

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.”**



Visiting film artist Peter Bogdanovich



Visiting film artist Penelope Spheeris and Raymond Tymas-Jones

FILM AND EDUCATION FOR UNDERSERVED

Free Admissions	40,009
Programs with Free or Reduced Admission	23
Educational Events	114
Countries Represented in Film Programming	30
Tower Archive Loans	8,334

COMMUNITY COLLABORATION

Community & Neighborhood Collaborations	161
Non-profit & Arts Collaborations	31
Higher Education Partner Events	42
Participating Artists and Scholars	191
Community Projects at SLFS Venues	103
Individual Volunteers	91

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

PUBLIC BENEFIT AND OUTREACH

256,398 ANNUAL AUDIENCE SERVED

40,009 FREE ADMISSIONS

47,590 CULTURAL & EDUCATION AUDIENCES SERVED



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

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



El Hijo del Santo poses with a family on the Filméxico red carpet

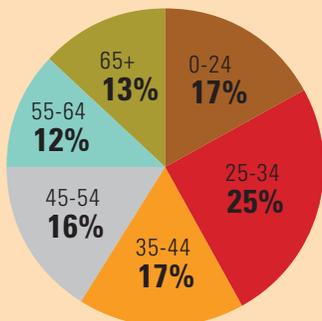
LOCAL LEADERSHIP

- ✓ 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

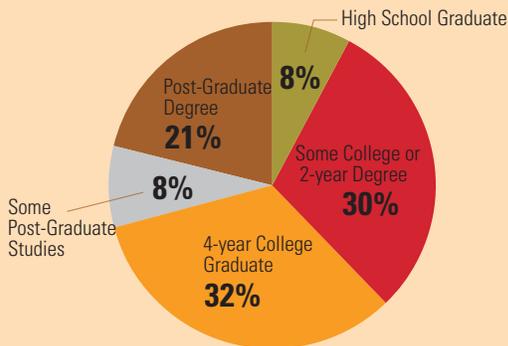
BY COMMUNITY, FOR COMMUNITY

AUDIENCE SERVED*

DIVERSITY OF AGE*



DIVERSITY OF EDUCATION*



Public attends the Czech Film Tour opening night

AN ANCHOR IN OUR COMMUNITY

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."

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

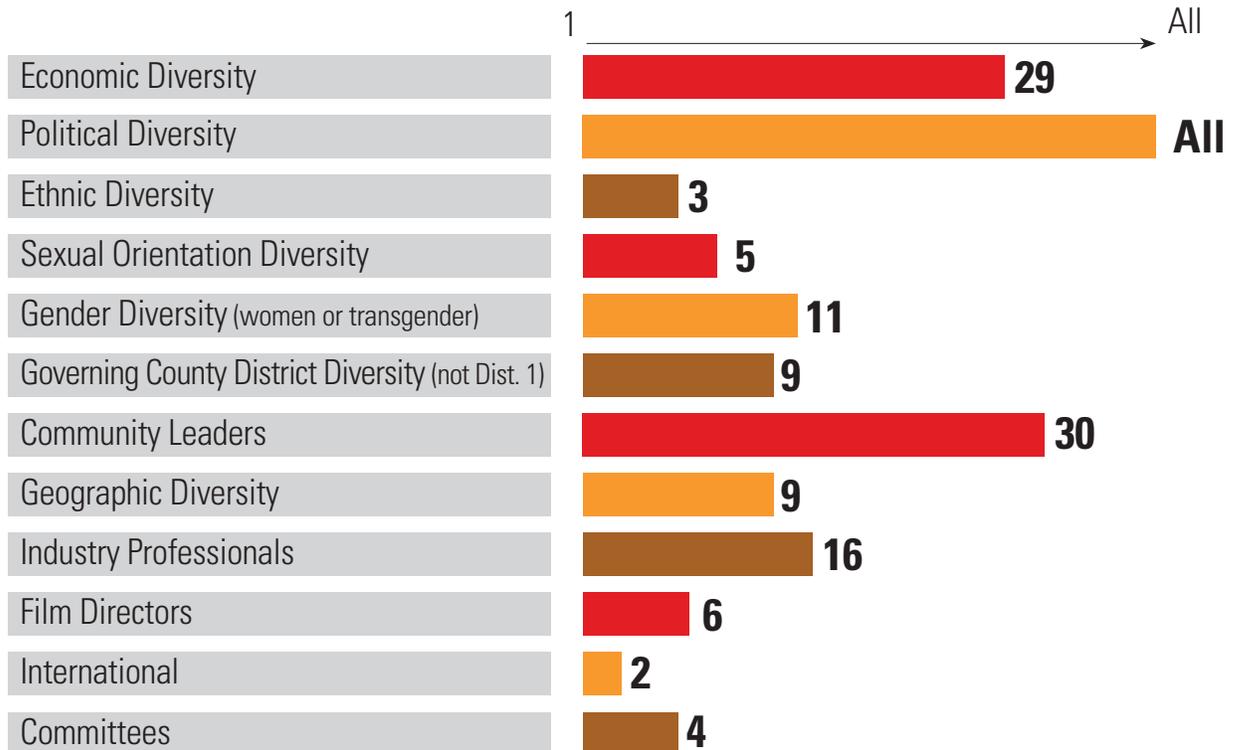
90% of our audiences say SLFS **enhances the cultural life of our community***

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



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

THREE INITIATIVES—CHANGING LIVES

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.

FILM FOSTERING INITIATIVE

SLFS's Film Fostering Initiative allows regional talent to be nurtured and find critical support, keeping talented storytellers in Utah to create film in Utah.

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[§]

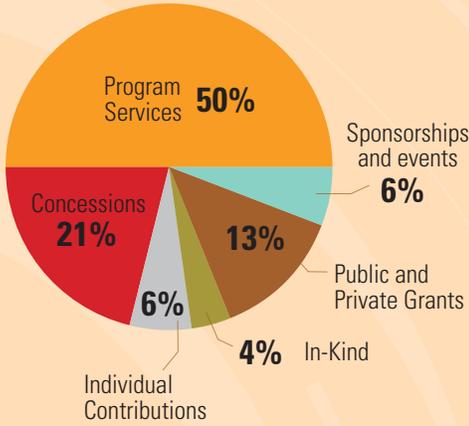
A collaboration that brings the best in media storytelling to the community.

34 documentary films

279 film titles
screened annually

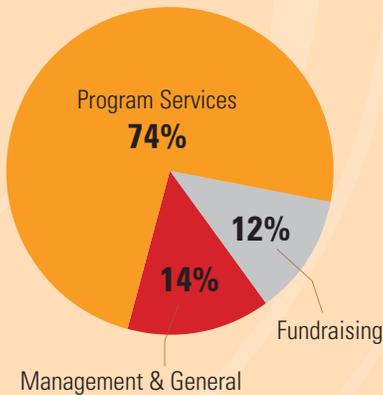
93 international films
from **30** different
countries

DIVERSITY OF REVENUES



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

EXPENSES



- Grants and Foundation Funders **14**
- Individual Contributors **1840**
- State Funding Support **✓ YES**
- County Funding Support **✓ YES**
- City Funding Support **✓ YES**

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



"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."

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

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