

2021 IMPACT REPORT



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We would like to thank our public funders and the tax payers in the State of Utah. We are grateful for their investment and belief in the value of the arts.

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Since April of 2020, we've offered Utahns over 300 film opportunities that they could access from their couches, cars, school desks, theaters, picnic blankets in a park, or in their neighbor's backyard.

We travelled to communities around the state to meet Utahns where they are, and ensure that every Utahn has access to art and cultural opportunities that encourage us to see humanity in others and strive for common understanding. Our revised media arts education programs are dynamic and effective resources online and in person that encourage creativity and engagement. Our artist support continues to help independent filmmakers as they, too, navigate a new normal.

Through film, we work to:

- Connect people and strengthen communities;
- Champion authentic and diverse representation;
- Invest in the film ecosystem;
- Encourage thoughtful and civically-engaged audiences

We do what we do because we believe that film can inspire people to change the world. We are pleased to share with you the following impact report for our 2021 fiscal year to highlight how our work contributed to a vision of a world where all of Utah's communities feel welcome, valued, and creatively empowered to make the world a better place.

CONNECTING PEOPLE AND STRENGTHENING COMMUNITIES

In times of continued uncertainty, divisiveness, and public health restrictions, we felt it was important to continue to provide Utahns with ways to engage our programs and each other safely, to use our resources and expertise to amplify local voices, and to continue to provide Utahns with windows unto the world. In FY21, approximately 26,180 people* accessed our programs.

Access to diverse stories and new cultural connections

EXHIBITION

The Film Center held more than 30 outdoor screenings at pop-up drive-ins, recreation centers, parks, and community partner venues across Salt Lake County and rural Utah.

Our online platform allowed film fans from a much wider geographic area to connect over free weekly screenings and a hybrid festival experience for Damn These Heels. New for this year, the Community Spotlight program highlighted more than fifteen stories requested by community organizations who wanted to connect with their audience through film and community dialogue.

EDUCATION AND FAMILY PROGRAMS

Tumbleweeds Films for Kids monthly online series connected Utah's youngest audience to stories from around the world. Teachers introduced nearly 5,000 students to the curated collection of films through virtual Festival Field Trips.



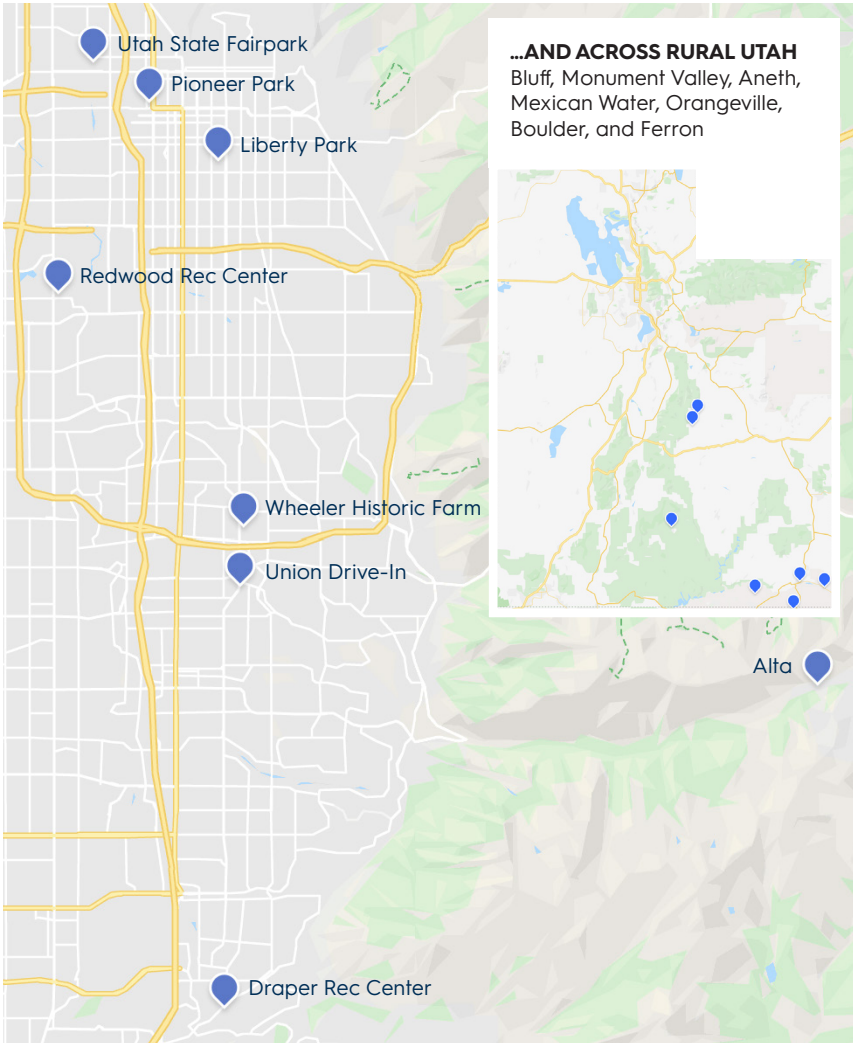
Last year we served 11,700 students in education. Approximately 8,700 were outside of Salt Lake County and would not have been able to participate without the online platform.

