

2027 SUNDANCE FILM FESTIVAL

Boulder Restaurant Resource Guide

A comprehensive playbook for Boulder restaurants, cafés, bars, and food businesses preparing for the Festival's first year in Boulder

January 21–31, 2027 | Boulder, Colorado

Prepared for the Boulder Business Support Coalition

Compiled from Sundance Film Festival Business Support Coalition meeting notes, the Sundance Institute “Official Friend of Sundance Film Festival” partnership guide, the Sundance Institute-authored restaurant preparation guide, and current City of Boulder / Boulder County / Visit Boulder public resources.

Working draft — August 17, 2026. Details are evolving; verify time-sensitive items (permits, deadlines, pricing guidance) against live City of Boulder, Boulder County and Visit Boulder pages before distributing externally.

How to Use This Guide

This guide pulls together everything currently known that is relevant to Boulder restaurants, cafés, bars and food businesses ahead of the first Sundance Film Festival in Boulder (January 21–31, 2027). It draws on three internal sources — Sundance Film Festival Business Support Coalition meeting notes (Feb–Aug 2026), the “Official Friend of Sundance Film Festival” partnership guide, and the restaurant preparation guide — plus current public information from the City of Boulder, Boulder County and Visit Boulder.

Sections are organized by what a restaurant operator actually needs to decide and do: what to expect, what to prepare operationally, what permits and licenses to file and by when, how the Official Friend of Sundance Film Festival and sponsorship system works, and who to call with questions. A Sources appendix at the end lists every citation so the task force can verify and update details as they firm up.

Note on marks/branding: Use of Official Friend of Sundance Film Festival in external materials.

- When referring to the Festival, the word “Sundance” should NEVER stand alone - always use the complete name “Sundance Film Festival”
- When referring to the Institute, the word “Sundance” should NEVER stand alone - always use the complete name “Sundance Institute. When referring to “the Festival” - always use a cap F
- We also do not put “the” in front of Sundance Institute or Sundance Film Festival
- The year should always precede the event: 2027 Sundance Film Festival

Many items below are still evolving as of this writing (August 2026). Where a meeting note reflects an open question or a not-yet-finalized process, that is flagged explicitly rather than presented as settled policy.

1. Festival Snapshot

Sundance Film Festival is relocating to Boulder for 2027 after more than four decades in Park City, Utah — its first-ever move to a new host city. Boulder was selected following a nationwide search.

Fact	Detail
Dates	January 21–31, 2027 (11 days)
Location	Downtown Boulder / Pearl Street, CU Boulder campus, the Hill area, Dairy Arts Center, Cinemark Century/29th Street, and surrounding venues (Macky Auditorium, Old Main, Roe Green, Muenzinger, Boulder Theater, Cinemark Century, Chautauqua, eTown, the Dairy Arts Center, Boulder High, Casey Middle School, Canyon Library)
Films shown	About 100 independent films premiere from over 16,000 annual submissions from around the world
Typical attendance	80,000+ visitors annually in recent Park City years; 2025 festival drew roughly 85,000 in-person attendees. Traditionally, the first 4-5 days of the

Fact	Detail
	festival are expected to draw more out of state attendees, and the second part of the Festival is expected to draw more local and state-wide guests.
Economic impact	Averages about \$135 million annually for the host state; the 2026 Park City festival generated a record \$196.1 million in economic impact.
Sanctioned sponsors	Roughly 20-30 sanctioned sponsors and 40-50 partners as of August 2026, about 8-15 of them large-scale activation sponsors.

Source: *Friends of Sundance Film Festival Program Guide*; Mar 19, 2026 *Coalition Notes*; Denver7, “Boulder gears up to host Sundance Film Festival in 2027,” Mar 26, 2026; Sundance Institute, sundance.org.

2. Key Dates & Deadlines for Restaurants

These are the deadlines and milestones most likely to affect a restaurant, bar or café. Treat the application deadlines as hard — permitting and licensing offices are expecting high volume and have said late or incomplete applications may not be approved in time.

Timing	What Happens / What To Do
Now – ongoing	Start planning your festival menu, hours, staffing plan and reservations strategy. Restaurants near venues and the Pearl Street corridor should expect to be booked for group and individual reservations weeks in advance once the film program is public.
By November 1, 2026	Deadline for property owners applying for a Festival Lodging Rental / short-term rental license (relevant if you or your ownership group also plan to rent property during the Festival).
Mid-November 2026	Special event permitting and liquor licensing timeline tightens per Coalition planning (as of the Aug 10, 2026 meeting); the City has been building a streamlined process, and several restaurants are exploring a non-profit partner to access special-event liquor permits.
Early December 2026	Sundance Film Festival’s Program is announced and artists and film teams, and their support system begin looking for places to gather and celebrate. Expect a sharp increase in inquiries for private events, parties, and reservation requests — this is historically when premiere-party bookings accelerate.
By January 8, 2027	Deadline to submit a Retail Food License application with Boulder County Public Health if you plan to sell, serve or provide food to the public during the Festival — including ticketed events, watch parties, or any event open to the public. Multi-vendor events need a coordinator application. This is only required if the planned operation is happening in a venue/location that doesn’t currently sell food. The City recommends trying to get applications in by December 8.
January 21–31, 2027	Festival dates.

