



TO: Schools with Official Selections in the 3rd Annual VHSL Film Festival
FROM: Lisa Giles, Assistant Director
RE: 2017 VHSL Film Festival State Information Packet

Herein, you will find information that will be of help to you while you attend the 3rd Annual VHSL Film Festival, which will be held on **Friday, June 2** and **Saturday, June 3** at:

**Virginia Commonwealth University
Academic Learning Commons (ALC) #1107
1000 Floyd Avenue
Richmond, Virginia 23220**

VCU PARKING

VCU is an urban campus. There is plenty of on-street parking, some spaces require payment, and some just one block away do not. Please read the signs to be sure. On-street parking is free after 6 p.m. and all day on weekends. The closest parking decks to the ALC are located at:

801 W. Main Street
.24 miles from ALC

1201 W. Cary Street
.32 miles from ALC

1111 W. Broad Street
.43 miles from ALC

Parking rates in these garages are:

\$1 for an hour or part thereof
\$2 for two hours or part thereof
\$4 for three hours or part thereof
\$6 for four hours or part thereof

\$8 for five hours or part thereof
\$10 for six hours or part thereof
\$10 maximum daily

HOTELS

Holiday Inn I-64
2000 Staples Mill Road
Richmond, VA 23230
877.506.6061

Block: VHSL Film Festival
Cut-Off Date: May 18
Rate: \$109 + tax includes full hot breakfast and free parking
Distance: 4.64 miles from festival venue

Holiday Inn Express Downtown
201 East Cary Street
Richmond, VA 23219
804.788.1600

Block: VHSL Film Festival
Cut-Off Date: May 15
Rate: \$125 + tax + hot breakfast
Distance: 1.2 miles from festival venue (street or paid parking lot)

Each category will have its own screening segment that will consist of VHSL Viewpoints, screenings, Audience Choice voting and filmmaker Q&A.

VHSL VIEWPOINTS

The VHSL Viewpoints portion of each screening segment will feature a guest speaker presentation on a film-related topic. Time permitting, the speaker will take questions from the audience.

AUDIENCE CHOICE VOTING

This will take place immediately following the screening of the Official Selections. All in attendance may vote and must vote using their own mobile device--one vote per person per mobile device per segment. The film with the highest number of audience votes will win and be announced at the VHSL Vanguard.

FILMMAKER Q&A

Immediately following the Audience Choice Voting will be the filmmaker Q&A. Lead directors of Official Selection films should come forward and be prepared to discuss their film and answer audience questions about their process, inspiration, future plans in the industry, etc. Immediately following the Q&A will be the announcement of the VHSL Vanguard films for that category.

RED CARPET

The Red Carpet will be a photographed entrance to the Vanguard. Official Selection film teams and special festival guests are invited to take part in the Red Carpet. Film teams should dress in a manner they feel is most appropriate for this experience.

VHSL VANGUARD

The VHSL Vanguard is the final segment of the festival that will consist of a screening of the top three films in each category, followed by the presentation of Audience Choice Award and Best Picture.

ADMISSION

If you have an Official Selection in any category, your film team members in that category, one coach, and one administrator may attend the entire festival free of charge. Students who have multiple Official Selections do not accumulate multiple attendance passes, and passes are not transferrable.

Any members of your entourage not on your film team (and the general public) must pay \$5 to attend each screening segment or \$10 to attend the VHSL Vanguard. We encourage your fans to purchase tickets early, as seating is limited and could sell out.

To purchase tickets to the Commercial/PSA screening, go to: <https://gofan.co/app/events/4547>

To purchase tickets to the Experimentals screening, go to: <https://gofan.co/app/events/4546>

To purchase tickets to the Animations screenings, go to: <https://gofan.co/app/events/4545>

To purchase tickets to the Documentary screenings, go to: <https://gofan.co/app/events/4544>

To purchase tickets to the Narrative screenings, go to: <https://gofan.co/app/events/4542>

To purchase tickets to the VHSL Vanguard, go to: <https://gofan.co/app/events/4548>

To purchase tickets to the entire festival in one step, go to: <https://gofan.co/app/events/season/33>

Tickets may be purchased online at any time, pending sellout. If you wish to purchase on-site, tickets will be available on a cash-only basis.

