



DENTON BLACK FILM FESTIVAL
FILM. MUSIC. SPOKEN WORD. TECH. & MORE

JANUARY 26-30, 2022



DBFF Background

- Provide organizational/festival background.
 - Year formed 2015
 - Board make-up 4 people (1 female and 3 males)
 - Mission or goal - The Denton Black Film Festival was created in order to address under-representation in film and media by giving Black stories an audience and Black creatives a platform. The festival has expanded under the umbrella of the Denton Black Film Festival Institute and serves filmmakers and creatives of all backgrounds year round.

DBFF - Entertain, Educate and Inspire

Our Story - Storytelling is the core of any culture. The Denton Black Film Festival, shares stories of the Black community – it's traditions, ideas and experiences – in a multitude of ways. Each festival, held annually in January, features Black cinema, music, art, spoken word, comedy, food and fashion. It's DBFF's way of bringing the Black experience to life.

Mission - DBFF exists to address under-representation in film and media by giving Black stories an audience and Black creatives a platform. Sharing culture and building community are the goals of DBFF

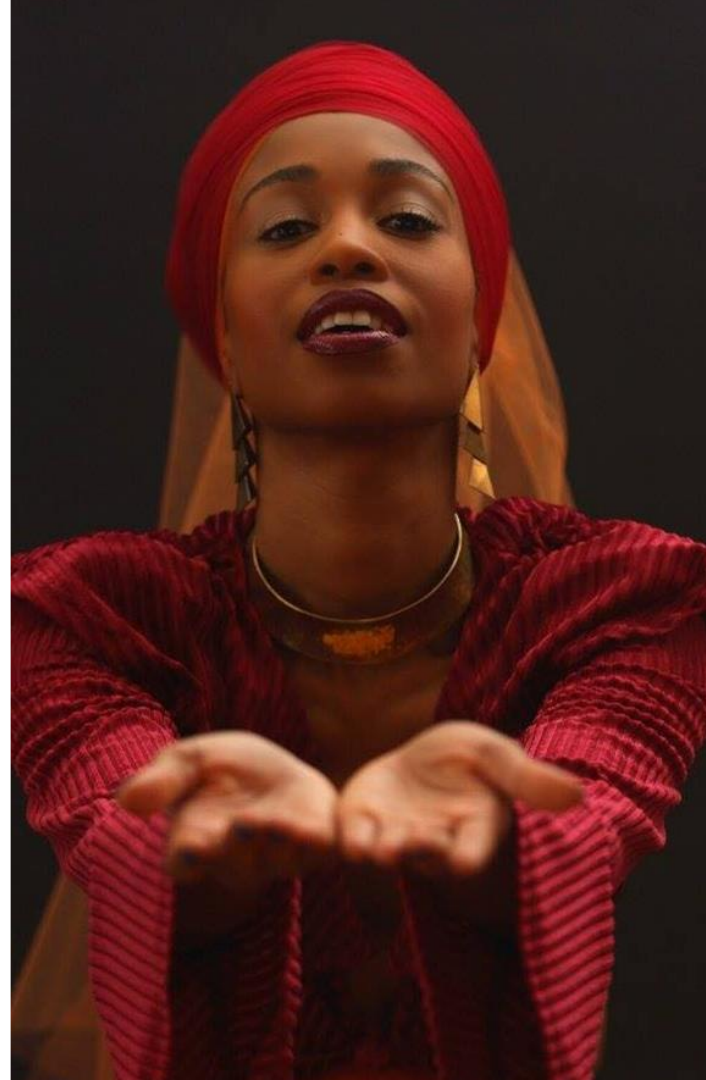
Separated from the scholarship Foundation in 2020 and is now DBFFi is a 501c3

DBFF Festival Information

- Information about festival
 - Location – 12-14 locations in downtown Denton and Alamo Drafthouse
 - Dates and time – The last weekend in January and it is a 5-6 day event
- Last three years of Attendance – 2022 Virtual (7800) 2023 (10,000+) in person & virtual 2024 (12,000+) in person & virtual
- Event Highlights/ Major Attractions – DBFF is a multidisciplinary event which include film, music, spoken word, comedy, art, panels & workshops and more.
- Photos – www.dentonbff.com
- Anything else you want the committee to know about your festival, etc. DBFF was recognized in 2019 by Travel Magazine as one of the “Best Festivals in Texas”

