Rep. Hemmert

Request Name: Sundance Institute

Description: To support the design and development costs of a proposed new, permanent, global headquarters for the Sundance Institute and Sundance Film Festival, located in Park City, Utah.

Agency: Economic Development

Funding Amount: General Fund - $5,000,000 – 2021 (One-time)

Sundance Institute – Statewide Public Purpose

After decades of occupying rented space while growing into a renowned global organization, the nonprofit Sundance Institute has made the decision to build its first ever permanent headquarters in Park City, Utah. Approaching its fortieth anniversary, the Institute's commitment to reside in the state of Utah will honor its 1981 founding in the state, cement the prominent role Sundance occupies in Utah's rich cultural landscape, and further Utah's international reputation for excellence and leadership in the arts. The establishment of permanent roots will allow the Institute to realize its full potential, solidify a global presence in Utah, and attract new audiences from throughout the state and around the world year-round.

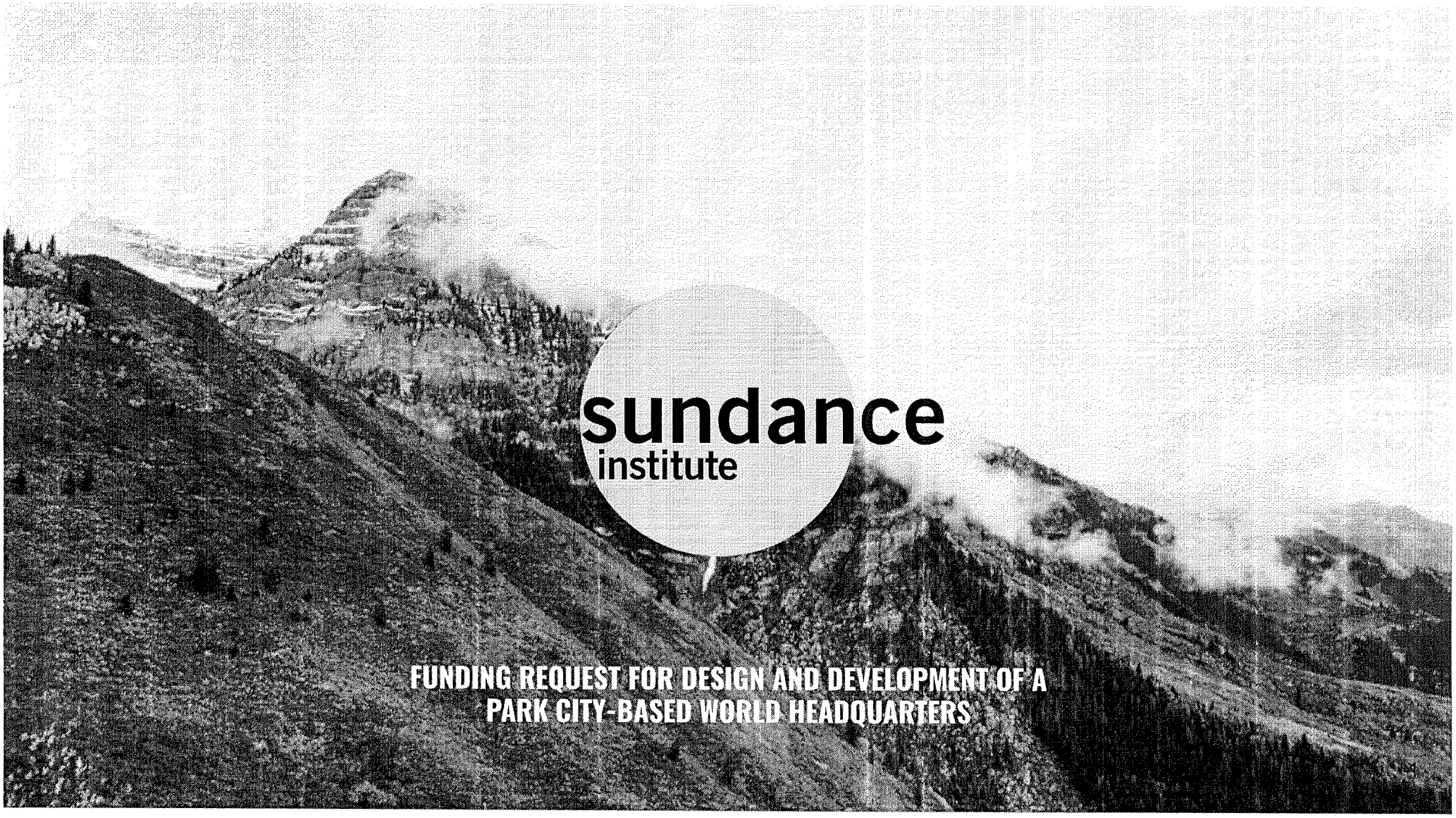
Open to the public throughout the year, the spectacular future Sundance architectural landmark will become a tourist destination where visitors will learn the importance of Utah's filmmaking tradition. The building will house Institute archives that will showcase its Utah history and the development of the independent film movement that was started here by Robert Redford. One side of the building itself will transform into a high-tech outdoor screen for amphitheater audiences at special public events with broad attraction, while the interior will house a state-of-the-art cinema for Festival and year-round screenings, panels, and events.

