

**THE ECONOMIC IMPACTS OF THE
2013 SUNDANCE FILM FESTIVAL
HELD IN UTAH FROM
JANUARY 17, 2013 TO JANUARY 27, 2013**

PREPARED BY

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April 2013



**Bureau of Economic and Business Research
DAVID ECCLES SCHOOL OF BUSINESS | THE UNIVERSITY OF UTAH**

THE ECONOMIC IMPACTS OF THE 2013 SUNDANCE FILM FESTIVAL

The Bureau of Economic and Business Research (BEBR) at the University of Utah has estimated the economic impacts of the 2013 Sundance Film Festival (the Festival) held in the state of Utah from January 17, 2013 through January 27, 2013. The impact estimates were based on (1) intercept surveys of Festival attendees conducted by BEBR survey staff each day during the Festival and (2) expenditures made by the Sundance Institute to produce the Festival.

The survey findings summarized in this report are based on 578 intercept surveys conducted at all of the four areas in Utah where Festival films are shown (locations). These include Park City (Summit County), Salt Lake City (Salt Lake County), Sundance Resort (Utah County) and Ogden (Weber County).

The survey results are summarized in the body of this report. Supporting information and statistical tables are provided in Appendices A through F. Expenditures made by the Sundance Institute to produce the Festival are detailed in Appendix G.

The economic impacts of the 2013 Sundance Film Festival have been estimated using a regional impact model known as RIMS II, developed by the U.S. Department of Commerce, Bureau of Economic Analysis. A discussion of RIMS II is also provided in Appendix G.

MAJOR FINDINGS

- An estimated 45,947 people attended the Sundance Film Festival in 2013, down slightly from the 2012 attendance estimate of 46,731, but higher than the 2011 attendance estimate of 45,797.
- Slightly more than one-third of festival attendees were Utah residents (15,882 or 34.6 percent). Of these, 53 percent were residents of Salt Lake County and about 22 percent lived in Summit County.
- Nonresidents accounted for 65 percent of all Festival attendees in 2013 (30,065 visitors), a ratio that has remained relatively constant over the last four years. The largest share of nonresident visitors were residents of the U.S. In 2013, visitors from California, New York and Illinois accounted for almost 36 percent of all nonresidents attending the Festival.
- The festival attracted an estimated 3,905 international visitors in 2013, down from the estimated 5,795 who attended in 2012. People from at least 22 countries traveled to Utah for the 2013 Sundance Film Festival. Visitors from Canada accounted for the single largest share of international visitors (18 percent) followed by Australia and England/UK.
- As a share of total attendance, this segment of film attendees (international visitors) increased significantly from 6.8 percent in 2009 to 12.4 percent in 2012. In 2013, international visitors accounted for 8.5 percent of all visits.

- Of the estimated 30,065 nonresident Festival attendees, approximately 36 percent indicated this was their first visit to Utah, 83 percent said they traveled to Utah specifically to attend the Festival, and 40 percent indicated they would visit Utah again during the next year.

DEMOGRAPHICS

- The Sundance Film Festival appeals to people of all ages. Although the largest single share of attendees is between the ages of 26 and 35, about 1 percent are under 19 and 9 percent are over 55.
- Festival attendees tend to be well educated—about 74 percent are college graduates. Approximately 21 percent have attained a master’s degree and about 8 percent indicated they had a doctorate degree. The percentage of attendees with advanced degrees was higher for nonresidents than for locals.
- About 39 percent of those who attended the Festival in 2013 reported having an annual household income above \$100,000—slightly lower than the 41 percent reported in 2012. Nonresident attendees were more likely to have high annual incomes—52 percent compared with 27 percent of Utah residents.
- Most of those attending the Festival in 2013 were not involved in the entertainment industry. In 2013, just 16.2 percent of those surveyed identified themselves as “entertainment professionals,” a substantial drop from the 27 percent in 2012 who indicated they were involved with the entertainment industry in a professional capacity.

FILM FESTIVAL ACTIVITIES

- Festival attendees expected to spend an average of about 4.3 days at the Festival and attend about 6 screenings. A small share (11 percent) indicated they would participate in Festival activities for 9 or more days and 20 percent indicated they intended to see at least 10 films.
- While film screenings are offered at theaters in four locations—Park City, Salt Lake City, Sundance Resort and Ogden—a large share of attendees planned to watch most of their films in Park City. Almost 83 percent of nonresidents and 56 percent of locals said Park City was their location of choice.
- A majority of people who attend the Film Festival are repeat customers. More than 60 percent of those attending the 2013 Sundance Film Festival said they had attended past festivals. The average number of previous visits was about 5.
- A majority of those attending the 2013 Festival said they would attend a future Festival (81 percent), including 90 percent of Utah residents and about 72 percent of nonresidents.

RECREATIONAL ACTIVITIES

- Almost 40 percent of nonresident attendees said they intended to ski or snowboard in Utah during their stay. This equates to about 12,000 people. The most popular resorts for skiing were Park City and Deer Valley. Of those who said they would ski or snowboard,

about half indicated they would spend at least one full day at the Park City Mountain Resort and 31 percent said they would spend at least one day at Deer Valley.

