

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: TRL Productions	Federal Tax ID#: 81-1376877	Are you a 501(3)(c) charity? Yes	
Address: 13802 Sienna Ct.	City: San Antonio	State: TX	Zip Code: 78249
Website: trlproductions.org	Fax: (210) 467-2509		

Head Of Organization

Name: Randy Lankford	Title: Executive Director
E-Mail Address: randy@trlproductions.org	Phone: (210) 467-2509

Application Contact

Name: Randy Lankford	Title: Executive Director	E-Mail Address: randy@trlproductions.org	Phone: (210) 467-2509
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Has the organization applied to the Gordon Hartman Family Foundation in the past and been declined?

No

Grant Amount Requested \$:	Total Project Budget \$:	Organization's Annual budget \$:
\$5,000	\$108,850	\$108,850

Mission Statement:

The mission of TRL Productions is to help nonprofit organizations create and capitalize on compelling outreach media through collaboration with high school media production teams.

PROJECT INFORMATION

Program / Project Title:

BexarFest

PROJECT TIMELINE

Start Date	End Date
08/19/2019	02/19/2020

Program / Project Description:

BexarFest 2020

Overview

BexarFest is the only event of its kind in America. The festival pairs high school and out-of-school media production teams from Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina and Wilson counties with local nonprofit organizations to create mission-focused media for use as outreach tools by the featured community service agencies.

Produced by TRL Productions, a 501(c)3 nonprofit organization, the festival was created to serve both students and the charitable community. By giving students media production experience and an inside look at the day-to-day operations of a nonprofit organization, the festival increases high school students' marketable job skills while fostering a commitment to community service.

At the same time, interacting with students gives the nonprofits the opportunity to connect with the next generation of volunteers, donors and even staff members, all while spreading their message throughout the community.

In 2019 the festival reached out even further into the community by introducing the "BexarFest Poster Contest" to junior highs and middle schools. More than a dozen schools submitted their designs for the cover of the program that was distributed at premiere night. The winning design was also used for the t-shirts given all the participants in the festival received.

All the media assets produced for the festival are unveiled at a premiere event every spring and then donated to the featured nonprofits for their use in their outreach campaigns. Awards for technical and creative excellence are presented to the schools. Students get to see their productions on the big screen, and nonprofits get a showcase for their missions.

In order to engage more students and provide more assets to participating nonprofits the festival expanded in 2019 to include:

- o Video production
- o Still photography
- o Graphic design
- o Original music

BexarFest 2019 also hosted its first professional development workshop where a panel of seven media professionals addressed The Business of Creativity, giving students an insight into the management of creative careers. More than 100 students heard from photographers, writers, actors, graphic artists, filmmakers, musicians and public relations professionals about the tools and skills needed to manage a media-focused business.

In 2020 BexarFest is adding a podcasting category to give high school students the opportunity to explore the tools and techniques of producing online audio content on behalf of their nonprofit partner. Fine art students will be included in 2020 as well through the banner development category. By having students create original artwork to be used at nonprofit fundraising and recruitment events, BexarFest is giving students an outlet to explore and produce original artwork.

BexarFest is also introducing a series of technical workshops to give students an introduction to media to which they may have not been exposed. If a video production student is interested in still photography, this is their chance to get an overview of the medium.

BexarFest will also produce a workshop for nonprofit organizations participating in the 2020 festival. Many of the nonprofits participating in BexarFest have never had media assets before and can benefit from coaching on how to make the best use of the videos, photos, graphics and other assets their team is producing.

The objectives of BexarFest are to:

- o Expose high school students to the media production process.
- o Make them aware of career options in the creative arts.
- o Give them project management/production experience.
- o Provide practical teambuilding opportunities.
- o Provide a platform to develop job skills such as communications and project management.
- o Encourage high school completion, career development.
- o Connect students with nonprofit organizations.
- o Provide community service experience.
- o Encourage socially responsible behavior.
- o Instill pride in their community and their service to it.
- o Encourage volunteerism and nonprofit career exploration.

- o Raise awareness of nonprofit agencies in South Texas.
- o Provide agencies with free marketing assets.
- o Create a showcase for nonprofit services.
- o Establish communications channels between agencies and teens.

