



# RECIPIENT ORGANIZATION'S DISBURSEMENT OF FUND REPORT

This report is **REQUIRED** for all **contributions more than \$2,500**.

This report is to be filed with the Council and Mayor's Offices within six months of receipt of the money. If further contributions are desired, the report must be filed with the Council and Mayor by September 1<sup>st</sup> of each year.

NAME OF ORGANIZATION: Sundance Institute

ADDRESS: PO Box 684429

CITY: Park City STATE: UT ZIP CODE: 84068

CONTACT PERSON: Trista Schroeder

PHONE NUMBER: 435-658-3456 E-MAIL: trista\_schroeder@sundance.org

CONTRIBUTION AMOUNT: \$ 150,000.00

DATE RECEIVED: 06/15/2023

Please describe how the money was spent and how this funding contributed to the success of your organization.

Funds from Salt Lake County supported Sundance Institute's programming in Salt Lake County during our Fiscal Year 2023 (September 1, 2022 to August 31, 2023), including the 2023 Sundance Film Festival and our year-round Utah Community Programs serving local residents, students, and community organizations. Please see attached for detailed information on the outcomes made possible with the County's support this year.

Dated this 31 day of August, 2023. Recipient 



# APPLICATION FOR CONTRIBUTION

NAME OF ORGANIZATION: Sundance Institute

ADDRESS: PO Box 684429

CITY: Park City STATE: UT ZIP CODE: 84068

CONTACT PERSON: Trista Schroeder PHONE NUMBER: 435-658-3456 EMAIL: trista\_schroeder@sundance.org

### ORGANIZATION OVERVIEW (which could include mission, history, and demographics served):

Sundance Institute was founded in 1981 by Robert Redford to foster independence, risk-taking, and new voices in independent film. Today, we provide residential labs, grants, and mentorship to artists, and introduce global audiences to groundbreaking new independent film and media storytelling talent through the annual Sundance Film Festival.

TYPE OF REQUEST: Money  In-Kind

Have you previously requested money from SLCo? Yes

If yes, when and how much (previous three years)? 08/22/2023 \$ 150,000.00

What is the amount of your request? \$ 150,000.00

The amount you are requesting is 3.00% of your annual agency budget.

What is the purpose of the money you are requesting?:

Requested funds would support our programming for County residents, students, and community organizations in FY20. Please see attached for details on this request.

### PLEASE ATTACH:

- Copy of organizations nonprofit status.
- Copy of independent audit. If you do not have one, please enclose a copy of current financial statements.

**You will be expected to report to the Salt Lake County Mayor on how the money was used and the success of the project.**

**The undersigned hereby acknowledges that he or she has authority to bind the organization listed in the application. The applicant accepts the following terms and conditions as a condition of receiving and using County funds or the waiver of fees: County funds will be used solely for the purposes approved by the Mayor of Salt Lake County as applied for in this application. Any expenditure for purposes other than those approved will require a return of the entire grant amount and may disqualify the grantee from receiving any additional County funds. It is further understood that no grant fund will be made available to any County officer of employee or in violation of the requirements of the Public Employees Ethics Act (67-16-1 et seq.). No grant funds will be used for political or campaign purposes. As a further condition of the grant, all County funds may be subject to an audit as required by Salt Lake County. The applicant is required to complete the Disbursement of Funds Report Form for contributions more than \$2,500.**

Dated this 31 day of August, 2023

Applicant 



**Proposal for Salt Lake County  
2024 Sundance Film Festival  
August 2023**

Sundance Institute is grateful to Salt Lake County for your generous partnership, which enables us to offer unique and outstanding independent film programs to County residents and visitors, both year-round and during the annual Sundance Film Festival each winter. The below outline details these programs and highlights opportunities for Salt Lake County to utilize the platform and reach of our programs to promote the County's strategic objective to center Utah as a globally fluent hub of culture and innovation<sup>[1]</sup>:

**Sundance Film Festival**

Each January, our Sundance Film Festival introduces a global audience to groundbreaking work and emerging talent. The Festival is Sundance Institute's largest public program and a platform for outstanding new works of independent storytelling from around the world. Throughout the Festival's 40-year history, it has served as a critical economic driver for the state of Utah and has provided our community with a first look at some of the most exciting, influential, and impactful independent films of our time. During the Festival the Institute staff will grow to over 400, which includes hundreds of seasonal employees, many of whom reside in Salt Lake County. We look forward to returning to Park City, Salt Lake City, and at the Sundance Resort in 2024 where we expect to welcome back over 90,000 attendees.

