



STATE OF UTAH

JON M. HUNTSMAN, JR.  
Governor

GARY R. HERBERT  
Lieutenant Governor

**Governor's Office of Economic Development**

JASON PERRY  
Executive Director

LEIGH VON DER ESCH  
Managing Director, Office of Tourism

MARSHALL D. MOORE  
Director, Utah Film Commission

**FOR IMMEDIATE RELEASE:**

July 28, 2008

Contact:  
Trevor Snarr  
[tgsnarr@utah.gov](mailto:tgsnarr@utah.gov)  
801.538.1307

**Governor Huntsman Addresses the Big Picture  
With the Utah Film Industry**

**Salt Lake City, UT** – Governor Jon Huntsman addressed the “big picture” with the Utah film industry during its annual summer luncheon at the Hilton hotel. The big picture Governor Huntsman addressed was his interest in enhancing the current Motion Picture Incentive program to attract larger movie productions as well as an ongoing television series.

Improving the incentive program will allow Utah to compete for larger film productions to be produced in the State. “Imagine the impact of a \$100 million major movie,” said Governor Huntsman. “If we want to be the premier film destination in the U.S., we need a premier Motion Picture Incentive program.” With over 40 states offering incentive packages, Governor Huntsman emphasized “We need our incentives to be more competitive to encourage the Utah production of all sizes of films. Utah is doing well with the smaller independent films but it is the larger studio films that Utah will gain with the Motion Picture Incentive change.” The Governor indicated this would be a top priority for the Governor’s Office of Economic Development in the 2009 Legislative session.

Marshall Moore, director of the Utah Film Commission, fully supports Governor Jon Huntsman’s interest in creating a more robust incentive for film productions. “The Utah Film Commission’s future goal is to attract the large studio productions that are interested in filming their projects in Utah, but currently won’t consider the State because we are not as competitive. By making the improvements to the film incentive program we will be able to continue attracting the smaller independent films and go after an ongoing television series and the large budget films as well.”

The original “High School Musical” (2005) was a small budget film at \$4.5 million; it generated \$2.6 million in direct Utah spending. By comparison, “High School Musical 3: Senior Year” (2008), has a budget of \$33 million; the projected spending in Utah has increased \$10.7 million to \$13.3 million.

-more-



UTAH FILM  
COMMISSION

Council Hall/Capitol Hill, 300 North State Street • Salt Lake City, Utah 84114  
801.538.8740 • 800.453.8824 • Facsimile 801.538.1397 • [film.utah.gov](http://film.utah.gov)

**UTAH**  
LIFE ELEVATED

HSM3 only came to Utah because of a one time allocation of \$1.5 million from the Utah State Legislature to keep the production in the State. “Comparing the increased dollars spent in Utah by ‘High School Musical 3:Senior Year’ to the original ‘High School Musical’, a small change to the Motion Picture Incentive program will allow productions like these and even larger ones to consistently come and benefit our film industry and the State,” added Moore.

Don Schain, president of the Motion Picture Association of Utah (MPAU), which represents over 300 Utah film industry professionals, also addressed the luncheon. Schain, an influential producer, has brought many productions to the state, including all three “High School Musicals.” Mr. Schain applauded Governor Huntsman’s ongoing support of the film industry in Utah. He encouraged those working in the film industry to be more involved in the MPAU by contacting their local state representatives and doing all they could for the local industry.

The conclusion of the luncheon featured Burke Lewis winner of the Concept Award at the 2007 Utah Film Commission “Spot On” Commercial Contest. Lewis premiered the new commercial which he directed and Kaleidoscope Pictures produced along with the Utah Film Commission. The upcoming 2008 “Spot On” Commercial Contest was also announced. The contest is open to all Utah residents and students attending school in the state. Submissions rules and guidelines will be posted online on August 1, 2008 at [film.utah.gov](http://film.utah.gov).

# # #

