



# Annual Report

## The Durango Independent Film Festival

February 27 through March 2, 2008

### 2008 STATISTICS:

- DIFF screened two Academy Award nominees and two Student Academy Award winners.
- The number of seats filled rose by 19%, and pass & tickets sales increased by 25% compared to 2007.
- For the 3rd year in a row, 100% of filmmakers surveyed said they would recommend DIFF to other filmmakers.
- DIFF booked 227 room nights in Durango, compared to 155 in 2007.
- Staff, volunteers and board donated 15,853 hours this year.
- **ATTENDEE RESIDENCE:**

66% reside in Durango, 9% in La Plata County; and 25% reside in other Colorado cities and in Alaska, Arizona, New York, Virginia, Georgia, Oregon, New Mexico & California.

### Mission Statement:

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

The alternative voice of the independent filmmaker naturally offers exceptional films outside the mainstream with diverse topics and themes. Though these films are becoming more accessible, DIFF

creates a community event where film goers can interact with each other and with filmmakers.

DIFF brings independent film in the animation, short, documentary, and feature genres to the community in a 5-day film festival. Panel discussions, Q&A sessions, and parties and events



facilitate interaction between filmmakers and the audience.

In its third annual festival, 27 of 103 films came from countries outside the US.

The return of Free Movie Night helped make independent film accessible to people of all economic

means, seating 528 people on opening night. Passes sell at “early bird” rates until December 31 each year. Students bought 126 tickets at a savings of \$3 per ticket. Our “2 for \$10” coupons were employed by 170

filmgoers.

*“Rarely have I been to a fest where the filmmakers were treated so well and the community showed so much support! I could see excellent organization throughout ... I truly think [DIFF] will become a new indie favorite for film makers and film goers alike.”* Filmmaker Survey

## The Public Schools Program

*“It inspired me to maybe try [to use vegetable oil as fuel.] I think that if most people tried that, it might change the world.”* Student Survey

*“Great mix of adventure, education, conscious living and action.”* Teacher Survey

*“This [program] is a very worthwhile concept – I look forward to it every year.”* Teacher Survey

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 a background in films chooses the program, based on the media literacy components of the Colorado State Standards.

Once permission is received from the school districts, specific classes are invited.

In 2008, 639 students and 39 teachers from Ignacio Intermediate School, Durango High School, Miller and Escalante Middle Schools, and Durango Academy saw the program.

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

DIFF brings global, thought-provoking and educational films to students.

# Annual Report 2007-08



## Filmmaker Salons

DIFF presented three Salons this year, sponsored by Filmmaker Magazine. The program brings filmmakers to the table to discuss the art and craft of film with each other and with the audience. Sixty-seven people attended the Salons.

Panels were made up of attending filmmakers. Noted documentary filmmaker Lee Lew Lee presented A CENTURY OF DOCUMENTARY FILMMAKING.

Food and drink available at the Salons made for an intimate and comfortable environment.

*“The host of the panel discussions was very well prepared, making the quality of discourse extremely high.”*

*“All that I heard was something new and different and insightful.”*

Survey Responses

## Community Support

Grants: \$21,050

Donations: \$12,224

Sponsorships: \$47,499

In-Kind Support: \$146,381, including lodging, food and beverage, transportation, advertising, printing, office support, marketing, filmmaker awards, and technical staffing and equipment.

*“I love all the ways DIFF reaches out to and enriches the community.”*

Volunteer Survey

## Local & National Sponsorship

The Documentary Channel, Filmmaker Magazine, Kodak, Clif Bar, Production-Hub.com, and Indie-wire.com returned for the second year. Showbiz Software and Level Vodka joined us in 2008.

Our first-ever presenting sponsor is Glacier Club. DIFF was sponsored either with cash or in-kind services by 91 businesses. Tosch & Associates assisted

DIFF with our PR and Marketing efforts. Articles, reviews, photographs, interviews and ads ran in regional newspapers, magazines, and radio. DIFF presented three screening nights of selected festival films for the media.

