

CASE STUDY: Toronto Reel Asian International Film Festival / 17th Edition (2013)

TORONTO
reel asian
INTERNATIONAL FILM FESTIVAL

ABOUT THE ORGANIZATION:

The Toronto Reel Asian International Film Festival is a unique showcase of contemporary Asian cinema and work from the Asian diaspora. Works include films and videos by East, South and Southeast Asian artist in Canada, the U.S., Asia and all over the world. As Canada's largest Asian film festival, Reel Asian provides a public forum for Asian media artists and their work, and fuels the growing appreciation for Asian cinema in Canada.



Photo by Mike Tjioe, 2013

PROJECT DESCRIPTION:

In 2013 the Festival Reel Asian undertook a significant artistic expansion by including South Asian programming to the Festival's line up. The South Asian expansion involved the following enhancements: a new partnership with MOSAIC South Asian Heritage Festival in Mississauga; the presentation of a South Asian film for the Opening Night Gala and invited VIP guests from the South Asian community in the GTA; a Canadian Spotlight featuring a South Asian filmmaker; and a South-Asian themed special event, to highlight the featured South Asian works at the Festival. In 2013, Reel Asian presented 83 films scheduled into 39 program slots, along with a slate of 37 public and private events and 12 industry sessions.

OCAF CONTRIBUTION:

\$30,000 (\$12,000 repaid, 40% of contribution)

HOW OCAF HELPED:

"OCAF's support benefited our organization by contributing to our ability to develop our audiences. Through OCAF's support of this project, we were able to respond to increasing demand for programming reflecting the diversity of Ontario residents and reach the significant Asian populations beyond the city of Toronto."

"Through OCAF's support, we were able to expand our activities to include Mississauga, and to expand our marketing plan to attract visitors from further afield than our regular downtown activities and to reach of our messaging beyond the City of Toronto."

"OCAF's support also allowed our organization to grow the scope of our activities and profile of the organization within the community. The expanded South Asian programming and geographic expansion to include Mississauga increased our reach to the Asian community beyond our current existence within the city of Toronto. The participation of high-profile guests increased our visibility within both mainstream and ethnic media, and the enhanced marketing plan, executed with OCAF's support, reached the Greater Toronto Area, Ontario, and Quebec to attract new visitors from beyond our existing reach."

"OCAF's support also has had a significant financial impact on our organization which has the potential to carry forward into the future. Through OCAF support, we were able to increase attendance (and specifically paid attendance) at the festival this year. Our experience with corporate sponsorship has shown us that a wider audience base is a major factor in attracting new funding, and has been a factor for us in securing new private sector sponsorship."

ECONOMIC IMPACT OF THE PROJECT, NOT INCLUDING TOURIST SPENDING (BASED ON THE TREIM MODEL):

GDP GENERATED = \$717,929

LABOUR INCOME GENERATED = \$500,651

DIRECT PROVINCIAL TAXES GENERATED = \$80,815

TOTAL PROVINCIAL TAXES GENERATED = \$119,801