Since its founding, BexarFest has hosted teams from 53 high schools and out-of-school programs and 76 nonprofits in six counties. Schools participating in the festival have come from 21 school districts and every City Council district in San Antonio and every Bexar County precinct. Eight faith-based schools have participated in the festival. The festival has showcased nonprofits addressing needs from animal rescue to the arts and human services.

Participation in the festival is free for both schools and nonprofits.

Evaluation Plan:

The most accurate way to measure the impact of BexarFest is by participation by schools and nonprofits and attendance at workshops and the premiere event.

In 2017, approximately 200 students representing 21 high schools from 11 school districts created videos for 21 nonprofit organizations in Bexar County. An audience of approximately 400 attended the BexarFest premiere at the Santikos Mayan Palace Theater.

In 2018, approximately 300 students representing 30 high schools from 15 school districts created videos and graphic designs for 31 nonprofit organizations in Bexar County. An audience of approximately 500 attended the BexarFest premiere at the Tobin Center for the Performing Arts.

In 2019, approximately 600 students from 33 high schools from 13 districts in four counties created videos, graphic designs, still photos and original music for 33 nonprofit organizations. An additional 125 students attended the BexarFest professional development workshop on "The Business of Creativity." Approximately 140 junior high and middle school students from six school districts participated in the BexarFest poster contest. Approximately 700 attended the BexarFest premiere at the Tobin Center for the Performing Arts.

TRL Productions will continue to track these metrics as a way of measuring its impact on San Antonio-area students and nonprofit organizations. Additionally, TRL Productions is introducing a series of technical workshops and a podcast to BexarFest in 2020. Participation in the workshops and podcast followers and downloads are measurable outcomes of their impact.

Plans to sustain project beyond the term of this request:

In three years BexarFest has grown considerably.

2017: One county, 21 schools, 200 students, video only.

2018: One county, 30 schools, 300 students, video and graphic design

2019: Eight counties, 49 high schools, 14 junior highs, 600 students, video, graphics design, still photography, original music, professional development workshop.

In 2020, BexarFest will introduce podcasting and fine arts categories and add a series of technical workshops for students interested in learning the fundamentals of production of the various mediums included in the festival.

The festival is currently supported by both corporate and foundation donations, along with ticket sales to the premiere event.

TRL Productions is also evaluating a media production certification program to generate earned income to support BexarFest.

Line item Budget:		
Line Item Description	Total Project Funds Allocation	Gordon Hartman Funds Allocation
Accounting	\$1,200	\$1,200
Bank fees	\$150	\$0
Marketing	\$77,000	\$0
Graphic Design	\$1,000	\$1,000
Online Subscriptions	\$600	\$0
Website	\$3,000	\$1,000
Hardware	\$500	\$500
Mileage	\$600	\$600
Truck rental/gas	\$300	\$0

Online advertising	\$600	\$700
Program printing	\$2,000	\$0
T-shirts, lanyards	\$1,300	\$0
Outreach material, posters	\$600	\$0
Meeting expenses	\$600	\$0
Trophies, awards	\$400	\$0
Media advertising	\$3,000	\$0
Premiere venue rental	\$3,000	\$0
Premiere hard costs	\$3,000	\$0
Premiere production costs	\$4,000	\$0
Tech workshop venue rental	\$1,000	\$0
Professional development workshop venue rental	\$1,000	\$0
Social media workshop venue rental	\$1,000	\$0
Pairing Day venue rental	\$1,000	\$0
Pairing Day insurance	\$300	\$0
Pairing Day security	\$450	\$0
Professional development workshop venue rental	\$1,000	\$0
Fundraising material	\$250	\$0
TOTAL:	\$108,850	\$5,000

BOARD OF DIRECTORS

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
Buddy Calvo, President	Machina Cinema
Randy Lankford, Vide President	TRL Productions
Linda Westendorf, Board Member	Hulu
Allysun deLeon, Board Member	none
Elizabeth Williams, Board Member	Modern in San Antonio
Stephanie Cano, Board Member	Grande Communications