

# 2016 AFS Grant Application NEW

## GENERAL INFORMATION

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- Stop! Have you: **Downloaded and read the Application Instructions and Grant Writing Tip Sheet in their entirety?**
- Downloaded and Completed the AFS Budget Cover Sheet?**
- Have PDFs of your Project Description, Budget Form, Timeline, Personnel, Treatment/Outline or Script and Proof of residency?**
- Have PDFs of any optional support materials ready for upload?**

If all of the boxes above are checked, then you are ready to go!

First Name [REDACTED]

Middle Name

Last Name [REDACTED]

Texas Resident Since **1993**

Applicant Role **Director**

Applicant Demographic (OPTIONAL) [REDACTED]

2nd First Name

2nd Middle Name

2nd Last Name

Texas Resident Since

2nd Applicant Role

Street Address [REDACTED]

Suite/Apt/Room

City **Austin**

State **Texas**

Zip [REDACTED]

Country **USA**

Home Phone

Mobile Phone

Email address [REDACTED]

2nd Email Address [REDACTED]

2nd Applicant Demographic (OPTIONAL)

# PROJECT INFORMATION

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Project Title **The Secret Life of Lance Letscher**

Brief Project Summary **Austin-based, internationally known, collage artist Lance Letscher prepares, ruminates and procrastinates his momentous departure from painstakingly intricate paper collage to a massive outdoor metal collage in the “quintessentially Austin” stretch of South Congress Avenue. Along the way, it becomes apparent that this artist is as complex as his pieces.**

Has the Project Received AFS Grant (TFPF funds) in the past? **No**

If Yes, What Year?

Length (in minutes) **73**

Project Website **bit.ly/LanceLetscherDoc**

Genre / Format **Documentary Feature**

Production Medium **Video**

Stage Applying for **Post-Production**

Total Cash Cost: \$ 

AFS Grant Request: \$ **15000**

**We will use the requested funds of \$15,000 for the musical score, sound mix and a portion of color correction. Of equal importance is the notoriety for the project that will come from your support, favorably positioning us with other grantors.**

Powered by Dell Technology Grant Request

Use of Powered By Technology Grant (please explain)

MPS Camera and Lighting Austin Amount Requested: \$

Use of MPS Camera and Lighting Austin Award

Kodak Film Stock Amount Requested: \$

Kodak 35mm exhibition print **No**

Colaborator Narrative Short Film Grant, co-sponsored by TXMPA **No**

Stuck On On DCP In-Kind Grant **DCP Grant for documentary and narrative features only**

## ATTACHMENTS

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**!! IMPORTANT !! ALL ATTACHMENTS MUST BE SUBMITTED AS PDF FILES**

Please name each file separately like this:

Project Name\_Last Name\_attachment name.pdf

For example: MY MOVIE\_Smith\_project description.pdf, MY MOVIE\_Smith\_project budget.pdf...

**REQUIRED ATTACHMENTS \*PLEASE NOTE: FILES CAN'T BE LARGER THAN 4MB. IF COMBINED SIZE OF ALL FILES IS MORE THAN 10MB, PLEASE UPLOAD DOCUMENTS ONE AT A TIME.\***

Project Description (1-3 pages) **thesecretlifeoflanceletscher\_Adair\_projectdescription.pdf**

AFS Budget Cover Sheet **thesecretlifeoflanceletscher\_Adair\_budgetsummary.xls**  
(Download from the AFS Website)

Project Budget (1-3 pages) **thesecretlifeoflanceletscher\_Adair\_budget.xlsx**

Project Timeline (1 page) **thesecretlifeoflanceletscher\_Adair\_timeline.pdf**

Project Personnel (1 page) **thesecretlifeoflanceletscher\_Adair\_project personnel.pdf**

Treatment/Script **thesecretlifeoflanceletscher\_Adair\_treatment.pdf**

A treatment or script is required for every project, and must be included with your application.

Proof of Texas Residency (1 page) **thesecretlifeoflanceletscher\_Adair\_proofofresidency.pdf**

**NOTE:** Submit a scanned copy of your Texas driver's license, voter registration card, or a copy of a utility bill with your name and Texas address on it.

Optional attachments may be uploaded on the next page.

