

2021 STRATEGIC PRIORITIES

The past three years have been a time of incredible growth in Utah's film industry with a total spend of **\$194 million** by productions and **\$68 million** of that spent in rural Utah.

Many opportunities are ahead to help increase capacity, spread the economic impact across the state, build on tourism's already strong messaging and support our talented workforce.

WORKFORCE & TALENT DEVELOPMENT

Support the local film community by offering educational and networking opportunities that enhance film production skills and build a knowledgeable and engaged workforce.

- Build a career pipeline for local crew and filmmakers across the state.
- Broaden Utah Film Commission's reach, particularly to ethnic, racial, gender, and geographically diverse communities.
- Collaborate with Utah's universities to ensure programs match industry standards.
- Reflect the full scope of Utah's active film industry crew & vendors in the Utah Film Directory.

STATE-WIDE FILM IMPACT

Help communities across the state to recognize and develop their region's resources in order to attract film production and film tourism. The impact of tax dollars spent through the MPIP is felt not only in jobs and dollars but in tourism, education and cultural cultivation.

- Plan a state-wide celebration of the 50th anniversary of the Utah Film Commission will occur in 2024.
- Strengthen our regional offices and contacts to provide better resources for incoming filmmakers.
- Work with Utah Office of Tourism to inspire future visitors around the world by highlighting made-in-Utah films that showcase our iconic landscapes.

FILM PRODUCTION

Understand the impact film delivers to the state, including projects that are supported through the incentive program, and those that are not.

- Work closely with productions to confirm they have COVID-19 testing and public health procedures in place to ensure the safety of cast, crew, and vendors.
- Track production spend from commercials and other non-incentivized productions to measure the value to our program.
- Communicate more frequently with crew, vendors and producers to create strong ambassadors for the Utah film industry.
- Monitor lost opportunities to address gaps in the film incentive program.