The building will spawn new year-round programming, create future partnerships with other Utah nonprofits, and serve as a hub for interactive creative endeavors within the state. The planned artist residencies will connect Sundance artists with a broader artistic community throughout the state and launch national careers that will have been nurtured in Utah.

Sundance Institute headquarters will shine a spotlight on Utah's long history of promoting and supporting the arts and bring pride to the state. The power of the internationally respected Sundance brand and its unique ability to generate a broad range of economic development (including an estimated $8.5 Billion in total economic impact to the state over the initial 50-year life of the building), its reputation for inclusion and diversity, and its standing as the finest organization of its kind, will enrich the lives of all Utahns.

Current State Support – Sundance Film Festival

- 2018: $1 million, on-going
- 2019: $500,000, one-time



sundance institute

FUNDING REQUEST FOR DESIGN AND DEVELOPMENT OF A PARK CITY-BASED WORLD HEADQUARTERS

SUNDANCE INSTITUTE

MISSION AND ACTIVITIES

Sundance Institute is a nonprofit organization founded in Utah in 1981; it is dedicated to the year-round discovery and development of independent artists and audiences. The Institute chose this mountain west state as its home to stand together with Utah in encouraging the exploration of independent point of views and exploration while pushing to open up new bold territories.

Sundance Institute's year-round activities for 2019 included:

- Investing $16 million in direct support for artists through Labs, grants, and fellowships around the world
- Supporting over 20,000 storytellers through our online educational platform Co//ab, programs, and the Sundance Film Festival
- Sharing new stories with 130,000 people through the Sundance Film Festival and other public screenings
- 26 highly selective storytelling artist labs (22 in Utah) with 234 days of residency held primarily at the Sundance Resort in Utah, with over 516 artists attending annually
- Free year-round Utah community and educational outreach programs for 61,000 Utah students and residents, including Festival activities.
- Sundance Film Festivals held in Utah, Hong Kong and London to provide audiences groundbreaking stories during which State of Utah representatives join us expanding the reach and voice of the state

ECONOMIC IMPACT

Over the course of our 40-year history in the state, the Institute has built the Sundance Film Festival into a top international event that brings the world to Utah each January.

Since 2010, the Sundance Film Festival has brought over **$1 BILLION** in economic impact to the State of Utah driving a rate of return **(ROI) of 15,944%.**

Time Period	Total State Investment	Economic Impact	ROI	Total Hard Dollars	ROI
2010 - 2019	$6,538,255	$1,049,000,000	15,944%	$97,700,000	1,394%
2015 - 2019	$4,645,855	$680,000,000	14,537%	$66,600,000	1,334%
2019	$1,124,376	$182,500,000	16,131%	$18,700,000	1,563%

These incredible financial returns have come over just 100 Festival days over the past 10 years and the Institute is committed to deepening its roots in its home state of Utah.

