



Governor's Office of Economic Development

State of Utah

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Sundance Filmmakers Excited About Proposed Utah Film Incentive Boost to 20%

Park City, UT – The Utah Film Commission (UFC), Association of Film Commissioners International (AFCI) and Park City Film Commission hosted more than 100 filmmakers at the Sundance Film Festival filmmakers' brunch. Jason Perry, executive director of the Governor's Office of Economic Development (GOED), and Marshall Moore, director of the UFC, welcomed local, national, and international filmmakers to the State.

Included in the warm welcome was Jason Perry's announcement to attending filmmakers that new Utah film incentive legislation will be under review for the 2009 General Session of the Utah Legislator. The proposed legislation, "Financial Incentives for Motion Picture Industry," Senate Bill 14, would increase the current Motion Picture Incentive Fund (MPIF) from a 15% post performance rebate to 20%. "This new bill will sustain, grow and make Utah one of the premiere destinations for filmmaker's all over the world," said Perry.

The MPIF's return on investment for the State has been a high priority for the Governor's Office of Economic Development and the 2009 legislative session. "This bill is a great way to increase economic activity through film production," Perry added. He also stated Governor Huntsman's goal of making Utah not "Hollywood" or "Bollywood" but "Saltywood."

"This bill will make the State more competitive with other states like New Mexico and Louisiana in attracting bigger budget productions" said Moore. The Sundance Film Festival is one of many channels Utah has to communicate its upcoming film incentive legislation to filmmakers all over the world. "As a sustaining sponsor of the Sundance Film Festival, we are always excited to host filmmakers from all over and promote both independent and studio productions," he added.

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Among celebrities attending the event was film, television and theater actor Edward Herrman, (“Grey’s Anatomy,” “Gilmore Girls”, and narrator for The History Channel) who spoke briefly at the brunch welcoming filmmakers. Herrman noted it had been a long time since he attended the festival with his wife, Starr, whom he met while filming in Utah. Lucas Grabeel (“High School Musical 3: Senior Year,” “The Adventures of Food Boy”) was also among the attendees.

Pat Kaufman, former president and current AFCI board member, welcomed everybody at the brunch and noted the hospitality of the State of Utah and the Sundance Film Festival. The annual brunch provides an opportunity for visiting filmmakers to come together with the Utah film industry and learn more about what Utah can offer them for future projects. The UFC has been a sustaining sponsor of the Sundance Film Festival since its inception 25 years ago.

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