

A cinematic photograph showing the silhouettes of a film crew on a grassy hill at sunset. The crew includes a person with a boom microphone, a camera operator, and others with equipment. The sun is low on the horizon, creating a bright glow and long shadows. The sky is filled with wispy clouds.

Utah Film Commission Overview

Virginia Pearce
Director

UTAH
FILM COMMISSION

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.



100 Years of Utah Film & Television



1930s - 1960s

The American West



1970s - 1980s

Robert Redford &
Sundance



1990s

Movies & TV Series



2000s

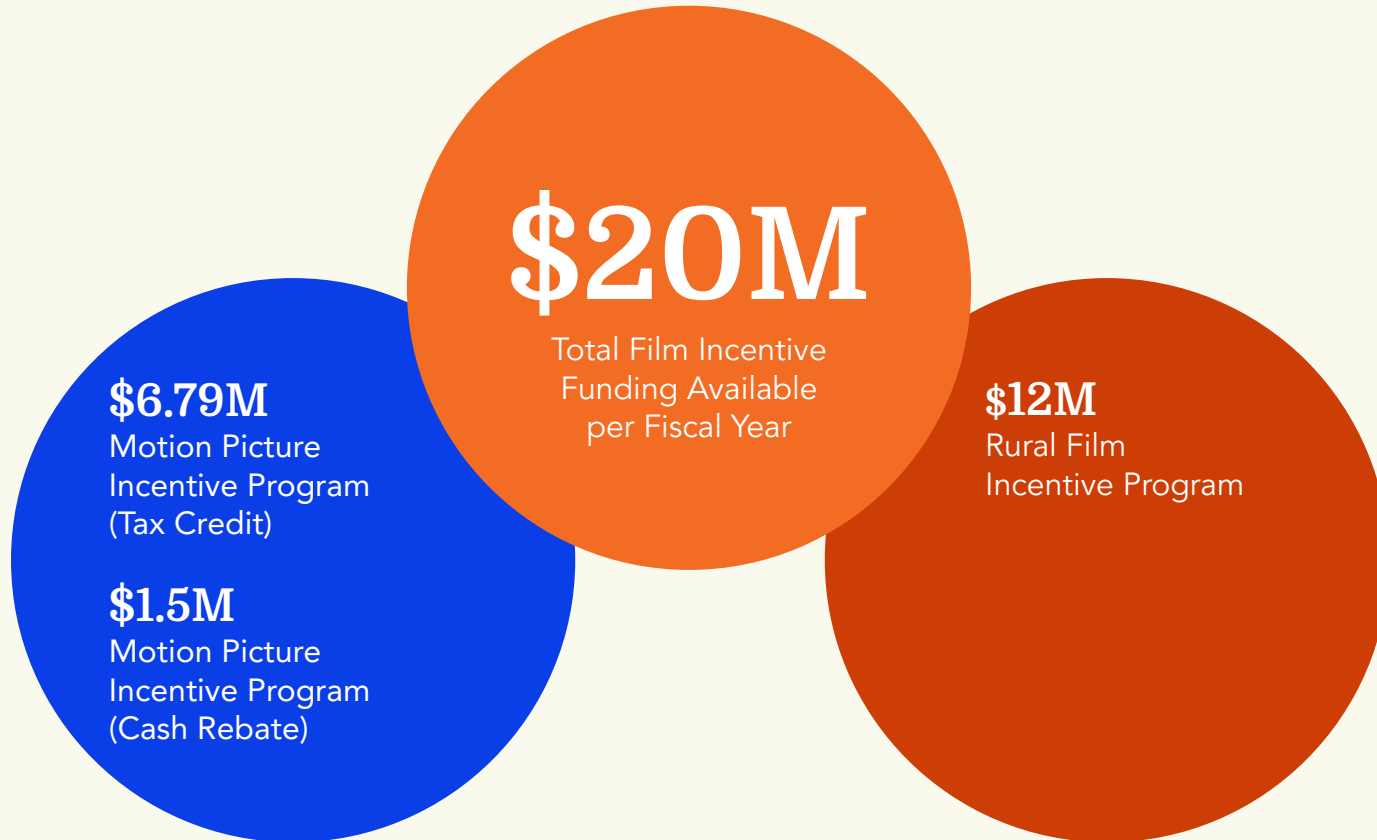
Utah's Growing
Industry



2010s - 2020s

Utah.
America's Film Set.®

Utah Film Incentive Funding



Rural Utah Film Incentive Program

63N-8

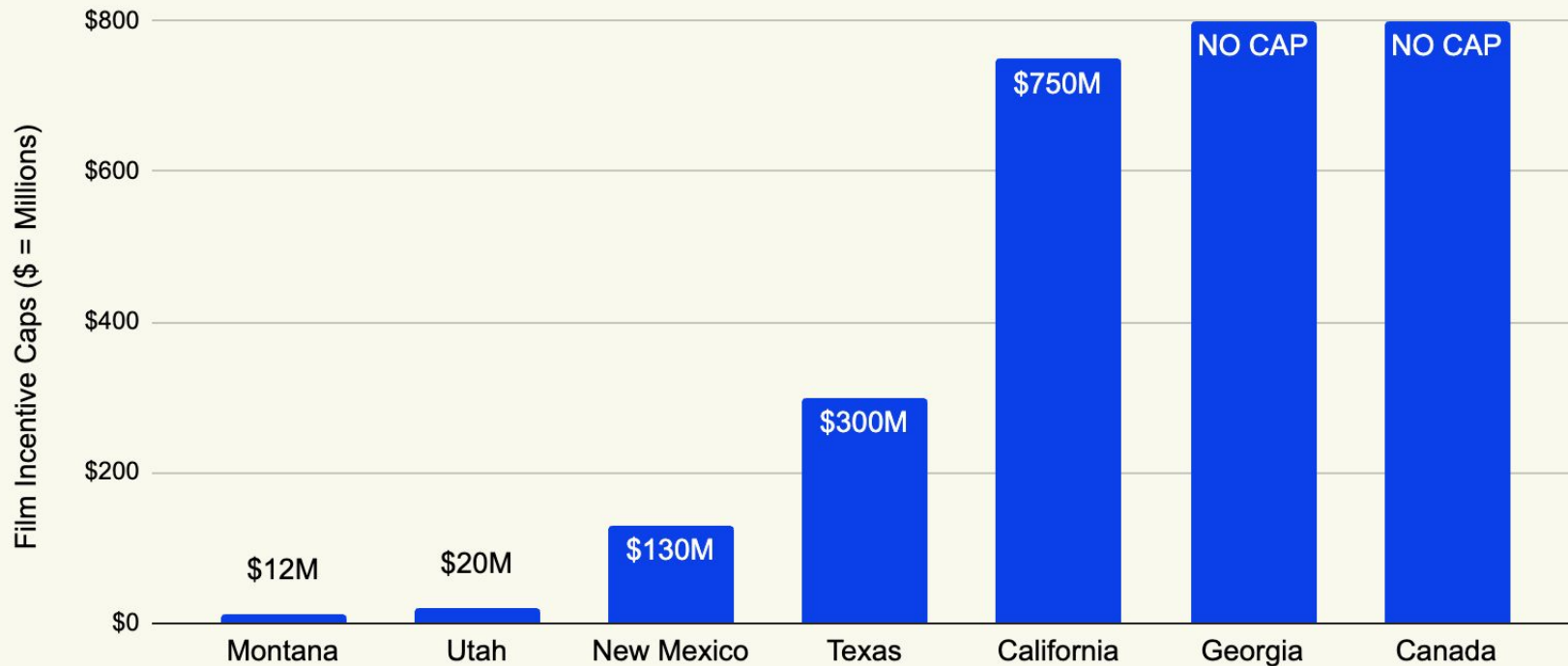
Economic Opportunity Act - Motion Picture Incentives

63N-8-102. (11) "Rural production" means a state-approved production in which at least 75% of the total number of production days

63N-8-103. (3) (b) Beginning July 1, 2024, the office may issue tax credit certificates under this part for rural productions in each fiscal year in an amount determined in the immediately preceding legislative session.

63N-8-105. (2) (a) Beginning in 2025, and every two years thereafter, the Economic Development and Workforce Services Interim Committee shall conduct a review of the motion picture incentives available only for rural productions under Subsection 63N-8-103(3)(c).

Film Incentive Program Comparison



Rural Utah Film Production Case Study

Emerging Counties



THUNDERBOLTS*



\$4.3
Million

**Total Utah
Production Spend***

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

11

Production Days

6000

Hotel Room Nights
Generating \$1.2 Million in Revenue



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

✓ 25% Incentive

✓ Location

✓ Crew / Vendors

✓ Infrastructure

✓ Better Return
on Investment

VANCOUVER

✓ 36% Incentive

✓ Location





**\$8.6
Million**

**Total Utah
Production Spend**

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

22

Production Days

Filmed in Summit, Wasatch
& Utah counties

7

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
79,000 Hotel Room Nights

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 generating about \$534,000 in lodging revenue.
- 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

