



Utah Film Commission



Recent Projects

The Secret of Skinwalker Ranch: Season 5 (2024) / HISTORY Channel - Premiered April 23

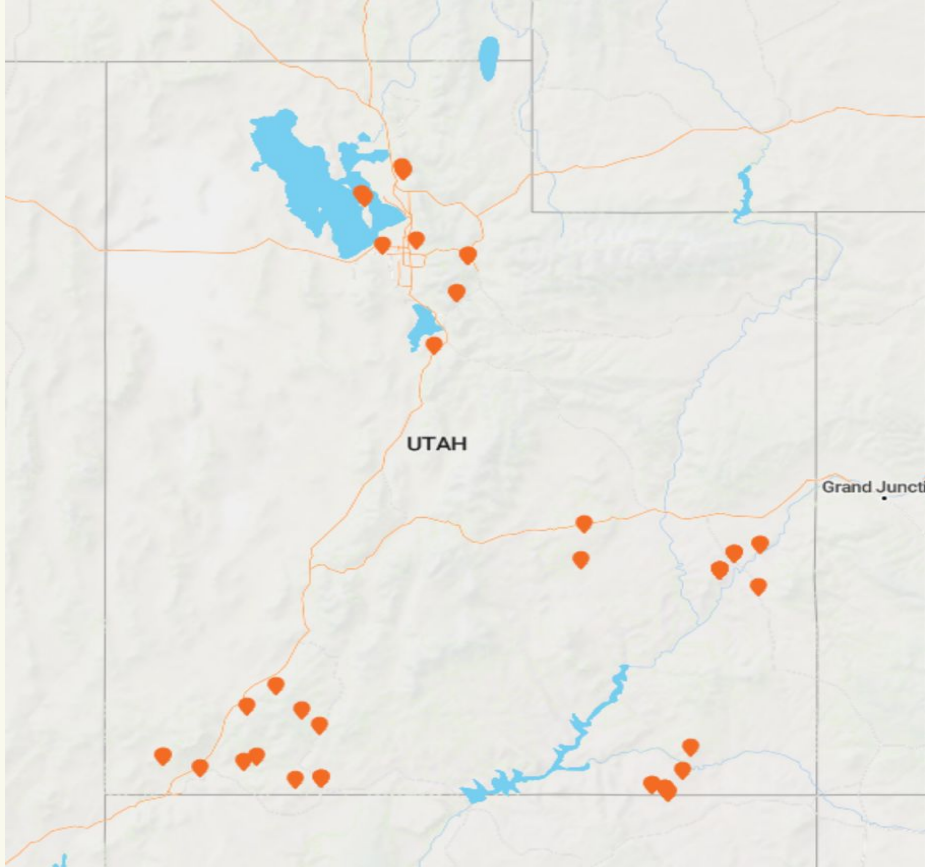
Branching Out (2024) / Hallmark Channel - Premiered April 27



Winter Spring Summer or Fall (2024) / Premiered June 6 at the Tribeca Film Festival

The Image of You (2024) / In select theatres & digital - Premiered May 10

Utah Film Trail - Coming Fall 2024





Incentive Applications

CFIP

*A Piece of Silver
Navajo Highways*

A Piece of Silver / Community Film Incentive Program

Producer:	Gil Aglaure
Project Highlights:	Project with Angel Studios
Distribution:	Streaming on Angel Studios platform
Locations (County):	Utah County
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 43 Extras: 55
Estimated Spend:	\$200,000
Maximum Incentive:	\$40,000 (Cash Rebate)
Production Dates (including Prep & Post-Production)	June 2024 – September 2024

A Piece of Silver / Community Film Incentive Program



Navajo Highways / Community Film Incentive Program

Producers:	Linda Miller & Daryl Begay
Project Highlights:	Educational TV series teaching Navajo kids about their tribe using puppets
Distribution:	To be used within the Navajo school system
Locations (County):	Grand & San Juan Counties
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 16
Estimated Spend:	\$205,000
Maximum Incentive:	\$41,000 (Cash Rebate)
Production Dates (including Prep & Post-Production)	April 2024 – September 2024

Navajo Highways / Community Film Incentive Program



THE SHOW

“Navajo Highways” is a story about a young Navajo family who live in the Navajo Nation. The story mainly follows the adventures of Sadie, the little girl in the family, who seeks to learn the Navajo language and her culture. Along for the ride is her cousin and her best friend Ash who is a cowboy in training.

There will be twelve episodes each with a specific cultural theme. Navajo words and terms will be highlighted for every show as well and they will be repeated often throughout the show.

Each episode will have a guest as well. Bringing their expertise to the show.

Utah Spend / Incentive Breakdown



Production	Estimated Utah Spend	Incentive Amount Per Production
<i>A Piece of Silver</i>	\$200,000	\$40,000
<i>Navajo Highways</i>	\$205,000	\$41,000
	\$405,000 TOTAL Spend	\$81,000 TOTAL Incentives

Proposed Motion

Approve a total of **\$81,000** for incentives for the following productions, which have met the criteria defined by statute.

<i>A Piece of Silver</i>	\$40,000
<i>Navajo Highways</i>	\$41,000



International Update

Rachel Bremer, Global Markets Director

LIFE
UTAH
ELEVATED



Forecasted Growth

Visitor spending total
international 2019 to 2028

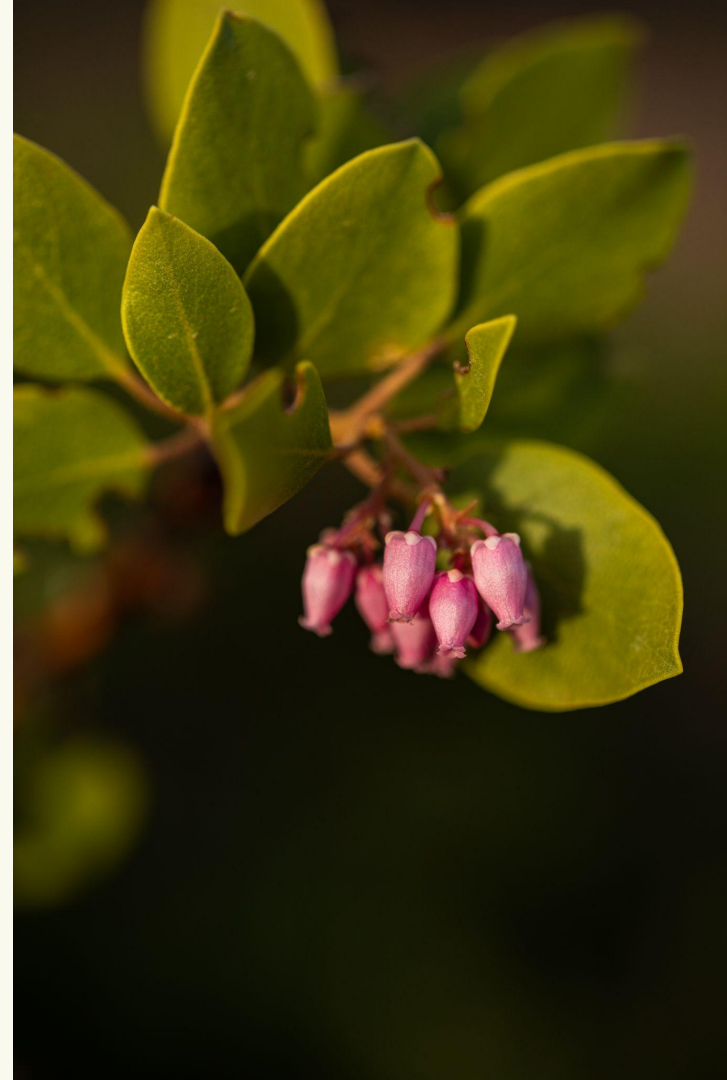


Forecasted Growth

Visit total International
2019 to 2028

Tourism Economics International State Highlights, April 2024 (US)

- Forecast for spending remain strong:
Spending growth of 44.7% relative to 2023
- U.S dollar continues to stand strong globally against major currencies including the JPY, GBP and Euro. However, easing inflation and improved economic conditions support growth.
- Visits from China are expected to nearly double this year, though the expected growth rate is weaker than in the prior outlook (91.5%, compared to 122.2%).



