



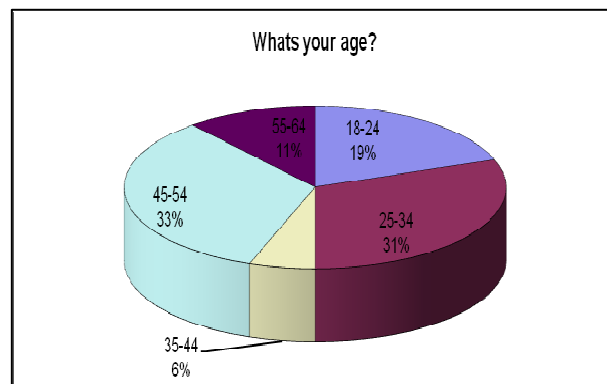
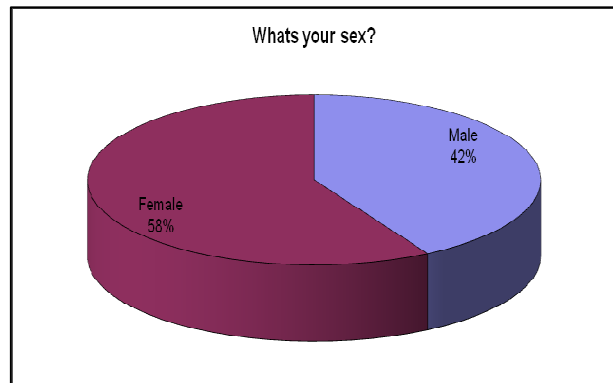
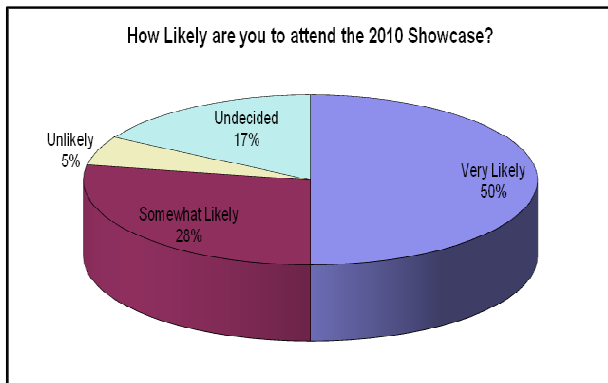
The London Short Film Showcase

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For a 4th straight year the London Short Film Showcase has raised the bar for film events in the City of London. With the change in our format, increased exposure and once again a high caliber of quality film we are happy to report that the 2010 London Short Film Showcase sold out. This is a first for our organization and a sign that film culture is alive and kicking in London.

We were once again blessed with great support from our local filmmakers. Of the 20 films screened, 12 were from local filmmakers and 2 of the 3 people's choice selection were also local. The international community was also well represented with films from Spain, England, the United States and Brazil.

As mentioned at the beginning of this report the 2010 London Short Film Showcase completely sold out the 160 seat lecture theatre at Museum London. This is a first for LSFS and something we are very proud of. Nearly 60% of our tickets were bought in advance of the event which is also a huge milestone for the organization. With the increased attention and ticket sales we have already started looking for alternative venues to accommodate our growing audience. We still plan on maintaining our partnership with Museum London as they have been a great supporter and catalyst to our growth. We once again asked the audience to participate in a survey to better understand who our event serves:



One of our greatest successes this year was our profit sharing program. The London Short Film Showcase was able to give \$90.00 to each of the 20 films screened. With a \$10 entry fee, that means each filmmaker made a \$80.00 profit on the event plus 2 free weekend passes with a value of \$35.00 each. Therefore the filmmakers received \$160.00 in cash and extras from the London Short Film Showcase for participating in the event. We feel pretty proud to be able to support local filmmakers in this capacity and are hopeful that this leads to an even greater increase in local film submission next year and more activity in the film community throughout the year.

A special thanks to all of our sponsors and supporters this year. Without their help we would not be able to bring the great work of filmmakers locally and abroad to the people of London. Sponsors of the 2010 London Short Film Showcase include:



We were also thrilled to find out that LSFS was selected to receive artVest funding from Business for the Arts group. Initially we received \$2500 in funding which will be used to purchase a new Digital Projector. This projector will be used to assist local filmmakers screen their films. If you would like help in organizing a film screening, please contact LSFS directly. After the excitement settled from our funding announcement we were fortunate enough to receive second round funding in the amount of \$1700. The LSFS board decided to once again further our mission by donating these funds back to services for filmmakers. We are currently in process of purchasing a fully loaded iMac editing computer that will be available for free to all London filmmakers. Please keep an eye on our websites for further developments and announcements about this exciting opportunity for filmmakers.

The Board of Directors of the 2010 London Short Film Showcase is very excited about the future of film in London, and is energized and ready to engage the film community with even more in 2011. We have now laid the foundation to continue to support our mission of “Inspiring and Celebrating short film by providing opportunities to connect, create and share.”