

With Los Angeles and New York shut down, more commercials are filming in Utah

MacKenzie Ryan | July 28, 2020



SALT LAKE CITY (KUTV) — Despite the tourism downturn, one industry is coming to Utah and bringing higher-than-average business: commercials.

The Utah Film Commission said, comparing the past three months to the same time frame last year, that it's received a 140% increase in inquiries to shoot commercials and 18% in commercials shot so far.

Film incentives are controversial in Utah. They bring major productions to the state but some of the money they spend goes back in the form of a post-performance rebate.

That's not the case with commercials. The money production crews spend here stays here.

A 2News investigation reveals, with Los Angeles and New York still shut down, commercial film productions are coming to Utah instead.

With California Restricted, Productions Are Looking Elsewhere

"Their bars and restaurants, which I believe will have an impact on film production there."

He said Utah is open for production, while LA and New York still have restrictions that limit filming.

Why Utah?

The Utah Film Commission, in an email to the KUTV Investigative Team, pointed out that commercial production is seeking out Utah because of

its relatively low COVID-19 cases, unique outdoor locations, and it's "a driveable location from Los Angeles that eliminates the need for air travel."

A Huge Jump in Inquiries and Commercials

Compared to the same three-month period last year, the film commission is seeing a 140% jump in production crews asking to shoot commercials.



Money from Commercials Stays in Utah

Unlike film production, which is heavily incentivized, money from commercial shoots doesn't have a rebate.

The money goes straight into the local economy: hiring Utah-base crews, staying in hotels, renting vehicles, and dining out.

Turnkey Production, Diverse Scenery

The Utah Film Commission told 2News Utah isn't just rich in scenery.

The state has a deep roster of support personnel that makes Utah a one-stop-shop for out-of-state production crews. ■