WHY SLFS MATTERS

ANNUAL COMMUNITY IMPACT

Broadway Centre Cinemas (6 screens) 365 days a year creating community vibrancy

Historic Tower Theatre (1 screen) 14,400 low-cost presentations annually

“SLFS is one of the very best things in Salt Lake City. They truly care about cinema, and they care about bringing the highest quality films to the widest possible audience here. The programming they exhibit is mind-expanding, heart-nurturing, and soul-saving.”*

FILM AND EDUCATION FOR UNDERSERVED

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Admissions</td>
<td>40,009</td>
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<tr>
<td>Programs with Free or Reduced Admission</td>
<td>23</td>
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<tr>
<td>Educational Events</td>
<td>114</td>
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<tr>
<td>Countries Represented in Film Programming</td>
<td>30</td>
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<tr>
<td>Tower Archive Loans</td>
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COMMUNITY COLLABORATION

<table>
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<th>Category</th>
<th>Count</th>
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<tr>
<td>Community &amp; Neighborhood Collaborations</td>
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<tr>
<td>Non-profit &amp; Arts Collaborations</td>
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<tr>
<td>Higher Education Partner Events</td>
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<tr>
<td>Participating Artists and Scholars</td>
<td>191</td>
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<tr>
<td>Community Projects at SLFS Venues</td>
<td>103</td>
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<tr>
<td>Individual Volunteers</td>
<td>91</td>
</tr>
</tbody>
</table>

*Testimonials taken from AHC surveys, google and facebook reviews, and the SLFS twitter

SLFS Annual Community Impact
PUBLIC BENEFIT AND OUTREACH

256,398 ANNUAL AUDIENCE SERVED
40,009 FREE ADMISSIONS
47,590 CULTURAL & EDUCATION AUDIENCES SERVED

94% of audiences say SLFS programs make life more enjoyable*

SHARING SLFS RESOURCES
Charitable Donations $42,227
Non-profits to Receive Donations 72
Annual Film Festivals at SLFS Venues 12

UNIQUE, QUALITY PROGRAMMING
Film Titles Presented 279
Films that NEVER Would Have Played in Utah Without SLFS 169
Film Fostering Initiative Projects 3
Community Culture/Education Initiative Projects 12
Community Film Access Initiative Projects 14
Tower Archive Titles 12,527

*2016 Art House Convergence National Survey by Avenue ISR, and Bryn Mawr Film Institute in collaboration with AHC.
STRONG COMMUNITY PARTNERS

A FEW OF OUR COLLABORATORS

ARTS ORGANIZATIONS
Salt Lake Symphony, Utah Cultural Alliance, UMOCA, Beethoven Festival Park City

HIGHER EDUCATION
Westminster College, University of Utah, Post Theater, Weber State, Salt Lake Community College

AUDIENCE BUILDING COLLABORATORS
KUED, Downtown Alliance, The Leonardo, Voterise, Autism Council of Utah

MINORITY & SERVICE ORGANIZATIONS
Artes de México en Utah, Helping Deserving Women, Utah Open Lands, Utah Pride, Children’s Center

COMMUNITY GROUPS & NON-PROFITS
The Road Home, Susan G. Komen, Clear the Air, Utah Independent Living Center, Wasatch Community Gardens, YWCA

GOODS & SERVICES
Red Rock Brewery, Whole Foods, Alamexo, Sage’s Cafe, Xmission

MEDIA PARTNERS
KCPW, KUED, KUER, KRCL, SLUG, City Weekly, X96

SUPPORT OF FILM NON-PROFITS
Spyhop, Sundance Institute, Davey Foundation, U of U Film Studies, 48 Hour Film Festival

LOCAL LEADERSHIP
☑️ YES Board service in executive leadership
☑️ YES Utah Nonprofits Association member
☑️ YES Salt Lake Chamber member
☑️ YES Board Representation: Tanner Lecture Series
☑️ YES Board Representation: 10KSB Alumni SLC
☑️ YES Downtown Alliance member
☑️ YES City and County committees
☑️ YES Utah Cultural Alliance member
☑️ YES U of U Distinguished Alumna, SLFS ED
☑️ YES Goldman Sachs 10KSB Program Honoree