Source: Boulder County Community Planning & Permitting, “Information and Resources Guide for Sundance Film Festival 2027” (bouldercounty.gov); Aug 10, 2026 and Apr 27, 2026 Coalition Notes.

These dates apply broadly; requirements can differ between the City of Boulder and unincorporated Boulder County, and between City of Boulder and neighboring municipalities (Longmont, Louisville, Lafayette, Erie, Superior). Confirm with the specific jurisdiction your address falls under.

3. Operational Playbook: Serving the Festival Crowd

The following is drawn directly from the Sundance Film Festival-authored restaurant preparation guide, built on the Sundance Film Festival’s four decades of experience in Park City, with additions from Coalition meeting notes specific to Boulder.

3.1 Street-Level & Grab-and-Go Operations

Attendees typically have 30–60 minutes between screenings, Q&As and events. Businesses that can serve quickly without requiring a table capture the most business.

- Set up a dedicated to-go window, sidewalk station, or marked pickup area (confirm proper approvals) so walk-up orders don't bottleneck dine-in service.
- Staff the to-go station independently during peak hours.
- Post a simplified festival menu outside so people can decide before reaching the counter; a QR code menu works well for lines.
- Favor one-hand, no-knife foods that travel: burritos, breakfast sandwiches, wraps, empanadas/samosas/dumplings/bao, grain bowls or salads in sealed cups with a fork on top, pizza, soup and chili.
- Batch-prep and assemble to order for speed.
- Use eco-friendly packaging where possible, and consider a water-refill station — many attendees will refill bottles rather than buy plastic ones.

3.2 Extended Hours Strategy

Screening days run early morning through midnight. The hours many restaurants normally lose money on are exactly the hours festival-goers are hungriest.

- Late night (through midnight or later): the highest-revenue window of the festival, especially near theater venues or hotels. If a full late menu isn't feasible, offer a reduced late-night menu — bar snacks, shareable plates, a few signature items, and your full drink program. Don't let staff thin out before the post-screening rush (typically 9–10 p.m. lets-out).
- Midday gap (2:30–5 p.m.): many restaurants normally close here, but during the Festival this is a high-traffic window between screenings. Consider staying open continuously, even with a reduced menu, or adding a 3–6 p.m. happy hour/snack menu.

- Early morning: press screenings and panels can start as early as 8–8:30 a.m., with lines forming by 7:45 a.m. If your kitchen doesn't normally open until 11 a.m., consider a simple grab-and-go breakfast/coffee service during festival week.

3.3 Reservations, Waitlists & Managing the Rush

- If you're not already on OpenTable, Resy, Tock or similar, sign up before the Festival — out-of-town attendees book online and plan ahead, often weeks in advance.
- Open your reservation calendar further out than usual.
- Hold back a portion of tables for walk-ins so reservations don't lock out the spontaneous crowd.
- Consider a fixed festival menu (two- or three-course prix fixe) for large reservations — faster service, less kitchen stress, reliable guest experience.
- Use a digital waitlist tool (Yelp Waitlist, Nowait, or your POS's waitlist feature) so guests can queue remotely; text confirmations (“your table is ready — return within 10 minutes”) cut no-shows.
- Offer call-ahead seating even without formal reservations, and advertise it on your door and social channels.
- If you expect lines outside, designate a door host to manage the queue and set wait-time expectations, and post a QR code menu at the entrance.
- Be honest about service turnaround times with guests - they will appreciate this and you will get the business even if it isn't right at that moment. Schedules can be tight and this transparency goes a long way in building trust.

3.4 Staffing & Kitchen Preparation

- Hire and train temporary staff in advance — don't try to recruit mid-festival.
- Cross-train staff on to-go and counter service for flexibility.
- Schedule managers to be present for all peak windows: morning rush, post-lunch, and the late-night post-screening window.
- Order more inventory than a typical week, with a backup plan; pre-portion proteins, pre-make sauces, pre-roll/pre-slice high-volume items.
- After the first couple of days, identify your two or three highest-volume items and streamline production around them.
- Decide in advance what happens if you sell out of a key ingredient — what's the substitute, and who makes that call.

