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**MAYOR'S COMPETITION
FOR
STUDENT-PRODUCED VIDEOS
TO CELEBRATE THE HIGH LINE CANAL TRAIL**

The Rules of the Competition – Version 1.0 (2012-09-28)

WHAT IS THIS COMPETITION? Cherry Hills Village Mayor Doug Tisdale has announced the Mayor's Competition for the creation of student-produced videos celebrating the beauty, history, legacy and value of the High Line Canal Trail that traverses through Cherry Hills.

WHAT IS THE HIGH LINE CANAL TRAIL? The High Line Canal, designated as a National Landmark Trail, was completed in 1883 to deliver irrigation water throughout the region. In 1970 the Trail was opened up by Denver Water for recreational use. Its total course is 66 miles, with almost four of its most scenic miles meandering through the heart of Cherry Hills Village. Over 93% of our residents live within one mile of the High Line Canal. No other city along the Canal enjoys that kind of access.

WHAT WILL YOU DO WITH THE WINNING ENTRIES? The winning videos will be broadcast on the Village's about-to-be-launched Channel 8, KCHV (currently Comcast Cable Channel 22) and will be played continuously at the Village Center on the "Big Screen" in the Council chambers. In addition, they will be available on the City's website, www.CherryHillsVillage.com, and will be entered by the City into competitions available for municipalities around the country. They will also be posted on YouTube.

WHO CAN ENTER? The competition is open to students enrolled at Cherry Hills Village Elementary School, Kent Denver School and St. Mary's Academy (all of which are located within Cherry Hills Village), as well as West Middle School (which sits on the border of Cherry Hills).

DO I NEED TO LIVE IN CHERRY HILLS VILLAGE TO ENTER? As long as you are regularly enrolled as a full time student at CHVE, Kent Denver, SMA or West, you may enter. You do not need to live within the city limits of Cherry Hills Village.

HOW LONG CAN THE VIDEO BE? Students are challenged to create an eight (8) minute video presentation addressing a theme selected by the students. Any titles, opening credits and closing credits must be included within the eight minute time limit. Your video can be shorter if you like; it just can't be more than 8 minutes.

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WHAT IS THE ENTRY DEADLINE? Entries will be due by January 7, 2013.

ARE THERE DIFFERENT DIVISIONS FOR THE COMPETITION? There are three divisions for the competition: Elementary/Lower School students, Middle School students, and High School students.

WHAT PRIZES WILL BE AWARDED? There will be one winner from each division (one for Elementary/Lower, one for Middle and one for High). In addition, there will be a **Leone d'Oro** awarded as the Grand Prize for the best video submitted. Prizes will be awarded at a regularly scheduled meeting of the Cherry Hills Village City Council. Although both virtue and fame are their own reward, the Mayor is soliciting prizes to be awarded for the competition, details of which will be announced when available.

WHO WILL BE THE JUDGES? An independent panel of judges is being assembled now and will include officials of Cherry Hills Village and media experts and personalities who have some connection with Cherry Hills Village. The judging will be "blind" as to school, meaning that the judges will not know which school presented which video. The only identification of the students that will be given to the judges will be as to which division the students are from: Elementary, Middle or High.

WHAT CRITERIA WILL THE JUDGES USE? The judges will select the winners based upon four criteria:

1. **Artistry/Creativity/Imagination:** Does the video reflect "the Filmmaker's eye"? Does it demonstrate an appreciation of cinema as an art form? Is it a creative expression of a vision? Does it show imagination? Does it stir the imagination of the viewer?
2. **Visual appeal:** Does the video have visual appeal? Does it make use of the striking images that one can see along the Trail?
3. **Effective Use of Music:** Does the video integrate music as part of the process? Does the music advance the message or the vision of the film-maker? Does the music serve to inspire or soothe the viewer? Does it serve any (or all) of the artistic purposes of agitating, amusing, arousing or assuaging the viewer?
4. **Focus on Theme Selected:** Does the filmmaker clearly identify a theme for the video? Does the video explore and advance that theme? Does the theme serve to communicate something about the beauty, history, legacy or value of the High Line Canal Trail?

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WHAT THEMES CAN WE USE IN THE VIDEO? The purpose of the Mayor's Competition is to celebrate one of four facets of the High Line Canal Trail: its beauty, its history, its legacy or its value. Possible themes for students to focus on in order to celebrate these facets include the following:

- the intrinsic value of the Trail as an earth sculpture;
- the character of the Trail;
- experiencing the Trail;
- the Trail as wildlife habitat;
- "Coyotes and Rabbits and Crows! Oh my!"
- the vegetation along the Trail;
- the historic Canopy of Cottonwoods;
- the epiphanies enjoyed while using the Trail;
- the evolution of a working canal into a recreational trail;
- "When Perfect Geometry meets Wild Nature;"
- early users of the Trail;
- modern recreational use of the Trail;
- the romance of the Trail;
- romance on the Trail;
- the building of the Trail;
- what has the Trail meant to residents of the Village;
- what is the future of the Trail;
- "Four Miles with No Restrooms?!?;"
- "Why do we love the Trail?"
- or any other stated theme (see below for details).

Students may consult with a faculty moderator or teacher-advisor to come up with a theme suitable to their age group and their abilities. Students are encouraged to use their imaginations. The only requirements are that the theme be clearly stated (in the title, by way of narration, or in a written submission that may accompany the video) and demonstrated in the video, and that the theme not concern any clearly offensive, obscene or inappropriate subject matter.

IS THIS A TEAM PROJECT, OR CAN I DO IT ALONE? Students are encouraged to form teams and to work collaboratively with each other to create their videos. Individual submissions by "auteurs" will be accepted, but film is inherently a collaborative medium and these productions will serve as an effective team-building exercise.

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WHAT TEACHER INVOLVEMENT WILL THERE BE? Students must work under the supervision and guidance of a faculty moderator or teacher-advisor. In addition, students are encouraged to consult with any other teachers and faculty, but the final product must be certified in writing by the students and a designated faculty moderator or teacher-advisor as a “completely student-run” project.

WHAT ABOUT INTELLECTUAL PROPERTY RIGHTS? All creative and intellectual property rights will be retained by the school submitting the video, except that the submission of a video will constitute a perpetual irrevocable license to the City of Cherry Hills Village and also to any and all sublicensees of the Village to use the video in any manner that it chooses, including submission of the videos for other competitions and posting of videos on websites and other internet publication, without payment of any royalty or honorarium or other form of compensation and without the same constituting an infringement of the reserved creative and intellectual property rights.

WHAT FORMAT DO I HAVE TO USE? The final video should be submitted as a DVD capable of playing on a standard DVD player and may not exceed eight minutes in length.

WHERE CAN I LEARN MORE ABOUT THE HIGH LINE CANAL TRAIL? Significant resource materials about the High Line Canal Trail are available from numerous public sources, including Denver Water, the Cherry Hills Village Land Preserve and particularly the excellent report prepared by the Arapahoe County High Line Canal Working Group, which may be found (along with other information) at <http://www.co.arapahoe.co.us/Departments/PW/OpenSpaceProgram/HighLineWorkingGroup.asp>

WHERE CAN I GET MORE INFORMATION? Further details and FAQs concerning the Mayor’s announced Student Video Competition will be found on the Village’s website, www.CherryHillsVillage.com, and on the Mayor’s website, www.TisdaleCherryHills.com. In addition, Mayor Tisdale will be meeting with the heads of the four selected schools in the coming weeks to promote the Competition. You faculty advisor/moderator may call the Mayor directly with any questions.

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