CLEVELAND INTERNATIONAL FILM FESTIVAL

Among the Longest Running & Largest Festivals in the United States

CIFF43 (2019)
In-Person Statistics

ATTENDANCE | 105,839
FILMS | 450
COUNTRIES OF ORIGIN | 71
VISITING FILMMAKERS | 426

Second Home / 1991–2019 / Tower City Cinemas
On what would have been Opening Night of the 44th Cleveland International Film Festival, CIFF44 Reinvented was unveiled.

MARCH 25, 2020

- News of CIFF44 Streams coming in April
- CIFF trailer release
- Online sale of CIFF44 collectors’ items/merchandise
- Promotion of the virtual Challenge Match/Annual Campaign
- Series of new CIFF Speaks podcasts
- Access to CIFF Alum Streams

“Thank you so much for managing to do this on such short notice. It was a wonderful and meaningful distraction to COVID-19 and felt like we gained back something special that had been canceled!”
— CIFF44 Streams Audience Survey Participant
The online program showcased 325 CIFF44 feature and short films.

42,107 STREAMS*

“Streaming was easy and enjoyable for a family night-in experience.”
— CIFF44 Streams Audience Survey Participant

Top Ten Zip Codes That Participated in CIFF44 Streams

BY ZIP CODE

CIFF44 CHALLENGE MATCH / ANNUAL CAMPAIGN
$135,615

HOW WAS IT?

Data Retrieved From 838 Responses

*At least 70% of the film was viewed.
CIFF INFLUENCE & REACH

These stats represent the CIFF44 Streams cycle in 2020.

- TOTAL SOCIAL FOLLOWING: 49,163
- TOTAL SOCIAL IMPRESSIONS: 1,658,024
- PAGE VIEWS: 945,102
- MEMBERSHIP: 2,077
- EMAIL DATABASE: 38,876

CIFF44 STREAMS

FACEBOOK
- FOLLOWERS: 24,220
- IMPRESSIONS: 697,719

INSTAGRAM
- FOLLOWERS: 13,901
- IMPRESSIONS: 273,105

TWITTER
- FOLLOWERS: 11,042
- IMPRESSIONS: 687,200

CIFF SPEAKS PODCAST
- EPISODE DOWNLOADS: 2,563
FilmSlam Streams, a free digital media literacy program and online festival of films, introduces students to other cultures and fosters awareness of people different from themselves. Educational materials are included to help students further develop communication, collaboration, creativity, and other relevant skills and habits of mind.
We recognize our society must confront and dismantle systemic and institutional racism, which causes marginalization, disenfranchisement, and discrimination.

We will consistently work to mitigate inequities by deliberately amplifying voices and presenting viewpoints of—and sharing power with—people and communities of color.

We will implement short- and long-term strategies to weave racial equity and inclusion into the fabric of our organization.

While our anti-racism work is ongoing, we will be intentional about achieving measurable change.
Since 1935, the Anisfield-Wolf Book Awards have annually recognized books that have made important contributions to our understanding of racism and human diversity.

CIFF was a contributing partner to 2020 Cleveland Book Week, a series of special events to celebrate the Anisfield-Wolf Book Awards.

- 4 Feature Films & 2 Shorts Programs
- 2,340 Free Registrations

FOCUS 2020: RACIAL EQUITY

We want to acknowledge that the land we stand on and the place we call Cuyahoga County is land that was claimed by the United States government through force, displacement and treaties negotiated in bad faith. We acknowledge those of the Shawnee, Miami, Erie, Ottawa, Potawatomi, and Haudenosaunee confederacy whose lands we stand on - and the thousands of Native Americans, representing over 100 tribes, who currently live in Northeast Ohio today.
The decision to hold CIFF45 online in its entirety is based on science and community circumstances, as well as the state of the film, theater, and event industries.

During this time of great uncertainty and in the throes of a resurgent coronavirus pandemic, CIFF believes our decision is the most responsible option when it comes to the safety of all those involved.
Playhouse Square is the largest performing arts center in the country outside of New York.

We are viewing CIFF45 Streams as a bridge to our future. We look forward to CIFF46 taking place in our new home at Playhouse Square during the spring of 2022.

Online streaming options will remain part of our delivery model going forward.
THANK YOU FOR YOUR INTEREST IN THE CLEVELAND INTERNATIONAL FILM FESTIVAL.

Please reach out to us for additional information.

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The Cleveland International Film Festival promotes artistically and culturally significant film arts through education and exhibition to enrich the life of the community.