Top Markets by spend

Tourism Economics

2022

- Canada
- France
- Germany
- United Kingdom
- Australia
- Italy
- Korea
- Spain
- Brazil
- China

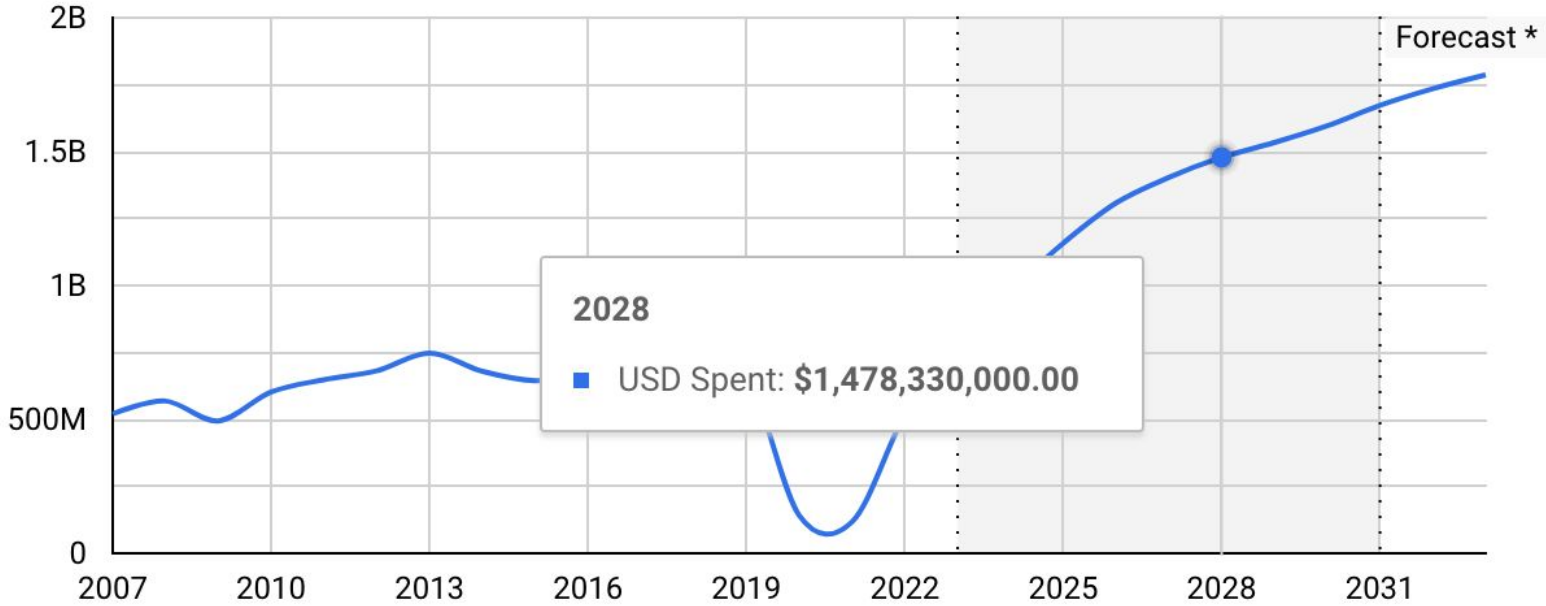
2028 Forecast

- Canada
- China
- France
- Germany
- Australia
- United Kingdom
- Korea
- Italy
- Netherlands
- Brazil



Tourism Economics: 2028

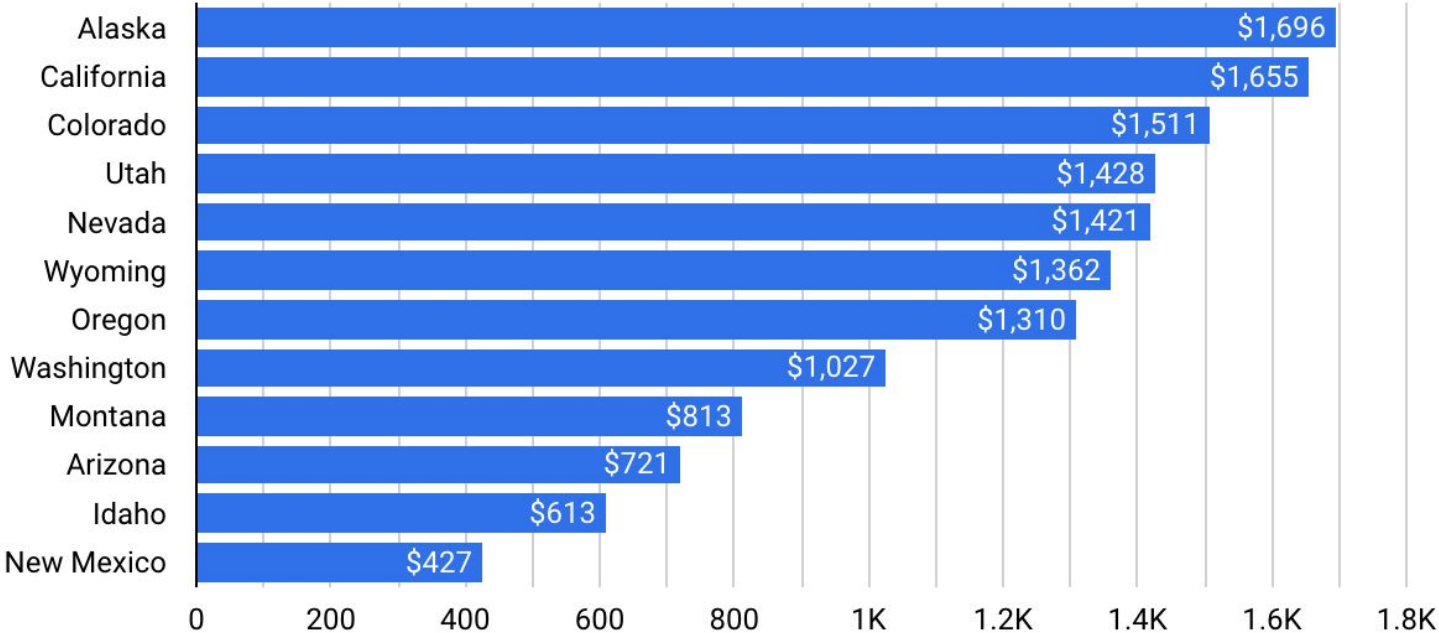
Spend in Utah overtime



*All forecasted data is subject to change.