FOOD

There are numerous places to eat surrounding the ALC. Here are some of the most popular options (*local) within walking distance:

Chipotle
810 W. Grace Street
.33 miles

Panera Bread
810 W. Grace Street
.33 miles

*821 Café (burgers, wraps, subs)
821 W. Cary Street
.28 miles

Tropical Smoothie
929 W. Broad Street
.42 miles

*Ipanema (vegetarian/vegan)
917 W. Grace Street
.36 miles

*Elephant Thai
1100 W. Cary Street
.27 miles

*Little Mexico
1328 W. Cary Street
.36 miles

The Pit and the Peel (organic, locally sourced)
1102 W. Main Street
.18 miles

Five Guys
931 W. Broad Street
.41 miles

Good Taste (Chinese)
931 W. Grace Street
.40 miles

Cold Stone Creamery
939 W. Broad Street
.39 miles

*Mojo's (burgers, sandwiches, wings)
733 W. Cary Street
.34 miles

*The Village Cafe
1001 W. Grace Street
.36 miles

*Piccola Italy (pasta, pizza, subs)
1100 W. Main Street
.18 miles

*Harrison Street Cafe
402 N. Harrison Street
.31 miles

VIRGINIA COMMONWEALTH UNIVERSITY

If you're interested in an organized tour of VCU, you may arrange that at <http://www.ugrad.vcu.edu/experience/visit/index.html>. VCU is an urban campus and has a cool, artsy vibe. In fact, it's rated #1 in the country as a public arts school. The surrounding Fan neighborhood (and nearby Carytown and Museum District) is the place to be for neat, local business (restaurants, art galleries, markets, etc.) on every corner, and beautiful '20s homes. Be sure to take a drive, if not a stroll, down Monument Avenue to take in the gorgeous mansions and monuments of Virginia's southern heroes. In June, the median on Monument is a magnet for sun bathers, Frisbee throwers, and dog walkers. It's a glorious avenue.

SOUVENIR APPAREL FOR SALE

Souvenir t-shirts, long sleeve t's and hooded sweatshirts, personalized with the names of all schools with official selections, will be available for sale at the VHSL Film Festival.

Fine Designs, the official apparel printer for all VHSL State Championship events, will provide a variety of styles. Pricing starts at \$22.00 for solid short sleeves and go up for hooded sweats or performance fabrics.

VHSL FILM FESTIVAL SCHEDULE



Friday, June 2

10:00 a.m. – 10:45 a.m.	VHSL Viewpoints	Commercial/PSA
10:45 a.m. – 10:55 a.m.	Screenings	TOPIC
		Commercial/PSAs
		Audience Choice voting
11:00 a.m. – 11:30 a.m.	Q&A	Q&A w/ Com/PSA filmmakers moderated by Sharika Comfort

LUNCH ON YOUR OWN

12:45 p.m. – 1:30 p.m.	VHSL Viewpoints	Animation
1:30 p.m. – 2:05 p.m.	Screenings	Adobe After Effects, Rob Byrne
		Animations
		Audience Choice voting
2:10 p.m. – 2:40 p.m.	Q&A	Q&A w/ Animation filmmakers moderated by Sharika Comfort

3:10 p.m. – 3:55 p.m.	VHSL Viewpoints	Experimental
3:55 p.m. – 5:00 p.m.	Screenings	TOPIC
		Experimentals
		Audience Choice voting
5:05 p.m. – 5:35 p.m.	Q&A	Q&A w/ Experimental filmmakers moderated by Sharika Comfort

DINNER ON YOUR OWN

6:45 p.m. – 7:30 p.m.	VHSL Viewpoints	Documentary
7:30 p.m. – 8:35 p.m.	Screenings	Elevated Cinematography, Seth Wood & Alexander Casas
		Documentaries
		Audience Choice voting
8:40 p.m. – 9:10 p.m.	Q&A	Q&A w/ Documentary filmmakers moderated by Sharika Comfort

Saturday, June 3

10:00 a.m. – 10:45 a.m.	VHSL Viewpoints	Narrative
10:45 a.m. – 11:50 a.m.	Screenings	Pulling off Impossible Logistics, Amanda Ricks
		Narratives
		Audience Choice voting
11:55 a.m. – 12:25 p.m.	Q&A	Q&A w/ Narrative filmmakers moderated by Sharika Comfort

LUNCH ON YOUR OWN

2:45 p.m.	Red Carpet	Photographed entrance of Official Selection filmmakers to auditorium
3:30 p.m. – 5:45 p.m.	VHSL Vanguard	Drawing for Final Draft Licenses
		Screening of Top Three films from each category
		Presentation of Audience Choice Award
		Presentation of Best Film Award