- A smaller share of locals indicated they would combine skiing with Festival attendance. About 20 percent of those surveyed said they would either ski or snowboard in conjunction with film attendance. The Park City Mountain Resort and the Canyons were the ski areas mentioned most often by locals.

LODGING AND TRANSPORTATION

- Nonresidents planned to stay an average of almost 7 nights during their visit. About 40 percent stayed commercially (hotel, motel or inn), 27 percent stayed in a condominium or timeshare and 10 percent rented private homes. Slightly more than 19 percent stayed with friends and family—5 percentage points more than in 2012.
- The Deer Valley/Park City area was the preferred location for nonresident attendees. An estimated 51 percent of nonresidents who attended the Festival stayed in this area, including those staying commercially as well as those staying with friends or family.
- Although the single largest share of Festival attendees stayed in the Deer Valley/Park City area, the percent of people who stayed in that area in 2013 was significantly lower than during the 2012 Festival (51 percent compared with 73 percent). While some of the decrease is explained by survey anomaly, the increase in the percentage of people staying in the Salt Lake area is noteworthy. In 2012, 19 percent of nonresidents said they were staying in the Salt Lake area compared with 27 percent in 2013.
- Almost 77 percent of nonresidents traveled to Utah via air to attend the Festival in 2013, down from 84 percent in 2012. People traveling by personal vehicle increased from 13 percent in 2012 to 18 percent in 2013.

ATTENDEE SPENDING

- During the Festival, attendees spent a total of \$56.7 million. Of this, nonresident spending totaled \$52.2 million and Utah residents spent \$4.6 million (Table 1).
- Lodging accounted for the largest share of spending by nonresidents, followed by meals. Together, expenditures for lodging and meals accounted for about 71 percent of all nonresident spending during the festival.
- The spending estimates shown in Table 1 do not include local purchases made by vendors and sponsors in support of Festival entertainment and activities. Based on anecdotal information, these expenditures are substantial.

Table 1
2013 Sundance Film Festival
Total Festival-Related Attendee Spending

Spending Category	Utah Residents	Nonresidents	Total
Lodging	\$282,382	\$23,950,380	\$24,232,762
Meals	\$22,415	\$13,795,927	\$16,020,042
Car Rental	\$0	\$3,118,642	\$3,118,642
Other Transportation	\$239,183	\$1,203,201	\$1,442,384
Recreation/Entertainment	\$77,861	\$3,621,086	\$4,328,889
Other Retail Purchases	\$1,114,281	\$6,469,086	\$7,583,367
Total	\$4,567,882	\$52,158,265	\$56,726,087

Note: Total spending is based on the average total spending per person during his/her stay.

- The average daily spending was \$241.62. Nonresidents averaged \$328.13 each day during their stay and Utah residents spent an average of \$77.86 each day they attended the Festival.¹
- Total spending per person averaged \$1,234.60 (Table 2). Nonresidents spent a total of \$1,734.85 per person during their stay and Utah residents spent an average of \$287.61.²

Table 2
2013 Sundance Film Festival
Total Weighted Average Spending per Person

Spending Category	Amount Spent
Lodging	\$527.41
Meals	\$348.66
Car Rental	\$67.87
Other Transportation	\$31.39
Recreation/Entertainment	\$94.21
Other Retail Purchases	\$165.05
Total	\$1,234.60

- Total Festival-related spending decreased 15.5 percent over 2012 levels, driven by a decline in the amounts spent for lodging (Table 3). Two factors contributed to the decrease: (1) a decline in the daily lodging rate reported by nonresidents, likely resulting from an increase in use of Salt Lake commercial lodging, and (2) an increase in the percentage (and number) of nonresidents staying with friends and family.

1 Average daily spending is a weighted average, weighted by residency (local and non-local).

2 Total spending is the sum of the average daily amounts that each attendee spent during his/her stay in Utah.

Table 3
2013 Sundance Film Festival
Total Festival-Related Attendee Spending
2012 and 2013 Comparison

Spending Category	2012	2013	Dollar Change
Lodging	\$30,057,287	\$24,232,762	(\$5,824,524)
Meals	\$17,813,116	\$16,020,042	(\$1,793,074)
Car Rental	\$2,975,790	\$3,118,642	\$142,852
Other Transportation	\$913,567	\$1,442,384	\$528,817
Recreation/Entertainment	\$5,034,515	\$4,328,889	(\$705,626)
Other Retail Purchases	\$10,343,755	\$7,583,367	(\$2,760,388)
Total	\$67,138,031	\$56,726,087	(\$10,411,943)

Data for 2012 are from a previous report completed by BEBR for the Sundance Institute.

ECONOMIC IMPACT ESTIMATES

The economic impact estimates presented here include (1) the impacts of purchases made by *nonresidents* who attended the 2013 Sundance Film Festival and (2) the impact of expenditures made in Utah by the Sundance Institute to produce the Festival. The impact estimates were generated using an economic impact model known as RIMS II, developed by the Bureau of Economic Analysis. The model has been regionalized for Utah.

