SECRETS OF THE

An immersive IMAX experience.





CONSERVATION THAT CONNECTS



Since Brigham Young and early Latter-day Saint pioneers first arrived at the Great Salt Lake, the natural wonder that now spans 1,700-square miles has dropped nearly 50 percent. The largest saline lake in the Western Hemisphere is drying up. Will it share the fate of the world's other great saltwater bodies-The Dead Sea of Jordan, the Aral Sea of Kazakhstan, The Salton Sea and Owens Lake of California, Lake Poopo in

The loss of the Great Salt Lake would be both an environmental and a financial disaster for the state of Utah. that needs to be addressed. Over the course of more than

Bolivia, Lake Urmia in Iran and others that are all disappearing

(or have already disappeared)?

a century of documentation, researchers have been able to account for an 11-foot drop in lake levels due to human development, which has occurred mostly over the past 10 years alone. Roughly 50 percent of the lakebed is now exposed, and many experts now warn that approved

residents. Aside from direct financial impact, the loss of the Great Salt Lake would also threaten the state's vibrant ski and tourism industries. Utah brands itself as the home of 'the greatest snow on Earth,' in part because of the natural phenomenon known as the Lake Effect where storms

Beyond the lake as a sustainable economic driver, it is one of the most important migratory bird habitats found in the western United States. The lake is home to most of the wetlands found in Utah and is a federally managed bird refuge. The adjacent 74,000-acre Bear

> River Migratory Bird Refuge was founded in 1928 and is a key nesting and migratory bird stopover area

for millions of ducks, geese, cranes, swans and myriad shorebirds that traverse the Pacific and Central flyways. The loss of the Great Salt Lake would be an ecological and economic catastrophe the likes of which Americans haven't seen since the great Dust Bowl of the 1930s and '40s.

The loss of the Great Salt Lake would be a potential doomsday scenario.

water developments that are currently underway could take the water level down another 10 feet, essentially ending the once Great Salt Lake.

The Great Salt Lake brings in more than \$1 billion a year in net economic output, providing over 7,000 part and full-time jobs for Utah

from the west pick up extra moisture as they pass over the Great Salt Lake. The health of Utah's Great Salt Lake is directly linked to the state's ski and tourism industries. which are responsible for over 140,000 jobs, \$10.6 billion in total spending and billions in tax revenue.

a potential doomsday scenario

The Secrets of the Great Salt Lake film and destination theater complex Why an IMAX film? will create an immersive experience at the 'gates' of the Great Salt Lake to showcase the remarkable story of the lake's formation and its importance to the people and wildlife of Utah. Over two years of filming, a team of the world's best cinematographers and filmmakers will create an indelible portrait of one of North America's most remarkable natural wonders as only the giant screen format can deliver. Nearly 20 million people visit Utah each year and the Great Salt Lake is an intriguing destination for many of them. An immersive IMAX experience.



IMAX natural history films remain in market for decades, continually working to raise awareness of key social and conservation issues. School curriculum and earned media surrounds these films, inspiring a movement rather than simply making a film. It's just the kind of investment that pays great dividends when it comes to transforming public opinion to the side of sustainable conservation measures. As David Brower once said, "There is no business to be done on a dead planet."

Destination theaters are economic powerhouses:

When it comes to a track record of financial success and public influence, destination theaters and films are proven winners. Some examples: Grand Canyon, 487 seats, opened June 1984, estimated revenue--\$300 million. West Yellowstone, 365 seats, opened June 1996, estimated revenue--\$125 million.

Cost to create a destination theater complex (theater, shops, restaurants, conference facility, parking):

\$3-\$5 million depending on scale, land costs, access.

Cost to create a 45-minute IMAX 3D film on the Great Salt Lake: Estimated \$8 million.



An immersive IMAX experience.

Budget

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Request for Appropriation Budget Template				
Enter data into each yellow cell.				
Request Title:	Promotion and Education of Great Salt Lake			
Sponsor:	Rep Joel Ferry			
Step 1. Revenue				
	Funding Source			
Amount Requested	\$	3,000,000.00	State Legislature	
Other Revenue Sources	\$	7,000,000.00	Private Donors	
Total Revenues:	\$	10,000,000.00		
			Difference between Revenue & Expenditures	\$ -
Step 2. Expenditures				
Amounts			Details Details	
Personnel	\$	2,850,000.00	Number of personnel supported:	
Travel			Nature of travel:	
Equipment/Supplies			Types of equipment/supplies to be purchased:	
Pass-through			Intended recipient(s) of pass- through funds:	
Film Production	\$	5,000,000.00	Description of licenses (number, cost per license, etc.)	
Editing	\$	2,000,000.00	Description of other expenses	
Promotion	\$	150,000.00	Description of other expenses	
Other			Description of other expenses	
Total Expenditures:	\$	10,000,000.00		