Tourism

- Target Audience? 18- 65+ from all ethnic backgrounds.
- How does your festival attract overnight stays (heads in beds) within Denton? DBFF is a 5-6 day event and uses Digital media, Social media word of mouth, meet up groups, organizations and other communications to attract attendees to Denton.
- What marketing efforts does your festival use to promote tourism in the City of Denton?
 - Provide quantitative measures – DBFF USES FB, Instagram, X, Tic Tok, Google analytics
 - DBFF provides a Customer Experience Survey to attendees
 - Provide example – DBFF uses the various digital media reports which provide analytics to target certain groups, communities, cities and states



THE EVOLUTION OF DBFF

2015: First festival at the Campus Theatre – programming that “Entertains, Educates, and Inspires” with 13 curated films and 800 attendees

2016: Added first art exhibit, A Tribute to Gospel Music (spoken word), and Tommy Ford’s Master Acting Class

2017: First film awards, added comedy, poetry slam, social justice panel, workshops and panels, and music features

2018: Added more film blocks, workshops and panels

2019: Launched DBFF Institute, added more workshops and panels, Kirk Whalum concert 7100 attendees

2020: DBFFi 501c3, 8900 total attendees, Jazzmeia Horn concert, 93 films screened and added Tech Expo

DENTON BLACK FILM FESTIVAL | DECEMBER 2020

CPC24-014

2021 & 2022 Virtual in Review

- 9,000 & 7800 total attendees
- 2021 Tatiana Mayfield, 2022 Ashley Smith concert
- 136 films 2021 & 109 films 2022
- DBFF Institute workshops and panels
- Social justice films and panels
- Art, music, spoken word, Screen Dance, Original Music Competition
- Produced over 44 hours of content

March 22, 2024

DBFF 2023: Reboot

Experience Culture

10,000+ total attendees

- . 98+ films & screened in person & virtually
- . Featured music artist Sy Smith, Opening performer Natural Change
- . (3) Visual Art Exhibits one at UNT and 2 at TWU
- . Comedy
- . Spoken Word Slam
- . TEC Expo (Tech, Education, Culture)
- . Hackathon 75-80 students
- . 12+ workshops, panels and Tech talks
- . Social Justice workshops & Panels on Food Apartheid and Container Gardening
- . Partnerships with City of Denton, Panavision, Black Public Media
- . DBFF Filmmaker Awards

DBFF 2024 10th Anniversary “Share JOY”

Experience Culture

- 12,000+ total attendees including virtual screenings
- . 85+ films screened in person & virtually
- . Media & Filmmaker Event prior to the festival
- . Featured music artist (Grammy winner) Kirk Whalum with special guest Wendy
- . (3) Visual Art Exhibits one at UNT and 2 at TWU
- . Comedy Myra J hosted the event with Trey Mack, Mary Boyce and Payton Payne
- . Spoken Word Team Slam
- . Gaming Competition with Xbox, Epic Games, Robot Entertainment, Texas Gaming Empire, Blacks in Technology, Maverick Gaming, Moonlet Studios and the DFW Metro NAACP Branch 450-500 attendees
- . Partnership with Denton ISD Art contest 200 attendees
- . 16+ workshops, panels and Tech talks 700+ attendees
- . Partnerships with City of Denton, Panavision, Black Public Media
- . DBFF Filmmaker Awards

Original Music and Screen Screen Dance Video Contest

PRESS PLAY

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DBFF Tech Expo 2023

DBFF-TE is a 2 1/2 day technology expo taking place in January 26 - 28, 2023 at the Denton Civic Center. DBFF-TE brings together technology providers, developers, brands, marketers, gaming designers, innovators, advocates, and evangelists looking to set the pace in the advanced world of technology. Anticipate 2000-3000 attendees

Hackathon – 75-100 middle school students focused on solving problems related to filmmaking.

PROGRAMMING

- **Focus Tech Companies of Color and women owned Tech companies**
 - Peterbilt, UNT, AMP Creative, TMAC, NCTC
 - Smaller companies of Color & Women
- **industries**
 - AI, VR, AR, Gaming, Manufacturing, Big Data
 - Smart Cities, E-Learning, Training
- **Speakers**
 - AR/VR storytelling
 - AMP, TWU, AT&T, Peterbilt, Exposure, UNT

DBFFI Future Plans

- DBFFI to become a major platform for Filmmakers & Creatives
- Host 20,000+ attendees yearly
- Become a Nationally Recognized film festival
- Develop major partnerships with AT&T, Charles Schwab, Meow Wolf, etc
- Offer a Technology component
- Gaming Event for HS & College students (1000-1500 attendees)
- Theater offering
- Oscar Qualifying film festival for short films



Q&A