El Hijo del Santo poses with a family on the Filméxico red carpet
AN ANCHOR IN OUR COMMUNITY

DIVERSITY OF AGE

- 65+ 13%
- 55-64 12%
- 45-54 16%
- 35-44 17%
- 25-34 25%
- 20-24 17%
- 18-24 17%
- 12-24 12%
- 0-12 12%

DIVERSITY OF EDUCATION

- Post-Graduate Degree 21%
- High School Graduate 8%
- Some College or 2-year Degree 30%
- Some Post-Graduate Studies 8%
- 4-year College Graduate 32%

BY COMMUNITY, FOR COMMUNITY
AUDIENCE SERVED

Total Community Economic Impact $9,028,913
Jobs Supported 260
Annual Budget Spent Directly on Community Projects 74%
Local Government (Taxes Generated) $427,768
State Government (Taxes Generated) $527,681

Reference: 2016 Americans for the Arts economic impact calculator

TESTIMONIALS

“I appreciate the valuable service SLFS provides, they are a benefit culturally to our community.”

“I am very passionate about film and the way it provides the opportunity to be entertained and educated about other people, cultures, and perspectives.”

“I believe in the importance of independent film in SLC and the value of SLFS for this community.”

“I recognize how much the organization means to me and the community as a whole.”

“SLFS shows so many independent, high quality films and represents diverse perspectives. Both are enriching personally and for the community.”

*2016 Art House Convergence National Survey by Avenue ISR, and Bryn Mawr Film Institute in collaboration with AHC.
**Testimonials taken from AHC surveys, google and facebook reviews, and the SLFS twitter
MISSION FOCUS

We promote diversity of film exhibition and creation. We educate, advocate, and inform about—and through—cinema. We foster film talent and cultivate film appreciation and participation. Our programs and venues ensure that the potent ideas and voices of film are accessible to everyone in our community.

CORE VALUES

PROGRAMMING
Community Need
Artistic Merit
Festivals & Awards
Critical Merit

OPERATIONS
Quality Arts Experience
Collaborative
Accessible & Inclusive
Educational

90% of our audiences say SLFS enhances the cultural life of our community*

90% of people surveyed say SLFS programs fill gaps in their knowledge*

96% SLFS patrons surveyed say our programs spark their curiosity*

BOARD DIVERSITY

11 Member Governing Board • 33 Member Advisory Board • 4 Board Committees

Economic Diversity
Political Diversity
Ethnic Diversity
Sexual Orientation Diversity
Gender Diversity (women or transgender)
Governing County District Diversity (not Dist. 1)
Community Leaders
Geographic Diversity
Industry Professionals
Film Directors
International
Committees

11

29

All

3

5

11

9

30

9

16

6

4

*2016 Art House Convergence National Survey by Avenue ISR, and Bryn Mawr Film Institute in collaboration with AHC.
CULTURE & EDUCATION
INITIATIVE

SLFS’s Culture and Education Initiative serves as our county’s window to the world of diverse cultures and new points of view. These programs help our community learn and celebrate the timeless power of film to open our minds to new ideas and new ways of seeing the world.

BIG PICTURES, LITTLE PEOPLE
Encourages critical thinking through visual storytelling for over 1,000 underserved children each summer.

THE GREATEST
A yearly series devoted to exploring the greatest films within a specific genre or cultural lens.

SCHOOL GROUP TOURS
A behind-the-scenes educational experience that engages students through the history of cinema.

FILMEXICO
A community collaboration that celebrates the history, culture and heritage of Mexican film.

CZECH FILM TOUR
The best in Czech cinema, presented through a collaboration with the vibrant SLC Czech community.

IVORY TOWER SERIES
A student-curated lecture and film series for college cinema students to engage with the community.

TOWER ARCHIVE
Provides free access to the educational resource of over 12,000 archived works of art in cinema.

TALKING FILM
SLFS’s monthly podcast where local filmmakers, educators, and personalities gather to discuss what’s happening in the film world.

NATIONAL THEATRE LIVE
Gorgeous presentations of live theatrical stage productions from London engage young and older audiences.