Impacts of Nonresident Spending

- Spending by *nonresidents* attending the 2013 Sundance Film Festival totaled nearly \$52.2 million. These expenditures generated \$58.6 million in gross state product (GSP) and \$29.9 million in earnings for Utah workers, and supported 1,092 jobs in Utah during a 10-day period from January 17, 2013 through January 27, 2013.³
- Expenditures made by nonresident attendees generated almost \$5.4 million in state and local taxes, which includes \$3.7 million in state taxes and \$1.7 million in local tax revenue.
- Airline tickets purchased by nonresident attendees generate passenger facility charges (PFCs) that are paid to the Salt Lake City International Airport. The estimated amount of these charges generated by airline ticket purchases is \$86,014.

³ Earnings is the sum of wage and salary disbursements, supplements to wages and salaries, and proprietors' income. Jobs include both full-time and part-time employment.

A comparison of the economic impacts generated by nonresident spending for 2012 and 2013 is presented in Table 4.

Table 4
2013 Sundance Film Festival
Economic Impacts of Nonresident Spending
2012 and 2013 Comparison

Impact Type	2012	2013	Change
Gross State Product	\$69,730,659	\$58,611,348	(\$11,119,311)
Earnings	\$35,973,335	\$29,906,776	(\$6,066,559)
Jobs	1,376	1,092	(284)
State Tax Revenue	\$4,460,711	\$3,684,078	(\$776,633)
Local Tax Revenue	\$2,022,475	\$1,705,612	(\$316,863)
Passenger Facility Charges	\$97,857	\$86,014	(\$11,843)

Notes: (1) The economic impacts for 2012 are from a previous report completed by BEBR and occurred between January 19 and January 29, 2012. The 2013 impacts occurred between January 17 and January 27, 2013.

Impacts of Sundance Institute Spending in Utah

- To produce the 2013 Film Festival, the Sundance Institute spent almost \$9.0 million, of which \$5.8 million was spent in the state of Utah. The economic impacts of the expenditures made locally include \$10.9 million in GSP, \$4.6 million in earnings and 315 jobs. These impacts occurred during a six-month period from September 1, 2012 through February 28, 2013 (Table 5).
- The fiscal impacts associated with the Sundance Institute’s spending included \$356,182 in state tax revenue and \$68,729 in tax revenue for local units of government.

Table 5
2013 Sundance Film Festival
Economic Impacts of Sundance Institute Spending
2012 and 2013 Comparison

Impact Type	2012	2013	Change
Gross State Product	\$10,525,259	\$10,936,419	\$411,160
Earnings	\$4,532,915	\$4,643,834	\$110,919
Jobs	355	315	(40)
State Tax Revenue	\$396,539	\$356,182	(\$40,357)
Local Tax Revenue	\$89,752	\$68,729	(\$21,023)

Notes: (1) The economic impacts for 2012 are from a previous report completed by BEBR. (2) The economic impacts for each year occurred during the six-month period from September 1 through February 28.

- When the economic impacts of the Sundance Institute are combined with the impacts of nonresident spending, the 2013 Sundance Film Festival supported 1,407 jobs in Utah, generated nearly \$34.6 million in earnings for Utah residents, and contributed \$69.5 million in GSP for the state. The fiscal impacts included \$4.0 million in state tax revenue and \$1.8 million in revenue for local units of government (Table 6).

Table 6
2013 Sundance Film Festival
Economic Impact Summary
Sundance Institute Spending and Nonresident Spending

Impact Type	Sundance Institute Spending Impacts	Nonresident Festival Spending Impacts	Total Impact
Gross State Product	\$10,936,419	\$58,611,348	\$69,547,767
Earnings	\$4,643,834	\$29,906,776	\$34,550,610
Jobs	315	1,092	1,407
State Tax Revenue	\$356,182	\$3,684,078	\$4,040,260
Local Tax Revenue	\$68,729	\$1,705,612	\$1,774,341

Notes: The impacts reported for the Sundance Institute spending occurred between September 1, 2012 and February 28, 2013. The Impacts reported for nonresident spending occurred between January 17, 2013 and January 27, 2013.

Table 7 compares the Festival's total economic impacts in 2012 and 2013.

Table 7
Sundance Film Festival
Total Economic Impact Summary
Sundance Institute Spending and Nonresident Spending
2012 and 2013 Comparison

Impact Type	2012	2013
Gross State Product	\$80,255,918	\$69,547,767
Earnings	\$40,506,250	\$34,550,610
Jobs	1,731	1,407
State Tax Revenue	\$4,857,304	\$4,040,260
Local Tax Revenue	\$2,112,227	\$1,774,341

The economic impacts for 2012 are from a previous report completed by BEBR.

APPENDIX

SURVEY OF PERSONS ATTENDING THE 2013 SUNDANCE FILM FESTIVAL

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A. ATTENDANCE INFORMATION

A-1. Estimated Attendance and Sample Size

Total Estimated Attendance	45,947
Surveys	578

The sample size of 578 from an estimated population of 45,947 attendees is sufficient to generate a maximum margin of error of 4.05 percentage points at the 95 percent confidence level.