## Optional Attachments

### OPTIONAL ATTACHMENTS

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Additional Support (1-5 pages, optional) Material **thesecretlifoflanceletscher\_Adair\_recommendationletter.pdf**

Additional Support (Optional) **thesecretlifeoflanceletscher\_Adair\_recommendationletter2.pdf**

**NOTE:** 4mb limit. If your additional support materials are over 4mb, please email them to [artistservices@austinfilm.org](mailto:artistservices@austinfilm.org). Additional support material may include letters of support, storyboards, reviews, articles, etc. If you are requesting \$10,000 or more in cash, you **MUST** submit at least 2 letters of support.

Status Report for previously funded AFS Projects (1 page)

**NOTE:** Submit Status Report **ONLY** if you have received an AFS grant for this project before.

## VIDEO SAMPLE

### VIDEO SAMPLE

Please note that for 2016 we are no longer accepting DVDs. Work samples can be no longer than 6 minutes. If you'd like to submit a full film or more video material in addition to your 6-minute sample, you may include a 2nd online link in the "Additional Supporting Video Material" field below. You must include a password protected link with your video samples (all samples in one timeline, so one link per project).

Link to 6-minute or less Work Sample <https://vimeo.com/165178583>

Naming convention for video samples: In "Advanced Options"-> "Custom URL" you can create a custom URL for your Vimeo file. Please use the following naming convention: /NameOfFilm\_AFS2015. For example: [www.vimeo.com/Slacker\\_AFS2015](http://www.vimeo.com/Slacker_AFS2015)

Video Password 

Describe below what you have submitted as your video sample. Include details such as what the submitted project is, how it relates to the proposed project applying for funding, what production team members are shared.

**This is a work in progress teaser from the proposed project, The Secret Life of Lance Letscher.**

Sample represents **Material from proposed film**

You may submit more film work as additional supporting material. This additional material does not have a time limit and can be a full feature film or short. Include a link to this material below.

Additional Supporting Video Link <https://vimeo.com/47695219>

Additional Supporting Video Password 

Description of Additional Video **This is a feature documentary that I edited in 2013. This is the story of Sam Shepard and Johnny Dark's decades long friendship.**

Length in minutes of additional supporting material sample **78**

## TSLOLL Project Description

Feature documentary, *The Secret Life of Lance Letscher*, follows internationally known collage artist Lance Letscher as he prepares for his momentous departure from intricately designed paper collage to metal, creating a large outdoor mural on the iconic stretch of South Congress Avenue in his hometown of Austin, Texas.

Structurally, the film weaves together an in-depth look at Lance's painstaking artistic process with a deeply intimate portrait of the artist, revealing a life of tragedy and triumph. The impending metal mural drives the trajectory of the narrative, as we follow Lance on a journey to create this highly visible and complicated piece.

Shooting in a cinema vérité style, we provide a fascinating window into Lance's process and the intensity of his character, capturing the difficulties that come with his departure from paper to metal. Throughout the laborious six-month-process, footage captured by the artist himself with GoPro and DSLR cameras convey the labor intensive creative process that goes into his work. Simultaneously, insights from the artist about creativity, the subconscious and his inner challenges juxtaposed with intimate conversations (with his critics, his collaborators, his collectors and his galleries) are lyrically woven together with mesmerizing visuals from his huge body of work, spectacular and wildly detailed. Musical compositions by renowned the composer Graham Reynolds will poignantly punctuate the journey.

From our fly-on-the-wall perspective, we watch Lance struggle during this highly charged process of creation. Trading his trusty exacto-blade for tin snips, conquering a massive engineering feat makes this process a work of art itself.

When I was introduced to the quiet buzz surrounding Austin artist Lance Letscher's public art installation on South Congress Avenue, I immediately recognized the remarkable opportunity to capture a unique artist's story at a pivotal moment in Austin history. Providing a window into the fascinating world of Lance, a sweetly troubled man who works patiently, tirelessly and diligently on his mind-blowing collages and the juxtaposition of a town experiencing phenomenal growth while struggling to keep it's bohemian roots intact.

