The 23rd annual Vancouver International Mountain Film Festival (VIMFF) saw many successful changes in the 2019/2020 season. VIMFF increased profitability with more sold out shows, speakers and workshops.

Attendees at these events were able to see a range of panel discussions and presentations by 27 speakers. 19 events sold out and many more were very well attended, reaching a total of 8,042 attendees.

Of the 260 film submissions from 31 countries, 71 films were selected for the festival - 17 of which were from female directors. $7,000 was awarded in prize money to the winning films. This year VIMFF partnered with MEC to host its first-ever Indigenous Lands workshop, adding to the roster of photography, film making and writing workshops. We also welcomed our newest licensed venue, Brewhall, in the Olympic Village, and filled it to capacity.

From February 21 - March 1, 2020, 34 events showcased 71 films across 10 venues around the Lower Mainland.

In addition to the February Festival, VIMFF hosted a shorter Fall Series from November 14 to 19, 2019. Consisting of 13 events across 2 venues, a total of 6,249 people attended.
### FESTIVAL AUDIENCE

#### Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 - 24</td>
<td>34.7%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>14%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>20.7%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>15.3%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>7.2%</td>
</tr>
<tr>
<td>65 +</td>
<td>1.4%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>10%</td>
</tr>
</tbody>
</table>

#### Location

- Vancouver: 50%
- North/West Vancouver: 28.1%
- Lower Mainland: 7.5%
- Burnaby: 5.5%
- Tri-cities: 4.1%
- Outside of Lower Mainland: 3.4%
- Squamish & Whistler: 1.4%

#### Gender

- Female: 61.6%
- Male: 35.6%
- No response: 7.3%
- Prefer not to say: 1.7%
- Non-binary: 1.1%

#### How did you hear about VIMFF?

- Social media: 20%
- VIMFF email newsletter: 35%
- Word of mouth: 30%
- Print media: 7%

#### How do you commute?

- Owned car: 21.4%
- Walk: 21.4%
- Leased car: 3.2%
- Member car share (e.g. Evo, Modo): 10.8%
- Member of ride-share program (e.g. Poparide): 4.4%
- Public Transport: 21.2%
- Cycle: 17.6%

#### How long have you attended VIMFF?

- 1-4 yrs: 69%
- >5 yrs: 31%
### FEBRUARY FESTIVAL
**FEB 22 - MAR 1, 2020**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festival events</td>
<td>34</td>
</tr>
<tr>
<td>Film submissions</td>
<td>260</td>
</tr>
<tr>
<td>Total attendees</td>
<td>8,042</td>
</tr>
<tr>
<td>Soldout Shows</td>
<td>19</td>
</tr>
<tr>
<td>Finalists</td>
<td>71</td>
</tr>
<tr>
<td>Speakers/Presenters</td>
<td>27</td>
</tr>
<tr>
<td>Venues</td>
<td>10</td>
</tr>
</tbody>
</table>

### FALL SERIES
**NOV 14-19, 2019**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festival events</td>
<td>8</td>
</tr>
<tr>
<td>(8 sold out)</td>
<td></td>
</tr>
<tr>
<td>Festival venues</td>
<td>2</td>
</tr>
<tr>
<td>Total attendees</td>
<td>6,249</td>
</tr>
</tbody>
</table>

### PARTNERSHIPS

- **New Partnerships**: 9
- **Existing Partners**: 18
- **Media Partners**: 13
- **In-kind Partners**: 4
- **Show Partners**: 8
- **Cash partnership contributions**: $69,000

**Partners**
- **Have partnered with VIMFF for 20+ years**: 6
- **Have partnered with VIMFF for 10+ years**: 10
VIMFF IN NUMBERS

**MARKETING**

MARCH 2019 - 2020

- **Webpage Views**: 394,392
- **Page Followers**: 9,404
- **Instagram Followers**: 3,794

**Users total**: 84,447

**Users desktop**: 41%

**Users mobile**: 54%

**Users tablet**: 5%

**Email Subscribers**: 20,555

**E-blasts sent**: 75,000 +

**E-blast Subscribers (FEB 5, 2020)**: 75,000 +

**Sponsored media coverage value**: >$50,000

**Total Reach through VIMFF Channels (paid & organic social, web)**: 1,700,000

**JAN - MAR 2020**

**Email Subscribers**:
- **Users desktop**: 41%
- **Users mobile**: 54%
- **Users tablet**: 5%

**E-blasts sent**:
- **Total reach**: 1,700,000

**IN THE NEWS**

- **News stories published JAN - MAR 2020**: 49
- **Sponsored media coverage value**: >$50,000

- **Vancouver Sun** cover of Entertainment Section – story on Shelma Jun
- **Three CBC Radio** interviews and CBC online interview of guest speakers
- **CTV, Global TV** interviews of three speakers
- **Rogers Radio** media sponsorship of three mainstream stations with large audiences: News 1130, Jack and Kiss FM
- **Breakfast TV** Prize Package contest – many high level sponsors such as Arc’teryx received free coverage
- Move from traditional to digital media: Daily Hive, VancouverIsAwesome, and Do604
VIMFF is committed to improving the festival’s sustainability practices to reduce its environmental footprint, and recognizes the very real threat of habitat degradation and climate destruction.