3.5 Packaging, Signage & Social Media

- Stock leak-resistant, temperature-retaining eco-friendly to-go packaging, plus eco-friendly napkins, utensils and condiment packets within easy reach.
- Window/door signage that pays for itself immediately: “Open Until Midnight” and “To-Go Window Open.” List your hours, your festival special, and whether you're taking walk-ins.

- Post daily on Instagram/Facebook during the Festival — specials, what's hot, how late you're open — and use the Festival's only official hashtag (#SundanceFilmFestival) if you are an approved Official Friend of Sundance Film Festival.
- If a filmmaker or notable guest visits (with their permission), post about it — this generates strong organic reach during the Festival.

3.6 Payments, Alcohol, Dietary Needs & Merchandise

- Accept Apple Pay, Google Pay and all major cards — festival-goers often don't carry cash. A QR code menu also reduces print waste.
- If you plan to stay open late and serve alcohol, confirm your liquor license allows late-night service and apply for any changes well in advance (see Section 4). A late-night cocktail/wine program is one of the highest-margin opportunities of the Festival.
- Boulder's dining scene skews heavily vegetarian, vegan and gluten-free; having at least two strong vegan options on your to-go menu is described in the source guide as “not optional in this market.”
- Coordinate with neighboring restaurants on hours and overflow — build referral relationships now — and consider a joint happy hour or cross-promotion with a nearby bar or venue.

4. Licensing, Permitting & Compliance

This is the section most likely to change as the City, County and Sundance Film Festival finalize processes. Confirm current requirements directly with the offices listed; the summary below reflects the most current public guidance as of August 2026.

4.1 Food Licensing

- If you're hosting an event outside of a licensed Assembly-A facility, a Retail Food License from Boulder County Public Health is required if food is sold to the public, offered as part of a ticketed event, offered at any event open to the public, or if multiple food vendors operate under a single event. Applications must be submitted by January 8, 2027 but the City advises applying well in advance of that date. High volume is expected; incomplete or late applications may not be approved in time. Multi-vendor events require a coordinator application.

healthcp@bouldercounty.gov

4.2 Liquor Licensing

- Everything that a restaurant's current liquor license allows is permitted for your licensed spaces, including detached parlettes. Anticipated common additional permitting for the festival includes:
 - A Special Event Liquor Permit (issued by Boulder County) is available to a registered non-profit hosting a fundraising event — several restaurants in the Coalition are exploring partnering with a non-profit to access this route for festival-time service.

- A Sales Room Liquor Permit is available to alcohol manufacturers (breweries, wineries, distilleries) through the State Liquor Enforcement Division.
- If you plan to extend your regular bar hours, confirm your existing liquor license covers the hours you intend to operate, and file any modification well before the Festival — Coalition notes flagged mid-November 2026 as the point at which permitting and liquor-license timelines tighten.

[Boulder County Liquor Licensing](#)

4.3 Special Event, Outdoor Activation & Signage Permits

- If you plan to install signs, tents, stages, heaters or generators, or use the public right-of-way (including near Pearl Street), you will likely need a special event permit through the City of Boulder.
 - Temporary Occupancy Modifications: Often tied to temporary indoor events or activations, TOM is a specialized building and life-safety review process. It allows existing commercial spaces - specifically Assembly (Type A) or Mercantile (Type M) occupancies - to temporarily alter their layout, use, or occupant load for a short-term event without going through a full permanent tenant improvement permit. The suggested deadline for applications is September 15. Confirm current status with the City before committing to outdoor build-outs.
 - Temporary Special Event Permit: Restaurants that would like to tent patios and add portable heaters must apply for a Temporary Special Event Permit. For details and support, go to the [Customer Self Service Portal](#). Click the LOGIN box, click the “Apply” button, you’ll be asked if you need help, click yes, and click the dropdown for Sundance Film Festival. Restaurants that are approved to be in the Friends of Sundance Film Festival Program (and that abide by the requirements of that program) are able to access the Sundance Film Festival Permit, thus making the process for Temporary Special Event Permit quicker and more streamlined. The suggested deadline for applications is the week of November 23rd (Thanksgiving). Confirm current status with the City before committing to outdoor build-outs.
 - Sign Permit: If restaurants want to install special signage they will need to submit their intentions through the “Sign Permit” application in the Customer Self Service Portal.
- Space “zoning” status matters: properties are being evaluated as assembly, mercantile, or not currently permitted for public gatherings. If you plan anything beyond normal restaurant operations (a larger private event, a temporary structure, etc.), check your space's classification through the Boulder Chamber portal or directly with the City.

[Sundance Film Festival Operations — Rules of the Road](#)

[Boulder County Special Events](#)

4.4 Other Compliance Notes

- Local minimum wage ordinances may apply depending on where your employees perform work during festival week — confirm whether City of Boulder or Boulder County thresholds apply to your location.
- Report suspected violations (unauthorized rentals, unpermitted structures/gatherings, illegal alcohol sales, noise/nuisance) to codecompliance@bouldercounty.gov, or the equivalent City of Boulder line.