A-2. Primary Location Where Festival Attendees Will View Screenings

Place	Percent
Park City	69.0
Salt Lake City	21.1
Ogden	2.8
Sundance Resort	1.2
Uncertain/Not attending	5.9
Total	100.0

Notes: (1) "Primary location" is where the respondent indicated he/she would attend most screenings. (2) Includes just those respondents who indicated they would attend a film.

A-3. Primary Location Where Festival Attendees Will View Screenings, 2012 and 2013 Comparison

Place	2012		2013	
	Number	Percent	Number	Percent
Park City	35,796	76.6	31,703	69.0
Salt Lake City	8,084	17.3	9,695	21.1
Ogden	2,383	5.1	1,287	2.8
Sundance Resort	327	0.2	551	1.2
Uncertain/Not attending	140	0.7	2,711	5.9
Total	46,731	100.0	45,947	100.0

B. SPENDING AND ECONOMIC IMPACTS OF SPENDING

B-1. Estimated Weighted Average Daily Spending per Person, All Attendees

Spending Category	Weighted Average	Standard Error of the Mean
Lodging	\$90.14	\$7.04
Meals	\$62.92	\$3.45
Automobile Rental	\$11.47	\$1.70
Other Transportation	\$5.78	\$0.93
Recreation/Entertainment	\$27.87	\$4.05
Other Retail Purchases	\$43.44	\$6.23
Total	\$241.62	\$21.61

A 95% confidence interval for the weighted daily average spending per person is \$241.62 ± \$21.61, producing a range of \$220.01 to \$263.23.

B-2. Estimated Average Daily Spending per Person, Utah Resident and Nonresident Comparison

Spending Category	Utah Residents		Nonresidents	
	Average Daily Spending	Standard Error of the Mean	Average Daily Spending	Standard Error of the Mean
Lodging	\$5.05	\$1.17	\$135.09	\$10.13
Meals	\$34.86	\$1.89	\$77.74	\$4.27
Automobile Rental	\$0.00	\$0.00	\$17.53	\$2.59
Other Transportation	\$3.10	\$0.47	\$7.20	\$1.17
Recreation/Entertainment	\$13.60	\$1.38	\$35.41	\$5.45
Other Retail Purchases	\$21.25	\$1.86	\$55.16	\$8.53
Total	\$77.86	\$6.31	\$328.13	\$29.69

A 95% confidence interval for daily average spending by Utah residents is \$77.86 ± \$6.31, producing a range of \$71.55 to \$84.17.

A 95% confidence interval for daily average spending by nonresidents is \$328.13 ± \$29.69, producing a range of \$298.44 to \$357.82.

B-3. Estimated Total Weighted Average Spending per Person

Spending Category	Weighted Total Average	Standard Error of the Mean
Lodging	\$527.41	\$42.65
Meals	\$348.66	\$23.06
Automobile Rental	\$67.87	\$12.71
Other Transportation	\$31.39	\$5.09
Recreation/Entertainment	\$94.21	\$7.90
Other Retail Purchases	\$165.05	\$26.65
Total	\$1,234.60	\$114.11

A 95% confidence interval for weighted total average spending per person is \$1,234.60 ± \$114.11, producing a range of \$1,120.49 to \$1,348.71

B-4. Estimated Total Average Spending Per Person, Utah Resident and Nonresident Comparison

Spending Category	Utah Residents		Nonresidents	
	Total Average Spending	Standard Error of the Mean	Total Average Spending	Standard Error of the Mean
Lodging	\$17.78	\$4.31	\$796.62	\$62.90
Meals	\$140.04	\$10.05	\$458.87	\$29.93
Automobile Rental	\$0.00	\$0.00	\$103.73	\$19.42
Other Transportation	\$15.06	\$3.05	\$40.02	\$6.16
Recreation/Entertainment	\$44.56	\$4.04	\$120.44	\$9.94
Other Retail Purchases	\$70.16	\$6.08	\$215.17	\$37.50
Total	\$287.61	\$26.22	\$1,734.85	\$160.54

A 95% confidence interval for total average spending by Utah residents is \$287.61 ±\$26.22, producing a range of \$261.39 to \$313.82.

A 95% confidence interval for total average spending by nonresidents is \$1,734.85 ±\$160.54, producing a range of \$1,574.31 to \$1,895.39.

B-5. Estimated Total Weighted Average Spending per Person, 2012 and 2013 Comparison

Spending Category	2012 Total Average	2013 Total Average	Dollar Change
Lodging	\$643.20	\$527.41	(\$115.79)
Meals	\$381.18	\$348.66	(\$32.52)
Automobile Rental	\$63.68	\$67.87	\$4.19
Other Transportation	\$19.55	\$31.39	\$11.84
Recreation	\$107.73	\$94.21	(\$13.52)
Other Purchases	\$221.35	\$165.05	\$56.30
Total	\$1,436.69	\$1,234.60	(\$202.09)

Note: Data for 2012 are from a previous report completed by BEBR for the Sundance Institute.

