

Morgan Orion
305 W. Locust St.
Urbana, IL 61801

November 2, 2017

Public Arts Coordinator
City of Urbana Community Development Department
400 S. Vine St.
Urbana, IL 61801

To Whom It May Concern:

Please find attached the final report for the "Genevieve" Music Video Collaboration, a City of Urbana Arts Grant scheduled project. The report contains:

- project timeline and outcomes
- press and permanent video link
- poster for public performance
- final video budget
- supporting receipts

I will be giving a final presentation to the Public Arts Coordinator on the project on November 14.

I hereby certify that I am authorized to approve this Report, which serves as a Request for Reimbursement, that I have reviewed the attached invoices in the amount of \$2146.24, out of a grant of \$2150; that all costs claimed have been incurred for the Project in accordance with the Agreement between Morgan Orion Reisman and the CITY OF URBANA; and no costs included herein have been previously submitted.

Thank you for the support you've shown for making this new music video. It couldn't have happened without this valuable program.

Sincerely,

Morgan Orion Reisman

Timeline:

Sam Ambler and Gabrielle Reisman, and myself, Morgan Orion, brainstormed video ideas and timelines throughout spring 2017. After some back and forth, we were unable to secure final permission from M. L. King School administration to collaborate with Mindy Manolakes's class. Gabrielle developed an amended story line and shooting narrative. The "Genevieve" Music Video began shooting at locations throughout Urbana in June, 2017:

June 23: Flying Machine Coffee with Morgan Orion & the Afterburners, primary actors Tonie Sadler and Ernie Springer, community extras and Flying Machine staff

June 25: Carle Park with Morgan & the Afterburners, primary actors and crew. Additional drone footage filmed at Parkland College.

June 26: The Sipyard and locations around downtown Urbana with Morgan & the Afterburners, Urbana Contra Dancers, primary actors and community extras.

In early August 2017, Gabrielle flew in to advise on editing with Sam. On August 5 a preliminary draft of the video was shown to video participants at Tonie and Ernie's wedding ceremony at The Art Theatre. Sam incorporated more B-role of downtown Urbana into the video throughout August 2017.

The "Genevieve" Music Video premiered to the public at The Sipyard on September 7, as part of a free concert by Morgan Orion and the Afterburners. After a few more edits and a short European tour, Morgan launched the video on YouTube on October 20, 2017.

Press:

Daily Illini feature about the video and concert:

<https://dailyillini.com/features/2017/09/07/morgan-orion-video-genevieve-premieres-at-sipyard-in-urbana/>

Smile Politely video release:

http://www.smilepolitely.com/splog/morgan_orion_releases_music_video_genevieve_filmed_in_c_u/

Original Youtube link:

<https://www.youtube.com/watch?v=Purcjmfv5U>

Outcomes:

The video shot at 7 locations throughout Urbana, and involved 25 community members as actors, extras, crew members and dancers. The September 7 video premiere and performance at The Sipyard attracted an audience of over 50 people. The video was released online on October 19 and to date has been viewed 350 times.

Supporting documents:

1. Sipyard concert poster
2. Final budget
3. Collected receipts

"GENEVIEVE"

MUSIC VIDEO PREMIERE



Music by Morgan Orion
Shot, Directed and Edited by
Sam Ambler
Story by Gabrielle Reisman

--FREE AND OPEN TO THE PUBLIC--
@ The Sipyard Sept. 7th 7-9 pm
featuring a concert by
Morgan Orion and The Afterburners



SIPYARD



**Urbana Arts Grant: Morgan Orion "Genevieve" video
Final Project Budget**

Items Paid	Cost	Items to be Paid	Cost
Morgan Orion fee 1 of 2	250	Morgan Orion fee 2 of 2	250
Gabrielle Reisman fee 1 of 2	250	Gabrielle Reisman fee 2 of 2	250
Sam Ambler fee 1 of 2	250	Sam Ambler fee 2 of 2	250
Gabrielle Reisman travel	185.4	Reilly Boys gear rental	80
Space rental- Flying Machine	60	Amber Video videography help	120
Contra dance refreshments	84.33	Afterburners performance pay	100
		Poster printing	16.51
Total	1079.73		1066.51
Project Total	2146.24		