

HCR012S01 compared with HCR012

~~text~~ shows text that was in HCR012 but was deleted in HCR012S01.

text shows text that was not in HCR012 but was inserted into HCR012S01.

DISCLAIMER: This document is provided to assist you in your comparison of the two bills. Sometimes this automated comparison will NOT be completely accurate. Therefore, you need to read the actual bills. This automatically generated document could contain inaccuracies caused by: limitations of the compare program; bad input data; or other causes.

Representative Jennifer M. Seelig proposes the following substitute bill:

CONCURRENT RESOLUTION RECOGNIZING THE 30TH ANNIVERSARY OF THE SUNDANCE ~~INSTITUTE~~ FILM FESTIVAL

2014 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: Jennifer M. Seelig

Senate Sponsor: ~~_____~~ Stephen H. Urquhart

LONG TITLE

General Description:

This concurrent resolution of the Legislature and the Governor recognizes the 30th anniversary of the Sundance Film Festival.

Highlighted Provisions:

This resolution:

- ▶ recognizes the 30th anniversary of the Sundance Film Festival and the impact the festival has on Utah's economy.

Special Clauses:

None

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Be it resolved by the Legislature of the state of Utah, the Governor concurring therein:

WHEREAS, Sundance Film Festival, formerly known as the United States Film and Video Festival, began in 1985;

WHEREAS, in that first year, the Sundance Film Festival utilized two theaters and screened 86 films with a staff of 13;

WHEREAS, in 2014, the Sundance Film Festival utilized nine theaters and screened 186 films with a staff of 232;

WHEREAS, the Sundance Film Festival is the state's largest annual international event, bolstering tourism and attracting worldwide media attention;

WHEREAS, the Sundance Film Festival has debuted numerous Academy Award winning films, including *Beasts of the Southern Wild*, *Hoop Dreams*, *The Usual Suspects*, *Whale Rider*, ~~{and }~~ *An Inconvenient Truth*, and *Twenty Feet From Stardom*;

WHEREAS, during the past five years, the Sundance Film Festival has attracted more than 219,987 attendees;

WHEREAS, at the 2014 Sundance Film Festival, over 15,000 Utahns participated in free community programs~~;~~

~~WHEREAS, { more than 5,000 students from northern Utah participated in } including the High School Screening Program~~;~~~~

~~WHEREAS, { 2,000 students participated in the } Filmmakers in the Classroom {event;~~

~~WHEREAS } Program, { 250 college and university students attended } a free screening~~;~~~~

~~WHEREAS, 5,000 Utahns attended the } for college students. Best of Fest screenings ~~in Salt Lake City, Park City, and Ogden and at the Sundance Resort;~~~~

~~WHEREAS, 1,300 residents attended } Community Screenings, and tickets to residents living in Utah, Salt Lake, Weber, and Summit counties ~~{, and 570 community outreach tickets were given to local nonprofit organizations };~~~~

WHEREAS, 1, ~~{850}~~ 830 volunteers, 970 of whom were local Utahns, helped to make the festival a success;

WHEREAS, few festivals are tied to a city or a state as closely as the Sundance Film Festival is associated with Park City and Utah, or provide the same visibility that the two-week Sundance Film Festival provides Utah;

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WHEREAS, according to the ~~{Sundance Institute}~~ University of Utah's Bureau of Economic and Business Research (BEBR), over the last five years, the Sundance Film Festival has generated more than \$375.6 million in economic activity to Utah and in excess of \$500 million in the last decade;

WHEREAS, the economic impact of the Sundance Film Festival over the past five years is estimated to include \$21.9 million in tax revenue;

WHEREAS, ~~{the University of Utah's Bureau of Economic and Business Research (BEBR) at the David Eccles School of Business}~~ found that the 2013 Sundance Film Festival generated nearly \$70 million in overall economic impact for the state of Utah, supported more than 1,407 jobs, ~~{generated more than \$56.8 million in international media exposure,}~~ provided nearly \$5.8 million in tax revenue, and was attended by nearly 46,000 people;

~~{WHEREAS, the Sundance Film Festival annually generates more than \$50 million in media value for the state of Utah,}~~

~~{~~ WHEREAS, according to the ~~{Sundance Institute}~~ Cision Media Monitoring Service (CMMS), between the announcement of the festival's film program in late November 2012 through wrap-up articles in February 2013, the Sundance Institute and the 2013 Sundance Film Festival generated more than 31,100 print and online articles~~{~~

~~—WHEREAS}~~, and that from January 15 to February 15, 2013, the festival generated 11,900 television pieces;

WHEREAS, CMMS also confirms that the ~~{publicity}~~ media value ~~{from}~~ for the state of Utah generated by the festival totaled more than \$56.8 million with more than 900 individuals from 16 countries registered as members of the press in attendance;

WHEREAS, more than 65% of the 2013 festival attendees reside outside of Utah;

WHEREAS, for more than seven years, the Economic Development Corporation of Utah has been leveraging the festival to introduce site selectors to Utah;

WHEREAS, as a direct result of these efforts, site selectors have brought a number of projects to the state because they know that Utah can compete on projects of all sizes and scope;

WHEREAS, like many festival attendees, many of the site selectors have never previously visited Utah;

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WHEREAS, according to BEBR, of the estimated 30,065 nonresident festival attendees in 2013, approximately 36% responded that it was their first visit to Utah, 83% responded that they traveled to Utah specifically to attend the festival, and 40% responded that they would visit Utah again during the next year;

WHEREAS, nearly 40% of nonresident attendees, about 12,000 people, responded that they intended to ski or snowboard in Utah during their stay;

WHEREAS, in addition to its cultural value and economic impact, the Sundance Film Festival has become a powerful business recruitment tool for the Governor's Office of Economic Development and the Economic Development Corporation of Utah, which focus on chief executive officers and other top-level executives in fields such as technology, finance, and sports, who visit Utah specifically to attend the festival; and

WHEREAS, the Sundance Film Festival demonstrates how the arts can support the local economy, help grow local businesses, and highlight Utah as a great place for other businesses to locate:

NOW, THEREFORE, BE IT RESOLVED that the Legislature of the state of Utah, the Governor concurring therein, recognizes the 30th anniversary of the Sundance Film Festival and the impact the festival has on Utah's economy.

BE IT FURTHER RESOLVED that a copy of this resolution be sent to the Sundance Film Festival, the Sundance Institute, the Economic Development Corporation of Utah, the Governor's Office of Economic Development, the University of Utah's Bureau of Economic and Business Research, [Cision Media Monitoring Service](#), and the members of Utah's congressional delegation.

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Legislative Review Note

~~as of 2-10-14 2:56 PM~~

~~Office of Legislative Research and General Counsel~~