An investment in the design and development of the Institute's first-ever permanent headquarters in Utah will enhance capacity to draw visitors from around the world during the Festival and throughout the year, and contribute to the economic, cultural, and social vitality of the state.

SUNDANCE INSTITUTE CAPITAL CAMPAIGN

The Board of Trustees of Sundance Institute voted to launch a currently planned $75M Campaign to support many Institute goals for the future, including a permanent home in Utah. Currently the Institute is in the quiet phase and 100% of Trustees have pledged their gifts. With this, we are 40% toward the current goal.

Sundance Institute has established a Utah Leadership Council co-chaired by Scott Anderson, Lisa Eccles and Amy Redford with the objective to broaden the Institute's current partners in Utah and to raise a significant portion of the remaining campaign goal.

As noted, the purpose of the capital campaign is in part to support the construction of Sundance Institute's first permanent headquarters, cementing its legacy in the Institute's home state of Utah.

We are asking for the State of Utah's investment of $5 million towards the design and development of the new Park City Headquarters of Sundance Institute and Sundance Film Festival.

Sundance Institute has partnered with world-renowned architectural firm Elemental to build our first permanent home in Park City. The building will be a home for staff and a hearth for artists and audiences, connecting Sundance with a broader community across Utah and around the world. Our headquarters will be:

- The Flagship venue at the Sundance Film Festival, including a space to gather with a state-of-the art theater, a panel venue with live-streaming capability, a central hub for events, archival displays of Sundance's rich 40-year Utah history, and much more.
- Home to new year-round artist residencies. We will have work studios, a large rehearsal space, and a communal artist lounge serving artists in all disciplines of storytelling.
- Sundance Institute's headquarters will be a year-round center for educational and community programming, film, artist storytelling and the office for its Utah based employees.

PUBLIC BENEFIT & PERFORMANCE METRICS (ESTIMATED)

Estimated Economic Impact to the State of Utah over the life of the Building	A minimum of $8.5 billion over 50 years
Jobs	Sundance Film Festival created over 3,000 jobs in 2019 Sundance Institute employed 414 in Utah (FT & PT) in 2019
Return Tourism	88% of out-of-state Festival visitors plan to return to Utah within the next year
Free publicity for the State from the annual Festival	In 2019 over 63,000 international print, online, and broadcast stories originated from Utah due to the Sundance Film Festival, creating a publicity value of over $120 million

Festival Impact

- Essential diverse new artist voices from around the world are first heard here in Utah every January and go on to shape the global dialogue for the next year and years thereafter
- Sundance Institute's presence in Utah creates international exposure, drives tourism throughout the year, and supports local businesses
- With over 125 national/international companies at the Festival each year, site selection has a built-in population of possible new connections and introductions to all the State of Utah has to offer
- Sundance Institute supports the narrative of the critical nature of the economic benefits of the arts and culture sector in the State of Utah
- Sundance Institute directly employed **414 Utah-based staff in 2019** and brought in over 2,200 volunteers from around the world for the Festival and year-round programs in Utah
- Construction of a new permanent headquarters for Sundance Institute will cement the Institute's long-term presence in Utah while enhancing all of these benefits, driving the 10-day impact of the annual Festival into year-round returns

Community Impact

- Sundance Institute is proud of its 40-year history with the state of Utah and is eager to deepen its commitment to the State through educational and community initiatives. Our new space will allow us to explore new approaches to increase engagement, including:
- Developing partnerships and expanding public arts educational programming for rural communities (populations of 50,000 or less) throughout Utah;
- Expanding free public screenings to engage new audiences to cinematic storytelling and introduce new artistic voices;
- Engaging with community partners and elected representatives throughout Utah in a more purposeful, educational outreach program that will help the Institute reach additional Title I schools beyond the 16 we currently serve;
- Expanding our work with schools throughout Utah in introducing the art of filmmaking by utilizing community partners; and
- Broadening the scope of "open access & intensives" to Utah artists where appropriate.