**This is an estimation across all Utah Film Center programs. Film attendance, which is nearly 50% of the audience, is gathered by household. With attendance being approximately 1.5 people/household depending upon the event, the actual audience numbers are higher.

Online audiences came from:



OUTDOOR SCREENING LOCATIONS ALONG THE WASATCH RANGE AND SALT LAKE COUNTY



CHAMPIONING AUTHENTIC AND DIVERSE REPRESENTATION

To embrace a plurality of voices, topics, issues and ideas, we turned the lens on ourselves and reassessed how our programs and Utah Film Center reflect this value. In the past year, we've programmed in partnership with Utah communities, sought out local voices who add value and nuance to important issues, worked to co-create measures of success with community partners, hired and contracted with members of underrepresented communities, and provided financial and professional support to filmmakers and artists to help them realize their creative visions.

A plurality of voices, topics, issues and ideas

EXHIBITION

For Utah Film Center's FY21 general film exhibition, 41% of the films were by female, BIPOC, and Utah-based filmmakers.

New initiatives for 2021 helped communities gather around stories that were meaningful to them and to share those stories with others by using film to create safe spaces. For Community Spotlight, we lent our platform to nonprofits so that they could share important stories with their audiences. Partnerships with Rural Utah Project and local community leaders helped us plan film events that brought rural Utah communities together safely. Black, Bold & Brilliant (in partnership with KRCL) highlighted important topics such as Black Feminism and Black Joy, and encouraged audiences to learn and engage underrepresented voices thoughtfully.

We also continue to be inspired and invigorated by the creativity and the breadth of stories exhibited at Damn These Heels. In 2021, this included 25 films and 25 shorts from around the world, which were chosen by a community panel of programmers. [Images at right.]

FISCAL SPONSORSHIP

Approximately 60% of Utah Film Center's active fiscally sponsored projects are Utah-based filmmakers; 57% are female filmmakers.

Utah Film Center's artist support creates space for independent, underrepresented, and underrecognized voices by providing them with services to give voice to their stories and ideas. Some notable UTFC fiscally sponsored projects helmed by women or people of color include: *Belly of the Beast*, *Ailey*, *Like a Rolling Stone: The Life and Times of Ben Fong-Torres*, and *Anchor Point*.



Ashley Cleveland of Outdoor Afro during a Black, Bold & Brilliant discussion



Opening night drive-in at Damn These Heels Queer Film Festival



Pre-screening in Bluff, Utah, in partnership with Rural Utah Project

INVESTING IN THE FILM ECOSYSTEM

We've continued to invest in the film ecosystem — from the time of conception through to exhibition — to encourage creative engagement and media creation from among all ages, demographics, and walks of life. We recognize that when different filmmakers realize their creative visions, this leads to authentic and diverse representation, populates cultural and civic spaces with a plurality of ideas, and gives people agency in self-expression and how they are represented.

Media resources from story conception to film exhibition

LEARNING THE BASICS

EDUCATION AND FAMILY PROGRAMS

Young Utahns learned the basics of storytelling and filmmaking in the classroom and at the Tumbleweeds Films for Kids festival field trips this past year. Our education team reimaged the classroom offerings and relaunched with seven new workshops, taught both in person and virtually by professional artists.

DEVELOPING STORIES

FISCAL SPONSORSHIP

More than 190 active projects around the world received or are receiving funding for unencumbered creative visions this year.

