

A cinematic photograph showing the silhouettes of a film crew on a grassy hill at sunset. The sun is low on the horizon, creating a bright glow and long shadows. A boom microphone is suspended in the air, and various pieces of equipment like tripods and cameras are visible. The sky is filled with wispy clouds and some contrails.

Utah Film Commission Overview

Virginia Pearce
Director

UTAH
FILM COMMISSION

100 Years of Utah Film & Television



1930s - 1960s

The American West



1970s - 1980s

Robert Redford &
Sundance



1990s

Movies & TV Series



2000s

Utah's Growing
Industry



2010s - 2020s

Utah.
America's Film Set.®

Utah Film Commission

Formed in 1974, the Utah Film Commission is part of the Utah Governor's Office of Economic Opportunity and the Utah Office of Tourism.

Mission

Promote the entire state of Utah for film, television and commercial production and foster the development of local talent, industry and crew.



Utah Motion Picture Incentive Program

63N-8-101

Economic Opportunity Act - Motion Picture Incentives

The Legislature finds that:

- (a) **the state's natural beauty**, scenic wonders, and diverse topography provide a variety of magnificent settings from which the motion picture industry can choose to film part or all of major or independent motion pictures, made-for-television movies, and television series;
- (b) the state has an abundance of resources, including a **skilled and able workforce, the required infrastructure**, and a friendly and hospitable populace that have been instrumental in the filming of hundreds of successful motion pictures and several television series; and
- (c) further development of the motion picture industry in Utah is a state public purpose that will significantly **impact growth in the state's economy** and contribute to the fiscal well being of the state and its people.

Program Details

Motion Picture Incentive Program

- Original incentive program established in 2011 that has put Utah on the national and international film industry radar.

Rural Utah Film Incentive Program

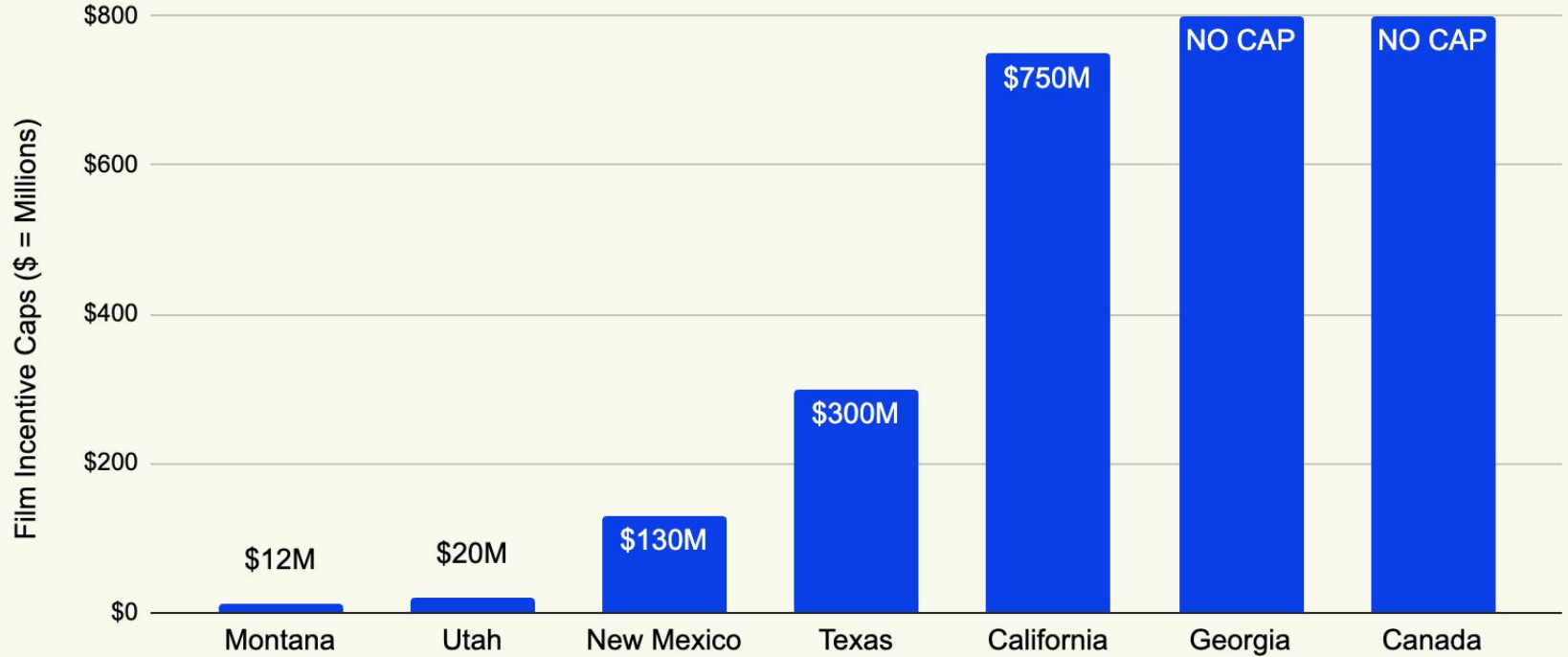
- Established in 2022 with broad support by rural leaders to specifically encourage production off the Wasatch Front.