Tourism Economics: 2028

Spend per Visitor in Competitor States



Strategic Priorities for International

1. Increase Utah's share of Focused global Markets. (Prioritize Visitation, Distribute Visitation)
2. Increase awareness & consideration of Utah as an exceptional outdoor vacation destination. (Continue Powerful Branding).
3. Educate visitors on responsible and prepared travel practices. (Prioritize Quality Visitation, Distribute Visitation)



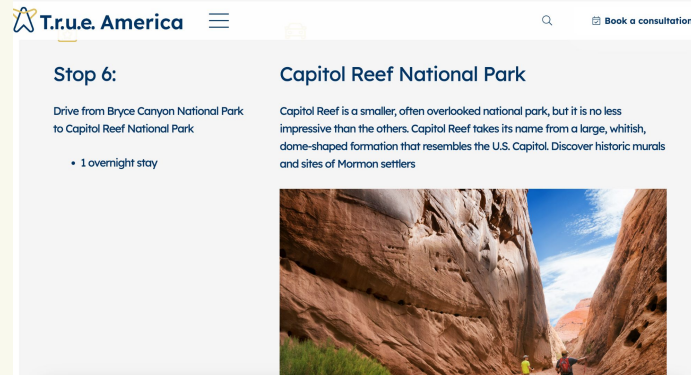
Travel Trade Efforts

- Italy Immersion Mission: April 8-12, Madrid and Rome. Key decision makers and owners from Idee per Viaggiare, Alpitour, NAAR, America World, Alidays, United and many tailor-made/niche operators. Product development, cooperative marketing campaigns and market return with Showcase Italy. (April 2025)
- IPW Los Angeles, May 4-7: 204 trade meetings, 48 media marketplace meetings, and a press conference for over 300 media attendees.
- FAMs: (Q3 and Q4 thus far). India Mighty 5, *FTI (Germany/Switzerland), UT Specialists UK, Toundra Voyages, American Airlines (AU)



Travel Trade Efforts

- Harwardt PR & Marketing at ITB Berlin March 5-7, 2024
- True America Product Development (DACH) <https://true-america.de/the-utah-only-tour/>
- Sell Your Way to the USA, AU/American Airlines cooperative campaign and agent incentive
- Zuzuche China road trip campaign: co-op with Arizona
- Karry On industry campaign with Logan, Salt Lake, Kanab and Moab



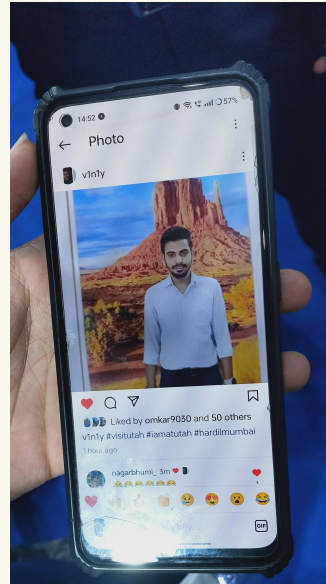
19 February 2024: Exciting news for Aussie and Kiwi Travel Agents! Unleash your selling potential with an exclusive opportunity to "Sell Your Way to the USA". American Airlines, in collaboration with Brand USA, Visit Anchorage, Grapevine Convention & Visitors Bureau, Oklahoma Tourism, Travel Nevada, Utah Office of Tourism and Destination DC partner together to present the highly anticipated 2024 "Sell Your Way to the USA" incentive program.

American Airlines, Brand USA, and six USA destination partners are pleased to announce the launch of the 2024 "Sell Your Way to the USA" incentive program, now available to travel agents across Australia. They are partnering to offer travel agents an exclusive opportunity to sell their way to the USA and secure a spot on one of five familiarisation opportunities for travel May - December 2024.

"This year, we are thrilled to announce the renewed collaboration between our esteemed USA destination clients, Brand USA, and American Airlines, presenting a golden opportunity for travel agents," said Corey Marshall

Travel Trade Efforts

- India Mission January 15-19: Trade Events in Mumbai, Ahmedabad and Bangalore. U.S. Consulate trade and media event, one one meetings with industry execs and media. Podcast recording with Veena World. Product Trainings, VIP hosted meals, and a consumer activation. 20 articles as a result.
- Brand USA India Mission: January 22-25: 53 trade meetings, 20 media meetings and education.



Travel Trade Efforts

- Paris, France Mission, January 22-26: 15 dedicated trade and 8 media meetings. 100 Years of Film and Television event. 70 trade and media in attendance.
- UK and Ireland Mission March 18-22: Glasgow, Chester and Dublin. Focused 'off the beaten path' and Forever Mighty training in Glasgow, Chester & Dublin 100 Years of Film and Television VIP event & screening of Thelma and Louise



Travel Trade Efforts

- America Unlimited- Germany
Optional donation to Tree Utah
Donation to reforestation effort in the Harz National Forest
1st year: \$7,000 donated to Tree Utah
2022 Room Nights: 5,700 \$1.14 million
2023 Room Nights: 8,300 \$2 million
2024 Pacing 30% ahead of 2023
\$7,700 - \$8,000 donated to Tree Utah each year
- Comptoir De Voyages- France
Donation to Tree Utah
Supporting their responsible and sustainable tourism initiatives
2024 Room Nights: (as of April) 750
1st year to date: \$26,250 for Tree Utah

COMPTOIR
DES VOYAGES



**America
Unlimited**

USA & Kanada Reisen



Objective

Grow brand awareness and consideration in select international markets.

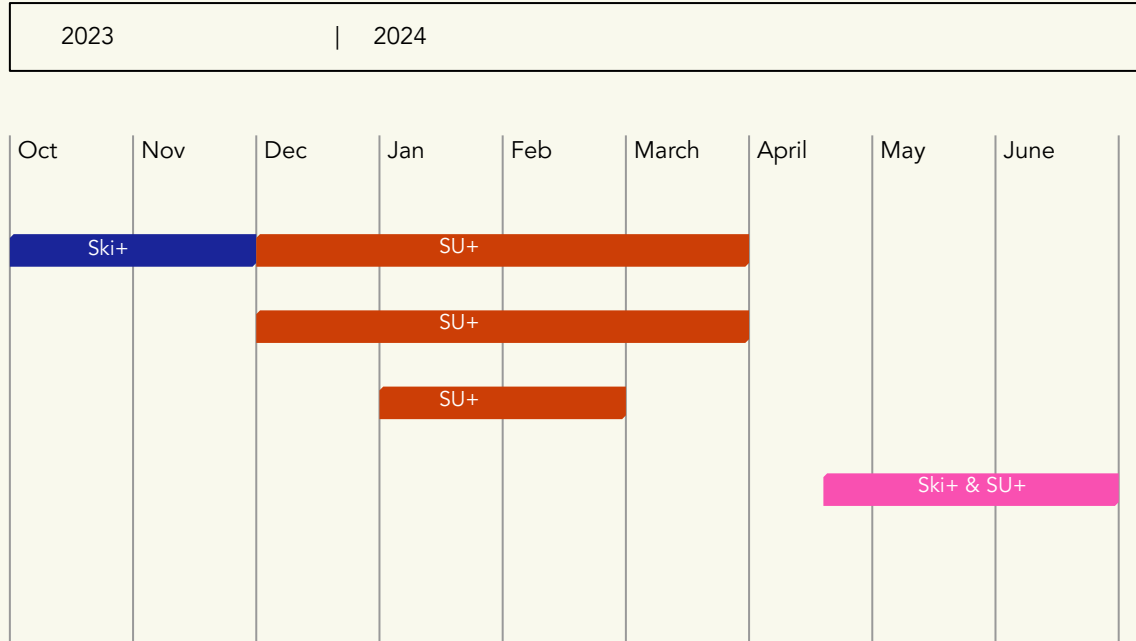
Audience

Travel intenders who live in UK, DE, FR, AUS, NZ that are actively planning a vacation in the US & Canada.

