



# Annual Report

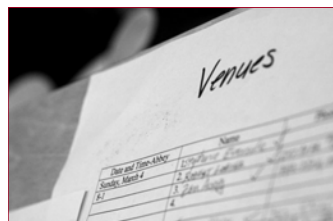
## The Durango Film Institute

### SOME STATISTICS:

- DIFF showed a 21% increase in both seats filled and pass & ticket sales income compared to the 2006 inaugural film festival.
- 155 room nights were booked for filmmakers, jurors and their guests. Survey results indicate that 8% of attendees purchased lodging while in Durango.
- 25% of attendees had not attended a film festival in Durango before.
- 100% of filmmakers and sponsors said they would recommend the Durango Independent Film Festival to other filmmakers and sponsors.

### ATTENDEE RESIDENCE:

- 55% reside in Durango;
- 28% reside in La Plata County;
- 6% reside in Colorado, including Englewood, Gunnison, Lakewood, & Telluride;
- 11% had other U.S. residence, including Alaska, New York, Virginia, Georgia, Arizona, New Mexico, and California.



### What's in a Name?

We registered with the State of Colorado as a nonprofit on August 24, 2005, and have since received the IRS designation as a tax exempt public charity under Section 501-c-3. The board amended our name to Durango Film Institute, c/o The Durango Independent Film Festival in June 2006 to more fully reflect a new mission statement. But our main program is the film festival, and we are known as The Durango Independent Film Festival (DIFF) just about everywhere.



### The 2007 Film Festival

The second annual festival took place February 28 through March 4, 2007. DIFF screened 3 Academy Award nominees and several other award winning films.

DIFF estimates that over 15,000 volunteer hours went into the festival this year. The core staff works

year-round, and 81 volunteers joined the staff to work in the venues, at the will call/information booth, on the merchandise wagons, and to support the technical team.

To make our film programs accessible to people of all economic

means, DIFF continued its innovative Free Movie Night. We also offered student ticket pricing and a **"2 for \$10" coupon** which offers morning film programs at a reduced rate.

DIFF continued its Public Schools Program and initiated a Panels & Workshops Program in 2007.

### Future Plans

- The fundraising committee has set up a strong, year-round **FUNDRAISING PLAN** for the next fiscal year.
  - Joanie Fraughton is our Festival Coordinator, a new position at DIFF. Joanie will be responsible for building our **SPONSORSHIP** program and representing the festival locally and at other festivals.
  - Tosch & Associates will help us to implement a plan for **YEAR-ROUND MARKETING** of the 2008 film festival.
- Each year our survey responses and board/staff retreat yield ideas for improvement and growth.

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*"The festival seems to be improving every year."*

*Sponsor Survey*

.....  
*"[DIFF had ] diversity of films, great staff, helpful volunteers, & super organization."*

*Attendee Survey*  
.....

# Annual Report 2006-07



## Community Support

Grants: \$16,375  
 Donations: \$21,593  
 Sponsorships & Ad Sales: \$29,000  
 In-Kind Sponsorships: \$72,090

*“I love the films, the venues, the intros beforehand, the feeling of community that comes from this event.”*

*Attendee Survey*

## Local & National Sponsorship

**DIFF’s national sponsorship** search yielded several in-kind sponsorships: the Documentary Channel, Delta Air Lines, Inc., Filmmaker Magazine, Kodak, Clif Bar, Avid Technology, Inc., Final Draft, and Bushmills.

DIFF was sponsored either with cash or in-kind services by 73 local businesses.

Tosch & Associates came on board to assist DIFF with our pre-festival PR and

Marketing efforts. Articles, reviews, photographs and/or ads about the festival appeared in many local newspapers and magazines.

Festival ads appeared on local TV stations, and radio spots and/or filmmaker interviews and giveaways played on radio stations.

Tosch & Associates and our Programming Team collaborated in presenting four media screening nights so that local media could

preview selected festival films.

DCAT recorded filmmaker interviews and all of the panels, and has been broadcasting them.

*“People were responsive and very appreciative of our sponsorship.”*

*Sponsor Survey*

## Statement of Assets, Liabilities and Equity Fiscal Year 2006-07\*

### ASSETS

Accounts Receivable	\$ 2,000
Checking Accounts	\$22,845
Capital Fund	\$ 519
Endowment Fund	\$ 500

**TOTAL ASSETS** **\$25,864**

### LIABILITIES AND EQUITY

Current Liabilities	\$0
<b>Equity</b>	
Retained Earnings	\$29,839
Net Income	-\$ 3,975

**TOTAL LIABILITIES AND EQUITY** **\$25,864**

\*Unaudited numbers.

The board of directors put additional money into its capital and endowment funds in FY 2007-08.

## The Public Schools Program

An integral part of the film festival, this program brings independent films and filmmakers in-person to our students. A screening committee of educators with strong film backgrounds reviews films, keeping in mind the media literacy components of the Colorado State Standards.

Once permission is received from the school districts, specific classes are invited to attend. In 2007, 694 middle school & high school students and 33 teachers from the Durango and Ignacio school districts saw programs tailored to the age of the students and appropriate academic standards.

Every year, DIFF purchases and donates literacy materials and films to the libraries of participating schools.

Statistics show that students involved in the arts are 4 times more likely to achieve academically, have more self esteem, and perform more community service!



# Annual Report, 2006-07

## The Panels and Workshops Program

DIFF presented its inaugural Panels and Workshops Program this year. The program benefited local community members interested in learning more about the art and craft of film.

