

DC  SHORTS

FILM FESTIVAL

September 11-21, 2014

Final
Report

- ★ Largest Short Film Event on the East Coast
- ★ “Coolest Short Film Festival” by Moviemaker Magazine
- ★ “Best Film Festival” by Washington City Paper Readers

*Keeping it Short.
Keeping it Reel.*

deshorts.com

DC Shorts 2013 by the Numbers...

\$320,000+ was spent by festival organizers, the audience and filmmakers in the Penn Quarter neighborhood over the course of **3** days of competition and **8** days of general screenings for a total of **11** days of film and events.

152 films were screened from **21** countries, which were selected from more than **1,500** entries. **122** filmmakers attended the event from **11** countries and **14** states.

9,266 tickets were sold -- an increase of **24% over 2012**. In addition, **130** VIP passes for the **18** competition screenings and **85** general screenings, of which **13** were sold out.

2,785 people attended "Best of DC Shorts" screenings.

Filmmakers stayed in **49** hotel rooms and **13** private homes during the competition weekend, resulting in over **\$37,253** in hotel and transportation charges.

The City View Rooftop Party at Carroll Square was attended by more than **320** guests, who consumed **550** mini burgers, crabcakes and pizza rolls, and ate **6** cheese platters .

510 film lovers purchased tickets the Grand Bash at the US Navy Memorial Heritage Center, consuming **2,100** hors d'oeuvres, **4** kegs of beer, **67** bottles of wine, **24** bottles of vodka and **18** bottles of bourbon.

137 "Feed-a-Filmmaker" passes were distributed to visiting filmmakers, who ate **198** meals at our sponsors' restaurants, leaving **\$356** worth of tips, and consuming an additional **\$4,222** worth of food and beverages.

3,920 audience members also purchased meals in Penn Quarter, eating **\$70,447** worth of food and beverages and spending **\$10,567** in gratuities.

5,850 attendees arrived by Metro, with an average of **\$10,775** of fares purchased. Another **177** people parked their cars — many in area garages, totaling **\$770** in parking charges. There was a **14%** decrease in the use of cars to arrive to the festival -- making for a greener audience!

10,000 postcards and **75,000** catalogs — all with sponsors' logos — were distributed at more than **87** restaurants and **110** shops throughout the District, and handed out to **3,200** people at various outdoor film screenings and the H Street Festival. **25,000** catalogs were distributed in copies of *OnTap Magazine*, and another **12,000** were distributed by the *Washington City paper*.

67,811 people visited our web site, dcshorts.com, during the festival week, viewing **125,347** pages, including **914** hits to the listing of sponsors, resulting in **477** clicks through to their web sites.

Our media machine was able to generate an additional **132** newspaper, web and blog articles, **37** community and newspaper listings, **3** segments on radio and TV. Every film was reviewed in **4** blogs and papers. Our total media coverage reached a total audience of more than **3,750,000** unique individuals.



WE CHAMPION SHORT FILMMAKING

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Who is DC Shorts?

The DC Shorts Film Festival is the largest short film event on the east coast of the United States. Every September, we showcase short films (from 1 minute to 20 minutes) from around the world, followed by moderated discussions with the filmmakers. This approach puts the emphasis on the filmmakers themselves, highlighting emerging talent in independent film. *MovieMaker Magazine* calls DC Shorts “one of the nation’s leading film festivals” and the *Washington City Paper* calls “the first step toward a sweeping revival of the city’s cinema culture,” and has been selected by its readers as “DC’s Best Film Festival” year after year.

Filmmakers who attend DC Shorts enjoy fabulous parties, city tours, and are provided with housing, meals and transportation. But most importantly, they enjoy the opportunity to meet and learn from other filmmakers — an experience that comes from the premier showcase dedicated to short films and the people who make them. DC Shorts is renowned for creating “an incredibly open environment” where filmmakers feel “very welcome and at home” and “very inspired and excited about the craft.”