In 2020 VIMFF established a board-level sustainability committee to build a baseline and set strategic objectives. Improvements will be made in areas such as procurement, printing, travel and local transportation, waste management, food and beverage selection and service, and venue considerations, such as convenience of location and energy usage.

VIMFF has also partnered with Mountain Plastic, who offsets carbon through the PET bottle recycling at Himalayan Life Plastics.

VIMFF will continue to program high-impact environmental content, plus be more proactive as community ecological stewards with local schools and organizations.
<table>
<thead>
<tr>
<th><strong>2019/20 TOUR</strong></th>
<th><strong>MARCH 2019 - 2020</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>5</td>
</tr>
<tr>
<td><strong>Host cities</strong></td>
<td><strong>Countries visited</strong></td>
</tr>
<tr>
<td>69</td>
<td>9,586</td>
</tr>
<tr>
<td><strong>Tour events</strong></td>
<td><strong>Attendees</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>2018/19 TOUR</strong></th>
<th><strong>MARCH 2018 - 2019</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>4</td>
</tr>
<tr>
<td><strong>Host cities</strong></td>
<td><strong>Countries visited</strong></td>
</tr>
<tr>
<td>41</td>
<td>5,361</td>
</tr>
<tr>
<td><strong>Tour events</strong></td>
<td><strong>Attendees</strong></td>
</tr>
</tbody>
</table>

The World Tour has been the fastest growing initiative of VIMFF. The 2019 Tour, running from March 2019 to February 2020, consisted of 69 events in 52 towns and cities on every continent except South America. A total of 9,646 people attended these events. The COVID-19 situation is severely impacting the prospects for the 2020 Tour, but we continue to work to maintain existing screenings and bring on new ones.
FESTIVAL VOLUNTEERS

2019

- Total volunteers at February Festival: 135
- Total volunteer hours: 992

2020

- Total volunteers at February Festival: 122
- Total volunteer hours: 680

76 Returning volunteers from 2019
The total of 206 films from 31 countries were entered to the VIMFF 2020 Official Film Competition. 71 films were selected, screened and competed for awards at the Festival in February 2020. Below is the list of the VIMFF 2020 Film Competition Winners, as selected by the VIMFF Film Jury.

**GRAND PRIZE**
INTO THE CANYON
Director: Pete McBride

**BEST MOUNTAIN SPORTS FILM**
THE RUNNING PASTOR
Director: Tim Kemple

**BEST CLIMBING FILM**
CLIMBING BLIND
Director: Alastair Lee

**BEST SHORT FILM**
ALLEIN
Director: Franz Walter

**JURY’S SPECIAL MENTION**
HORS PISTE
Director: Leo Brunel

**BEST CANADIAN FILM**
THE ENDLESS CHAIN
Director: Benjamin Jordan

**BEST MOUNTAIN CULTURE FILM**
PIANO TO ZANSKAR
Director: Michal Sulima

**BEST ENVIRONMENTAL FILM**
THE RIVER & THE WALL
Director: Ben Masters

**BEST ADVENTURE FILM**
THE WEIGHT OF WATER
Director: Michael Brown

The total of 206 films from 31 countries were entered to the VIMFF 2020 Official Film Competition. 71 films were selected, screened and competed for awards at the Festival in February 2020. Below is the list of the VIMFF 2020 Film Competition Winners, as selected by the VIMFF Film Jury.
CHASING KAKWA

A Long Run on Canada’s Great Divide Trail
A female running group composed of Alicia Woodside, Joanna Ford, Nicola Gildersleeve and Tory Scholz have a lofty goal. They hope to join forces at the BC/Alberta border and complete the entire length of Canada’s 1,100km Great Divide Trail in the fastest female time ever attempted to date. Along the way, their goal is to inspire the VIMFF community to fall in love with the trail, and to commit to planning those big, audacious adventures.