Panelists included working filmmakers and the workshop instructor, Darren Foster. Moderators were DIFF staffer Scott Stewart, and jurist Todd Elgin.

Two writing workshops were conducted by Darren

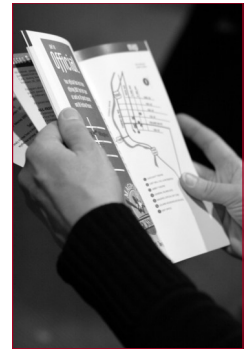
Foster, the founder and president of Film Scribe, a website dedicated to supporting screenwriters. He is the co-founder and former director of The Vail Filmmaker Project at the Vail Film Festival. He advises film festivals and conferences world-wide.

Survey responses from attendees of the programs were very positive, and DIFF plans to continue to build on the Panels and Workshops program.

*“Thanks to the grantors and sponsors of these panels and workshops! Durango has a burgeoning filmmaker community.*

*[You] brought a lot of valuable film training and skill learning opportunities.”*

*Panels & Workshops Survey*



### Mission Statement:

We are committed to film literacy and being a welcoming, intimate, and unique film organization that screens global, innovative, and diverse films which connect independent filmmakers to the community.



## The DIFF Staff

In 2006 the founding board divided the work of the festival into seven teams. We are wholly confident in our team structure, which relies on volunteer team leaders and staff who have expertise and extensive experience.

The core staff is a talented, committed group who are passionate about the film

festival, its mission, and our community. This collaborative team structure has served DIFF well in its first two years, and we will rely on it for the foreseeable future.

Of course, during festival week the staff depends on **DIFF's equally committed** and capable cadre of volunteers.

*“Where else could you experience as warm a welcome together with ... great festival folk, fantastic food, and ... DIFF beer on tap?”*

*Filmmaker Survey*

## Upcoming Events

The 2008 festival dates are February 27 — March 2!

Mark your calendars for the **second annual “Art of Film”** Party at the Abbey Theatre on Friday, October 12, 2007. **You’ll have a chance** to see films about the arts, listen to live music, enjoy **food by Norton’s Catering**, and mingle with artists and

bid on their original art pieces at the party. A trip for 2 to the American Film Institute film festival in November will also be auctioned at the party.

Call the DIFF office for tickets to win a film festival package for two to the Palm Springs International Film Festival in January 2008.

**You’ll enjoy the “Sneak Preview” dinners at local supporting restaurants—** The Cosmopolitan, the Kennebec Café, and Seasons.

Our 2008 DIFF Sponsors are invited to the sponsor party set for February 23rd, and to the Awards Ceremony on March 2, 2008.



**DIFF**

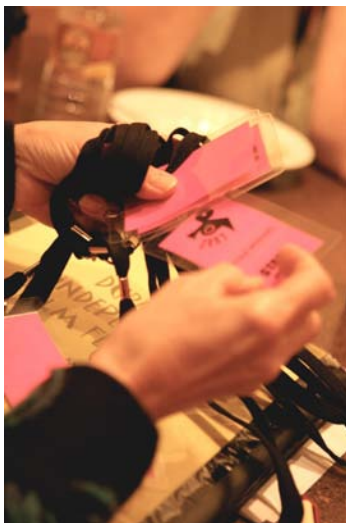
P O Box 1587  
Durango CO 81302

Phone: 970-375-7779

Fax: 970-375-1437

E-mail:  
info@durangofilm.org

*We're on the Web!*  
[www.durangofilm.org](http://www.durangofilm.org)



Photographs by Red Scarf  
Shots and Kyla Jackson  
Photography

**Goal: Fill 5,000 audience seats.**

4,627 seats were filled. This represents a 21% increase in seats filled compared to the 2006 festival. DIFF budgeted to pay for a second screen at the Gaslight Theater on Saturday to improve accessibility, which also translated to a 21% improvement in pass & ticket sales.

**Goal: Have 35 filmmakers in attendance.**

30 filmmakers attended the 2007 festival. In addition, DIFF offered free lodging to attending filmmakers on Sunday night to improve filmmaker attendance at the Awards Ceremony. This was successful and will be repeated in the 2008 festival.

**Goal: Keep expenses at or under budget and adjust budget, if necessary to reflect level of fundraising at key benchmark periods during the year.**

Our board of directors began monitoring the budget benchmarks in mid-December, and re-adjusted the expense budget in January to match actual income. For the second year in a row, DIFF's bills were paid and funds were carried over to the new fiscal year.

**Survey Responses Tied to Mission Statement.**

67% of filmmakers said Durango audiences were more enthusiastic than at other film festivals.

90% rated their ability to interact with other filmmakers as excellent or very good.

**88% of attendees said that they learned something they didn't know.**

54% of attendees said a film changed their opinion about a subject.

42% of attendees said they connected with a filmmaker.

**Q: WHAT DID YOU LIKE BEST ABOUT THE 2007 DURANGO INDEPENDENT FILM FESTIVAL?**

"Being exposed to film as art. Seeing things I haven't seen before."

"It puts Durango on the map for consciousness of what's happening in independent film. There are lots of people who appreciate good film here."

"It is an amazing opportunity! Especially since we live in a culturally isolated area."

"Having it here in Durango. It's a real asset."

"The size [of town] and warmth of town and people."

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**2006-07 Board of Directors:**

Chair:	Carla Finlay
Vice-Chair:	Michele Malach
Secretary:	Barry Spear
Treasurer:	Chuck Fredrick

Members:	Julie Cooley, Christine Warren, Christopher Warren, Greg Weiss, Wally White, Debbie Wright
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