

# 2019 Sundance Film Festival Economic Impact





# Mission

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**Sundance Institute is a nonprofit organization dedicated to the discovery and development of independent artists and audiences.**

**Through its programs, the Institute seeks to discover, support, and inspire independent film and theatre artists from the United States and around the world, and to introduce audiences to their new work.**



# Sundance Film Festival

## 14,259 Film Submissions

- 4,018 Feature Films
  - 2,293 Narrative Features
  - 1,725 Documentary Features
- 9,443 Short Film Submissions
- 471 Episodic Content Submissions
- 327 Virtual Reality Submissions

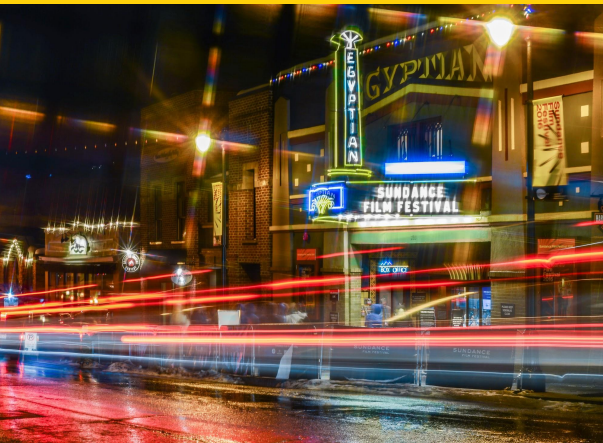
**242 Total Projects Accepted**



# 2019 Festival Impacts

**\$182.5 Million**

ECONOMIC IMPACT (STATE GDP)



**\$18.7 Million**

IN STATE AND LOCAL TAX REVENUE

**3,052 / \$94M**  
JOBS SUPPORTED / IN LOCAL WAGES

**122,313**

UNIQUE ATTENDEES EXPERIENCED  
GROUNDBREAKING STORIES AT THE  
SUNDANCE FILM FESTIVAL

**43,550**

TRAVELED TO SUNDANCE FILM  
FESTIVAL FROM OUT OF STATE

**88%**

OF OUT-OF-STATE ATTENDEES PLAN TO  
RETURN TO UTAH WITHIN A YEAR



# 2019 Attendee Spending

TABLE 1: AGGREGATE SPENDING

	UTAH	NON-UTAH	COMBINED
<i>Lodging</i>	\$-	\$69,905,576	\$69,905,576
<i>Car Rental</i>	\$87,041	\$6,797,127	\$6,884,168
<i>Other Transportation</i>	\$2,451,507	\$9,999,369	\$12,450,876
<i>Meals</i>	\$10,396,528	\$26,246,109	\$36,642,637
<i>Recreation &amp; Entertainment</i>	\$11,644,364	\$28,291,228	\$39,935,592
<i>Other Spending</i>	\$3,049,470	\$7,805,778	\$10,855,248
<b><i>Total</i></b>	<b>\$27,628,910</b>	<b>\$149,045,188</b>	<b>\$176,674,097</b>

OVER **84%** OF ALL SPENDING COMES FROM OUT-OF-STATE VISITORS

Source: Y<sup>2</sup> Analytics

# 2019 Impact on State GDP

## UNPARALLELED ROI ON PUBLIC INVESTMENT

TABLE 4: ECONOMIC IMPACTS

	NON-RESIDENT	SUNDANCE INSTITUTE	COMBINED
<i>Total Spending</i>	\$149,045,188	\$12,914,483	\$161,959,671
<i>Economic Impact (State GDP)</i>	\$170,698,380	\$11,810,144	<b>\$182,508,524</b>
<i>Total Output</i>	\$293,210,963	\$19,987,948	\$313,198,911
<i>Earnings</i>	\$88,185,498	\$6,211,741	\$94,397,239
<i>State and Local Taxes</i>	\$18,395,081	\$272,798	\$18,667,879
<i>Jobs</i>	2,888	164	3,052

# '19 Sundance Film Festival Audience

- **45%** of Festival attendees were **35 or younger**
- **83%** are college graduates, with **39%** having an advanced degree
- **34%** of all Festival attendees reported Salt Lake City as their most attended venue
- **43%** of non-residents reported this as their first Festival visit
- **88%** of out of state visitors plan to come back to Utah within the next year



