



September 25, 2023

Mayor Nann Worel
and
City Council, Park City
445 Marsac Avenue
PO Box 1480
Park City, UT 84060

Attention: Park City Mayor and Council,

The 2024 Sundance Film Festival will be the 40th annual film festival the Sundance Institute has held in Park City. Over these 40 years, our festival and park city have grown in stature - from a small ski town and regional film festival, to top ski destination and premiere independent film festival. In many ways, we have grown up together, and that connection is an essential element of our success. Our hope is that we will continue this legacy with Park City and continue to produce America's premiere international independent film festival right here.

In 2013, we negotiated the current Master Festival License Agreement that governs our annual celebration of storytellers and the independent artist. Section B(2) requires Sundance Institute give Park City notice to renegotiate this Agreement on or before March 1, 2024. At this moment in time, Sundance is in a unique position, one it has not found itself in its history. We have new executive leadership, we have had several years of declining revenue triggered by a global pandemic that we have still not recovered from. There are many uncertainties but also great possibilities this moment presents.

To take advantage of this opportunity, we are engaged in developing a new long-term strategic plan that will fortify the Institute to continue to thrive and develop robust revenue strategies that allow the mission of Sundance to thrive and grow: support of storytellers and artists and introducing new audiences to this work.

Without the benefit of a unified vision and plan for Sundance's future, planning for 2027 and beyond at this moment would be more of a hypothetical exercise that we believe will not arrive at an agreement that suits the needs of Park City or Sundance long term. This is in stark contrast to the partnership we have enjoyed for 40+ years. We do not wish to engage the staff and council in a process that will not yield a similarly strong long-term plan for both parties.

Sundance would ask that we move that notice deadline to October 1, 2024. This additional time will enable Sundance to complete our strategic planning work and can come to the table with a new



vision for the Festival and the Institute as a whole. It is at this point that we can partner with Park City and arrive at a new long standing Master Festival License with the City that is beneficial for both parties.

We look forward to continuing our close partnership with you to bring audiences to Park City for the premiere of the best independent films by tomorrow's great filmmakers and storytellers.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Joana Vicente". The signature is written in a cursive style with a horizontal line underneath the name.

Joana Vicente