B-6. Estimated Total Average Spending per Person, Utah Resident and Nonresident Comparison: 2012 and 2013

Spending Category	Utah Residents		Nonresidents	
	2012	2013	2012	2013
Lodging	\$3.19	\$17.78	\$964.22	\$796.62
Meals	\$117.89	\$140.04	\$513.25	\$458.87
Automobile Rental	\$0.00	\$0.00	\$95.62	\$103.73
Other Transportation	\$0.21	\$15.06	\$29.25	\$40.02
Recreation	\$36.01	\$44.57	\$143.71	\$120.44
Other Purchases	\$92.55	\$70.16	\$285.95	\$215.17
Total	\$249.85	\$287.61	\$2,032.00	\$1,734.85

Note: Data for 2012 are from a previous report completed by BEBR for the Sundance Institute.

**B-7. Estimated Total Spending,
Utah Resident and Nonresident Comparison**

Spending Category	Utah Residents	Nonresidents	Grand Total
Lodging	\$282,382	\$23,950,380	\$24,232,762
Meals	\$2,224,115	\$13,795,927	\$16,020,042
Automobile Rental	\$0	\$3,118,642	\$3,118,642
Other Transportation	\$239,183	\$1,203,201	\$1,442,384
Sporting/Recreation	\$707,861	\$3,621,029	\$4,328,889
Other Retail Purchases	\$1,114,281	\$6,469,086	\$7,583,367
Total	\$4,567,822	\$52,158,265	\$56,726,087

**B-8. Estimated Economic Impacts of Nonresident Spending,
2012 and 2013 Comparison**

Impact Variable	2012	2013	Change
Gross State Product	\$69,730,659	\$58,611,348	(\$11,119,311)
Earnings	\$35,973,335	\$29,906,776	(\$6,066,559)
Jobs	1,376	1,092	(284)
State Tax Revenue	\$4,460,711	\$3,684,078	(\$776,633)
Local Tax Revenue	\$2,022,475	\$1,705,612	(\$316,863)

Note: Data for 2012 are from a previous report completed by BEBR for the Sundance Institute.

C. DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS OF SUNDANCE FILM FESTIVAL ATTENDEES

C-1. Residency of Sundance Film Festival Attendees

Resident of Utah	Percent	Number
Yes	34.6	15,882
No	65.4	30,065
Total	100.0	45,947

C-2. County of Residence, Utah Residents Only

County	Percent	Number
Salt Lake	53.4	8,481
Summit	21.9	3,478
Utah	9.2	1,461
Weber	7.2	1,144
Wasatch	2.1	334
All Other	6.2	985
Total	100.0	15,882

C-3. U.S. Residency of Sundance Film Festival Attendees

U.S. Resident	Percent	Number
Yes	91.5	42,042
No	8.5	3,905
Total	100.0	45,947

C-4. Place of Residency of Sundance Film Festival Attendees (Nonresidents)

State or Country	Percent	State or Country	Percent
California	22.0	Connecticut	.7
New York	8.7	Kansas	.7
Illinois	4.9	Maryland	.7
Texas	4.5	New Mexico	.7
Oregon	3.8	Oklahoma	.7
Colorado	3.5	Ireland	.7
Arizona	3.1	Mexico	.7
Washington	3.1	Norway	.7
Florida	2.9	Delaware	.3
Virginia	2.4	Indiana	.3
Canada	2.4	Iowa	.3
Michigan	2.1	Kentucky	.3
Massachusetts	1.7	Minnesota	.3
Australia	1.7	Nebraska	.3
Idaho	1.4	New Jersey	.3
Nevada	1.4	North Carolina	.3
Ohio	1.4	Rhode Island	.3
Pennsylvania	1.4	South Dakota	.3
Wisconsin	1.4	Argentina	.3
Wyoming	1.4	Austria	.3
England/UK	1.4	Brazil	.3
Georgia	1.0	Chile	.3
Louisiana	1.0	China	.3
Montana	1.0	Denmark	.3
France	1.0	Georgia	.3
Germany	1.0	Japan	.3
Italy	1.0	Kenya	.3
Spain	1.0	Korea	.3
Alaska	1.0	New Zealand	.3
Arkansas	.7	Russia	.3
		Total	100.0

Note: Foreign countries are highlighted.

C-5. Age of Sundance Film Festival Attendees

Age Group	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
Under 19	1.2	1.4	1.0
19 to 25	17.0	24.3	9.4
26 to 35	29.6	26.7	32.5
36 to 45	25.3	22.6	28.0
46 to 55	18.0	15.4	20.6
Over 55	9.0	9.6	8.4
Total	100.0	100.0	100.0

C-6. Gender of Sundance Film Festival Attendees

Gender	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
Male	45.6	40.8	50.7
Female	54.3	59.2	49.3
Total	100.0	100.0	100.0

C-7. Educational Attainment Level of Sundance Film Festival Attendees

Maximum Level of Attainment	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
Less than High School	1.2	1.4	1.0
High School Graduate	24.7	31.2	18.2
Bachelor's Degree	45.2	43.8	46.5
Master's Degree	21.1	18.5	23.8
Doctorate	7.8	5.1	10.5
Total	100.0	100.0	100.0

Note: Category of "High School Graduate " includes individuals still in high school.

