

**JOINT RESOLUTION RECOGNIZING THE
CONTRIBUTIONS OF THE SUNDANCE INSTITUTE AND
THE SUNDANCE FILM FESTIVAL**

2011 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: Jerry W. Stevenson

House Sponsor: _____

LONG TITLE

General Description:

This joint resolution of the Legislature recognizes the Sundance Institute and its annual Sundance Film Festival for the economic impact they have on the state of Utah.

Highlighted Provisions:

This resolution:

- ▶ recognizes the inaugural year of the state of Utah's role as the Official Festival Host State for the Sundance Film Festival;
- ▶ recognizes the 27th Anniversary of the Sundance Film Festival in the state of Utah;
- ▶ recognizes the Sundance Institute and the Sundance Film Festival for the tremendous economic impact that they have on the state of Utah; and
- ▶ recognizes the Sundance Institute and the Sundance Film Festival for adding value to the state's commitment to tourism.

Special Clauses:

None

Be it resolved by the Legislature of the state of Utah:

WHEREAS, the Sundance Institute was created in 1981 as a nonprofit organization dedicated to the discovery and development of independent film and theater artists from the



28 United States and around the world;

29 WHEREAS, the Sundance Institute's programs include the Feature Film Program,
30 Documentary Film Program and Fund, Film Music Program, Native American and Indigenous
31 Program, Theatre Program, Film Archive, Utah Community Programs like Film Makers in the
32 Classroom and the Festival High School Screenings Program, and the annual Sundance Film
33 Festival;

34 WHEREAS, the Sundance Film Festival recognized the state of Utah as the 2011
35 Official Festival Host State;

36 WHEREAS, the Sundance Film Festival is the largest annual international event in the
37 state of Utah, hosting screenings and events in municipalities throughout the state;

38 WHEREAS, the Sundance Film Festival is globally recognized as one of the top three
39 film festivals in the world and the number one festival in the United States, notably discovering
40 the best new talent and the best new American films, which often are nominated for Academy
41 Awards, Screen Actors Guild Awards, Hollywood Foreign Press Association Awards, and
42 other honors;

43 WHEREAS, the 2011 Sundance Film Festival celebrates 27 years in the state of Utah
44 and the Sundance Institute celebrates 30 years in the state;

45 WHEREAS, the Sundance Film Festival supports tourism in Utah by attracting over
46 40,000 visitors each year from all over the world;

47 WHEREAS, the 2010 Sundance Film Festival generated an economic impact of
48 \$62,000,000 for the state from the purchase of meals, lodging, car rentals, transportation,
49 sporting and recreation, and other purchases made throughout the state;

50 WHEREAS, an overwhelming majority of the out-of-state visitors to previous
51 Sundance Film Festival events expressed an interest in returning to the state for reasons other
52 than to attend future Sundance Film Festival events;

53 WHEREAS, the Sundance Film Festival increases Utah's visibility through printed and
54 broadcast media coverage that reaches an estimated audience of more than 420,000,000 people
55 in over 90 countries and generates a media value of roughly \$18,500,000;

56 WHEREAS, the Sundance Film Festival annually supports approximately 1,500 jobs
57 for Utah residents and impacts earnings for Utah residents by approximately \$33,000,000;

58 WHEREAS, the Sundance Film Festival generates approximately ~~\$→ [\$34,000,000]~~

58a \$3,400,000 ←\$ in

59 annual state sales tax;

60 WHEREAS, for the past three years, the Sundance Institute has partnered with the
61 Governor's Office of Economic Development, the Economic Development Corporation of
62 Utah, the World Trade Center Utah, and Zions Bank to host several networking events during
63 the Sundance Film Festival to introduce national and international business executives to elite
64 Utah businesses and members of the Legislature;

65 WHEREAS, the Sundance Film Festival plays a vital role as an economic engine within
66 the state, supporting local job growth, generating tax revenue, generating worldwide press and
67 visibility, and adding value to Utah's commitment to tourism;

68 WHEREAS, the motion picture industry is an important segment of the state's
69 economic development efforts;

70 WHEREAS, at the 2010 Sundance Film Festival 1,300 film industry executives and
71 film makers visited Utah; and

72 WHEREAS, the Sundance Film Festival serves as a platform to highlight Utah as a
73 leader in the film industry and contributes to the Utah Film Commission's efforts in attracting
74 productions to the state:

75 NOW, THEREFORE, BE IT RESOLVED that the Legislature of the state of Utah
76 recognizes the inaugural year of the state of Utah's role as the Official Festival Host State for
77 the Sundance Film Festival.

78 BE IT FURTHER RESOLVED that the Legislature recognizes the 27th Anniversary of
79 the Sundance Film Festival in the state of Utah.

80 BE IT FURTHER RESOLVED that the Legislature recognizes the Sundance Institute
81 and the Sundance Film Festival for the tremendous economic impact that they have on the state
82 of Utah.

83 BE IT FURTHER RESOLVED that the Legislature of the state of Utah recognizes the
84 Sundance Institute and the Sundance Film Festival for adding value to the state's commitment
85 to tourism.

86 BE IT FURTHER RESOLVED that a copy of this resolution be sent to the Sundance
87 Institute.

Legislative Review Note
as of 2-28-11 8:10 AM

Office of Legislative Research and General Counsel