



Governor's Office of
Economic Opportunity

ANNUAL REPORT

2023





Yellowstone Season 1 (2018), Paramount Network

Film Production

The Utah Film Commission plays a vital role in the success of the Governor's Office of Economic Opportunity by promoting the state as a destination for film, television, and commercial productions. Film production creates jobs in the creative sector while supporting local businesses and encouraging tourism across the state.

In FY 2023, the amended Utah Motion Picture Incentive Program, designed to attract higher-impact film and television productions to Utah's rural communities, added additional tax credits available for productions that film at least 75% of their production days in a rural county.

The focus on film production in rural Utah is already demonstrating success. In FY 2023, the GOEO board approved 10 projects for the rural incentive using this new tax credit. These projects spent an estimated \$93 million in rural Utah, including Carbon, Emery, Grand, Kane, Juab, San Juan, Summit, Tooele, and Wasatch Counties.

Film production continues to be a reliable economic driver that impacts the entire state. In the last 10 years, Utah's film incentive created \$604 million in direct spending by productions and related vendors. A 2021 study from Olsberg SPI commissioned by the Motion Picture Association of Utah revealed how valuable Utah

film production has been to the state. The study found that for each tax dollar spent on the tax credit, Utah's economy receives \$7.

The Utah Film Commission also serves as a liaison to the broader entertainment industry by supporting local film events and working with higher education to create workforce training opportunities around the state.

ACHIEVEMENTS

- \$18.79 million in state film incentives was awarded in fiscal year 2023 to 17 productions shooting in Utah, including a mix of local and out-of-state feature films and TV series, yielding a total estimated spend of \$140 million
- 63% of all Utah filming locations were in rural counties
- Twenty Utah communities were certified by Film Ready Utah to support productions and encourage economic impact across communities
- A 2023 SMARI study estimated \$600 million per year in film-motivated tourist spending in Utah over 10 years, with 37% of visitors indicating that a film or television series was among the primary motivators for visiting a particular destination in the state



High School Musical (2006), Disney Channel



Westworld Season 1 (2016), HBO

Motion Picture Tax Credit

U.C.A. 63N-8-101

The Motion Picture Tax Credit promotes using Utah locations, crew, and resources by film productions. It also provides incentives that allow Utah to develop a strong motion picture industry and compete with other states as a filming and production destination. The program receives annual funds of \$6.79 million in tax credits and an additional \$12 million in tax credits specifically for productions that film in a rural county (see page 32 for more information).



Governor's Office of Economic Opportunity

World Trade Center at City Creek
60 East South Temple, Suite 300
Salt Lake City, Utah 84111-1004

1 801 538 8680
business.utah.gov
@BusinessUtah