MAKING MEDIA

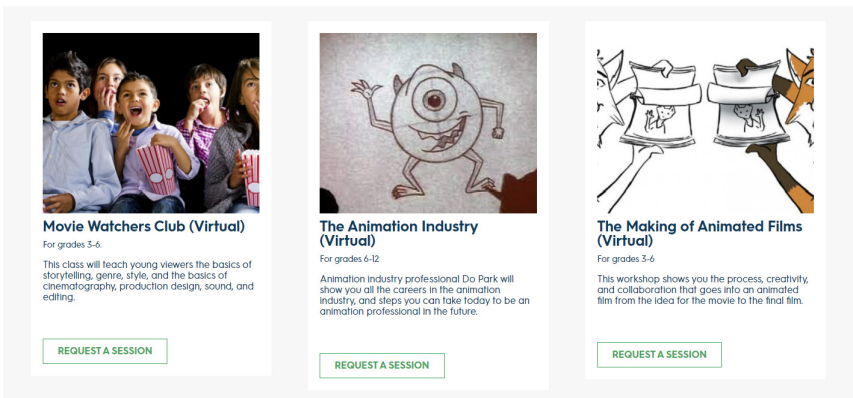
ARTIST FOUNDRY

While Artist Foundry services were offered in limited capacity this past year, Utah Film Center reached out to members with paid work opportunities for projects and screenings. During this time, we also began planning for a relaunch of the Artist Foundry in 2022.

EXHIBITING FILMS AND STORIES

FILM EXHIBITION

Utah Film Center screened over 200 independent films this past year, showcasing the work of filmmakers near and far. This included films from emerging artists — several films shown at Damn These Heels were North American or world premieres.



Free classroom workshops for teachers



Cropped still from *Anchor Point* (credit: Jennifer Fawcett)
Anchor Point is a fiscally sponsored film. This documentary follows the story of two female wildland firefighters and the professional and personal challenges they encounter of being outnumbered by men in their field 10-to-1. This women-centered story about female wildland firefighters is told by a Utah-based female filmmaking crew: filmmaker Holly Tuckett, producer Jennifer Dobner, and producer/editor Maddy Purves.

ENCOURAGING THOUGHTFUL AND CIVICALLY-ENGAGED AUDIENCES

Film programming plus discussions and study guides included:



By highlighting human experiences at the center of so many important issues, films can leave audiences profoundly transformed. For 2021, Utah Film Center continued to offer audiences a deeper level of engagement around these films through virtual Q&As and panel discussions. Our media arts education programs taught students as young as elementary school how to deconstruct media. These opportunities model how far curiosity can take us and the critical inquiry skills that lead to better understanding and greater empathy.

Media literacy and enhanced film understanding

FILM EXHIBITION

In the last year, we connected Utahns with film events accompanied by nearly 120 guest speakers, including Through The Lens, our series focused on filmmaker discussions. These Q&As and panel discussions featured filmmakers and local luminaries who provided additional context and insight for the stories on screen.

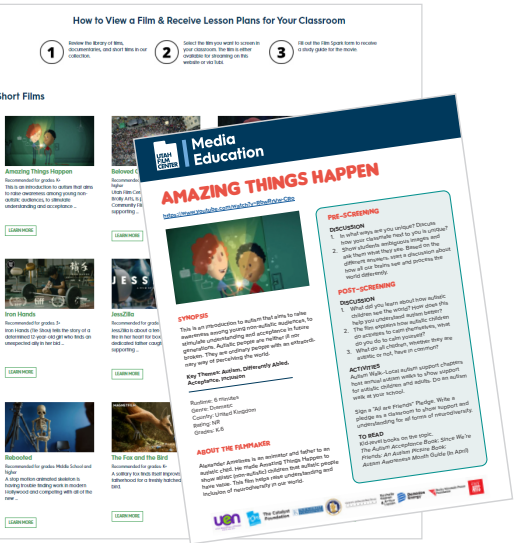
Of note, Utah Film Center pays artists for their work. This includes honorariums for their participation in discussions, doing workshops, reviewing and critiquing films, etc.

EDUCATION AND FAMILY PROGRAMS

Students learned to deconstruct the media they consume through festival field trips and a curated selection of free films for teachers. They also learned to create meaningful media projects of their own through classroom workshops.



Through the Lens discussion of *Youth v Gov*, with Christi Cooper, Director; Olivia Ahnemann, Producer; Julia Olson, Our Children's Trust lead counsel; Nathan Baring, Plaintiff and one of the subjects of the film; and moderator Doug Fabrizio



Free films and study guides for teachers available on the Utah Film Center website



Neighborhood House classroom workshop

**Utah Film Center connects
people, stories, and ideas
through film, artist support,
and media arts education.**

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