Interest in National Parks and/or a ski vacation.

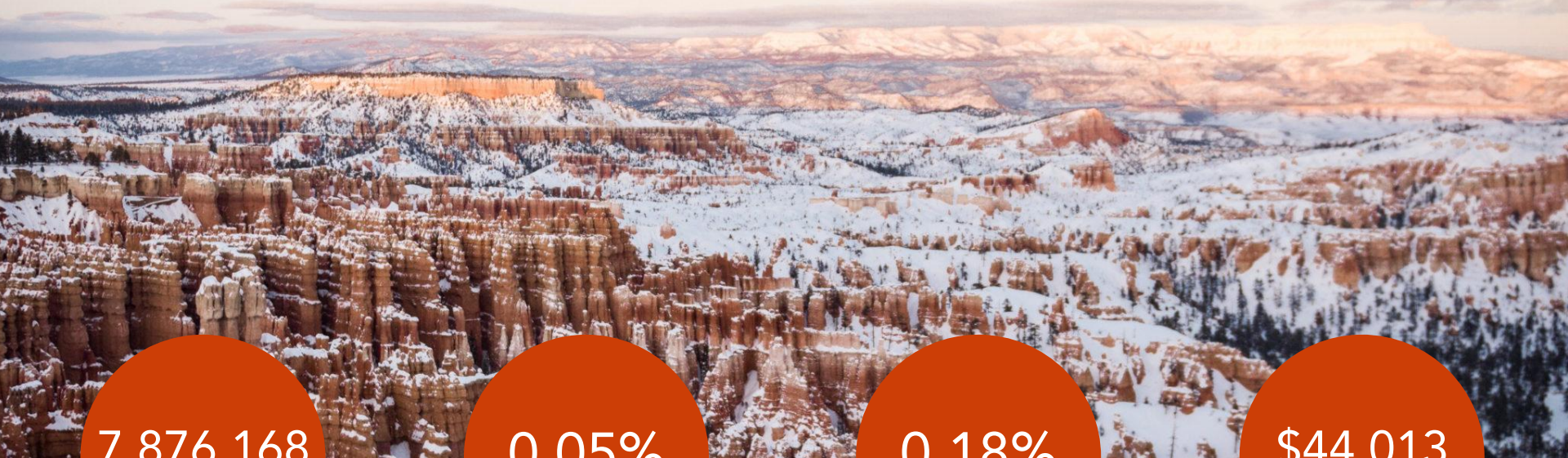


Media Flow



Tactics

Country	Media Partner	Message	Tactic
United Kingdom	Tripadvisor	Ski+, SU+	Native, Social, Display
Germany	eDreams, Opodo, GoVoyages	SU+	Newsletters, Social, Display
France	Opodo	SU+	Newsletters, Social, Display
Australia / New Zealand	Tripadvisor	Ski+, SU+	Native, Social, Display



7,876,168

Impressions

0.05%

**Post
Impression Rate**

0.05% historical benchmark

0.18%

**Click-Through
Rate**

0.08% - 0.25% benchmark

\$44,013

**Enriched Hotel
Bookings**

Market Performance Summary

Country	Impressions	CTR	PIR
United Kingdom	3,593,623	0.10%	0.07%
Germany	2,539,466	0.19%	0.02%
France	1,493,696	0.37%	0.02%
Australia / New Zealand	249,383	0.19%	0.07%

Creative Sample

The screenshot shows the GO VOYAGES website interface. At the top, there's a navigation bar with 'HOTEL' and 'GO' buttons. Below that, a search bar shows 'Paris' to 'Barcelona' for dates 'ven. 22/12' to 'dim. 24/12'. The main content area displays flight options under the heading 'Meilleure option'. The 'Le meilleur' option is highlighted with a green bar.

Le meilleur	Le moins cher	Le plus rapide
1h 53 min - 142 €	1h 50 min - 137 €	1h 43 min - 264 €

Meilleure option

ALLER - Vueling 1 petit sac

09:50	1h 50 min → direct	11:40
Charles De Gaul... (CDG)		El Prat (BCN)
Paris		Barcelone

GO Prime
 30 jours d'essai gratuit, réisable à tout moment

RETOUR - Vueling 1 petit sac

14:35	1h 55 min → direct	16:30
El Prat (BCN)		Charles De Gaul... (CDG)
Barcelone		Paris

Tarif non réduit: 189 €

189 € 142 €
Tarif Prime par passager

[Sélectionner](#)

Tarif non réduit: 189 €

[Profitez de centaines d'euros de réduction sur les vols, les hôtels et les voitures.](#) [Découvrir Prime >](#)

The screenshot shows the eDreams website interface. At the top, there's a navigation bar with 'eDreams' and 'Vols', 'Hotels', 'Vol + Hôtel', and 'Location de voitures'. Below that, a large banner image shows a scenic view of a canyon. The text 'BIENVENUE EN UTAH' and 'Le paradis en plein air aux USA' is displayed. There are buttons for 'En savoir plus' and 'Réservé!'. Below the banner, there's a section titled 'Découvrez la diversité de l'Utah' with a search bar for 'Salt Lake City' and a price of '659,70 €'. There are three columns of offers: 'OFFRES DE VOLS', 'VOL + HOTEL', and 'OFFRES D'HOTELS'. Each column has a 'Réservé!' button. At the bottom, there's a section titled 'OBSERVATION DES ÉTOILES' with a 'Réservé!' button.

The advertisement features a large image of a skier in a yellow jacket and blue pants skiing down a snowy mountain slope. The skier is wearing a helmet and goggles. The background shows a vast, snow-covered mountain range under a clear sky. The text 'More than a season. A celebration.' is prominently displayed in the center. Below the text, there's a smaller image of a person standing in a snowy landscape at night, looking up at the stars. The text 'Utah loves winter. Here, The Greatest Snow on Earth® is welcomed with excitement, joy and the waxing of skis. Join us.' is written at the bottom. The Utah logo is visible in the top right corner.

Takeaways/Recommendations

General

- Recommend maintaining campaign flighting.

UK

- We are seeing higher engagement in the summer campaign/M5 vs the winter campaign.
- Consider placing a larger focus on our Southern Utah product.
- Or Consider testing Ski+ and SU+ content at the same time.

DE

- Mighty Five continues to be a key message.
- Consider new partners for FY25.

FR

- Introduce a new test partner.

AUS

- Continue running Ski+ and SU+ creative interchangeably.
- Tripadvisor continues to be a favorable partner.



Earned Media

- 3 Media FAMs in Q3: Danny Austin, PostMedia/Canada, Glenn Crouter/Canada, Tristan Kennedy, Visit Ogden, Snowbasin, Powder Mountain/UK (Snow Magazine and Square Mile)
- India Media FAM coverage, \$300K+ in earned media: 4 page print coverage in Outlook Traveller and 2 online articles, Deccan Herald Online, Telegraph Online, Vogue Online, and print and online in the New Indian Express



SNOW SCENE: Big snow and bigger mountains easy to explore in Northern Utah

Daniel Austin
Published Jan 25, 2024 • Last updated Jan 25, 2024 • 9 minute read

[Join the conversation](#)

TORONTO SUN

Eagle Point has 650 skiable acres with 39 runs, five lifts, and a terrain park. PHOTO BY JAY DASH /Photography

My western powder adventure continued from Alta and Solitude in central Utah to south Utah with the beautiful resorts of Eagle Point and Brian Head.

