

# Annual Report



## Durango Film Institute dba Durango Independent Film Festival

Fiscal Year July 1, 2009 through June 30, 2010

### Executive Summary

DIFF kicked off its fifth annual festival with its first ever opening reception and Sutcliffe Wine tasting at The Palace Restaurant followed by Free Movie Night, once again sponsored by The Durango Herald. Opening night screenings were held at the Gaslight Theatre. 412 movie-goers took advantage of the free films being offered, making independent film accessible to people of all economic means.

Since its inception the festival has been a collaborative effort involving a dedicated group of volunteers, local business partners, donors, grantors and the community desiring to see film presented in truly unique ways and in a unique setting. Our passion for independent film and our dedication to connecting independent filmmakers and their artistic vision to the community is ever present in our planning. We have shared fun and educational films with students in



Ignacio and Durango schools and have presented some very fascinating and compelling panels and workshops.

In its five years of existence, the festival has brought a total of 148 attending filmmakers (not including their guests), shown 6 Oscar winners and 7 nominees, and offered movies of all genres from 43 foreign countries.

DIFF leverages in-kind contributions so that our cash resources can be used as efficiently as possible. The 2010 festival received a value of \$142,065 of in-kind support. Cash sponsorships totaled \$25,763 and community members donated \$12,826.

### Festival Facts

- ⇒ 4,623 seats were filled during the festival, slightly down from 2009. Durango 9-R School District's newly scheduled spring break to occur during festival week accounts for this expected decrease
- ⇒ 154 room nights were booked in Durango hotels & approx. 28 round-trip flights came through La Plata County Airport
- ⇒ 33 of the 94 films were represented by 29 filmmakers plus their guests. Two filmmakers from Belarus made Durango their destination
- ⇒ Our volunteers contributed over 10,000 hours during the year

### Public Schools Program

For the 5th consecutive year, DIFF presented its Public Schools Program to area students bringing a total of 4 programs to 508 students and 50 teachers. The program links films to student learning in the Visual Arts, Literacy, and Theatre to Colorado State Standards. Students and teachers from Ignacio High School, Ignacio Intermediate School and Durango elementary schools participated in the 2010 program. Filmmakers and a film industry professional were on hand to answer students' questions. Providing avenues of learning via film to area students is an important piece of the DIFF mission. Students learn to evaluate media information "critically and competently" as described in the Information Literacy components of the State Standards. Each year DIFF purchases and then donates literacy materials to the libraries of participating schools.



According to the Colorado Council on the Arts, students involved in the arts are four times more likely to be recognized for academic achievement, three times more likely to be elected to class office, have more self esteem and an increased sense of responsibility, and perform more community service.

# Annual Report 2009-2010

## 2010 Filmmaker Panels



The 2010 Panels were provided free of charge in an continuing effort to educate and enlighten interested community members, and local and visiting filmmakers. Panel topics included *The Impact of Documentary Filmmaking* which explored how documentary films

can change the perspective or opinion of the viewer, and *Avatar and the Use of 3-D in Narrative Film*, discussing the recent flurry of 3-D technology in movie storytelling and its impact. Approximately 60 people participated in the panels.

### SAVE THE DATE

for the 6th Annual Durango Independent Film Festival!  
March 2—6, 2011.

This is **OUR** kind of film festival.



"Offering this diversity, uniqueness and quality of film is great for our community." 2010 Sponsor

## Statement of Assets, Liabilities and Equity Fiscal Year 2009-10\*

### ASSETS

Checking & Savings Accounts	\$18,693.58
Capital Fund	\$ 558.13
Endowment Fund	\$1,819.07
Petty Cash-Office	\$ 100.00

**TOTAL ASSETS** \$21,170.78

\*Unaudited numbers.

### LIABILITIES AND EQUITY

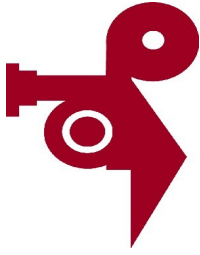
Current Liabilities	\$ 0
Equity	
Retained Earnings	\$40,186.28
Net Income	-\$19,015.50

**TOTAL LIABILITIES AND EQUITY** \$21,170.78

We received \$142,065 in in-kind support from our national and local sponsors.

Visit us on the web! [durangofilm.org](http://durangofilm.org)





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

***SIGN UP FOR THE  
DIFF NEWSLETTER  
BY SENDING YOUR  
EMAIL ADDRESS to  
info@durangofilm.org!***

Phone: 970.375.7779  
Fax: 970.375.1437  
info@durangofilm.org  
durangofilm.org

**2009-2010 Grantors:**

- ⇒ The Ballantine Family Fund
- ⇒ The City of Durango in partnership with the Durango Arts Center
- ⇒ City Market Cares Fundraising Program
- ⇒ Colorado Council on the Arts
- ⇒ The Durango Business Improvement District in partnership with the Durango Area Tourism Office
- ⇒ El Pomar Foundation
- ⇒ LPEA Education Fund
- ⇒ Region 9 Economic Development District
- ⇒ Sky Ute Casino Resort
- ⇒ Norman Broad and Carol Salomon
- ⇒ Tom and Mary Orsini

## DIFF Goals and Achievements

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

*"It's amazing how...a sense of community is created by first sharing your film with a group of people and then being able to talk with them about it. Unlike other festivals, I didn't feel rushed to finish the Q and A and was able to really delve deeper into the film with the audience...this doesn't happen at every festival and it says a lot about the Durango community." Filmmaker*

*"This is a well run film festival with good variety and close proximity of venues. Always find some real gems in the films." Attendee*

*"[I like] the vibe that it sets around town and the opportunity to see films that would otherwise not be so available." Sponsor*

### **Screen global, innovative and diverse films.**

*"Offering this diversity, uniqueness and quality of film is great for our community." Sponsor*

*"The documentaries and many shorts take the audience to a new world of cultures and countries. I'm interested in the diversity of ideas too; for instance, the art we see in animated films is usually absolutely unique. I like discovering cutting edge film techniques or art that I didn't know about." Attendee*

*"[The film] 'March Point' strengthened my belief in the significance of filmmaking as a tool for empowering Native American youth." Attendee*

*"I was deeply inspired by the film about the Nomadic Tribe and the wisdom expounded in the film is something I am taking to heart." Attendee*

### **Connect independent filmmakers, their artistic process and their vision to the community.**

57% of attendees surveyed said they interacted with a filmmaker.

*"Several of the films viewed had Questions & Answers with the filmmakers afterwards. That was very interesting and enlightening." Attendee*

*"As filmmakers, it means an enormous amount to go to festivals like Durango, and to have our movies so well presented and received. It truly does give us the strength and inspiration to keep going..." Filmmaker*

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

74% said they learned something new and/or a film changed their opinion about a subject.  
46% said they learned something about how films communicate.

*"Exposed to people's lives who are very different than my own. It helps me have greater empathy for how others live." Attendee*

#### **2009-10 Board of Directors**

Chair: Julie Cooley  
Vice Chair: Wally White  
Secretary: Lisa Marie Jacobs  
Treasurer: Greg Weiss

Members: Margy Dudley, Ron Martin, Ben Martinez, Bud Poe

Joanie Fraughton, Executive Director



L to R: Lisa Marie Jacobs, Greg Weiss, Wally White, Margy Dudley, Julie Cooley, Bud Poe & Ben Martinez. Not Pictured: Ron Martin.