The 2023 Festival was our first in-person Festival following a global pandemic and two-years online. Despite new travel habits and consumer trends, we still saw over 86,000 unique individuals join us in-person for the Sundance Film Festival. Those people contributed over \$118M in economic impact to the State of Utah economy over 10-days, generating nearly \$13M in state and local tax revenue, supporting over 1,600 jobs (and nearly \$63M in wages). Sundance Institute is proud of that sustained economic impact, particularly in a year of re-emergence (and a smaller footprint), combined with the Festival's significant cultural impact.

Following two years of online Festivals, the Institute was extremely excited to return to in-person programming for the 2023 Sundance Film Festival. The 2023 Festival included an expanded footprint in Salt Lake County featuring a new venue at the Megaplex Theatres at The Gateway. We held screenings at Broadway Centre Cinemas, Grand Theatre, and the Rose Wagner Performing Arts Center.

In 2023, we held our first hybrid Festival which served Salt Lake County residents by providing 2,088 free tickets to 7 film screenings; served 4,432 SLCo students and teachers through our Student Screening Programs; and conducted outreach to 104 Salt Lake County organizations and provided 1,597 film tickets and passes to organizations throughout the County via our Utah Community Programs department. During its ten-day run, the Festival received 86,824 unique attendees, 138,050 in-person tickets/passes were redeemed and the Festival platform received 285,184 online views. The program consisted of 111 feature and 64 short films, 4 Indie Series, and 3 New Frontier projects. The Festival was attended by a total of 1,376 accredited journalists from 48 countries attended the digital Sundance Film Festival with a publicity value of \$1.2 billion.

In 2024 we plan to expand our Salt Lake County footprint by offering more screenings including award screenings during the last weekend of the Festival. Screenings are held at Broadway Centre Cinemas, Rose Wagner Performing Arts Center, and Megaplex Theatres at The Gateway, which features over 1,000 seats, six public theatres, a private screening theatre for Festival sponsors, and a Festival Store. The 2024 festival will offer a total of 2,018 seats in Salt Lake City for public screenings.

Additionally, Sundance Institute will again host two Festival Lounges at Copper Common and Hall Pass, providing Festival attendees, county residents, and visitors alike an inviting atmosphere to enjoy live music and other Festival-adjacent programming, enriching the downtown atmosphere around theatre venues.

For the second year, we will offer Salt Lake City Passes, which will provide film goers priority access to an unlimited number of feature film screenings at all Salt Lake City venues, and all of the benefits of our Explorer Pass, which includes access to New Frontier, Indie Episodic and, Short Films Programs, at a discounted price. Additionally, we are offering a discounted Salt Lake City Youth Pass (ages 18-25) that will allow young patrons Priority access to all screenings in Salt Lake City theaters and access to in-person and The goal of these hyper-local options is to increase access to Salt Lake County residents, while also attracting out-of-town visitors to Salt Lake County during the Festival.

All of these venues, programs, and ticket offerings have been designed to ensure an energetic and engaging in-person 2024 Festival.

### **Sundance Film Festival – Community and Student Programs**

Sundance Institute offers local Salt Lake County residents special access to the Sundance Film Festival. Through our “Locals Len” programming and tickets, the Institute offers a number of opportunities in which local residents can uniquely participate in the Festival, free of charge:

- *Community Outreach Screenings and Tickets*

Through the Community Outreach Screenings and Tickets Program, we work to increase local access to the Festival. To achieve this goal, we offer free local film screenings and provide complimentary tickets or passes to Salt Lake County residents, nonprofits, universities, and

cultural institutions. During our 2023 Festival, we provided free access to over 2,000 residents across 7 film screenings.

- *Community Screenings*

In addition to free tickets for the community, we offer free in-person and online screenings of films that resonate within and celebrate our community. Through two free screenings and one free online screening held during the 2024 Sundance Film Festival, we estimate that we will serve 2,000+ County residents through these screenings in 2024.