Initially, I was motivated to follow Lance as a character because of his creative process of making museum quality paper collages, and was curious how he would make the transition from paper to metal for a commissioned public mural. With Lance, it begins with an exhaustive search for materials, typically unique, vintage paper. Now, his quest would be for-old toys, signs, tins and other metal objects to provide the right range of color and patina for his vision. I am riveted by the search and his prolific and intense work ethic. I also realize that with each carefully curated shard of material, whether paper or metal, we share something

in common, an ability to choose tiny fragments to create a big picture, Lance through his collage and me through my editing.

As I've come to know Lance, I have discovered the hidden world of this complicated artist. I am struck most of all by his tumultuous life and his unwavering determination to battle his demons through his art and because of this, I am passionately compelled to tell his story.

#### Production Plan

The film is completely shot other than one key interview and any additional footage that we may need once the rough cut is assembled. We have one quarter of the film edited and plan to move forward, using personal savings and the remainder of our Kickstarter funds to finish all shooting and get the film to a rough cut stage with the intention of using grant money and further donations to provide the film a high quality finish after test screenings and final cut.

#### Target Audience and Distribution Plan

The film will appeal to a myriad of niche audiences. We expect the film to resonate nationally and internationally to artists, art students, art educators, art critics, art enthusiasts, collectors, commercial artists, arts administrators, Austin-centric and Texas-centric audiences, fans of my previous films (Boyhood, Dazed and Confused, the Before Trilogy), Director, Richard Linklater fans, the arts and crafts culture, survivors of trauma, single parents and a host of others.

Our multi-platform plan for a hybrid distribution strategy is designed to maximize revenue, while continuously accessing and expanding our core audience. Due to a successful crowdfunding campaign, public relations efforts, consistent social media and high-profile events (Art Alliance Austin ArtBreaks, Austin Film Society screening/fundraiser) early on, we have begun activating our core audience.

Further plans to tap into and expand our core audience will include events in galleries and museums across the nation. Some will center on where Lance's work is shown, Pavel Zoubok Gallery, NY, Tayloe Pigott Gallery, Jackson Hole, WY, Conduit Gallery, Dallas, as well as focus on art hubs such as Santa Fe, NM, Tucson, AZ, Portland, OR, San Francisco, CA, and many others.

Ultimately, this population will be nurtured to become enthusiastic ambassadors for the film, activating other audiences and widening appeal.

Our intention is to split, retain and sell rights, when appropriate and to choose effective distribution partners designed to broaden our film's reach. Understanding our goals, identifying our audience ecosystem, planning on different versions of the film (semi-theatrical, TV, DVD, foreign, educational), determining release sequencing, identifying potential partners, and

understanding on and off-line positioning poises us for success of far-reaching and expansive ability.

### Fundraising Strategy

To date, we have raised [REDACTED] through our crowdfunding efforts and an additional [REDACTED] through fundraisers. We anticipate raising [REDACTED] of our budget through private donors, focusing on Lance Letscher collectors and galleries, and sponsors that have a vested interest in the stretch of S. Congress Avenue featured in the film. We currently have a donor who's come forward with a [REDACTED] matching grant. We are hopeful that the remaining [REDACTED] will be raised through foundation grants such as the Austin Film Society Grant, the Sundance Documentary Grant, CORE Grant from the City of Austin, San Francisco Film Society Grant and Moody Foundation Grant, which are all currently pending. We will also apply to Cinereach, IDFA Bertha Fund and the Fledgling Fund. Out of pocket funds have been used and will continue to be used to bridge our funding gaps along with filmmaker deferrals.

We hope to be included in the upcoming IFP Film Week in September and already have in-roads with foreign distributors, potentially funding a portion of our outreach and distribution.

The Austin Film Society grant is imperative for us. We will use the requested funds of \$15,000 for the musical score, sound mix and a portion of color correction. Of equal importance is the notoriety for the project that will come from your support, favorably positioning us with other grantors.