C-8. Occupation of Sundance Film Festival Attendees

Occupation	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
Entertainment Professional	16.2	5.8	26.9
Non-Entertainment Professional	41.3	37.3	45.5
Press	2.1	2.1	2.1
Student	12.6	19.9	5.2
Other	27.7	34.9	20.3
Total	100.0	100.0	100.0

C-9. Household Income of Sundance Film Festival Attendees

Household Income	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
Less than \$35,000	16.6	22.6	10.4
\$35,000 to \$49,999	15.2	20.5	9.8
\$50,000 to \$99,999	28.7	29.8	27.6
\$100,000 to \$199,999	24.0	18.8	29.4
\$200,000+	15.4	8.2	22.7
Total	100.0	100.0	100.0

D. FESTIVAL STATISTICS

D-1. Number of Days Attending the Sundance Film Festival

Days of Attendance	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
1	11.2	12.0	10.5
2	13.3	15.1	11.5
3	25.1	27.1	23.1
4	13.7	12.7	14.7
5	11.1	10.6	11.5
6	6.7	5.8	7.7
7	5.0	2.4	7.7
8	3.3	2.7	3.8
9	2.6	2.7	2.4
10	7.9	8.9	6.9
Total	100.0	100.0	100.0

D-2. Summary Statistics, Number of Days Attending the Sundance Film Festival

Statistic	All Attendees	Utah Residents	Nonresidents
Mean	4.33	4.21	4.46
Standard Error	.112	.162	.154
Median	4.00	3.00	4.00
Standard Deviation	2.69	2.76	2.61
Variance	7.22	7.61	6.81

D-3. Number of Intended Screenings

Number of Screenings	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
0	5.9	5.8	5.9
1	8.0	10.6	5.2
2	12.5	13.7	11.2
3	11.2	14.7	7.7
4	10.6	12.3	8.7
5	12.3	10.6	14.0
6	6.7	4.8	8.7
7	6.1	6.5	5.6
8	3.3	3.1	3.5
9	3.5	4.5	2.4
10	6.1	4.1	8.0
11	3.1	1.7	4.5
12+	10.7	7.5	14.3
Total	100.0	100.0	100.0

D-4 Summary Statistics, Number of Intended Screenings

Statistic	All Attendees	Utah Residents	Nonresidents
Mean	5.94	5.33	6.56
Standard Error	.217	.304	.306
Median	5.00	4.00	5.00
Standard Deviation	5.22	5.19	5.18
Variance	27.23	26.98	26.81

D-5. Location Where Most Screenings Will Be Viewed

Place	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
Park City	69.0	55.5	82.9
Salt Lake City	21.1	32.5	9.4
Ogden	2.8	4.1	1.4
Sundance	1.2	2.1	0.3
Not attending	5.9	5.8	5.9
Total	100.0	100.0	100.0

Note: Not attending includes respondents who indicated they would not attend any screenings during the Festival.

D-6. All Locations Where Attendees Will View Screenings

Place	All Attendees		Utah Residents		Nonresidents	
	Yes	No	Yes	No	Yes	No
Park City	80.3	19.7	70.9	29.1	89.9	10.1
Salt Lake City	43.4	56.6	51.7	48.3	35.0	65.0
Sundance	9.5	90.5	7.2	92.8	11.9	88.1
Ogden	7.3	92.7	8.9	91.1	5.6	94.4

Note: Includes only respondents who intended to view screenings.

D-7. Percent of Nonresidents Visiting Utah Primarily to Attend the Sundance Film Festival

Response	Percent
Yes	83.2
No	16.8
Total	100.0

D-8. Percent of Nonresident Attendees Visiting Utah for the First Time

Response	Percent
Yes	35.7
No	64.3
Total	100.0

D-9. Prior Attendance at a Sundance Film Festival

Prior Attendance	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
Yes	60.7	76.7	44.4
No	39.3	23.3	55.6
Total	100.0	100.0	100.0

D-10. Number of Times Previously Attended

Years of Prior Attendance	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
0	39.4	23.3	55.6
1	9.5	7.5	12.3
2	9.9	11.6	8.0
3	11.6	15.4	7.7
4	5.2	7.2	3.1
5	5.2	6.8	3.5
6	3.8	5.1	2.4
7	1.9	1.4	2.4
8	3.5	4.5	2.4
9	2.1	3.1	1.0
10	1.9	2.7	1.0
11	.7	1.0	.3
12	1.6	2.7	.3
13	.7	1.4	-
14	.2	.3	-
15+	3.0	5.8	-
Total	100.0	100.0	100.0

D-11. Summary Statistics, Number of Previous Visits

Statistic	All Attendees	Utah Residents	Nonresidents
Mean	5.06	5.89	3.61
Standard Error	.24	.34	.24
Median	3.00	4.00	3.00
Standard Deviation	4.53	5.12	2.70

D-12. Percent of Attendees Who Plan to Attend the Sundance Film Festival Next Year

Response	All Attendees Percent	Utah Residents Percent	Nonresidents Percent
Yes	81.3	90.1	72.4
No	18.3	9.9	26.9
Uncertain	.3	-	.7
Total	100.0	100.0	100.0

**E. RECREATIONAL ACTIVITIES
OF SUNDANCE FILM FESTIVAL ATTENDEES**

E-1. Nonresident Attendees Who Intend to Visit Utah Within the Next 12 Months

Response	Percent	Number
Yes	39.9	11,996
No	51.0	15,333
Uncertain	9.1	2,736
Total	100.0	30,065