- *Best of Fest*

On the last two days of the Festival, the Institute will host *Best of Fest*, a series of free community screenings. Festival award-winning films will be screened on Saturday, January 27, 2024 and Sunday, January 28, 2024. We estimate that we will see a total audience of 1,000+ Salt Lake County residents and out-of-town guests.

- *Sundance Institute | George S. and Dolores Doré Eccles Foundation Student Screenings Program*

Sundance Institute will invite high school students from Salt Lake County and northern Utah to participate in their choice of 2 free in-person or 1 online screenings, and engage in a dialogue with the filmmaker about the film's subject matter. In total, we project that more than 1,700 County students and educators will participate in this program in-person in 2024. The Institute recognizes the importance of maintaining one online screening option, as it has dramatically increased accessibility to this program to schools, teachers, and students who would not otherwise be able to bus to the theater. In years past, students and educators from Salt Lake County school districts including Canyons, Granite, Jordan, Murray, and Salt Lake, as well as local private and charter schools, and educational nonprofit organizations, have participated in our student screenings program. In 2021 we launched The Art of the Short. Hosted on our online learning platform, this series provides students free short films from the Festival program. In 2024, we will again offer Salt Lake County educators and students the opportunity to select up to five shorts programs, delivered online for the duration of the Festival. Each program includes a pre-recorded filmmaker Q&A.

### **Sundance Institute – Year-Round Activities**

Throughout the year, Sundance Institute supports the development of independent artists through residency Labs, granting, and Fellowships. The Institute connects audiences with world-class independent films through public programming, including our year-round Local Lens programming for Utah residents.

### **Local Lens Year-Round Community Programming**

Sundance Institute presents year-round Local Lens programming in Salt Lake County, which provides access to independent cinema and emerging artists at no charge to local residents. The Institute anticipates programming about 10 free screenings of Sundance Film Festival favorites for an audience of over 2,000 Salt Lake County residents over the coming year.

Local Lens screenings will incorporate free indoor and outdoor screenings throughout the county, with a focus on new communities and venues in an effort to reach diverse audiences, presenting award-winning films, with themes that are relevant to the community. Screenings will also connect artists with audiences by offering extended Q&As wherever possible, providing attendees the chance to hear from filmmakers and/or their subjects first-hand. We plan to partner with various community organizations that align with our programming in order to broaden both reach and impact.

Examples of events that would be supported with County support:

- Screenings of 2024 Festival Favorites at venues throughout Salt Lake County, including outdoor screenings at Red Butte Garden Amphitheater.
- Short film program at Living Traditions Festival at Liberty Square.

Last year's programming reached over 1,971 people through the following events: An Evening of Pasifika Storytelling: *This Is The Way We Rise* at the Utah Museum of Contemporary Art; Filméxico 2022: *Motorcyclist's Happiness Won't Fit Into His Suit*, Programming collaboration with Salt Lake Film Society at Broadway Theatre; Short Film program at the Living Traditions Festival: *I Am Home*, *Hawaiki*, and *Shirampari* at Liberty Square; *Sundance Film Festival Showcase* Collaboration with Davey Foundation for DaveyFest 23 at Brewvies Cinema Pub; outdoor screening of *The Deepest Breath* at Red Butte Garden Amphitheatre; Filmmaking Deep Dive: Pitching Your Film artist event at Megaplex Gateway; Screenings of *KOKOMO CITY*, *birth/rebirth*, *PLAN C*, *Going to Mars: The Nikki Giovanni Project*, and *Fremont* at the West Valley City, Megaplex Valley Fair, Megaplex Gateway, and Broadway Theatre.

Our Festival Community Screenings are chosen with the goal of engaging the diverse audiences that represent our community. We especially outreach to rural, Latinx, and young adult populations, with films that would create opportunities for fruitful dialogue, civic engagement and entertainment such as *Nanny*, *Emergency*, and *La Guerra Civil*. Through greater online accessibility, our outreach within Salt Lake County has expanded to Midvale, South Jordan, Sandy, and Draper. We plan to continue this expanded outreach and engagement.