## *THE SECRET LIFE OF LANCE LETSCHER*

### Project Timeline

- July 2015 – First meeting/ look at metal
- August 2015 – Studio tour, first interview with Lance, b-roll of Lance working
- September 2015 – Shoot Lance’s process, preparation for gallery exhibit, social media launch
- October 2015 – Prepare/launch Kickstarter campaign, Sheri interview, Conduit Gallery opening with Lance and Nancy, Nancy Whitenack interview, Patti and Lance with metal, b-roll
- November 2015 – Shoot series of interviews, transcriptions
- December 2015 – Kickstarter completes successfully, shoot interviews, b-roll, travel to Canton for flea market shoot, transcriptions
- January 2016 – Art Alliance Austin fundraiser for film, eight minute teaser edited, Key interviews (Evan Voyles, Steve Wiman, Patti Howell, Lance)
- February 2016 – Key interviews, S. Congress Exteriors shot, Fundraiser at Austin Studios
- March 2016 – Metal mural process shoots, begin edit
- April 2016 – Installation of metal mural, cut-down of teaser, shoot Mary, Lance and Sheri reading
- May 2016 – Pick up interviews, shoot additional b-roll, edit, website, shorter trailer for site
- June 2016 – Edit
- July 2016 – rough cut complete
- August 2016 – Edit and test screen, outreach
- September 2016 – Picture lock and festival submissions
- October 2016 – Score, GFX, sound mix
- November 2016 – On-line, color correction, create DCP
- December 2016- Continue outreach, PR, prepare for festival run and distribution



**SANDRA ADAIR (Director | Editor)**

Sandra Adair, A.C.E. is an award-winning feature film editor and is debuting as a documentary director with *The Secret Life of Lance Letscher*. Adair resides in Austin, Texas and has enjoyed an ongoing artistic collaboration with film director Richard Linklater, having edited 18 films for him over the past 22 years, some of which include cult classic *Dazed and Confused*, the 2012 comedy *Bernie* and the critically acclaimed *Before* trilogy. In 2014 Adair was nominated for an Academy Award for Best Editing for *Boyhood*. Other accolades include winning the American Cinema Editor's Eddie Award for best edited dramatic feature for *Boyhood* in 2015 and winning Best Edited Documentary at the Woodstock Film Festival for *Shepard & Dark*. Adair is a member of the Academy of Motion Picture Arts and Sciences and American Cinema Editors.

**GRAHAM REYNOLDS (Composer)**

Called "the quintessential modern composer" by the *London Independent*, Austin-based composer/bandleader Graham Reynolds creates, performs and records music for film, theater, dance, rock clubs and concert halls with collaborators ranging from Richard Linklater and Jack Black to DJ Spooky and Ballet Austin. Heard throughout the world in films, on TV, on stage and on radio from HBO to Showtime, Cannes Film Festival to the Kennedy Center, and BBC to NPR.

**KAREN BERNSTEIN (Consulting Producer)**

Karen Bernstein's body of work as a producer has been screened around the world at over 100 international film festivals, including Sundance and Berlin. Her documentary, *Richard Linklater, Dream is Destiny*, that she co-directed and produced, premiered at Sundance in 2016 and will air on *American Masters* later this fall. She has received an Emmy award for Outstanding Non-Fiction Series for her work on *Ella Fitzgerald - Something to Live For* in 1999. She then received a Grammy award for producing *Lou Reed - Rock and Roll Heart* in 1998. Bernstein has received notoriety for her role as a series producer for *American Masters*.

**JORDANA GLICK-FRANZHEIM (Consulting Producer)**

Jordana has 30 years of experience as a producer on studio and independent film and television projects. Her most recent producing credits include the recently completed feature documentary *At The Fork*, the award winning and critically acclaimed documentary *One Lucky Elephant* which aired on Oprah's Network, the TV docu mini-series *Ivory Wars* for Animal Planet/Discovery International, and feature films *What's Your Number* starring Anna Faris; *Extraordinary Measures* starring Harrison Ford; *Youth In Revolt* starring Michael Cera; *Management* starring Jennifer Aniston and *Freedom Writers* starring Hilary Swank. Jordana founded the internationally financed Crossover Productions based in Los Angeles and Hamburg.

**KRISTI FRAZIER (Producer)**

Kristi Frazier has produced and marketed a multitude of creative projects and entities. She recently completed the feature documentary, *A Single Frame*, with producer Ginger Sledge (*Everybody Wants Some, Bernie*). In 2014, Kristi produced feature documentary, *Wrenched, The Legacy of The Monkey Wrench Gang* and was a commercial animation producer for many years at the celebrated Celluloid Studios, working on iconic national commercials for top advertising agencies.