# Media Impressions

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**\$120.2 Million**

TOTAL MEDIA VALUE

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**62,300**

STORIES IN PRINT, ONLINE, AND TELEVISION

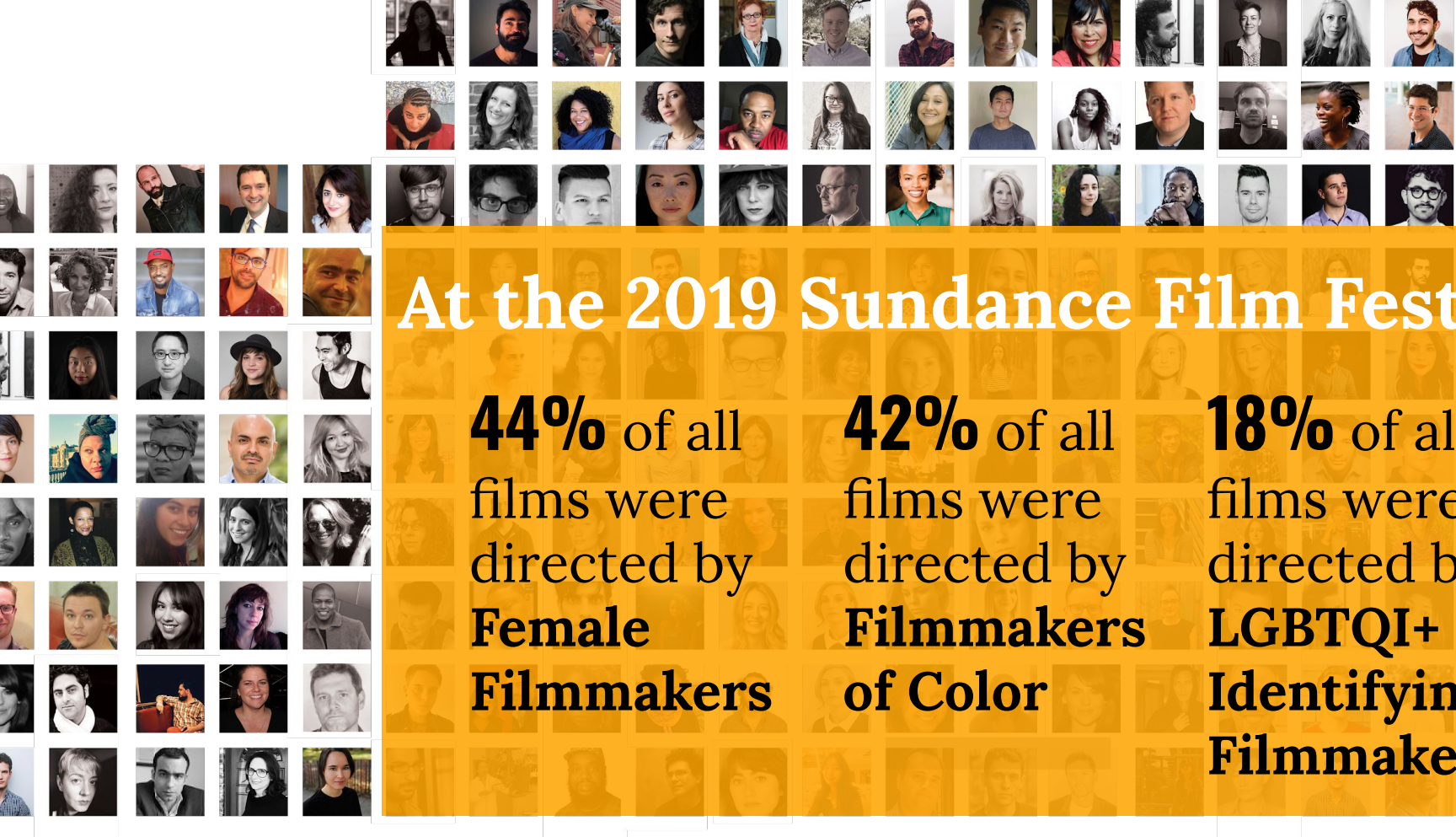
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**1,175**

ACCREDITED PRESS FROM 29 COUNTRIES







# At the 2019 Sundance Film Festival

**44%** of all  
films were  
directed by  
**Female  
Filmmakers**

**42%** of all  
films were  
directed by  
**Filmmakers  
of Color**

**18%** of all  
films were  
directed by  
**LGBTQI+  
Identifying  
Filmmakers**

# Utah Community Programs



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## AT THE 2019 FESTIVAL

**4,250** UTAH LOCALS ATTENDED FREE COMMUNITY SCREENINGS, INCLUDING **OVER 2,500** SALT LAKE COUNTY RESIDENTS

**OVER 7,100** UTAH STUDENTS AND TEACHERS PARTICIPATED IN STUDENT OUTREACH PROGRAMS, INCLUDING **2,564** FROM SALT LAKE COUNTY

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## 2018 YEAR-ROUND COMMUNITY SCREENINGS

**MORE THAN 5,350** INDIVIDUALS ATTENDED FREE PUBLIC SCREENINGS THROUGHOUT UTAH

**sundance**  
institute

# THANK YOU!

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Sundance Institute serves as a dynamic incubator of film, theatre, and music artists, and connects audiences to their work through its Utah-based public programs including the Sundance Film Festival, Utah Community Programs, and Artist Labs.

Thank you for your support in making all of this possible!





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