WHY SLFS MATTERS

ANNUAL COMMUNITY IMPACT

Broadway Centre Cinemas (6 screens)  |  365 days a year creating community vibrancy
Historic Tower Theatre (1 screen)    |  275,200 annual audience served

“The art house theater experience is not only what is on the screen but who is next to you. It is an opportunity to look up from your phone and experience community, to participate in conversations provoked by film, and to get to know the people in your neighborhood.” - Tori A. Baker, SLFS President & CEO

FILM AND EDUCATION FOR UNDERSERVED

Free or Reduced Admissions          |  37,083
Free Activities in Salt Lake County |  164
Educational Events                 |  131
Countries Represented in Film Programming |  27
Tower Archive Loans                |  8,365
Low Cost Presentations             |  14,084

UNIQUE, QUALITY PROGRAMMING

Film Titles Presented              |  231
Films that NEVER Would Have Played in Utah Without SLFS |  172
Film Access & Culture Initiative Projects |  14
Film Fostering & Education Initiative Projects |  9
Tower Archive Titles               |  13,499
Filmmakers, Artists, & Special Guests |  199

*Quotes taken from SLFS patrons, volunteers, employees, board members, Art House Convergence Surveys, Google and Facebook reviews, and SLFS twitter.
Survey responses from 2018 Art House Convergence National Survey by Avenue ISR and Bryn Mawr Film Institute in collaboration with Art House Convergence.
NISSION FOCUS

We promote diversity of film exhibition and creation. We educate, advocate, and inform about—and through—cinema. We foster film talent and cultivate film appreciation and participation. Our programs and venues ensure that the potent ideas and voices of film are accessible to everyone in our community.

CORE VALUES

PROGRAMMING
- Community Need
- Artistic Merit
- Festivals & Awards
- Critical Merit

OPERATIONS
- Quality Arts Experience
- Collaborative
- Accessible & Inclusive
- Educational

SLFS provides a truly amazing outlet for legitimately good movies in Salt Lake. Not many other cities of similar size have an organization nearly as put together.**

In 2018, SLFS was open 365 days and hosted 231 films with 199 filmmakers, artists, and special guests.

@broadway
SLC’s home for American independent, international, and documentary cinema.

@tower
SLC’s beloved 90-year-old historic theater offering contemporary and historic works of cinema.

88% of our audiences say SLFS enhances the cultural life of our community*

94% of people surveyed say SLFS provides them with opportunities to think and learn*

97% of SLFS patrons surveyed say our programs spark their curiosity*

NATIONAL LEADERSHIP

- Nationally, a robust and sustainable art house providing mentorship to new cinemas nationwide
- Co-founded the National Art House Convergence (AHC) and founding board member
- AHC annually brings $450,000 in economic impact to Utah during its 3-day conference
- Founded National Art House PSA Project

LOCAL LEADERSHIP

- Utah Nonprofits Association member
- Salt Lake Chamber member
- Board Representation: Tanner Lecture Series
- Board Representation: 10KSB Alumni SLC
- Downtown Alliance member
- Chair, Downtown Merchants Association, SLFS Director PR & Marketing
- Utah Cultural Alliance member
- U of U Distinguished Alumna, SLFS President & CEO

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**Who We Serve**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Annual Audience Served</td>
<td>275,200</td>
</tr>
<tr>
<td>Free or Reduced Admission</td>
<td>37,083</td>
</tr>
<tr>
<td>Cultural &amp; Education Audiences Served</td>
<td>37,730</td>
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</table>

**Salt Lake County Reach**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salt Lake County Residents</td>
<td>200,896 (73% of total)</td>
</tr>
<tr>
<td>Salt Lake County, Salt Lake City Residents</td>
<td>140,352</td>
</tr>
<tr>
<td>Salt Lake County, Non Salt Lake City Residents</td>
<td>60,544</td>
</tr>
</tbody>
</table>

**Statewide, Educational, Cultural, and Free Public Programs**

SLFS hosts a myriad of free and public programs, including Big Pictures Little People endowed program, school tours, annual cultural film tours, weekly school night films, and Wassail & Waffles, which in December 2018 hosted 993 film lovers of all ages.

- 60% were from all over Salt Lake County—from Downtown Salt Lake to Draper to Magna
- 35% were from beyond Salt Lake County—including Layton, Cedar City, and Syracuse
- 5% were from beyond Utah

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**Diversity of Age**

- 0-24: 18%
- 25-34: 26%
- 35-44: 17%
- 45-54: 14%
- 55-64: 11%
- 65+: 14%

**Diversity of Education**

- 4-year College Graduate: 38%
- Some College or 2-year Degree: 24%
- Some Post-Graduate Studies: 7%
- High School Graduate: 2%
- Post-Graduate Degree: 29%
OR Organizational Health

18 years Salt Lake County’s only venue-based, full-time presenting film arts organization

3.9 Million Annual Budget in 2018

Future Vision

• Endowment & Facilities Fund
• Minority & Youth Outreach
• Expanded Leadership in the Arts Community

Executive Staff:
40 years of film experience
83% of executive staff with at least 5 years of service