DCAT recorded all of the Filmmaker Salons and the Awards Ceremony for broadcast, and will be showcasing 2008 festival films.

*“Great local events benefit us all. We support the arts because we know how that helps our community through economic and cultural activity.”*

Sponsor Survey

## Statement of Assets, Liabilities and Equity Fiscal Year 2007-08\*



### ASSETS

Accounts Receivable	\$ 4,900
Checking Account	\$13,351
Capital Fund	\$ 531
Endowment Fund	\$2,000

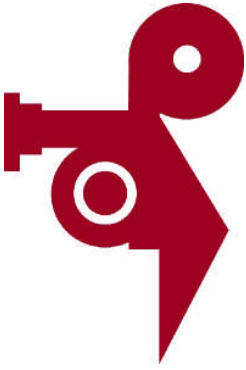
**TOTAL ASSETS** **\$20,782**

### LIABILITIES AND EQUITY

Current Liabilities	\$1,640
<b>Equity</b>	
Retained Earnings	\$22,225
Net Income	-\$ 3,083

**TOTAL LIABILITIES AND EQUITY** **\$20,782**

\*Unaudited numbers.



The Durango Film  
Institute dba Durango  
Independent Film  
Festival (DIFF)

**SIGN UP FOR THE  
DIFF NEWSLETTER  
BY GIVING US  
YOUR EMAIL  
ADDRESS!**

Phone: 970-375-7779  
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#### DIFF Staff

Joanie Fraughton,  
Festival Coordinator  
(right), and  
Kaiya White, Admin  
Coordinator

Photographs by Red Scarf Shots  
& Robb Brantley

**Fill 5,000 audience seats.** 5,490 seats were filled.

**Have 50% of filmmakers in attendance.** 103 films showed in 2008, with 42 attending filmmakers. For comparison, the 2007 festival screened 76 films and brought 22 filmmakers to town.

**Provide a welcoming, intimate and unique film viewing environment.**

"Our time at DIFF '08 was simply brilliant. The staff, the town, the audiences, the hospitality, the enthusiasm ... were all stellar!" Filmmaker

"[I liked] the total experience ... standing in line and talking to folks and discussing one of my favorite subjects in the world ... I love the excitement of this festival." Attendee

"[The festival] brings an air of anticipation and excitement. People seem to be very generous .... in the sense of communication and exchange." Sponsor

**Screen global, innovative and diverse films.** 91% of attendees surveyed said DIFF presented a diverse look at different cultures, ideas and lifestyles.

"The festival connects you with different worlds ... including the world of ideas!" Attendee

"I learned about places that I didn't know about." Student in Schools Program

**Connect independent filmmakers their artistic process and their vision to the community.** 58 % of attendees surveyed said they interacted with a filmmaker.

"I found it interesting to have a few minutes to hear the audience Q&A. I also talked to several filmmakers and found that extremely informative." Attendee

"[You have] cultivated an entire community of independent film connoisseurs ... it was a pleasure meeting and talking with people ... [and] I came home with a renewed excitement about independent films." Filmmaker

**Contribute to improving the film literacy of the Four Corners Community.**

52% of attendees said they learned something about how films communicate.

"[I liked] the opportunity to hear how the filmmakers think, what motivates them, how they problem-solve." Filmmaker Salon Survey

"It was interesting to hear the actual experiences of the panelists, their views on film-making and the future of the craft." Filmmaker Salon Survey

**DIFF's 2007-08 GRANTORS WERE:** The Ballantine Family Fund, the City of Durango in partnership with Durango Arts Center, City Market Cares Fundraising Program, the Durango Business Improvement District, the Gay and Lesbian Fund for Colorado, Google, Inc., La Plata County, the La Plata Electric Round Up Foundation, and the Region 9 Economic Development District.

#### 2007-08 BOARD OF DIRECTORS

Chair: Carla Finlay  
Vice-Chair: Mary Jo Rakowski  
Secretary: Barry Spear  
Treasurer: Julie Cooley

Members: John Cohen, Margy Dudley, Christine Warren,  
Christopher Warren, Greg Weiss, Wally White, Debbie Wright