

OUR STORY

CIFF was first held in 2000 for six days and was attended by 8,000 people. Today, attendance has more than tripled to approximately 28,000 for the 11-day festival. CIFF is now a leader in Western Canada, fostering a local filmmaking culture, promoting volunteerism, encouraging youth education and platforming diverse stories and perspectives.

With Calgary and Alberta emerging as burgeoning filming locations, the 25th edition of CIFF marks a pivotal moment for the festival to be at the forefront of cinematic celebration and representation in the city.

IMPACT

“
CIFF was one of the best film festivals I've attended in recent memory. Fantastic programming, generous support for their filmmakers and one of the best audiences I've had the pleasure of sharing my movie with. I will not be missing an opportunity to attend again!
 - Braden Croft, Director of TRUE FICTION”

YOUTH

CIFF is a major contributor to youth learning through our Generation Next program.

Launched in 2018 in partnership with the Calgary Board of Education, Generation Next has engaged over 5200 students since its inception. This has included field trips, subsidized bussing, local youth selecting films for the general public, and so much more. It opened up new avenues of learning for teachers to engage students, sparked careers for youth who didn't realize it was an option for them, and fostered an understanding of the value of authentic storytelling.

INDUSTRY

Industry Week at CIFF is one of the most vital gatherings of screen media creators in Western Canada.

With nearly 1,200 participants in 2023, this program is more essential than ever to the growth of our local film industry. It acts as an opportunity to expose local professionals to national and international contacts, supercharging our industry's networking capabilities and incubating conversations critical to the ongoing growth of our film economy.

DOWNTOWN VITALITY

We're proud to be a festival that contributes to a vibrant city centre.

Activating traditional Cineplexes and historic theatres alike, the festival creates a celebration you can feel all over downtown. Even outside the theatre, CIFF fills the city with outstanding festival installations and experiences that see painted sidewalks adorned with film titles, giant puppets climbing skyscrapers and parking lots taken over by 50s-themed parties featuring vintage cars and fireworks. We're always looking for new ways to create excitement downtown, and 2024 promises to bring more opportunities than ever.

ALBERTA CONTENT

Giving local stories an international stage.

CIFF is the leading public-facing champion for the screen industry in Treaty 7 territory and all of Alberta, with Alberta films accounting for nearly 20% of the program overall.

Through our Alberta Spotlight film series, which includes feature films, short films, and other forms of screen-based entertainment, we are meeting the need to highlight the industry's accomplishments for local audiences and creating opportunities for filmmakers to be recognized on an international stage.

BY THE NUMBERS

Attendance

This includes streaming attendance, and our in person attendance

- 2023** 27,925 attendees
- 2022** 27,445 attendees
- 2021/2020** 53,224 attendees
- 2019** 35,368 attendees

Inclusivity

- Our film lineup surpasses gender parity with **69%** of features directed by women
- 56** IBPOC filmmakers represented
- 11** Indigenous filmmakers represented
- 18** IBPOC filmmakers represented

Creative Acclaim

Our programming has a reputation for excellence and innovation, both locally and internationally.

Oscar®-qualifying festival for short films, a Canadian Screen Award Qualifying festival, and was named one of "50 Film Festivals Worth the Entry Fee" in 2009, 2016, 2017, 2019, 2020, 2022, and 2023 by the prestigious [MovieMaker Magazine](#).

IN 2023

- 4,158** film submissions from **116** countries
 - 120** filmmakers from around the world
 - 80** Canadian Films
 - 106** Feature Films
 - 37** industry week speakers
 - 84** Sponsoring Partners
 - 13** World Premieres
- At the 2024 Oscars®, nine films CIFF programmed garnered 15 nominations, and four wins. Thanks to our festival, Calgary got to see them months ahead of the general public.

OUR VISION

CIFF is one of the largest film festivals in Canada, but we're not ready to stop there. Our vision transforms the landscape of downtown Calgary, drives collaboration within the arts ecosystem and showcases Calgary's unique cultural corridor.

With the confirmed closure of Eau Claire Market, including the Cineplex in May of 2024, we knew we had to adapt to the closure of our long-term festival multiplex. We also acknowledged that the Globe's 'for sale' status represents an existential risk to the cinematic arts in downtown Calgary and, therefore, a risk to the overall vibrancy of our city's core. We saw this change coming and have spent the past 2 years developing a vision that mitigates the risks and contributes to enhance our cultural community in a way never imagined.

A NEW CONSTELLATION OF VENUES

Calgary's downtown corridor is among the most remarkable in North America.

Our vision for the future includes an incredible string of art and theatre venues, convertible spaces, public plazas, and amenities.

In 2024 CIFF will begin the first phase of a new venue strategy that will ensure the sustainability of the festival for years to come. The old strategy was a Hub model, wherein the Eau Claire multiplex was central, and any other venues felt like a satellite. In contrast, the new model is a Constellation of many downtown venues, each with one to two screens, connecting and animating downtown. Many international film festivals thrive using this model, such as TIFF, VIFF and Sundance.

Every year, we'll acquire more of the equipment and technology required to transform spaces, allowing us to bring additional downtown venues online, growing the constellation of venues gradually until we've lit up the entire downtown, creating a festival district that rivals the best in Canada, if not the world.

The assets required to create cinematic spaces will not remain warehoused when not in use by CIFF. Instead, they will remain harboured at partner venues, thereby increasing the screening capacity for the entire arts ecosystem and placing film at the nexus of connection and collaboration in the cultural industries.



2024

- 2. The Plaza
- 3. Contemporary Calgary
- * Chinook Cineplex
See key note below
- 4. To be announced
- 5. Globe Cinema

2025

- 7. To be announced
- 8. DJD Dance Centre

2026

- 6. To be announced
- 10. Arts Commons

IN ADDITION

- 1. Jubilee
CIFF uses the Jubilee regularly when a larger house is needed
- 9. To be announced
- 10. New Auditorium-Arts Commons
Dependent on construction timelines

CHINOOK

Gaining enough screening capacity in downtown Calgary will be a gradual process due primarily to projector acquisition. Cineplex Chinook will be an additional venue we utilize to ensure adequate screening slots.