Community Film Incentive Program

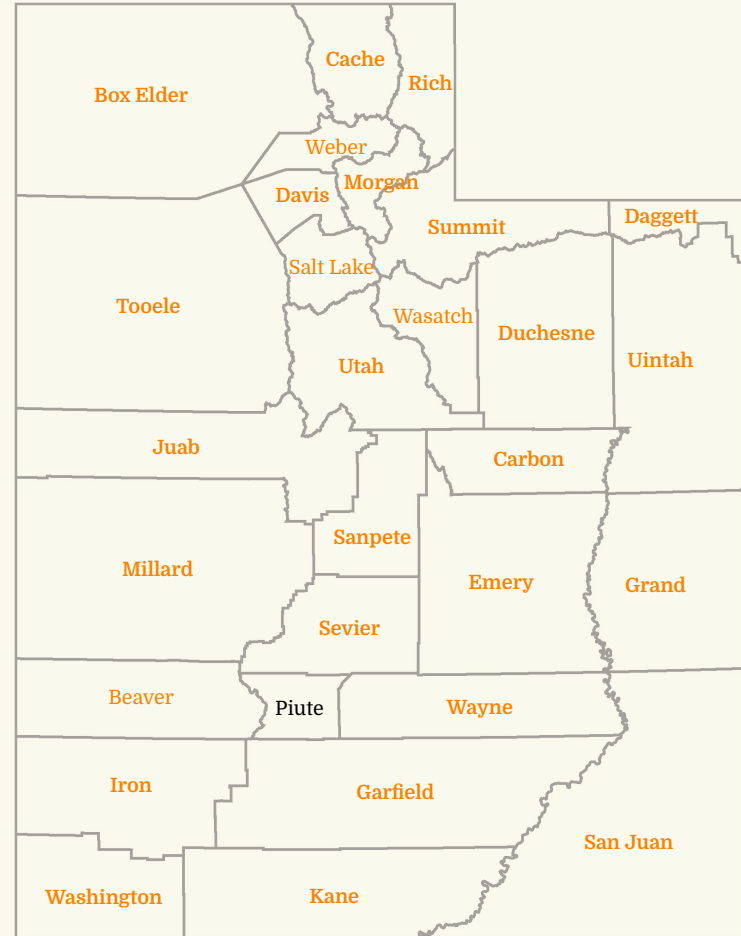
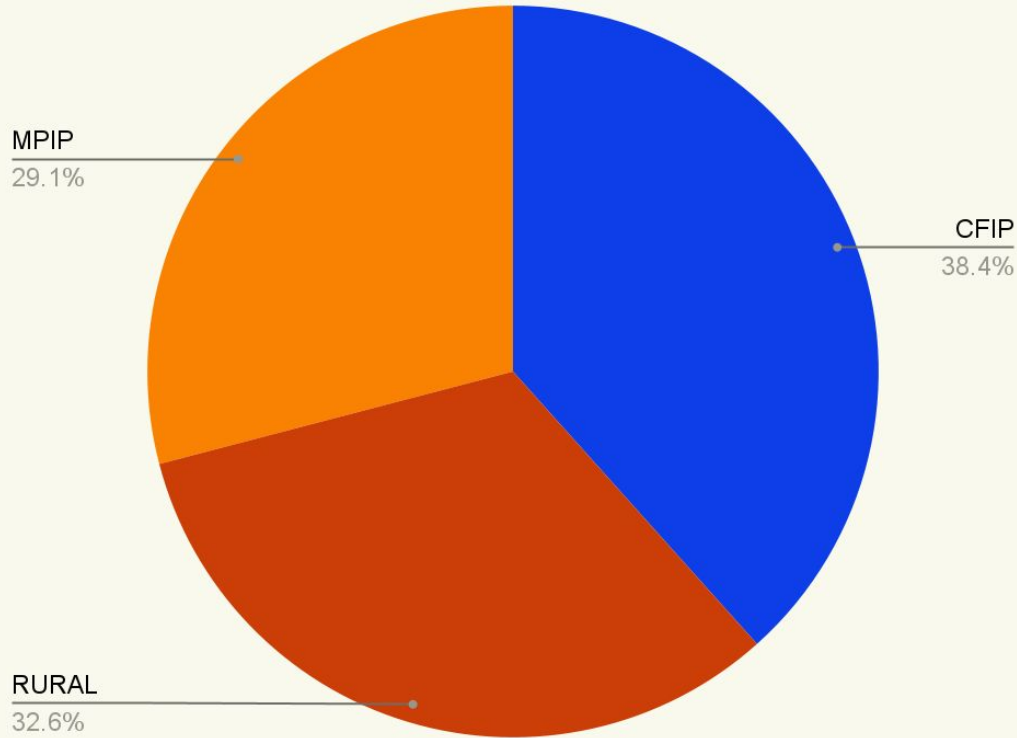
- Talent development program for emerging local workforce