Grants and Foundation Funders
14

Individual Contributors
2,520

State Funding Support
YES

County Funding Support
YES

City Funding Support
YES

An Anchor in Our Community

Total Community Economic Impact
$1,287,274

Jobs Supported
356

Annual Budget Spent Directly on Program Services
69%

Local Government (Taxes Generated)
$613,496

State Government (Taxes Generated)
$740,430

Reference: 2017 Americans for the Arts economic impact calculator

Board Diversity

11 Member Governing Board • 36 Member Advisory Board • 4 Board Committees

Board members that meet these criteria (out of 38 members)

- Economic
- Political
- Ethnic
- Sexual Orientation
- Gender (women or transgender)
- Governing County District Diversity (not Dist. 1)
- Community Leaders
- Geographic
- Industry Professionals
- Film Directors

I come to SLFS venues to be entertained and I end up being inspired. SLFS makes life in our city vastly more interesting and enjoyable.

- Brian Rivette, SLFS Board Chair

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### STRONG COMMUNITY PARTNERS

**A FEW OF OUR COLLABORATORS**

#### ARTS ORGANIZATIONS
- UMFA, Utah Cultural Alliance,
- U of U School of Dance, Utah Arts Festival,
- Salt Lake Acting Company,
- Tanner Humanities Center

#### MINORITY & SERVICE ORGANIZATIONS
- Artes de México en Utah, Utah Pride Center,
- Czech and Mexican Consulates, Equality Utah,
- Utah AIDS Foundation

#### GOODS & SERVICES
- Red Rock Brewery, Tea Zaanti, Laziz Kitchen,
- Beehive Distilling, Xmission, Vine Lore,
- cityhomeCOLLECTIVE

#### COMMUNITY GROUPS & NON-PROFITS
- Best Friends Animal Society,
- Rotary, Jewish Community Center,
- Utah Council for Citizen Diplomacy

#### FILM ORGANIZATIONS
- Spyhop, Sundance Institute, Davey Foundation,
- U of U Film & Media Arts Department, Telemundo,
- 48 Hour Film Festival, Utah Film Commission

#### HIGHER EDUCATION
- Westminster College, Salt Lake Community College,
- U of U Center for Latin American Studies

#### SHARING SLFS RESOURCES

<table>
<thead>
<tr>
<th>Resource</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Charitable Donations</td>
<td>$166,022</td>
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<tr>
<td>Non-profits Receiving Donations</td>
<td>87</td>
</tr>
<tr>
<td>Annual Film Festivals at SLFS Venues</td>
<td>11</td>
</tr>
</tbody>
</table>

#### COMMUNITY COLLABORATION

<table>
<thead>
<tr>
<th>Collaboration</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Donations &amp; Relationships</td>
<td>249</td>
</tr>
<tr>
<td>Community Collaborations</td>
<td>79</td>
</tr>
<tr>
<td>Higher Education Partner Events</td>
<td>36</td>
</tr>
<tr>
<td>Participating Artists and Scholars</td>
<td>199</td>
</tr>
<tr>
<td>Community Projects at SLFS Venues</td>
<td>227</td>
</tr>
<tr>
<td>Individual Volunteers</td>
<td>94</td>
</tr>
</tbody>
</table>

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FILM ACCESS & CULTURE INITIATIVE

Our most robust mission initiative and founding purpose is to provide access to films not available otherwise. Our programs are carefully curated to engage the community with the highest quality films that educate, advocate, and inform, and we do this every day of the year. This initiative makes SLFS Salt Lake’s window to the world of diverse cultures and new points of view.

ANNUAL PROGRAMS

CZECH FILM TOUR
Co-presented with the Czech Consulate, this three-day spring program has hosted eight Czech filmmakers and more than 50 Czech films.

FILMÉXICO
A community collaboration with the Mexican Consulate celebrating the history, culture, and heritage of Mexico.

THE GREATEST SERIES
A yearly series devoted to exploring the greatest films within a specific genre or cultural lens.

ISREEL: FILMS FROM ISRAEL
Co-presented with the Jewish Community Center and others, films from Israel included Oscar-winning Skin with director Guy Nattiv.

SREENDANCE
SLFS, University of Utah School of Dance and Department of Film & Media Arts co-presented the films of internationally renowned Belgian dance filmmaker and composer, Thierry De Mey.

SING WITH MARIA AND OTHER LIVE SHOWS
Patrons of all ages dress up and sing their hearts out to The Sound of Music, a family favorite.

SUMMER LATE NIGHTS
For nostalgic audiences of all ages, three months of cult classics at the historic, much beloved, Tower Theatre.

TOWER OF TERROR & ROCKY HORROR PICTURE SHOW
Every weekend in October is Halloween featuring horror favorites and Rocky Horror Picture Show with live shadow-cast.

WASSAIL & WAFFLES
HOLIDAY FILM SERIES
A holiday tradition providing good cheer and free movies.

365-DAY REGULAR SEASON PROGRAMMING

EXCLUSIVE
74% of films shown (171 of 231) were exhibited only by SLFS in Utah.

