

# PERFORMANCE NOTE: AGENCY FORM

# SB266

Short Title: **Digital Media Technology or Equipment Act**

Joint Rule 4-2-404 requires a Performance Review Note anytime the legislature significantly increases funding for:

New agency  New services or benefits  Serving a new or larger population

Due to the Fiscal Analyst: Friday, March 7, 2014

## CONTACT INFORMATION

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### 1. HOW WILL THE PUBLIC BENEFIT?

1. What is the purpose and the duties of the new program, agency, services, or population served? JR4-2-404(4)(c)(i)

The bill creates a fund to which the legislature can appropriate money to be used to purchase or lease digital media technology or equipment that may be used for student education, commercial leasing and encourage the production of digital media film, television production, video gaming and national commercial productions within the state.

2. What services are provided by the funding increase? JR4-2-404(4)(c)(ii)

Digital media technology and equipment that may be used for student education, commercial leasing and encourage the production of digital media film, television production, video gaming and national commercial productions within the state.

3. What are the expected outcomes of the new or expanded program and how will the public benefit? JR4-2-04(4)(c)(iii)

The state may realize revenue from the rental of the equipment and increased exposure for digital media.

4. How will the bill be implemented and what resources are available to achieve the expected outcomes? JR4-2-404(4)(c)(iv)

The bill will require the addition of an FTE to manage, inventory, deliver and maintain the equipment. There may also be a need for a vehicle to transport the equipment. The bill requires Utah Valley University to provide storage space for the equipment.

5. How will the proposed agency activities cause the expected outcomes and public benefit in 3?

Marketing efforts will promote the availability of specialized "digital media" equipment now available in the state to film studios, production companies and industry professionals.

## 2. PERFORMANCE MEASURES:

What measures will managers and policymakers use to know if the new or expanded program is providing the expected outcomes and public benefits? Provide one, two, and three year goals or targets, actual results and measures if available to serve as a baseline, and outcomes.

Goal (public benefit):	Provide access to specialized “digital media” equipment for higher education student projects. Students will be able to utilize said equipment that may not be readily available at their particular institution.				
Measure Title:	Higher Education Student Projects				
Description:	Usage of specialized “digital media” equipment that may not be available at a student’s college and/or university.				
Fiscal Year:	FY2014	FY2015	FY2016	FY2017	FY2018
Target or Benchmark:	0	5	8	8	10
Baseline:	0	5	5	5	5
How will program managers collect this performance information and ensure its reliability?					
The program manager will collect and review students’ projects formal requests for said equipment. The program manager will track completion of student projects.					

Goal (public benefit):	Lease specialized “digital media” equipment to companies producing national commercial projects. More national commercials may come to the state due to the availability and access of said equipment, creating jobs and economic impact.				
Measure Title:	National Commercial Projects				
Description:	Production companies producing national commercials that need access to specialized “digital media” equipment that is not readily available in the current market place.				
Fiscal Year:	FY2014	FY2015	FY2016	FY2017	FY2018
Target or Benchmark:	0	2	2	4	4
Baseline:	0	2	2	4	4
How will program managers collect this performance information and ensure its reliability?					
The program manager will collect and review formal requests for said equipment. The program manager will track the lease of the equipment to production companies on a per project basis.					

Goal (public benefit):	Lease specialized “digital media” equipment for video game projects. An increase of video game projects may come to the state due to the availability and access of said equipment, creating jobs and economic impact.				
Measure Title:	Video Game Projects				
Description:	Production companies producing video games that need access to specialized “digital media” equipment that is not readily available in the current market place.				
Fiscal Year:	FY2014	FY2015	FY2016	FY2017	FY2018
Target or Benchmark:	0	2	2	4	4
Baseline:	0	2	2	3	3
How will program managers collect this performance information and ensure its reliability?					
The program manager will collect and review formal requests for said equipment. The program manager will track the lease of the equipment to production companies on a per project basis.					

Goal (public benefit):	Lease specialized “digital media” equipment for television projects. An increase of television shows and series projects may come to the state due to the availability and access of said equipment, creating jobs and economic impact.				
Measure Title:	Television Production Projects				
Description:	Production companies producing television shows or series that need access to specialized “digital media” equipment that is not readily available in the current market place.				
Fiscal Year:	FY2014	FY2015	FY2016	FY2017	FY2018
Target or Benchmark:	0	2	2	4	4
Baseline:	0	2	2	3	3
How will program managers collect this performance information and ensure its reliability?					
The program manager will collect and review formal requests for said equipment. The program manager will track the lease of the equipment to production companies on a per project basis.					

Goal (public benefit):	Lease specialized “digital media” equipment for motion pictures projects. An increase of motion pictures, cable features and independent features may come to the state due to the availability and access of said equipment, creating jobs and economic impact.				
Measure Title:	Motion Picture Projects				
Description:	Production companies producing motion pictures, cable features, independent features that need access to specialized “digital media” equipment that is not readily available in the current market place.				
Fiscal Year:	FY2014	FY2015	FY2016	FY2017	FY2018
Target or Benchmark:	0	2	2	4	4
Baseline:	0	1	2	2	3
How will program managers collect this performance information and ensure its reliability?					
The program manager will collect and review formal requests for said equipment. The program manager will track the lease of the equipment to production companies on a per project basis.					