\$200+ Million



28

**Rural Utah
Film Incentive
Productions**

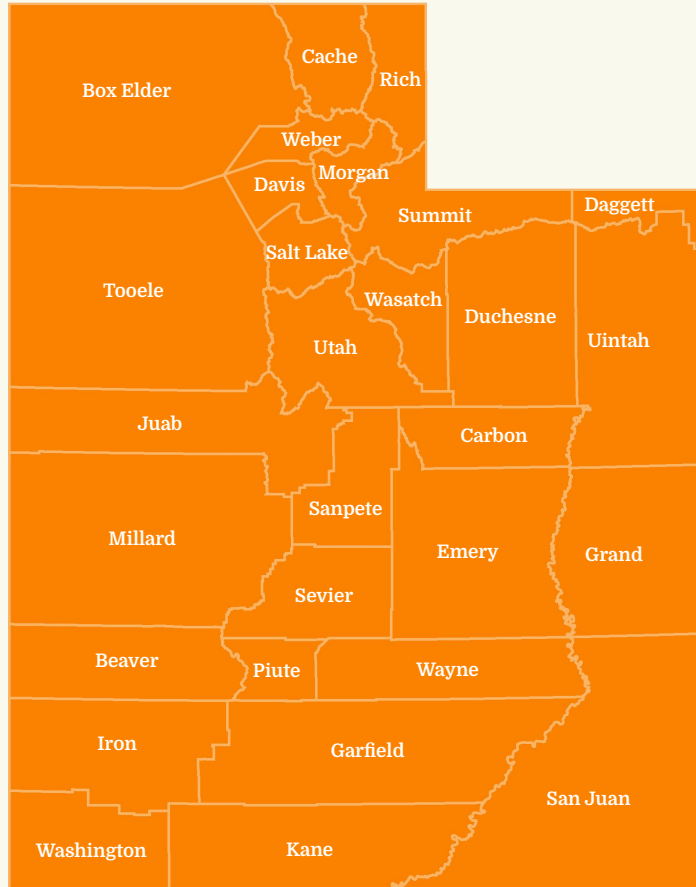
FY 2023 - FY 2026



Film Production Spend in

28 of 29

Counties

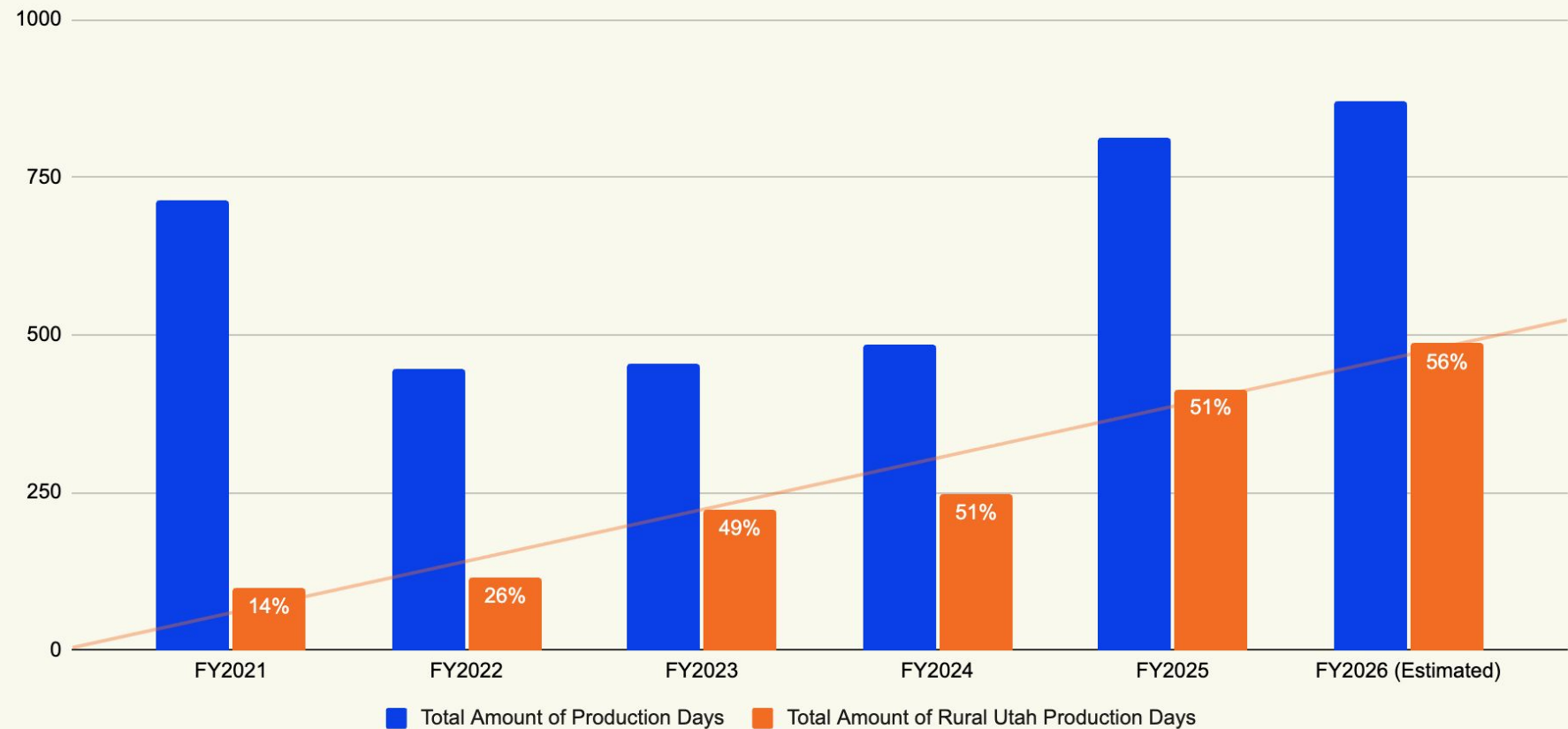


Film Ready Utah Program

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 film-friendly locations and 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 Incentive Program



Film production
provides economic
diversification in rural
areas across the state



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



Supports local
businesses and builds
infrastructure