Festival Demographics

Audience Members:

37% Male
62% Female
38% are between the ages of 18-29
23% between 30-39
19% between 40-50
52% live in Washington, DC
15% in Maryland
25% in Virginia
8% from out of the metropolitan area

Filmmakers in Attendance:

64% Male
36% Female
40% are between the ages of 18-29
40% between 30-39
12% between 40-50
20% live in the Washington, DC metropolitan area
64% traveled from other cities in the US
16% traveled from outside the US

Audience Map

DC Shorts maps the addresses of all online ticket buyers: bit.ly/dcs13-map

2013 Media Coverage

Our media coordinator, Scott Circle Communications, was able to secure media coverage in dozens of newspapers, magazines, blogs and community listings. A complete list of our media coverage is available at festival.dcs shorts.com/news/in-the-news. A summary of the outlets that covered DC Shorts 2013 are:

NEWSPAPERS & MAGAZINES

The Washington Post (multiple sections)

On Tap Magazine

Washington Flyer Magazine

Washingtonian Magazine

The Express

Washington Examiner

Washington City Paper

BLOGS

Huffington Post

Daily Candy

Penn Quarter Living

DCist

GoingOutGuide

CultureCapital

DC Urban Moms

DC Examiner

K Street Kate

BROADCAST

Comcast Newsmaker

WUSA Morning Show

NewsChannel 8/TBD.com

WAMU

WTOP

Thoughts from Filmmakers

"The Screenplay Competition was a fabulous event -- thanks for giving screenwriters this opportunity to collaborate with actors and share their work with an audience. It's the best contest opportunity out there for screenwriters for those reasons. The Filmmaker Workshops were also excellent."

"I enjoyed my experience at this festival because it takes care of the filmmakers. The Feed-a-Filmmaker Meal Coupons were such a nice touch and the parties and receptions offered a lot. I was glad to see that everyone still had a fair shot at the audience awards, regardless of attendance at that particular screening."

"Absolutely loved it. "

"A really awesome experience overall. By far, the best of any of the festivals I've attended. Quality of the films was great, and I felt like the festival was there for the filmmakers. Amazing job. I'll definitely be back!"

"Being a part of this years dc shorts festival was a tremendous learning experience--and so much fun! I enjoyed meeting and chatting with other filmmakers, workshop facilitators and attendees. The organizers and volunteers were just great. The Renaissance Hotel was very comfortable and their staff so friendly and helpful. As a filmmaker, I felt taken care of all around and appreciated."

"This was my first experience at a film festival. Jon Gann was a refreshingly earnest and approachable host. He's done a great job of managing and growing the festival to its current scale. His insights (added to the seminars) were a definite bonus."

"It was an amazing experience and I hope I'll be able to attend the festival again in the future."

"We loved it and had a wonderful time. The events and the staff were great. Jon is a wonderful person and host. It was extremely well-organized and we met wonderful people."

"There were a lot of films! I think perhaps too many -- it was overwhelming. "

"Of all the festivals I've attended, DC shorts has by far been the most attentive on making sure the experience for the filmmakers and filmgoers was an excellent experience. My only regret is that I was unable to participate more in the events. If I'm ever lucky enough to have another film there, I won't make that mistake again!"

Thoughts from Audience Members

"Love the film festival, and I really enjoyed the films and the flow of the screening. I thought that the E street venue was awesome, and the variety of countries represented in the lineup was great!"

"I really enjoyed the free work lunch showing - rounded up several coworkers, and I know other people ended up going to other shows on the weekends."

"I liked that the lunch showings were themed, even though the films were very different within the theme. This kind of variety made it fun to look through the schedule and pick showings to attend."

"Staff was super friendly. Give each other a round of hugs! Films were really good too."

"I highly enjoyed the screening I went to. I loved the opportunity to see films from various countries and there was a good blend of genre and style."

"2013 was my first DC Shorts experience and I was very impressed overall. The website was very user-friendly and informative."

"It was my first time, new to the DC, recently moved here from Miami. I only saw one of the best of showcases but I thought the films were excellent choices. I enjoyed the festival and the Atlas theatre was very nice. The staff was friendly."

"Looking forward to getting a pass next year and being part of the whole experience."

"AMAZING! This is absolutely the best event of the year in DC. Don't change a thing unless you're making it bigger! Very good variety of films. I was impressed with the format of my program, I think Program Four, which started and ended with films about grandmothers, but with very different tones. That was cool."

"It was wonderful! It was my first time and I will definitely be back next year!"

"Great films. I would say that 10% were superb, 80% were very good, and 10% were pointless or silly. As for the venues, they were great! Good to see that it's been expanded this year. The volunteer ushers and ticket sales people were all great. They were always helpful, full of smiles. Overall, DC Shorts is doing great things. I hope you find a way to grow the audiences. "

"I love the opportunity to see such a variety of creative films and engaging stories from around the world. The films open my mind to new ideas. The film from Syria was especially impacting. In the programs I saw, I liked the variety. "

2013 Partners

Superstars



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