AWARD-WINNING
71% of films exhibited were rated 70 or higher on Metacritic, and 56% won or were nominated for major awards.

INTERNATIONAL
46% of films exhibited represented 27 countries on six continents.

DIVERSE
60 films exhibited were directed by women, 12 by people of color, and 23 were LGBTQ+ themed.

ACCESSIBLE
In addition to weekly open captioned film presentations, we offer a variety of closed captioning and audio narration devices so our patrons with hearing or vision impairments can access most first-run films.

COLLABORATIONS & SPECIAL PROJECTS

ART HOUSE THEATER DAY
A nationwide celebration offering free films and treats for patrons.

NATIONAL THEATRE LIVE
The best in classic and contemporary theater productions from the British stage, artfully filmed, and co-presented with Tanner Humanities.

SLFS PRESENTS WITH KUED
Bringing the best in media storytelling to the community four times a year.

VISTING FILM ARTISTS & PANELS
Examples include Jimmy Chin for Oscar-winning Free Solo, and local film directors and film subjects from the Church & State documentary about the case which legalized gay marriage in Utah.

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5 free or reduced admission
FILM FOSTERING & EDUCATION INITIATIVE

Our passion project, this initiative cultivates the cinephiles and filmmakers of tomorrow through free films for underserved children and young people. It also fosters artists and filmmakers so that they can contribute to Utah’s creative economy.

BIG PICTURES, LITTLE PEOPLE
Encourages critical thinking through visual storytelling for 1,400 underserved children each summer.

COLLEGE CAMPUS SCREENING SERIES
Co-curating the best indie films free for students on campus, including at Salt Lake Community College and University of Utah.

TOWER ARCHIVE
Maintaining an educational and fun resource of more than 13,000 works of art in cinema.

IVORY TOWER SERIES
In collaboration with Westminster College, a student-curated lecture and film series for college cinema students to engage with the community.

SCHOOL GROUP TOURS
An educational experience that teaches students about the history of cinema through a behind-the-scenes look at a theater.

SCHOOL NIGHT FILM SERIES
Encourages young audiences to explore the art of cinema by providing free screenings every Tuesday for those under 21.

UTAH SCREENWRITERS PROJECT
Builds a writers’ community through workshops and professional mentorship. This project has fostered 150 Utah writers.

VENUE ACCESS PROJECT
Making our venues available for low-cost or free maker space, including film shoots, web series, podcasts, etc.

MEDIA ACCELERATOR STUDIO (MAST)
By offering contests, labs, mentorship, networking, and production assistance, MAST supports local filmmakers while building Utah into a “content creation” hub. The 2019 program has awarded $20,000 to contest winners and $100,000 in fellowship funds. MAST is a forward-thinking, content development program that harnesses the power of tech-enabled and animation storytelling. Current fellows are working on a range of topics, including: displaced workers, traditional stories of Mexico, and restoring sight to the blind.

“ SLFS is the only independent film venue within 200 miles.”

“ MAST is awesome! This kind of trust and support means so much.”
- Filméxico 2018 visiting filmmaker Gabriela Badillo, a Latina animator working to create 68 animated shorts featuring stories from Mexico narrated in each of their 68 native dialects.
AWARDS SEASON
Over half of all SLFS films won or were nominated for Oscars, Independent Spirit awards, Golden Globes, and other awards at major international festivals.

CZECH FILM TOUR
Presented with the Czech Consulate every April, SLFS hosted David Mrnka whose film Milada won multiple Czech Lion awards.

BIG PICTURES
LITTLE PEOPLE
Teaching media literacy and spreading the magic of the big screen with free films all summer at the Tower for 1,400 underserved children.

TOWER OF TERROR
Not for the faint of heart, Tower of Terror is a ghastly annual repertory series featuring some of Hollywood’s best horror films leading up to our annual Rocky Horror Picture show live stage show.

Awards Season
Always expanding our mission of accessibility, we now offer more ways to provide hearing and visual assistance, including personal closed caption devices and audio receivers with enhanced volume and descriptive narration options.

FILMÉXICO
A collaboration of dedicated community organizations led by the Mexican Consulate in Utah-Consul José V. Borjón and 2018 visiting director Gabriela Badillo pictured here–presents Filméxico every May.

SUMMER LATE NIGHTS
Film lovers can revisit, explore, and share the fun of a late-night movie with friends. Yearly, summer weekends at Tower.

SING WITH MARIA
An annual December tradition at Tower Theatre. Dress up and enjoy tea with jam and bread while singing along to THE SOUND OF MUSIC.

SALT LAKE FILM SOCIETY AWARDS SEASON

SIGHT AND SOUND
SLFS-vetted films from different decades, countries, and world views, rolled into our own month-long themed package. Yearly, in June.

IVORY TOWER
Free films the first Monday of every month during the school year. Presented with Westminster College.

THE GREATEST
SLFS-vetted films from different decades, countries, and world views, rolled into our own month-long themed package. Yearly, in June.

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PORT OF TERROR
A ghastly annual repertory series featuring some of Hollywood’s best horror films leading up to our annual Rocky Horror Picture show live stage show.

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