Film Incentive Program Comparison

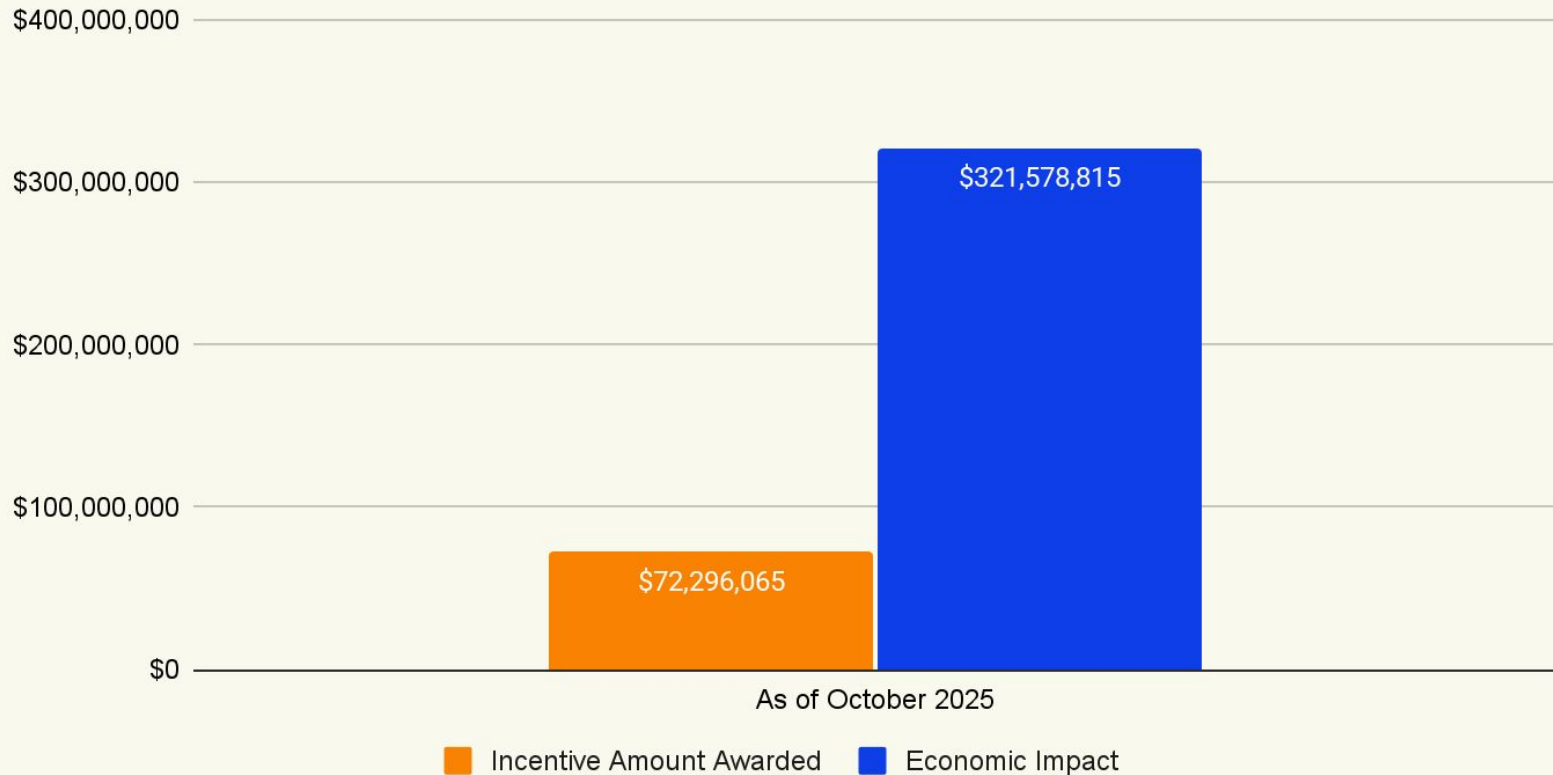


86 Approved Projects FY23 - FY26



Incentive v. Economic Impact

FY23 - FY26



\$200+ Million



28

**Rural Utah
Film Incentive
Productions**

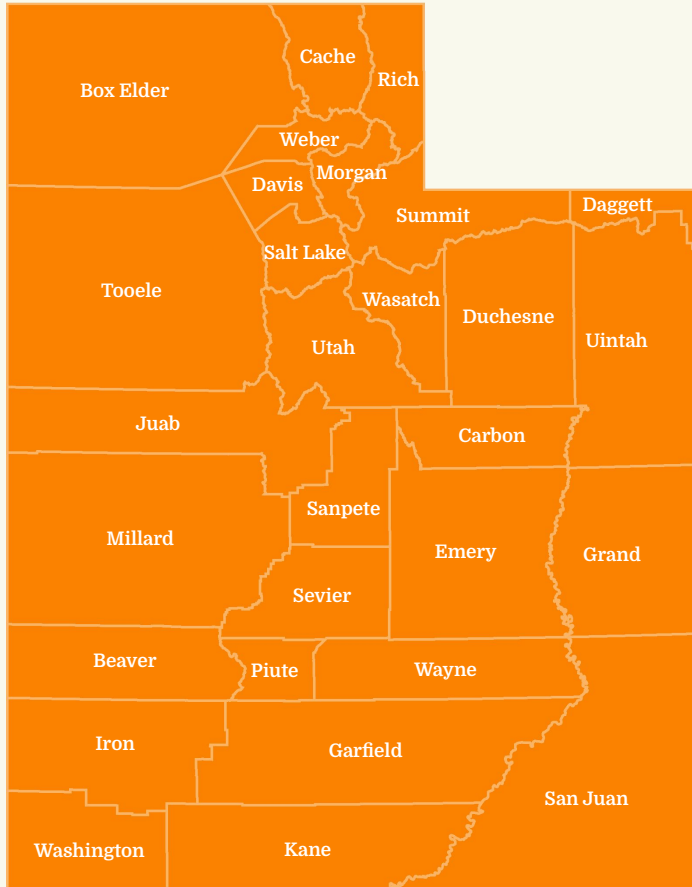
FY 2023 - FY 2026