Outlook TRAVELLER

Destinations Experiences Stay What's new Editors' Picks

Editor's Pick

In Conversation With Kieran Corrigan, Geologist And Guide In Utah

Check out a frank conversation with Kieran Corrigan where he talks about his passions, hobbies and everything Utah, among other things

A picture of Kieran Corrigan in his habitat. Kieran Corrigan

Pallavi Pansricha
Updated on: 19 Feb 2024, 9:00 pm • 6 min read

Kieran Corrigan has been passionate about adventure since childhood and has successfully turned it into his profession. Based in Utah, he is a rock climber and geologist who knows the state's vast and dramatic landscapes like the back of his hand. His love for the outdoors has become his solace, and he now works as a desert guide for Dreamland Safari Tours. In this interview, he talks about his personal journey and experiences as well as the beautiful destinations he takes people to.

AMIDST THE SPIRES AND CANYONS IN UTAH

SOUTHERN UTAH IS A BALANCE OF COLOURED WITH RED VIEWS OF KINETIC RED CANYONS AND SPECTACULAR SPINES IN A VAST, WONDROUS EXHIBIT

BY JAY DASH

WORLD'S MOST INSPIRING

In the heart of the desert, a vast landscape unfolds, a tapestry of red rock formations and jagged spires that stretch across the horizon. The air is thick with the scent of sagebrush and the sound of wind whistling through the canyons. This is the heart of Southern Utah, a land of unparalleled beauty and adventure.

As you hike through the canyons, you are struck by the sheer scale and complexity of the rock formations. The layers of sandstone and limestone tell a story of millions of years, each layer a chapter in the earth's history. The colors range from deep reds and oranges to soft pinks and purples, creating a palette that is both vibrant and serene.

The canyons themselves are a marvel of nature, their walls rising steeply from the desert floor. The light plays across the rock faces, highlighting the textures and shadows, creating a constantly changing scene. It's a place where time seems to stand still, yet the forces of nature are ever at work, shaping the land in ways we can only begin to understand.

For those who seek adventure, Southern Utah offers a wealth of opportunities. From hiking through the canyons to climbing the spires, there is something for everyone. The views are breathtaking, and the sense of accomplishment is unparalleled. It's a place that challenges you and rewards you in equal measure.

So, if you're looking for a place that offers a unique blend of natural beauty and adventure, look no further than Southern Utah. It's a land of endless possibilities, a place where the only limit is your imagination.

BY JAY DASH

Earned Media

- UK: Inclusion in Telegraph 'Secret to the perfect dark sky holiday'
- Cycling FAM from 2022: Newest article in Cyclist Magazine (UK)
- BBC Travel from 2022 FAM: Wild corner of Utah
- Voyager Pratique (France): Dedicated article on Salt Lake covering architecture, museums, Historic Temple Square and Family Search

capitale de l'Utah. Au début de XXe siècle, on construit de nombreux bâtiments, aujourd'hui classés monuments historiques comme le State Capitol. Au moment de la Grande Dépression, les constructions s'arrêtent. Néanmoins, elles reprennent rapidement après la Seconde Guerre Mondiale. Les industries de la guerre et de l'armée avaient en effet rebooté l'économie, puisque la demande en métaux était phénoménale. Dans les années 1960, des centres commerciaux ouvrent dans les banlieues. Dans les années 1980 et 1990, le développement de la cité se poursuit avec dynamisme. De nos jours, la région de Salt Lake City abrite de nombreuses entreprises. La plupart d'entre-elles se concentrent sur les domaines du biomédical, la haute technologie et les logiciels. En février 2002, la ville accueille les 19e jeux olympiques d'hiver ainsi que les 8e jeux paralympiques d'hiver.



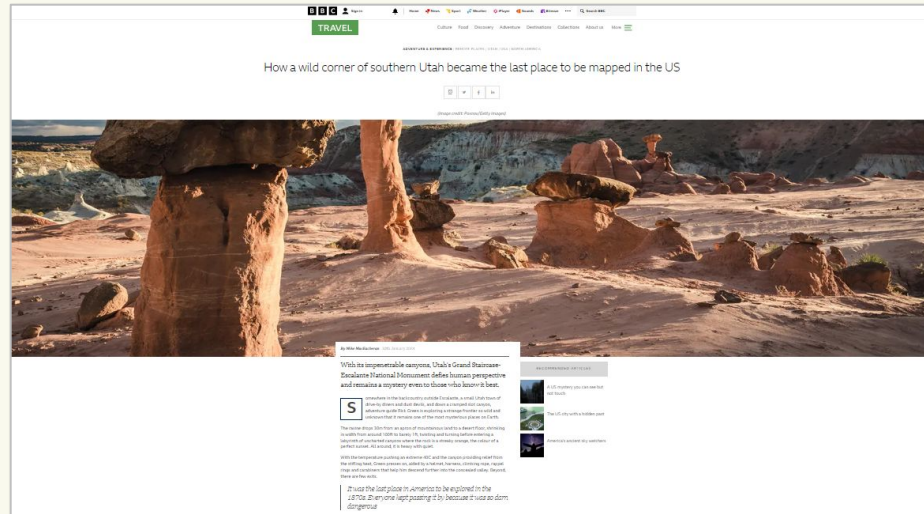
Dès leur arrivée, ils commencent à cultiver la terre. Malheureusement, des gelées tardives ainsi qu'une invasion de criquets détruisent leurs premières récoltes. Par miracle, des moutons viennent consommer les insectes. Par conséquent, la mouette devient l'oiseau officiel de l'Utah. À l'arrivée des mormons, la région appartient encore au Mexique. Mais un an plus tard, en 1848, ce dernier cède la vallée du Grand Lac Salé aux États-Unis. En 1850, l'État de Deseret devient le territoire de l'Utah, avec Brigham Young comme gouverneur. « Deseret » signifie l'« abéille à miel », mentionnée dans le Livre de Moïse et symbole de zèle au travail. La ruche est d'ailleurs le symbole de l'Utah.



À la suite de cet épisode, débute la construction du temple mormon – en 1853 –, au niveau de Temple Square. Il sera constitué de blocs de granit, et sa construction ne s'achèvera qu'en 1892. Au même endroit, on construit de 1864 à 1867 le « Tabernacle », un bâtiment important de l'Église de Jésus-Christ des saints des derniers jours.



