

28 United States and around the world;

29 WHEREAS, the Sundance Institute's programs include the Feature Film Program,
30 Documentary Film Program and Fund, Film Music Program, Native American and Indigenous
31 Program, Theatre Program, Film Archive, Utah Community Programs like Film Makers in the
32 Classroom and the Festival High School Screenings Program, and the annual Sundance Film
33 Festival;

34 WHEREAS, the Sundance Film Festival recognized the state of Utah as the 2011
35 Official Festival Host State;

36 WHEREAS, the Sundance Film Festival is the largest annual international event in the
37 state of Utah, hosting screenings and events in municipalities throughout the state;

38 WHEREAS, the Sundance Film Festival is globally recognized as one of the top three
39 film festivals in the world and the number one festival in the United States, notably discovering
40 the best new talent and the best new American films, which often are nominated for Academy
41 Awards, Screen Actors Guild Awards, Hollywood Foreign Press Association Awards, and
42 other honors;

43 WHEREAS, the 2011 Sundance Film Festival celebrates 27 years in the state of Utah
44 and the Sundance Institute celebrates 30 years in the state;

45 WHEREAS, the Sundance Film Festival supports tourism in Utah by attracting over
46 40,000 visitors each year from all over the world;

47 WHEREAS, the 2010 Sundance Film Festival generated an economic impact of
48 \$62,000,000 for the state from the purchase of meals, lodging, car rentals, transportation,
49 sporting and recreation, and other purchases made throughout the state;

50 WHEREAS, an overwhelming majority of the out-of-state visitors to previous
51 Sundance Film Festival events expressed an interest in returning to the state for reasons other
52 than to attend future Sundance Film Festival events;

53 WHEREAS, the Sundance Film Festival increases Utah's visibility through printed and
54 broadcast media coverage that reaches an estimated audience of more than 420,000,000 people
55 in over 90 countries and generates a media value of roughly \$18,500,000;

56 WHEREAS, the Sundance Film Festival annually supports approximately 1,500 jobs
57 for Utah residents and impacts earnings for Utah residents by approximately \$33,000,000;

58 WHEREAS, the Sundance Film Festival generates approximately ~~\$~~→ [~~\$34,000,000~~]
58a \$3,400,000 ←~~\$~~ in