, attendees will seed conversations and action around creating, resourcing, and amplifying storytelling through film and media that shapes the perspective of the North and generates support for those both outside and within it.

Indigenous Workforce Development Training

To diversify Minnesota's film production community, we recognize the barriers many aspiring crew from underrepresented communities face, including financial insecurity and a lack of advocacy and on-set training as they enter the workforce.

In partnership with [Migizi](#) and incorporating elements of guaranteed income programs, FilmNorth is launching the Indigenous Workforce Development Training. This pilot fellowship program would provide six (6) aspiring film crew members from Minnesota's Indigenous communities with eighteen (18) months of guaranteed income as they establish themselves in Minnesota's film production community.

MONETARY SUPPORT, GRANTS & DONATIONS

Support community events, programs, and year-round operations.

SPECIAL EVENTS

Support a wide range of both exclusive (and inclusive) events.

TECHNOLOGY & INNOVATION PARTNER

Collaborate with technology companies that provide the resources and tools that are essential to filmmakers and their creative processes.

CORPORATE MEMBERSHIP

Demonstrate a commitment to the arts, culture, and community with special membership benefits.

EXHIBITION SUPPORT

Support the Institute's exciting and evolving exhibitions.

CUSTOM PARTNERSHIP

Customize integrations and activations to suit your brand.

NAMING RIGHTS

Garner millions of branding impressions year-over-year by naming one of our spaces.

ENGAGING TALENT

Provide talent to participate in youth and education programs.

EDUCATION & PUBLIC ENGAGEMENT

Support an exciting programming slate with unique themes or help to unlock the potential of tomorrow's young filmmakers.

IN-KIND GIVING

Provide invaluable resources, support, and solutions to FilmNorth.

Exclusive Ways to Support & Partner

FilmNorth will work with your brand on a strategic, multi-year and multi-platform initiative that spans permanent spaces, temporary exhibitions, events, educational events, festivals, and more.



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A photograph of an audience seated in a theater. The ceiling and walls are covered in a grid of wooden slats, creating a warm, textured environment. The audience is seated in rows of red chairs, facing a dark stage area. The text "Thank You." is overlaid in the center of the image in a large, white, sans-serif font.

Thank You.