Film Production Spend in

28 of 29

Counties

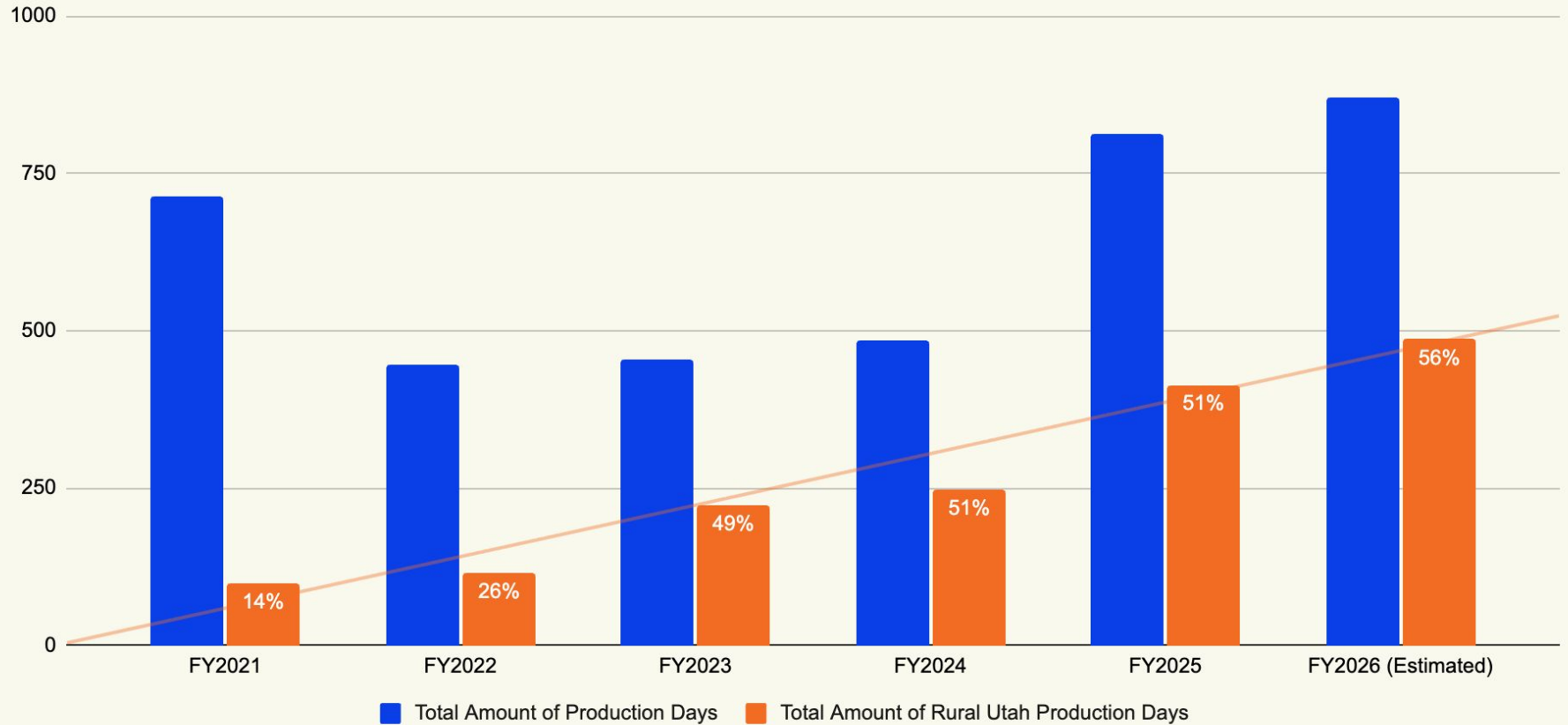


Film Ready Utah Program

All 29 counties are Film Ready Utah certified communities

- This certification program helps counties prepare for film production by training staff, streamlining permitting, and identifying film-friendly locations and businesses.
- Working with all 9 tribal nations to identify more film-friendly locations and establish film permitting policies

Film Production Days





\$600
Million

Film Tourism

39% of visitors said a film or television show influenced their decision to come to Utah.

