

Sundance Institute: Business, Economic Development, and Labor Appropriations Subcommittee



Sundance Institute is a nonprofit organization that discovers and supports independent film and theatre artists from the U.S. and around the world, and introduces audiences to their new work.



DYNAMIC INCUBATOR OF ARTISTS

- **Connecting** audiences to artists
- **Igniting** new ideas
- **Discovering** original voices
- **Developing** and helping independent storytellers
- **Building** community



Sundance Institute's Total Operating Budget

\$42,557,380

Most recently completed fiscal year
(Sept. 1, 2016 - Aug. 31, 2017)

1.1% of total budget

\$500,000



How State Funds Are Utilized Festival Host State



Strategic Partnerships with GOED and the State of Utah

- GOED *Strategic Plan 2016-2020* cites Sundance/Utah partnership to increase Sundance Film Festival's economic benefit, build state's reputation as a creative hub, and increase independent film production.
- 2017 Sundance Film Festival included 4 films shot in Utah! And, this was vigorously promoted during the Film Festival.
- Host special events for site selectors with the Economic Development Corporation of Utah.
- Year-round, Sundance Institute actively promotes the State of Utah at our festivals in Los Angeles, London, and Hong Kong.
- *Sundance happens everywhere and captures the world's attention. But Salt Lake City is empty. He added there's always an opportunity to draw attention.*
- Josh James, DOMO founder/CEO in 2017 Silicon Slopes Tech Summit
Keynote address



2017 SUNDANCE FILM FESTIVAL

MAKING AN IMPACT

71,600 unique visitors attended its 2017 Sundance Film Festival

- This makes our venues the 9th largest city in Utah during the event

52% of attendees are visitors from out-of-state

- 46 states
- 18 foreign countries

85% of out-of-state attendees plan on returning to Utah within a year

- Unprecedented visitor satisfaction keeps our guests coming back to the state

Source: Y2 Analytics



2017 SUNDANCE FILM FESTIVAL IMPACT OF STATE GDP

UNPARALLELED ROI ON PUBLIC INVESTMENT

TABLE 4: ECONOMIC IMPACTS

	NON-RESIDENT	SUNDANCE INSTITUTE	COMBINED
<i>Total Spending</i>	\$124,288,657	\$10,795,980	\$135,084,637
<i>Economic Impact (State GDP)</i>	\$141,479,109	\$10,024,420	\$151,503,529
<i>Total Output</i>	\$243,760,264	\$16,969,019	\$260,729,283
<i>Earnings</i>	\$73,745,313	\$5,324,699	\$79,070,012
<i>State and Local Taxes</i>	\$13,775,334	\$226,558	\$14,001,891
<i>Jobs</i>	2,628	150	2,778



Source: Y2 Analytics

GLOBAL COVERAGE

PRESS COVERAGE



- \$90.9 million in publicity value
- 53,000 stories in print, online, and television
- 950 accredited press from 22 different countries

ARTISTIC & CULTURAL IMPACT IN UTAH

55,000+ RESIDENTS & STUDENTS PARTICIPATE IN LOCALS-ONLY PROGRAMS

Student Screenings Program - 5,000 students and teachers

Filmmakers in the Classroom Program - 2,000 students and teachers

Sundance Film Festival Outreach Screenings - 2,500 residents and local college students

Sundance Film Festival Community Tickets - 700 tickets to 50 organizations

Sundance Film Festival Locals-only Ticket Packages/Passes - 34,000+

Sundance Film Festival Nonprofit Giveaway Ticket Packages - 120 local nonprofit organizations

Best of Fest Screenings - 4,000 residents

Summer Film Series - 6,000 residents

Other Screenings and Events throughout the year...



ARTIST LABS

PROMOTING THE ARTS AND MENTORING THE FUTURE

- Dedicated to developing new artists and their work
- Hosted at Sundance Mountain Resort in Utah County
- Held for 16 weeks throughout the year
- Exposes new artists to Utah



THANK YOU!

Sundance Institute serves as a dynamic incubator of film, theatre, and music artists, and connects audiences to their work through its Utah-based public programs including the Sundance Film Festival, Utah Community Outreach Programs, and Artist Labs.





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