E-2. Summary Statistics, Number of Accompanying Visitors

Statistic	Accompanying Visitors
Mean	3.27
Standard Error	.194
Median	3.00
Standard Deviation	2.07

E-3. Nonresident Attendees Who Plan to Ski or Snowboard While Attending the Sundance Film Festival

Response	Percent	Number
Yes	39.2	11,785
No/Uncertain	60.8	18,280
Total	100.0	30,065

E-4. Resorts Where Nonresident Attendees Intend to Ski or Snowboard

Resort	Percent	Average Number of Days
Deer Valley	12.2	1.7
Park City Mountain Resort	19.6	1.8
The Canyons	10.8	1.9
Sundance Resort	1.4	3.8
Other Utah Resorts	6.6	1.4

E-5. Number of Days Skiing or Snowboarding, by Resort

Number of Days Skiing	Deer Valley (Percent)	Park City (Percent)	The Canyons (Percent)	Sundance Resort (Percent)	Other Resorts (Percent)
1	6.3	8.7	3.5	.7	4.5
2	3.8	7.7	5.6	-	1.7
3	2.1	2.4	1.4	-	.3
4	-	.3	.3	-	-
5	-	.3	-	.3	-
6+	-	-	-	.3	-
Not Skiing	87.8	80.4	89.2	98.6	93.4

F. LODGING AND TRANSPORTATION STATISTICS

F-1. Type of Lodging Used by Nonresident Attendees

Lodging Type	Percent
Hotel/Motel	39.5
Condo Rental	22.4
Friends/Family	19.2
Private Home Rental	10.1
Timeshare	4.5
Other	4.2
Total	100.0

F-2. Location of Lodging Used by Nonresident Attendees

Location	Percent
Deer Valley/Park City Area	51.4
Salt Lake County	26.6
Sundance Resort	3.5
Ogden Area	2.4
Other	16.0
Total	100.0

F-3. Number of Nights of Lodging of Nonresident Attendees

Number of Nights	Percent
1	.3
2	1.0
3	4.5
4	13.6
5	17.5
6	17.5
7	13.3
8	11.5
9	4.9
10+	15.7
Total	100.0

F-4. Summary Statistics, Number of Nights of Lodging (Nonresidents)

Statistic	Value
Mean	6.62
Standard Error	.141
Median	6.00
Standard Deviation	2.38

F-5. Primary Form of Transportation to Utah to Attend the Festival (Nonresidents)

Mode of Transportation	Percent	Number
Airplane	76.7	23,060
Private Vehicle	17.8	5,352
Rental Vehicle	2.4	722
Bus	2.4	722
Other	.7	210
Total	100.0	30,065

G. THE ECONOMIC IMPACTS OF SUNDANCE INSTITUTE-RELATED SPENDING

The economic impacts presented here are based on the operational expenditures made by the Sundance Institute (the Institute) in Utah to produce the 2013 Sundance Film Festival. In developing these impacts, only the amount of money spent by the Institute in Utah has been included.

To produce the 2013 Sundance Film Festival, the Sundance Institute spent almost \$9.0 million dollars, of which \$5.8 million was spent locally. The economic impacts generated by these expenditures are shown below. Detailed spending and impact calculations are presented in Table G-2.

G-1. 2013 Sundance Film Festival Economic Impacts of Sundance Institute Spending

Impact Type	Direct Impacts	Indirect and Induced Impacts	Total Economic Impacts
Gross State Product	\$5,117,706	\$5,818,712	\$10,936,419
Earnings	\$1,777,082	\$2,866,752	\$4,643,834
Jobs	233	82	315

G-2. 2013 Sundance Film Festival Detailed Economic Impacts of Sundance Institute Spending

Industry Sector	Adjusted Utah Spending ¹	Earnings Coefficient	Earnings Impact	Jobs Coefficient	Adjusted Jobs Impact	Gross State Product Coefficient	Gross State Product Impact
Construction	\$74	.7935	\$59	19.47	0.00	1.2758	\$94
Printing Services	\$7,824	.6196	\$4,848	16.74	0.13	1.0536	\$8,243
Retail Trade	\$12,476	.6428	\$8,019	21.28	0.27	1.2694	\$15,837
Air Transportation	\$3,951	.4481	\$1,770	10.51	0.04	0.9679	\$3,824
Ground Transportation	\$188,667	.7898	\$149,009	20.94	3.95	1.3203	\$249,097
Insurance	\$24,802	.6082	\$15,085	15.43	0.38	1.2591	\$31,228
Property/Equipment Rental	\$1,331,957	.5252	\$699,544	11.47	15.28	1.2709	\$1,692,785
Advertising/Public Relations	\$14,878	.8284	\$12,325	19.98	0.30	1.3934	\$20,731
Business Services	\$273,861	.8284	\$226,867	19.98	5.47	1.3934	\$381,598
Professional/Technical Svcs.	\$454,265	.8284	\$376,313	19.98	9.08	1.3934	\$632,973
Accommodations/Lodging	\$945,413	.5946	\$562,142	19.97	18.88	1.2012	\$1,135,630
Food and Beverage	\$295,707	.6333	\$187,271	28.16	8.33	1.1887	\$351,507
Wages and Salaries	\$1,563,832	.3987	\$623,500	12.42	19.43	0.8282	\$1,295,166
Totals	\$5,117,706		\$2,866,752		81.53		\$5,818,712

¹ Spending has been adjusted to account for trade margins and source of revenue.

