



## Requester Information

**Legislator Name:** Stevenson, Jerry W

**Created Date:** January 30th 2026

**Submitted Date:** January 30th 2026

## Section 1: Requester Details

### Description:

Extend the Rural Film Incentive Program funding to \$12 million annually to provide stable, ongoing support for film and television production in Utah's rural communities. Since FY2022, legislative authorization of \$12 million per year has resulted in measurable economic impact, increasing rural filming days from 98 in 2021 to an average of 279 days annually, with average project spending up to 180 percent. Productions now spend approximately \$100,000 to \$250,000 per day in rural counties, bringing in direct local economic activity and supporting workforce growth aligned with higher education pathways. Continued funding will allow the state to retain and attract projects that highlight rural Utah while helping these communities diversify their economies as part of Utah's creative sector.

### Legislative designee contact information:

**Name:** Virginia Pearce

**Organization:** Utah Film Commission

**Position:** Director

## Section 2: Funding Information

### How will the appropriation be used?

Category	One-time	Ongoing
Personnel Services	2026: \$0.00 2027: \$0.00	\$0.00
In-State Travel	2026: \$0.00 2027: \$0.00	\$0.00



# Rural Film Incentive Program

## Economic and Community Development

Category	One-time	Ongoing
<b>Out-of-State Travel</b>	2026: \$0.00 2027: \$0.00	\$0.00
<b>Supplies and Equipment</b>	2026: \$0.00 2027: \$0.00	\$0.00
<b>Technology Purchases</b>	2026: \$0.00 2027: \$0.00	\$0.00
<b>Infrastructure/Capital Investments</b>	2026: \$0.00 2027: \$0.00	\$0.00
<b>Other Charges/Pass Thru</b>	2026: \$0.00 2027: \$0.00	\$12,000,000.00

## Expenditure Total

One-time 2026	One-time 2027	Ongoing 2027
\$0.00	\$0.00	\$12,000,000.00

## Funding Sources:

### Income Tax Fund

#### Amount Requested:

<b>2026 (One-time)</b>	\$0.00
<b>2027 (One-time)</b>	\$0.00
<b>2027 (Ongoing)</b>	\$12,000,000.00

## Revenue Total

One-time 2026	One-time 2027	Ongoing 2027
\$0.00	\$0.00	\$12,000,000.00



**Is this a multi-year project?**

Yes

**Is this project scalable if the Legislature does not fund the full requested amount?**

Yes

**A short explanation describing how the project might be scaled?**

The program can be scaled by funding fewer projects and prioritizing those with the highest rural economic impact and geographic reach. The overall production spent in Utah would be reduced along with a reduction in the program's competitiveness. Predictable funding at any level allows the state and rural partners to plan effectively and sustain industry interest.

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## Section 3: Agency Information

**Subjects:**

Economy

TOUREC

**Agency:**

710 / Cultural and Community Engagement

**Type of entity to receive pass-through funding:**

State Government

**Grant recipient**

No

**Requested Direct Award Grant Recipient**

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## Section 4: Performance Outcome Measurement



### **Who would benefit the most from this request (who is the target audience)?**

The primary beneficiaries of the Rural Utah Film Incentive are rural counties, local businesses, and Utah workers. The program supports locally owned businesses by creating supplemental income opportunities

### **What is this project or program intended to accomplish?**

The Rural Utah Film Incentive advances the broader prosperity goals of "Built Here", helping to diversify rural economies beyond traditional tourism, supporting productions that use local businesses, and creating career pathways in creative industries. It also builds resilient communities - film often adds an ancillary income to more traditional communities.

### **How will the Legislature know whether the project or program achieved its intended purpose?**

Resources allocated to the Rural Motion Picture Incentive Program will create significant value for the state's economy and tourism industry.

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## **Section 5: Other Supporting Documents**

**Intent Language Documents**

**Previous Funding Documents**

**Full Time Employees**

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