

April 2014



Annual Report 2012-2013

Durango Film Institute dba Durango Independent Film Festival

Fiscal Year July 1, 2012 through June 30, 2013

Message from the E.D.

The Kick-Off Party opened the film festival at The Palace Restaurant. For the 3rd year, Durango Film partnered with Comcast on an expansive on-screen presence on cablevision stations airing over 400 commercial spots. Free Movie Night, sponsored by The Durango Herald, followed the party. Opening night screenings were held at the Gaslight Twin Theatres with 401 movie-goers taking advantage of the free films being offered, making independent film accessible to people of all economic means. We are hearing that Durango Film's commitment to bringing filmmakers to Durango is becoming



Escape. Expand. Explore.

an expected and highly regarded part of the film festival experience and is also a critical part of the experience for students participating in the School Program. The film festival presented 64 film programs and 3 panels over 5 days in which 4,765 seats were filled. 42 filmmakers and film industry representatives attended the 2013 festival, compared to 24 in 2012.

This substantial increase greatly impacted the interaction between filmmakers and the audience in post screening Q&A sessions, providing an intimate and unique experience for audiences.

"LOVE the Q&A at the end of the film when the filmmakers/actors are present. It's what sets the film festival apart from just a Netflix queue." 2013 Attendee

"We met several [filmmakers] and it was fun to both attend films with filmmakers available to answer questions and to see and interact with them in line and even to sit with them while watching their film – great intimacy." 2013 Sponsor

"THAT was my favorite thing. Loved when anyone involved with the films were there for Q&A at the end." 2013 Attendee

2013 School Program

"This year we have stellar films for every age group from 1st through 12th grades. These 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 be generated through thought and discussion." Deb Nielsen, School Program Coordinator

An integral part of the film festival, the School Program was presented to intermediate, junior high, and high school students in Ignacio and primary, intermediate and high school students in Durango. The Program featured foreign and domestic documentaries, animated shorts, and live action short films for students to analyze and critique. 725 students and 51 teachers participated in the program. Films this year literally spanned the globe with films from South Africa, Jordan, Latvia, France and the U.K. *Play by Play*, a film about bullying, was voted the best film by students. Durango Film donates media literacy materials to the libraries of participating schools.

2013 School Program Sponsors

MercuryGives™



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2012—2013 Board of Directors

Chair: Bo Sandine

Vice Chair: Bill Niblick

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Treasurer: Judy Abercrombie

Members: Julie Cooley, Kristen Hopper, Barry Spear

2012—2013 Grantors

Ballantine Family Fund



Bringing New Focus to the Four Corners

Durango Film plans to grow the festival so that it brings more economic impact to Durango and supports the filmmakers by increasing their audience and offering networking opportunities for them. Previous independent research studies have shown that the film festival provides an economic impact on La Plata County that exceeds \$330,000. We aspire to be one of the premier film festivals in the United States. Durango Film is experiencing a higher volume of film industry visitors and visitors from the Albuquerque area, most likely due to our connection with the Albuquerque Film Office, which marketed the festival to their extensive film industry database; and our partnership with Comcast Spotlight, which aired over 400 30-sec promo spots on cablevision stations throughout all of New Mexico and southern Colorado.

Our film program slots are approximately 90 minutes, providing more time between programs in an effort to encourage attendees to patronize local restaurants and shops. According to our post-festival survey, 86% of festival attendees dine in local restaurants during the festival. When asked which restaurants they patronized, 39 restaurants were listed, with attendees dining out an average of 3 meals. 64% of festival attendees surveyed also responded that they shopped in local shops and boutiques. 20% of respondents were from out of the Four Corners area.

Statement of Assets, Liabilities and Equity Fiscal Year 2012-2013*

ASSETS

Checking/Saving Accounts/Cash
drawer

\$5,281.99

Capital Account

\$582.17

Endowment Fund

\$1,819.07

Accounts Receivable

\$4,675.00

TOTAL ASSETS

\$12,358.23

LIABILITIES AND EQUITY

Current Liabilities

\$0.00

Equity

Retained Earnings

\$11,125.48

Net Income

\$1,232.75

**TOTAL LIABILITIES
AND EQUITY**

\$12,358.23

We received \$93,780 in in-kind
support from our national and local
sponsors.

*unaudited numbers

Panels Sponsors



2013 Panels

Durango Film presented 3 free panels held at The Back Space Theatre. They were very successful and featured some well-known industry representatives who provided an inside look at the industry in the *Making Movies: From the Inside Out* panel.

Visiting documentary filmmakers participated in the *Change This!!!* panel, discussing how film is used to create awareness and change in the world.

Director Alex Cox, a big hit from last year's festival, presented a special screening of his new documentary, *Scene Missing*, about the making

of Dennis Hopper's legendary unseen film, *The Last Movie*. Following was an in-depth conversation with moderator, Rich Henrich of Film 4 Change.

Several Hollywood film industry leaders were invited to participate in the panels and all expressed an interest in returning because of the unique and intimate setting for screenings and the enthusiastic audiences. They also cited the abundance of recreational opportunities such as skiing and snowboarding. Many also found time to enjoy riding the Durango & Silverton Narrow Gauge

train through our beautiful mountain passes.

- ◆ 156 attendees
- ◆ Sebastian Twardowz, partner at Circus Road films guest moderated
- ◆ 10 panelists participated

Mission Statement

Durango Film is committed to developing film literacy and to being a welcoming, intimate and unique film organization that screens global, innovative, and diverse films that connect independent filmmakers, their artistic process and their vision to the community.



2013 Festival Staff



Our surveys ask whether a film in the festival inspires a person to be engaged in a cause or to make a change in their life.

"I've been sitting on the fence on a documentary I've wanted to make, and am now in the process of bringing it to life."
2013 Attendee

"Dave inspired me to keep working with people with disabilities." 2013 Attendee

"The documentary about the Israel/Palestine relations was very informative and moving and shifted my point of view."
2013 Attendee

"[It] just encouraged me to support LGBTQ rights [for] others."
2013 Attendee

SAVE THE DATE