GLOBE ON SCREEN & ROYAL SHAKESPEARE
Enriching the cultural life of our community with the best Shakespeare performances in the world.

VISTING FILM ARTISTS & PANELS
Facilitates community dialogue about film content through panel discussions with visiting directors and artists.

COLLEGE CAMPUS SCREENING SERIES
Curating the best indie films free for students at SLCC and University of Utah’s Post Theater.

LOCAL OPEN SCREEN NIGHT
Founded by local filmmakers, this project supports the artistic sharing of works in progress.

UTAH DIGITAL DIRECTORS PROJECT
Fosters local storytellers with digital film workshops, production resources, and support.

UTAH SCREENWRITERS PROJECT
Builds a writers community through workshops and professional mentorship. This project has fostered 120 Utah writers.

“You changed my life, and I am so grateful for this program”
– From USP project participant

169 films exclusively shown at SLFS venues
FILM ACCESS INITIATIVE

SLFS’s most robust mission initiative and founding purpose is to provide the community with access to film programming not found anywhere else. Our programs are carefully curated to engage the community with the highest quality films that educate, advocate, and inform about—and through—cinema. And we do this every day of the year.

LOCAL VENUE ACCESS
A community project providing low cost event and screening opportunities to local organizations.

FOCUS EVENTS
SLFS hosted two special film screenings and donor luncheons, one with Peter Bogdanovich and another with Penelope Spheeris.

OPEN CAPTION SCREENINGS
Weekly screenings of our first run films presented with open captions for the hearing impaired.

SUMMER LATE NIGHTS
A community favorite brings together diverse audiences who love genre and cult classics.

TOWER OF TERROR
Highlights the genre of horror through interactive film screenings.

SCHOOL NIGHT FILM SERIES
Engages young audiences in the art of cinema by providing free screenings every week for those under 21.

LGBT SCREENING SERIES
Celebrates diversity by presenting the best in contemporary LGBT cinema throughout the year.

LIVE SHOWS
Local actors, singers, and dancers share their enthusiasm for rock-based genre film.

SING WITH: GREAT MUSICALS
Audiences don’t just watch these films, they stand up and sing along; costumes recommended.

WASSAIL & WAFFLES, HOLIDAY FILM SERIES
A holiday tradition providing good cheer and free movies for underserved audiences.

ART HOUSE THEATER DAY
SLFS participated in this first annual, nationwide celebration of the independent art house.

SLFS PRESENTS WITH KUED
A collaboration that brings the best in media storytelling to the community.

34 documentary films
279 film titles screened annually
93 international films from 30 different countries

@broadway
Providing access to over 230 independent, international, and documentary films.

@tower
Providing access to over 50 cult, genre, festival, and documentary films.
DIVERSITY OF REVENUES

- Program Services: 50%
- Concessions: 21%
- Individual Contributions: 6%
- Public and Private Grants: 13%
- Sponsorships and events: 4%
- In-Kind

EXECUTES

Executive Staff: over 40 years of film experience
100% of executive staff with over 5 years of service

EXPENSES

- Program Services: 74%
- Management & General: 14%
- Fundraising: 12%

ORGANIZATIONAL HEALTH

16 YEARS Salt Lake County’s only venue-based, full-time presenting film arts organization
2.7 Million Annual Budget

FUTURE VISION

Endowment and Facilities Fund • Minority and Youth Outreach • Leadership in the Arts Community

Grants and Foundation Funders: 14
Individual Contributors: 1840
State Funding Support: ✔
County Funding Support: ✔
City Funding Support: ✔

NATIONAL LEADERSHIP

- ✔ YES Co-founded the National Art House Convergence (AHC)
- ✔ YES Serves on National AHC board
- ✔ YES Brings $450,000 in economic impact from AHC to Utah
- ✔ YES Nationally, a robust and sustainable art house
- ✔ YES Hosts and presents panels on opening day of AHC national conference in Salt Lake City for over 600 attendees
- ✔ YES Provides mentorship to new cinemas nationwide

I’m incredibly proud to have such an amazing film institution in our city. It is the flagship for film in our state and a treasure.

*Testimonials taken from AHC surveys, google and facebook reviews, and the SLFS twitter