We also plan to continue our focus on outreach efforts via tabling, which reached over 200 individuals over the past year at the following Salt Lake County events: Salt Lake City Community Colleges (Redwood, South City, and Jordan Campus); A Quarterly Qmmunity Brunch for Queer Organizations; Pacific Island Business Alliance; Filipino-American Chamber of Commerce of Utah; and Redwood Swap Meet.

## **Recognition and Benefits**

Sundance Institute would be honored by Salt Lake County's continued critical support in 2023. In appreciation of your generous partnership, we would be pleased to offer the following recognition and benefits:

Sundance Film Festival (January 19-29, 2023)

- Line Listing in the Festival Trailer Tag preceding all screenings (estimated 220,000 impressions)
- Community Supporter of Local Lens Utah Community Programs at the 2023 Sundance Film Festival.
- Salt Lake County logo on onscreen signage at Local Lens Utah Community Programs screenings.
- Verbal recognition of support before in-person Local Lens Utah Community Programs screenings.
- Opportunity for the Salt Lake County Mayor or a County Council member to introduce a Best of Fest and/or community screening.
- Line listing on promotional materials for Local Lens Utah Community Programs screenings and events.
- Opportunity for the Mayor and Council Members to attend a student screening upon request.
- Opportunity to promote Salt Lake County-based Festival offerings to Festival audiences through one Institute social media post, as mutually agreed by both parties.
- Opportunity to promote Salt Lake County offerings to all festival goers on Institute website:
  - Website:
    - The Institute will continue to include an "Explore Salt Lake" section on our Plan your Trip webpage (URL to come), with copy updates to be provided by Salt Lake County and subject to Sundance Institute approval, linking to <https://www.visitsaltlake.com/> . This section will include drop downs for "Events and Entertainment", "Restaurants and Bars", "Things to Do", and "The Salt Lake Scene", all providing additional information for visitors and links to targeted pages on the Visit Salt Lake website.
    - On <https://www.sundance.org/blogs/>, the Institute will offer the County the option to create a new "How to Fest in Salt Lake" blog, promoting

official Festival activities taking place during the 2023 Sundance Film Festival. Salt Lake County to provide copy for inclusion, subject to Sundance Institute approval, linking to <https://www.visitsaltlake.com>. Salt Lake County proposed language to be submitted for review and approval to Sundance Institute on or before January 5, 2023.

- Opportunity to explore other SLC-centered marketing and promotional opportunities with Sundance Institute marketing team as mutually agreed by both parties.

#### Year-Round Activities

- Sundance Institute to collaborate on one (1) private screening for Salt Lake County to use for cultivation/stewardship purposes outside of the Festival. Salt Lake County will be responsible for securing the theatre venue, marketing/promotion, and incurring any costs to host the filmmaker. Sundance Institute will provide the print and invite the filmmaker(s), if applicable. Sundance Institute and Salt Lake County will coordinate a panel discussion, if applicable.
- Salt Lake County may host one (1) private dinner in conjunction with Sundance Institute's year-round Local Lens screenings, venue TBD. Salt Lake County is responsible for securing the venue and incurring any costs to host the dinner.
- Sundance Institute Local Lens Utah Community Programming (2024):
  - Community Supporter of Local Lens Utah Community Programming
  - Salt Lake County logo on film screen-wash (projected on screen prior to the start of each film)
  - Salt Lake County logo on any onsite signage produced by Institute
  - Salt Lake County logo on promotional materials, including posters and e-blasts
  - Verbal recognition of support before each in-person screening
  - Opportunity for the Mayor or Council Members to introduce a film
  - Opportunity for Salt Lake County Economic Development Department to host prospective/current businesses at one mutually-agreed Utah Community screening. Sundance Institute to recognize these guests from the stage prior to the screening.



**Total Contribution: \$150,000**

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<sup>[1]</sup> Salt Lake County Global Trade & Investment Plan 2017

<https://inlandportauthority.utah.gov/wp-content/uploads/global-trade-investment-plan1.pdf>

<sup>[2]</sup> Economic Impact: 2023 Sundance Film Festival

 [2023 Sundance Film Festival Economic Impact Report.FINAL \(2\).pdf](#)

<sup>[3]</sup> Cision media monitoring

<sup>[4]</sup> Cision media monitoring