30

Utah Film Trail Markers

A series of physical markers around the state in 19 counties

Rural Utah Film Production Case Study

Emerging Counties

MARVEL STUDIOS

THUNDERBOLTS*



**\$4.3
Million**

11

6000

**Total Utah
Production Spend***

Includes Wages, Hotels,
Restaurants, Transportation,
Equipment, etc.

Production Days

Hotel Room Nights
Generating \$1.2 Million in Revenue

**Total Utah production spend took place across 13 counties, 51% of which were rural counties*



Economic Impact in Green River over 11 Days

- \$1.2 Million spent in Emery County
- \$3.9 Million spent in 12 other counties across the state

“The production filmed for 11 days in and around Green River with a **substantial economic impact** on both our hotels and restaurants.”

- AnnDee Mead
Emery County Travel Bureau Director

Rural Utah Film Production Case Study

Global Competition

HBO ORIGINAL

MOUNTAINHEAD

HBO's Decision

UTAH

VANCOUVER

✓ 25% Incentive

✓ 36% Incentive

✓ Location

✓ Location

✓ Crew / Vendors

✓ Infrastructure

✓ Better Return
on Investment





**\$8.6
Million**

22

7

**Total Utah
Production Spend**

Includes Wages, Hotels,
Restaurants, Transportation,
Equipment, etc.

Production Days

Filmed in Summit, Wasatch
& Utah counties

Counties

Dollars spent in Box Elder,
Davis, Salt Lake, Summit,
Utah, Wasatch, and Weber
Counties

Mountainhead Utah Recognition Credit

Filmed on location in Utah
with special thanks to the Utah Office of Tourism and Film



Post Production carried out in the United Kingdom with the support of the British Film Commission
and the UK Government's Audio Visual Expenditure Credits



“Film is a powerful form of economic diversification—especially for counties whose primary economy depends on tourism. The HBO production demonstrated that film incentives are not merely tools to attract productions; they are vital economic development strategies that help stabilize and sustain local economies and help offset the seasonality of tourism in our communities.”

- Jennifer Wesselhoff
President & CEO
Park City Chamber of Commerce / Summit County

Rural Utah Film Production Case Study

Economic Diversification

HORIZON
AN AMERICAN SAGA

GODZILLA * KONG
SUPERNOVA

Horizon: An American Saga

Utah Labor & Taxes



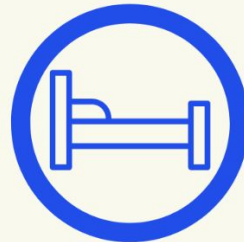
\$36.8 Million

Per Diem



\$16.9 Million

Accommodations



\$15.4 Million

Transportation



\$9.9 Million

Retail & Services



\$7.2 Million

Restaurants & Catering



\$2 Million

\$94.6
Million

Total Spend
Across 22 Counties



Godzilla x Kong: Supernova

- \$3.9 million in the 10 days production took place in Moab.
- The productions stayed in six hotels, equating to 2,060 room stays. Of the six hotels, four reported generating about \$534,000 in lodging revenue, collectively. (Source: Moab Times)
- Collaboration across the state, including UDOT, Grand County, Moab City, BLM, SITLA, Sovereign Lands division of DNR, and private businesses.

“Having movies come to our community and our landscape, it’s just such a great diversification of our economy. Tourism is our main economy and we try to diversify in every way that we can.”

- Joette Langianese, Moab City Mayor

“The boost in the economy for those couple of days was really beneficial, especially in what is one of the slowest times of the season.”

- Ryan Bird, Moab Garage Owner

Rural Utah Film Incentive Program

1

Film production provides economic diversification in rural areas across the state

2

Reinforces Utah's reputation and keeps Utah competitive in the global film industry

3

Supports local businesses and builds infrastructure