In the east of the Utah desert, nestled among ancient sandstone canyons, is Moab, once a small mining town populated by prospectors and cowboys, today a cycling mecca like no place on Earth



PR

- Canada Media Mission, Vancouver, Calgary and Toronto, May 29-31: 100 Years of Film and Television joined by Virginia Pearce
- IPW Press Conference, 300+ media attendees



Future Considerations

- Host of the 2034 Olympics
- Temple Square Opening/Temple open house
- SLC International Airport Rebuild
- Washington County growth, Black Desert and Iron Man
- Deer Valley Expansion
- 100 Years of Film Anniversary/Film Tourism and film opportunities
- Asian Direct Flight to SLC
- International market growth, surpassing 2019 benchmarks

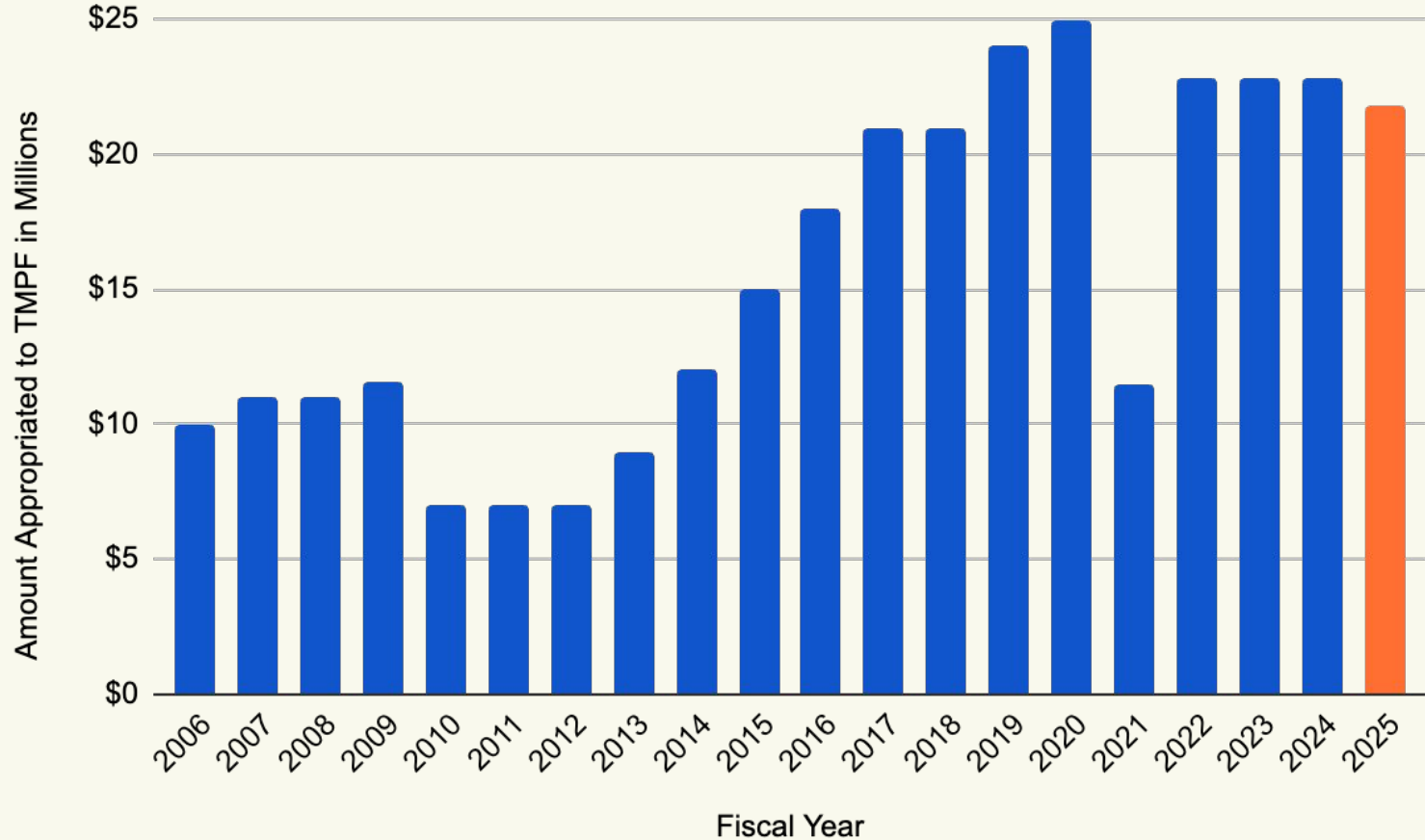




FY 2024/2025 Tourism Marketing
Performance Fund

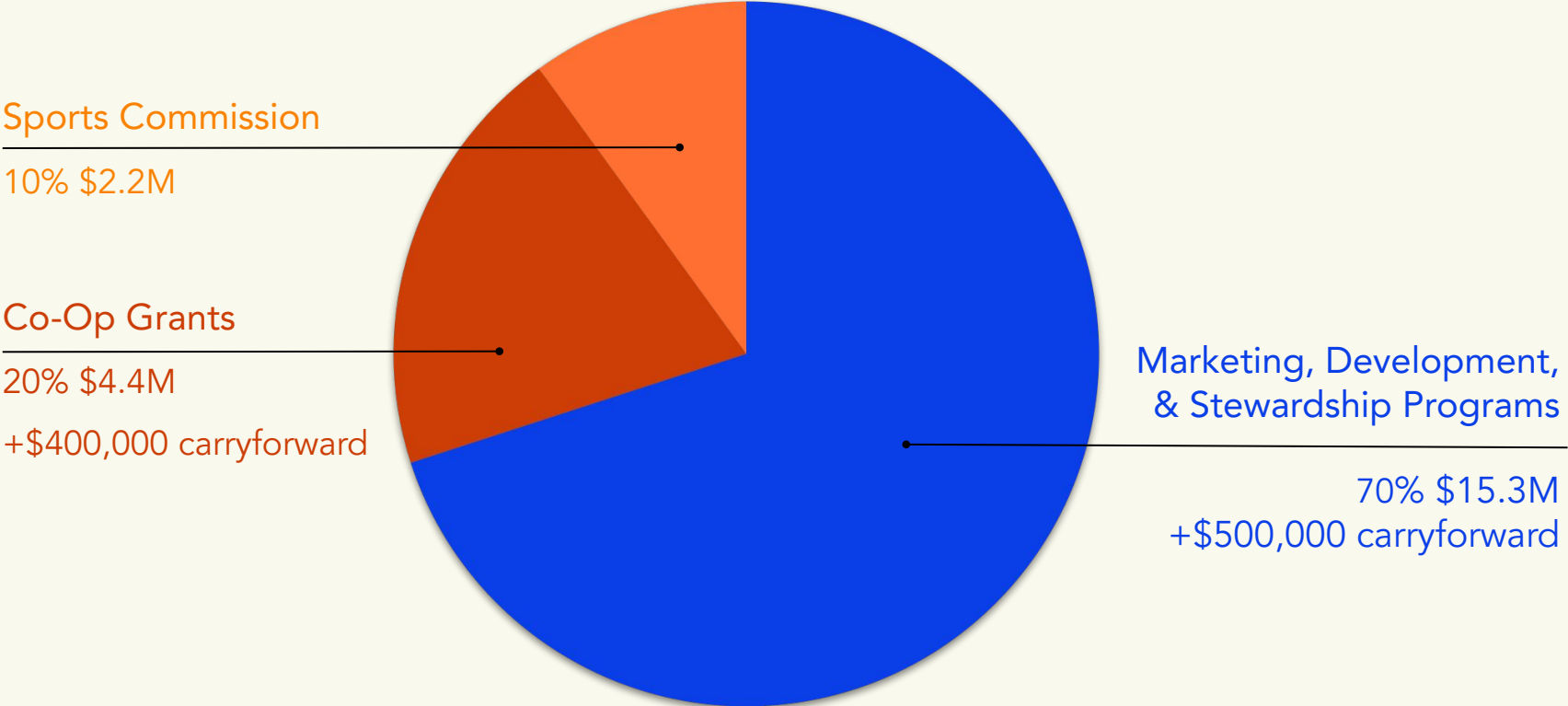
LIFE
UTAH
ELEVATED

Utah Investment in the Tourism Marketing Performance Fund



Tourism Marketing Performance Fund (TMPF)

Allocation fiscal year 24/25: \$21,822,800



Co-Op Grants Program

\$4.7M

What Is It?