Economic Impacts: Measures and Definitions

Economic impacts are the changes in the size and structure of a region's economy that occur when goods and services are purchased from vendors within the region with money generated outside the region. In the strictest interpretation, economic impacts occur *only* when "new"

money enters the regional economy and is then spent locally. Such an inflow has the potential to expand the size and strength of the region's economy. Money spent outside the region is considered "leakage" and does not generate economic growth within the region. Likewise, purchases of goods and services by local residents from local vendors do not increase the economic base of the region; they simply reshuffle the existing resources.

Input-Output Models

Various models have been built to evaluate the economic impacts that occur with changes in regional exports. The key inputs to these models are the direct impacts, which are the spending injections into the community when goods produced locally are sold outside the region. One of the most commonly used models for regional impact analysis is the single-region input-output (I-O) model.

I-O models capture business-to-business purchases within a region. If an export base industry purchases raw materials, equipment or other inputs from local producers, this effectively increases the size of the region's export base; these are the indirect effects. These inter-industry linkages are captured in an I-O model. I-O models also capture induced spending generated when households supported by the direct and indirect activities purchase goods and services within the region. I-O models simultaneously describe the demand and supply relationships between industries by showing the final demand for goods and services and the inter-industry transactions required to satisfy that demand.

Using the construction industry as an example, an I-O model would identify all industries that provide goods and services to the construction industry. The I-O model also shows the value of goods and services provided by each industry directly to the construction industry, as well as all industries that are indirect suppliers to the initial supplying industries. These interactions continue until the value of supplies from all producing sectors that provide goods and services to the direct suppliers of the construction industry have been accounted for. This is called the "multiplier" effect.

RIMS II

RIMS II is the updated version of the Regional Input-Output Modeling System developed by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA) in 1970. RIMS II is based on an accounting framework called an input-output table, which shows the input and output structure of approximately 500 industries in the U.S. The BEA's regional economic accounts are used to adjust the national I-O table to show a region's industrial structure and trading patterns.⁴ RIMS II multipliers can be estimated for any region in the U.S. that is composed of one or more counties, and for any industry or group of industries in the national I-O table.

The impact effects produced using RIMS II are the net changes in value added, earnings and employment that occur when new dollars flow into a region and are then spent locally. The impacts represent the increase in the existing economic base of the region under study.

⁴ "Regional Input-Output Modeling System," U.S. Department of Commerce, Bureau of Economic Analysis; available at www.bea.gov/regional/rims.

Estimating Fiscal Impacts

The fiscal impacts provided in this analysis were derived in two ways. The fiscal impact of visitors' spending was estimated by applying the appropriate sales and use tax and other tax rates to total spending. The impact on state income tax was estimated by applying an "average tax" rate of 4.05 percent to the earnings estimate. The average tax rate was estimated using 2010 personal income data from the U.S. Department of Commerce, Bureau of Economic Analysis and income tax collections for the state of Utah as reported in *State and Local Government Finances: 2010*, published by the U.S. Census Bureau.

The fiscal impacts of spending by the Sundance Institute were estimated by quantifying the relationship between earnings in the state of Utah and selected state and local tax collections, expressed as a ratio representing the effective state and local tax rates. This derived ratio was applied to the total earnings impacts. The effective state rate used in this analysis was 7.67 percent. The effective local rate was 1.48 percent.

The fiscal impact estimates for Sundance Institute spending are conservative. Using an effective tax rate methodology to calculate fiscal impacts assumes that state and local taxes are directly related to earnings. While this assumption holds with respect to state income tax, and to a lesser degree, sales tax, the relationship between earnings and other taxes, such as property tax, is less obvious; e.g., an increase in earnings may not affect property tax revenue or other tax revenue. Thus property tax and selected other taxes were not used in estimating the effective state and local tax ratios.

Definitions Used in This Report

Conceptually, economic impacts fall into three categories: direct, indirect and induced. The type of impacts generated includes value added, earnings and jobs. These terms are defined below:

Direct Effects: The effects of purchases of goods and services from local suppliers, and wage and salary payments made to employees.

Indirect Effects: The effects of additional business sales, jobs and income generated by direct purchases of goods and services from local suppliers. The purchases of these suppliers create subsequent rounds of spending, which when added to the initial suppliers' purchases represent the total indirect effects.

Induced Effects: The effects of increased consumer and household spending resulting from the direct and indirect incomes.

Gross State Product/Value Added: The additional value of a commodity over the cost of the commodities used to produce it from the previous stage of production. Value added is conceptually equivalent to Gross State Product (GSP).

Earnings Earnings are the sum of three components of personal income: wage and salary disbursements, supplements to wages and salaries, and proprietor's income.

Jobs Jobs generated using RIMS II include both full-time and part-time workers as well as the self-employed.