**JASON GAMBLE HARTER (Director of Photography)**

Jason Gamble Harter graduated from the University of Texas in 2009 with a degree in Radio-Television-Film with a focus on cinematography. Upon graduation, he began working immediately as a freelance cinematographer, working on a diverse collection of projects including commercials, narratives, documentaries, shorts, and music videos. His work has been featured on networks like NBC, MTV, Discovery Channel, the Home Shopping Network; the front pages of content aggregators like Yahoo, Reddit, YouTube, Funnyordie, Roosterteeth; in film festivals like L.A. Shorts Fest, New York Television Festival, South-by-Southwest film festival, and Austin Film Festival. Jason has become well known for his fluid cinema-verite style and his ability to work passionately as a team player.



You must provide a total project budget, regardless of the phase you are applying for. Please note that this is a general budget; not all line items

BUDGET SUMMARY		EXPENSES			RESOURCES		Actual	Anticipated
(Attach additional sheets if necessary)		Cash	In-Kind	Total	Cash			
Pre-production		\$ 975.00	\$ 3,990.00	\$ 4,965.00	Grants (list)			
Production		*****	\$ 31,090.00	*****	San Francisco Film Society			\$ 9,000.00
Post-production		*****	\$ 93,325.00	*****	CORE Grant (City of Austin)			\$ 10,000.00
		*****	\$ 128,405.00	*****	Sundance Documentary Fund Grant			\$ 10,000.00
					AFS Grant Cash Request			\$ 15,000.00
					Investors			
					Crowdfunding	\$ [REDACTED]		
					Credit Cards			
					Fundraising Events	\$ 5,000.00		
					AFS MPS Camera and Lighting Award (up to \$10,000 In-kind)			
					AFS Powered by Dell In-Kind Grant (\$10,000 in-kind)			
					Kodak Film Stock Grant (up to \$5,000 in-kind)			
					Colaborator Narrative Short Film Grant (approx. total value: \$10,000 in-kind)			
					Stuck On On DCP In-Kind Grant (total value: \$2,350 per DCP)			\$ 2,350.00
					Other In-Kind	\$ 51,382.00	\$ 77,043.00	
					Others (list)			
					Donors and sponsors	\$ 25,000.00	\$ 25,000.00	
<b>TOTAL EXPENSES</b>	Total Cash "+"				Total Actual		\$ [REDACTED]	
must equal	Total In-Kind	\$ 128,405.00			"+" Total Anticipated		\$ 148,393.00	
<b>TOTAL RESOURCES</b>	"=" Total Expenses				"=" Total Resources		\$ [REDACTED]	





Total

\$ 9,000.00
\$ 10,000.00
\$ 10,000.00
\$ 15,000.00
\$ [REDACTED]
\$ 5,000.00
\$ 2,350.00
\$ 128,405.00
\$ 50,000.00
\$ [REDACTED]



**THE SECRET LIFE OF LANCE LETSCHER**

Description of Costs	Duration	
<b>PRE-PRODUCTION/research/office</b> [REDACTED]	months	1
Writer [REDACTED]		
<b>Office/Administration</b>		
Legal (releases)		
Telephone/internet	months	3
Office supplies/zerox/scans		
Shipping/Postage		
Bookkeeping	months	0
<b>Pre-Production subtotal</b>		
<b>PRODUCTION: Video and Sound Recording</b>		
Producer/Director Sandra Adair	months	3
Producer/Kristi Frazier	months	1
Cinematographer	days	20
Still photographer	days	0
Sound mixer plus gear	days	4
Camera Package ( C300)	days	22
Lighting Equipment	days	3
Stock: Mini DV & HD tapes		
Memory cards/media manager	disc	1
<b>Office/Administration</b>		
Telephone/internet	months	3
Office supplies/zerox/scans		
Shipping/Postage		
Bookkeeping	months	3
CPA/Taxes		
Researcher	hours	170
Legal Fees		
<b>Travel - Interviews, etc.</b>		
Airfare		
Hotel		
Meals		
Gas		
<b>Production subtotal</b>		
<b>POST PRODUCTION: Editing, Film Completion</b>		
Editor/Director Sandra Adair	weeks	30

