

Annual Report 2011-2012



Durango Film Institute dba Durango Independent Film Festival

Fiscal Year July 1, 2011 through June 30, 2012

Executive Summary

DIFF kicked off its seventh annual festival with an Opening Reception and 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. 347 movie-goers took advantage of the free films being offered, making independent film accessible to people of all economic means.

In its seven years of existence, the film festival has brought a total of 204 attending filmmakers (not including their guests), shown 7 Oscar winners and 8 nominees, and offered movies of all genres from around the globe. The 2012 Panels & Workshops offered to filmmakers and the community were a hit this year taking place in the Back Space Theatre and featured some very special guests. The Power of Story panel featured indie icon Alex Cox



(*Sid & Nancy*, *Repo Man*), along with screenwriter Tod Davies, *Part-Time Fabulous* Director Alethea Root and writer/actor Jules Bruff. The *What's So Funny?* panel featured a candid conversation with funny men John Rubano and Craig Semetko. A collaboration with the Four Corners Film Office brought the Stuntman Stories workshop with Bud Davis and some of Hollywood's best stuntmen. A record 230 people attended the two panels and workshop. Our Native American programs brought 5 filmmakers to screenings in Durango and Ignacio and were supported by the Southern Ute Indian Tribe Growth Fund. DIFF plans to continue nurturing

and expanding the Native American programs. A reception was held at the Sorrel Sky Gallery to celebrate Native American filmmakers. Our Family program and our Adventure Sports program continue to be popular with festival goers. An economic impact study conducted by Fort Lewis College Students provided pertinent information to help with future planning. In 2012, 4,896 seats were filled during the festival, including the panels, which reflects a decrease of approximately 7%. However, we screened 3 fewer film programs this year, accounting for much of the decrease.

2012 Schools Program

For seven consecutive years, DIFF has been presenting independent film to local school districts. The program links films to student learning in the Visual Arts, Literacy, and Theatre to Colorado State Standards. Providing avenues of learning via film to area students is an important piece of the DIFF mission. The films selected for the 2012 School Program featured stories that span the globe. Deb Nielsen, Program Coordinator states, "This year we have stellar films for every age group from 1st through 12th grades. Independent films are very different from the mass media that young people usually consume; we have everything from a music video made by a 5-year-old survivor of a brain tumor to a documentary about the spiritual connection to the environment among the people of the Tibetan Plateau. It's a rich smorgasbord of varied points of view, guaranteed to generate thought and discussion." 775 students and teachers participated in the program.



2011-2012 Board of Directors
Back row: Daniel Wiggins, Benjamin Martinez, Barry Spear, Bill Niblick, Bo Sandine
Front row: Lisa Marie Jacobs, Julie Cooley, Victoria Schmitt, Karen McCarthy

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Escape. Expand. Explore.

A New **Brand** Identity...A Brand **New** Identity

After presenting our 7th annual festival, we re-examined our brand identity and felt that it no longer captured who we were. We asked our supporters what the festival meant to them and took their views, along with our own, and asked our marketing partner, Chimera Communications, to re-brand us based upon those ideas. We felt they hit it out of the park! The tagline says it all! We are thrilled with how it relates to both of our products—**independent film** and **Durango**. We can escape to Durango as well as escape to a culturally different experience through film. Durango’s expansive landscape brings visitors to Durango to explore the natural beauty of the area. Independent film allows you to expand your mind,

explore the story as it unfolds on-screen, and explore far away worlds and cultures. The response to our new look has been very positive and we know it will serve us well for a long time. We are still the Durango Independent Film Festival and we are committed to bringing thought-provoking and inspiring independent film to Durango and supporting the art of independent filmmaking.

2012 Economic Impact Study*

- ◆ 7,763 total volunteer hours were reported
- ◆ Surveyed attendees: 26% were first time attendees
- ◆ 17% of attendees were reportedly from out of town and 83% were from the Four Corners area
- ◆ Attendee demographics by age: 40% were over 55, 28% were 46-55, 13% were 26-35, 9% were 36-45 and 8% were 18-25
- ◆ Average spending per attendee: \$102. Attendees spent 33% on admission, 32% on meals, 12% on transportation, 11% on refreshments/snacks, and 10% on accommodations

*Performed by Fort Lewis College (FLC) students under the supervision of Dr. Deborah Walker, Associate Professor of Economics at FLC

2011–2012 Grantors

Durango Business Improvement District and Durango Area Tourism Office / City Market Cares / Colorado Creative Industries / The Ballantine Family Fund / LPEA Education Fund / The Southern Ute Indian Tribe Growth Fund / Colorado Humanities / Durango Mountain Resort / MercuryGives / Norman Broad & Carol Salomon / Tom & Mary Orsini

Statement of Assets, Liabilities and Equity Fiscal Year 2011-2012

ASSETS

Checking/Saving Accounts	\$6,305
Capital Account	\$ 580
Endowment Fund	\$1,819
Accounts Receivable	\$1,500

TOTAL ASSETS \$10,204

LIABILITIES AND EQUITY

Equity

Retained Earnings	\$22,737
Net Income	-\$12,533

TOTAL LIABILITIES AND EQUITY \$10,204

We received \$97, 996 in in-kind support from our national and local sponsors