Traditional Co-op
Destination Development Partner Co-op
Visa Destination Insights

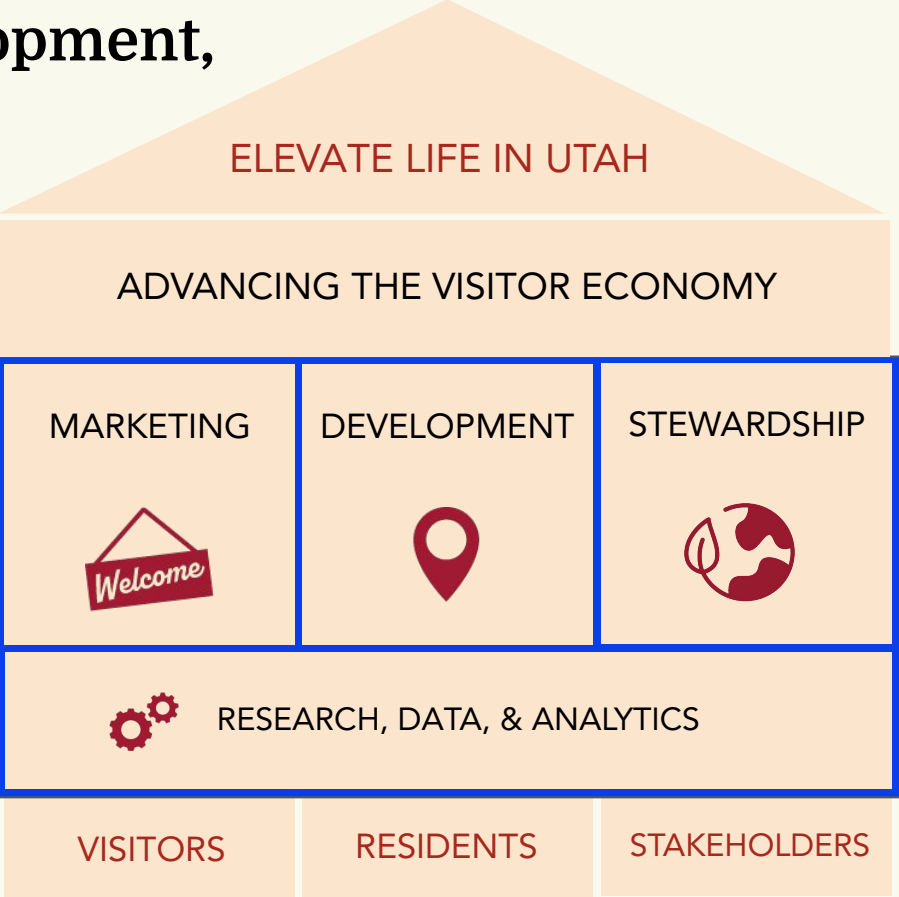
Timeline

Applications deadline June 28
Interviews July 29-30
Awards Announced August 9



Marketing, Development, & Stewardship

\$15.8M





Contracts \$6.1M

\$2.4M

Agency Retainers

Agency Of Record
International Reps
PR - National and Local
Social Media

\$2.3M

Always On

Paid Social & Email Newsletter
SEO & PPC
Travel Guides
Sales Missions and Trade Shows

\$1.4

Research & Development

Market Research
Web & Content Development
Agent Training & Translations



Southern Utah
\$5,689,468



Ski
\$3,063,559



Northern Utah
\$890,000

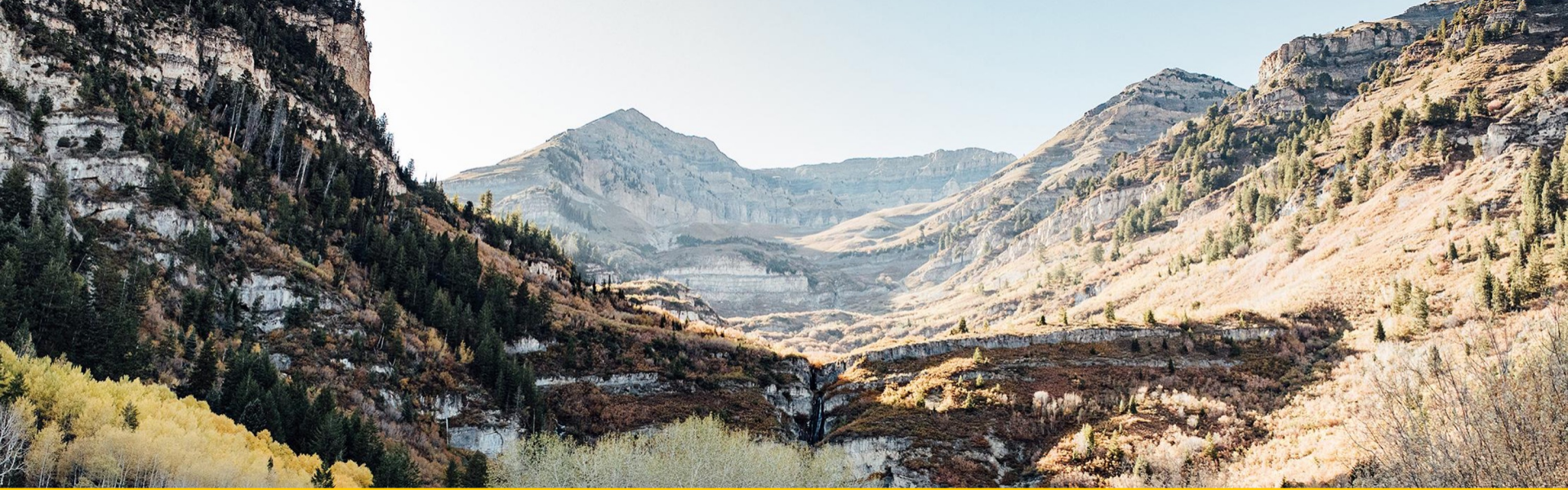
Recommend motion to:

Approve the plan for the 2025 Tourism Marketing Performance Fund budget of \$21,822,800.

A wide-angle landscape photograph of a mountain valley. The foreground is filled with trees in various stages of autumn, showing shades of yellow, orange, and brown. In the middle ground, there are steep, rocky slopes with patches of green and brown vegetation. The background features several mountain peaks under a clear, pale blue sky. The overall lighting is soft, suggesting late afternoon or early morning.

SUNDANCE INSTITUTE

2024 ECONOMIC IMPACT PREVIEW



MISSION

Sundance Institute is a nonprofit organization founded in Utah in 1981; it is dedicated to the year-round discovery and development of independent artists and audiences. The Institute chose this mountain west state as its home to stand together with Utah in encouraging the exploration of independent point of views and exploration while pushing to open up new bold territories.




SUNDANCE FILM FESTIVAL - 40th Edition

Over the course of our 40-year history in the state, the Institute has built the Sundance Film Festival into a top international event that brings the world to Utah each January.