[REDACTED]	weeks	25
Writer	months	0
Assistant Editor	weeks	16
Animation(A/E photos)	weeks	1
Archival Film Specialist	hours	0
ISDN	units	0
Transcription	units	1
Composer		allow
Musicians		allow
Sound Mix/sweetening	units	1
Titles		allow
Final conform/finish/color correction	days	10
DCP		
<b>Office/Administration</b>		
Archival Researcher (footage/photos)	hours	10
Marketing	hours	35
Telephone/internet	months	4
Office supplies/zerox/scans		
Shipping/Postage		
Legal Counsel	hours	30
Bookkeeping	months	5
CPA/Taxes		
Legal (Photo/film releases/music licenses)		allow
Website and hosting (x24 months)		allow
<b>Deliverables</b>		
Hard drive purchase		
Stock: HDCAM		allow
DVD dubs/stock	units	250
additional DCP	units	1
Shipping		allow
<b>Post Production subtotal</b>		
<b>PROJECT TOTAL COSTS</b>		

Total Run time:

Day/month	Total Cost	In-Kind	Cash
	\$ [REDACTED]	\$ [REDACTED]	
	\$ [REDACTED]	\$ [REDACTED]	
\$ 30.00	\$ 375.00		\$ 375.00
	\$ 90.00	\$ 90.00	
	\$ 900.00	\$ 900.00	
	\$ 200.00		\$ 200.00
	\$ 400.00		\$ 400.00
	\$ 4,965.00	\$ 3,990.00	\$ 975.00
\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
\$ [REDACTED]	\$ 10,000.00	\$ 2,500.00	\$ 7,500.00
\$ 300.00	\$ -	\$ -	\$ -
\$ 400.00	\$ 1,600.00		\$ 1,600.00
\$ 400.00	\$ 8,800.00	\$ 1,300.00	\$ 7,500.00
\$ 600.00	\$ 1,800.00	\$ 800.00	\$ 1,000.00
\$ 500.00	\$ 500.00		\$ 500.00
\$ 150.00	\$ 450.00	\$ 450.00	
	\$ 200.00		\$ 200.00
	\$ 175.40		\$ 175.40
\$ 75.00	\$ 225.00		\$ 225.00
	\$ 300.00		\$ 300.00
\$ 12.00	\$ 2,040.00	\$ 2,040.00	
	\$ -		\$ -
	\$ 544.07		\$ 544.07
	\$ 68.96		\$ 68.96
	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]

\$		\$		\$		\$
\$	3,600.00	\$		\$		\$
\$	1,250.00	\$	20,000.00	\$		\$
\$	1,200.00	\$	1,200.00	\$		\$
\$	35.00	\$		\$		\$
\$	600.00	\$		\$		\$
\$	600.00	\$	600.00	\$		\$
\$	10,000.00	\$	10,000.00	\$	5,000.00	\$
\$	4,000.00	\$	4,000.00	\$	2,000.00	\$
\$	8,200.00	\$	8,200.00	\$	4,100.00	\$
\$	2,000.00	\$	2,000.00	\$	2,000.00	\$
\$	2,000.00	\$	20,000.00	\$	5,500.00	\$
\$		\$	2,350.00	\$		\$
\$	35.00	\$	350.00	\$	350.00	\$
\$	25.00	\$	875.00	\$	875.00	\$
\$	125.00	\$	500.00	\$	500.00	\$
\$		\$		\$		\$
\$	150.00	\$	4,500.00	\$	4,000.00	\$
\$	75.00	\$	375.00	\$		\$
\$		\$	700.00	\$		\$
\$	1,500.00	\$	1,500.00	\$		\$
\$		\$	2,000.00	\$	1,000.00	\$
\$		\$		\$		\$
\$		\$	1,192.11	\$		\$
\$	1,000.00	\$	1,000.00	\$		\$
\$	8.00	\$	2,000.00	\$		\$
\$	1,250.00	\$	1,250.00	\$		\$
\$	350.00	\$	350.00	\$		\$
\$		\$		\$		\$
\$		\$		\$		\$