

# FILM FESTIVAL INITIATIVE

## RURAL TECHNICAL ASSISTANCE PROGRAM

The Colorado Office of Film, Television and Media (COFTM) will partner with two Colorado communities to plan and organize a niche festival in their region. Colorado currently offers over forty film festivals statewide, which serve as creation incubators, education spaces and economic drivers. The COFTM team will organize a kickoff workshop with Colorado film festival experts, and provide consultation to determine how regional interests may be parlayed into a successful, annual event.

### NUMBER OF OFFERINGS: 2

### WHAT YOUR COMMUNITY CAN EXPECT:

- Film Festival “How To” Workshop presented by Colorado festival experts. Topics covered will include festival funding models, film curation, technological considerations and capitalizing on the perfect focus for your community.
- Map community assets and identify required components to execute a successful film festival
- COFTM will work with Behind the Scenes Film Festival consultants to support communities throughout the film festival planning process
- Execution of a community film festival
- Recap with experts on successes, room to grow, and steps to take toward a sustainable, annual, film festival

### POTENTIAL OUTCOMES:

- Implementation of annual film festival
- Increased exposure to the industry
- Possible economic driver to local community throughout festival