Since 2010, the Sundance Film Festival has brought over **\$1 BILLION** in economic impact to the State of Utah, including \$250 million over the past two years, post covid


SUNDANCE INSTITUTE PRESENTS
**SUNDANCE
FILM
FESTIVAL
2021**

WHO TELLS THE STORY?
Learn More →



A CONVERSATION WITH VIOLA DAVIS
AND JUVEE PRODUCTIONS
Learn More →

FESTIVAL HOST STATE



POST COVID - HYBRID FESTIVAL MODEL

- The 2021/2 Festival took place **online**. These new online platform provided a **window to the world**
- **2023** was the first Hybrid model of the festival with changes incorporated from online versions of 2021/22
- **2024** was when lesson of post covid learning were applied to fine tune our enhanced hybrid festival model



2024 SUNDANCE FILM FESTIVAL

Submissions: 17,435 total from 153 countries

Program size: 91 features, 53 shorts + 8 series =
152 total films and projects

of screenings in-person: 444 screenings total
in Park City

Filmmaker demographics: 40 first time
filmmakers, 40 features by filmmakers of color
(44%), 40 features by women filmmakers (44%),
17 features by LGBTQ+ identifying filmmakers
(19%)



MEDIA Growth

Social Media Growth

- We received **over 1.4M engagements** on social media (39% increase from SFF23)
- 6 social videos filmed during the festival went viral with **over 1 million views each**

1,275 Accredited Media Members

- **Over 51,500 media hits**

\$1.1+ Billion in Media Value

602+ Billion Media Audience

2024 Sundance hotel reservations outperforming 2023

KPCW | By Connor Thomas
Published January 22, 2024 at 3:52 PM MST



▶ LISTEN • 1:19

How Sundance Film Festival came to be what it is

By Carter Williams, KSL.com | Posted - Jan. 25, 2024 at 6:18 a.m.



salt lake

EAT & DRINK | ARTS & CULTURE | CITY LIFE | ADVENTURES | LIFE & STYLE | CURRENT ISSUE

NEWS | ARTS & CULTURE | SUNNANCE

2024 SUNNANCE FILM FESTIVAL: FILMS WE'RE EXCITED ABOUT

CHRISTIE PORTER • JANUARY 19, 2024

Join... Sign up for...
Name...
First...
Email...
Please select...
Year for live...
Year for live...
Year for live...
From Salt Lake...



DONATE

ACCOUNT

Sundance Film Festival kicks off, looking at 40 years of movies and what the future holds

Some nostalgia and memories, some talk about AI, at the festival's opening news conference.



SALT LAKE CITY WEEKLY

NEWS | A&E | EAT & DRINK | MUSIC | FILM | BEST OF UTAH | EVENTS | M

January 31, 2024

Culture » Film Review

Sundance Film Festival 2024 roundup

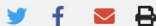
Catching the buzz of watching great movies together, in person

By Scott Renshaw @scottrenshaw

Sundance 'helped put Park City on the map,' crowd celebrating festival hears

Speakers at City Park gathering tout economic, other benefits of hosting the event

News [FOLLOW NEWS](#) | Jan 26, 2024



Jay Hamburger [FOLLOW](#)
citynews@parkrecord.com

State of Utah Recap

- 2 Private Screenings
- Salt Lake Opening Night screening
- Festival Lanyard
- 30-second video featured prior to each screening of 19 Festival selections
- Community Programs
- Booth at Festival Headquarters
- Customized program for EDCU Site Selectors and World Trade Center, including events and screenings
- Customized program for Utah Office of Tourism Media, including events and screenings

FESTIVAL IMPACT

Essential diverse new artist voices from around the world **are first heard in Utah each January** and go on to shape the global dialogue

Sundance Institute's presence in Utah creates international exposure, drives tourism throughout the year, supports local businesses, and demonstrates that the arts are a **key economic driver in the state providing over \$250M last 2 yrs**

With **over 125 national/international companies at the Festival each year**, site selection has a built-in population of possible new connections and introductions to all the State of Utah has to offer

2024 SUNDANCE FILM FESTIVAL IMPACTS



\$132 Million

Economic Impact
(State GDP)



1,730

Utah Jobs
Supported



\$13.8 Million

In State and Local
Tax Revenue

\$69.7 Million

In Local Wages

SUNDANCE FILM FESTIVAL IMPACTS 2024 Vs 2023

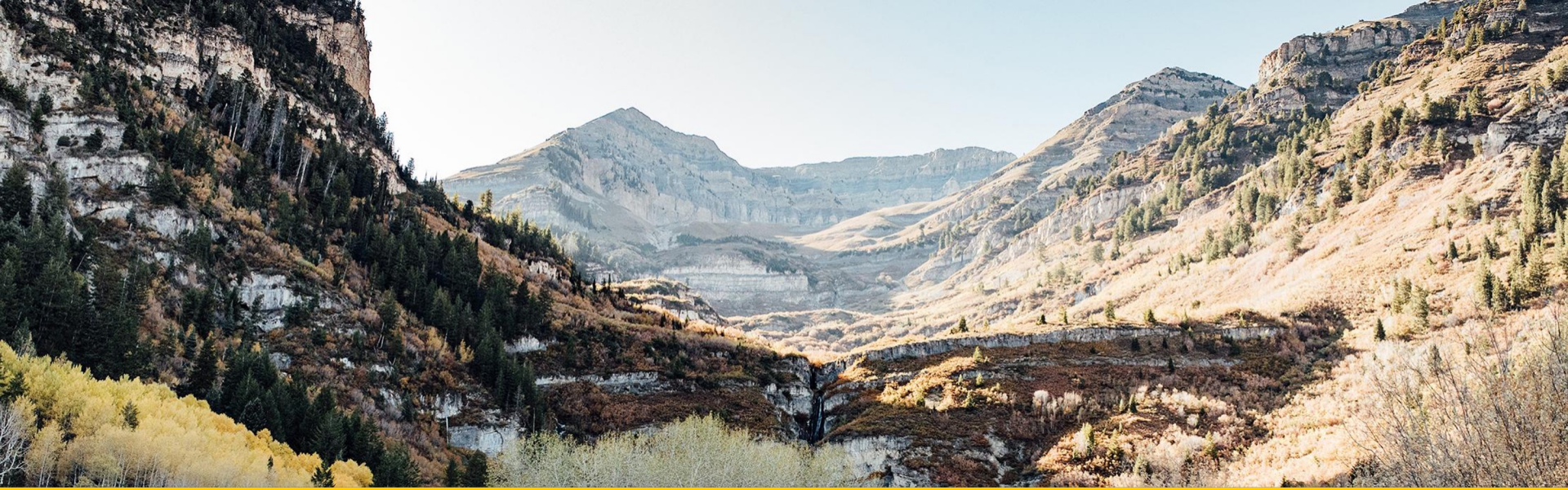
	2023	% Increase Rate	2024
Economic Impact (State GDP)	\$132M		\$118M
	11.6%		
In State and Local Tax Revenue	\$17.8		\$12.8
	7.85%		
Jobs Supported	1,608		1,730
		7.6%	



UTAH COMMUNITY PROGRAMS

July 17-21, 2024 - *JOIN US!*

Sundance Institute is proud of its 40 year history with the state of Utah. We reach over **6,000 Utah students from 84 schools** and youth organizations each year through the Festival and our year-round community programming. Additionally, **over 40,000 Utahns access the Festival through priority locals-only packages/passes** and thousands more attend our free community programs both during the Festival and throughout the year.



THANK YOU

#SUNDANCE

