



Rural Film Incentive Program

Economic and Community Development

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	\$0.00
	2027:	\$0.00	
In-State Travel	2026:	\$0.00	\$0.00
	2027:	\$0.00	



Rural Film Incentive Program

Economic and Community Development

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

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:

2026 (One-time) \$0.00

2027 (One-time) \$0.00

2027 (Ongoing) \$12,000,000.00

Revenue Total

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



Rural Film Incentive Program

Economic and Community Development

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.

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

Section 4: Performance Outcome Measurement



Rural Film Incentive Program

Economic and Community Development

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.

Section 5: Other Supporting Documents

Intent Language Documents

Previous Funding Documents

Full Time Employees

0