



Utah Film Circuit & Your Community

*Presented by Missy Dawson
Executive Director
Utah Film Center*

Utah Film Circuit is part of the Utah Film Center

- » Celebrating our 10th Anniversary
- » Only non-profit of its kind in the U.S.
- » “Year Round” Sundance Film Festival-like experience



What is our core business?

- » Specialize in presenting documentary and international films followed by a conversation with a filmmaker or expert on the subject matter
- » New flagship program: Tumbleweeds for Children and Youth
- » Mission: Building Community Through the Power of Film
- » Total presentations per year: 170 reaching 25,000+ attendees



What is the Utah Film Circuit?

- » Independent film for all ages
- » Curated by Utah Film Center's professional staff
- » Partners with venues in your community
- » Marketed locally in partnership with another local 501 c3 or government supported entity
- » Free or very low cost access for the public



Why create the Circuit?

- » Access to independent and international film for adults and children outside of the Salt Lake City metropolitan area is limited
- » Opportunity for filmmakers to travel to participate in Q&As and engage with the public
- » Broadens awareness for the value of independent film in our state both culturally and economically

Current Community Partners

- » Ogden -- Pleasant Valley Library, Weber Arts Council -- supported by RAMP and the Lawrence T. and Janet T. Dee Foundation
- » Logan - Logan Art House & Utah State University
- » Moab - Grand County Library, Moab to Monument Valley Film Commission, Moab Arts and Recreation Center
- » St. George - Dixie State College and DOCUTAH

Types of Programs Available

- » Access to our regular programming of independent and international films
- » Access to filmmakers in person or by Skype
- » Children's programming
- » Specifically curated films by topic (I.e. water, environment, immigration)



Examples of Past Programs

- » Carbon Nation
- » Tillman Story



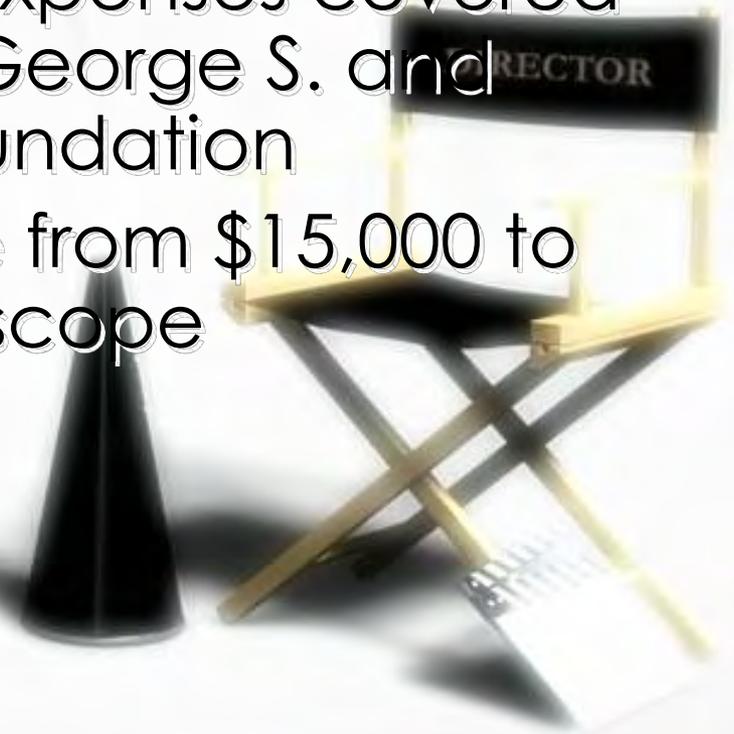
Upcoming Programs

- » *Thelma and Louise* in Moab - 9/29
- » DocUtah in St. George - through 9/17
- » *Miss Representation* in Logan and Ogden (Broadcast via Skype) - 9/21 & 9/22



What does all this cost?

- » Individual screenings range from \$500 to \$2,500
- » Film Center personnel expenses covered by Zions Bank and the George S. and Dolores Dore Eccles Foundation
- » Film Festival costs range from \$15,000 to \$30,000 depending on scope



Tumbleweeds!

- » Inaugural annual film festival launched in 2011 -- largest of its kind in the Intermountain West
- » Target ages: 4-14
- » Over 3000 attendees in the first year
- » 11 feature films and 10 short films from 11 countries presented in 3 languages

Why Tumbleweeds?

- » In a recent survey, the #1 concern of parents and educators expressed in a Utah Arts Council statewide listening tour was about decreased arts education
- » Their #2 concern was about access to quality media programs for their children as an alternative to megaplex movies
- » Involvement in the arts has a documented positive effect on student achievement and future success in work and life.
- » Unfortunately, children's arts education programs for schools have been drastically reduced in the last several years.

What Tumbleweeds Provides

- » Tumbleweeds will introduce international children's films to many families for the first time.
- » In a time when public education cannot meet the needs of youth for artistic exposure and engagement,
- » While improving the film and media diet for Utah children, their families, and their educators, Tumbleweeds workshops and professional development also engage children, educators and families to creatively express their own stories through new technologies.

Other components of Tumbleweeds

- » Monthly screening series
- » School screenings & study guides
- » Film and Media Arts Workshops
- » Teacher Trainings with SHIFT (Spy Hop Institute for Teachers)



Traveling Tumbleweeds - Goals for 2011/12 Season

- » Goal is to begin monthly screenings in current partner communities
- » Bring the festival experience to 2 other communities -- slated for Utah County & Cedar City



So many happy parents & kids at Tumbleweeds!



Tumbleweeds Festival April 2011



Where to go from here?

- » This is a pilot program
- » Beginning in September 2012, we will be adding new partner communities to the Utah Film Circuit
- » Eventual goal: To be truly statewide



What do I need to be a partner?

- » Connections or relationships to possible venues
- » Ability to locally market the events to build substantial audience
- » Financial contribution to help pay for hard costs of the events



Interested in receiving more information?

- » Contact Missy Dawson
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- » www.utahfilmcenter.org