THE GARIBALDI 100 PROJECT

The Garibaldi 100 Project is an undertaking by Shawn Campbell and Ben Haggar along with a rotating crew of mountain specialists and friends to attempt and summit 100 peaks in Garibaldi Provincial Park to commemorate the 100th anniversary of the park. Their goal is to connect with, and explore new areas of their home mountain range through backcountry skiing and splitboarding, hiking, mountaineering, and trail running.
ADVENTURE FILM GRANT
PRESENTED BY ARC'TERYX

$5,000

Driven by a passion to support Canadian adventure films, the Vancouver International Mountain Film Festival and Arc’teryx have partnered to create an annual filmmaker development grant. Submissions support emerging Canadian filmmakers, who are looking to produce their next wilderness adventure passion project. The winner receives $5000 and will have an amazing opportunity to mentor with the in-house video department at Arc’teryx. The finished film will premiere at VIMFF the following calendar year, allowing the filmmaker to share their story with our local audience. This incredible program inspires new talent and makes a positive impact in our Canadian film industry.

ZAC HOFFMAN AND CASEY DUBOIS
Crux is a documentary about the life of Harvey Wright. After losing a marriage, and nearly himself due to drugs, alcohol and mental health struggles, Harvey seeks to find healing in his life through the outlet of rock climbing.
TIM JONES COMMUNITY ACHIEVEMENT AWARD

CO-PRESENTED BY VIMFF AND NORTH SHORE RESCUE

The Tim Jones Community Achievement Award is awarded each year to a North Shore community member who has made outstanding contributions to the outdoors or sports community. This award is in memoriam of the late and great Tim Jones, paramedic and chief for over 24 years of North Shore Rescue. It represents Tim’s legacy and serves as an inspiration to the community to selflessly help others.

The winner of the 7th annual Tim Jones Community Achievement Award is JOHN DUDLEY for his outstanding contribution to the outdoor or sports community. This award is in memoriam of the late and great Tim Jones, paramedic and chief for over 24 years of North Shore Rescue. It represents Tim’s legacy and serves as an inspiration to the community to selflessly help others. The mission of the award is to educate and share the passion for nature and the love for our backyard mountains.

A resident of Lions Bay for almost 50 years, John Dudley developed his love and knowledge of the local steep hiking trails as a volunteer for the Lions Bay Search and Rescue during the 70s and 80s. In the late 90s, John was out in his back garden one day when he got the idea that it would be wonderful to create a few small hiking loops around the village, giving the residents accessible hiking options to avoid the steep grinds of the logging roads.

Today John’s legacy includes 15 kilometres of networked trails, many named after other Lions Bay residents insisting that he doesn’t need his name on anything. Now in his late 70s, John can still be seen setting off into the forest almost daily, clippers and rebar in hand, to check on a section of trail, make improvements and come up with fresh new ideas for loops and view spots. John’s contribution to Lions Bay and to the North Shore hiking community is immeasurable.
A long-standing part of the festival has been the Photography Competition. After the sixteen winners were announced at the Festival, there were plans to print the images for exhibition at a number of venues through the year. Due to the COVID-19 situation, these plans have been put on hold for the foreseeable future, to be reassessed when conditions permit.

**GRAND PRIZE**
Matt Jackisch – Brush with Divinity

**BEST OF BC**
Paola Cernicchiaro – Wave Bandit

**ANIMALS**
Michal Zielinski – Reindeers in Hornafjordur

**MOUNTAIN LANDSCAPE**
Matt Jackisch – Sky Scraper

**MOUNTAIN PAINTING**
Jessa Gilbert – From the River

**MOUNTAIN CULTURE AND PEOPLE**
Jimmy Martinello – Sharing Worlds

**YOUTH PRIZE**
Phoebe Macleod – Hawaiian Golden Hour

**MOUNTAIN ADVENTURE & SPORT**
Jesse Levine – Spiltboarding in Kyrgyzstan
This year we continued our longstanding partnerships with Arcteryx, MEC, Alpine Club of Canada, Banff Center Mountain Film + Book Festival, Contact Printing, and Howe Sound Brewing, marking over twenty years they have been a part of the festival. It was a record year for partnership contributions: we more than doubled our value from 2019. We attribute this improvement to our increased and adapting partnership deliverables. Responding to your desires, we increased the screen time for paid partner video ads, and offered on-screen still ads. Eight of our partners focused their full contribution on individual shows, offering them a more targeted audience and involvement in the evening’s programming.

This big year for VIMFF could not have happened without the support of our partners. We hope you find this report insightful and that you will reach out if you have any questions.

Thanks!

Partnership Administrator
James Oborne

GOVERNMENT PARTNERS

PLATINUM PARTNER

North Vancouver Recreation & Culture
City of Vancouver
British Columbia
British Columbia Arts Council

WE ACKNOWLEDGE THE FINANCIAL ASSISTANCE OF THE PROVINCE OF BRITISH COLUMBIA

SILVER PARTNERS

BRONZE PARTNER

BCMC
MGA
base

RME

MEDIA PARTNERS

SUPPORTERS

manning elliott
CONTACT ACCOUNTING & TAXATION LTD
HOWE SOUND BREWING
the hive

Great Explorations

VIMFF Annual Report 2020 / 14
THANKS TO OUR PARTNERS