Source: Boulder County Community Planning & Permitting, “Information and Resources Guide for Sundance Film Festival 2027”; Apr 27, May 4, May 11 and Aug 10, 2026 Coalition Notes; City of Boulder, “2027 Sundance Film Festival” guide page.

5. The “Official Friend of Sundance Film Festival” Program

This is a free, optional program open to Colorado-based businesses and non-profits. This program is Sundance Institute's way of formally welcoming local businesses into the Festival ecosystem. Participation is subject to application approval and non-compete alignment with official Festival sponsors and partners.

[Official Friends of Sundance Film Festival Program Guidelines](#)

5.1 Benefits

- “Official Friend of Sundance Film Festival” signage/window cling for your storefront.
- Rights to identify your business as an Official Friend, in-store and on your own owned/operated digital and social channels, during the Festival period.
- A digital media toolkit provided for Sundance Film Festival marketing.
- Listing in the “Official Friend of Sundance Film Festival” directory on the Sundance Institute website.
- Two tickets to an Official Friends private screening during the second week of the Festival (first-come, first-served while supplies last).
- Where applicable, the option to sample products or offer coupons in Festival gift bags (limited quantity, at Sundance Institute's discretion).

5.2 Cost & Guidelines

There is no fee to participate for Colorado-based restaurants, retailers, collectives, community groups and non-profits. In exchange, participants agree to:

- Sign and abide by the community agreement with Sundance Film Festival.
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- Ensure that clients renting your space do not bring in unaffiliated product brands that market themselves during the Festival.
- If you own a rentable space, include a clause in client event agreements limiting participating product brands to official Sundance Film Festival sponsors.
- Coordinate any Festival-time programming (talks, panels, etc.) with the Sundance Institute Corporate Partnerships team to avoid counter-programming.
- Confirm your business is not in direct competition with a category-exclusive national sponsor (see Section 6).

5.3 How to Apply / Get Answers

friendsofthefestival@sundance.org

[City of Boulder — Local Businesses and Nonprofits](#)

Per Coalition meeting notes, restaurants and businesses that formally become Friends and route their programming through Sundance Film Festival's partnership team are the ones best positioned to access the streamlined "Special Festival Event" permitting pathway described in Section 4.3.

Source: Sundance Institute, "2027 Sundance Film Festival Opportunities for Local Partnerships," final revised 6/23/2026; Apr 27, 2026 Coalition Notes.

6. Sponsors, Non-Sanctioned Sponsored Events & What's Off-Limits

Sundance Film Festival's official sponsors invest heavily — often in 10+ year, category-exclusive relationships — and the Institute actively protects that exclusivity. Understanding the boundaries protects your business from an unintentional trademark or exclusivity conflict.

6.1 The Core Rules

- External branding, activation and use of Sundance Institute / Sundance Film Festival trademarks within the Festival timeframe are reserved for official sponsors and partners.
- Official sponsors do not bring in their own sub-sponsors or partners to their events without the Sundance Institute's approval.
- Private parties and dinners hosted by individuals, filmmaker teams or brands are welcome — but external signage or product branding at those events is reserved for official sponsors and invited artists/filmmakers.
- If you're approached by a product brand claiming Sundance Institute affiliation, verify before signing anything — email friendsofthefestival@sundance.org to confirm sponsor status.

6.2 What Sundance Film Festival Is Trying to Prevent

Meeting notes describe this consistently: the goal is not to penalize small businesses, but to prevent unaffiliated companies from using the Festival's presence to market, brand, sample, promote or sell without financially supporting Sundance Institute's mission of supporting artists — and which undermines the sponsors whose investment funds the nonprofit's mission. If you're unsure whether an activity crosses a line, ask before you commit.

Source: Friends of Sundance Film Festival Program Guide, Addendum: National Sponsorship Categories; Feb 23 and Mar 16, 2026 Coalition Notes.

7. Pricing Guidance & Avoiding a "Gouging" Perception

Affordability is an important part of the visitor experience - that includes dining.

- This is intended to be a 10+ year relationship, not a one-time windfall. Treat January 2027 as the start of an ongoing partnership with an audience that will return, not a one and done event. Clear, visible menu pricing (a festival menu posted outside, a QR code menu) helps you attract dining guests and increases their positive experience in Boulder.

Source: Mar 9 and Mar 30, 2026 Coalition Notes; Sundance Institute press materials on the Park City-to-Boulder transition.

8. Small Business Support & Ongoing Coordination

- Monthly virtual meetings for the Boulder restaurant community are likely to begin in September 2026.
- Sundance Film Festival and the Coalition have discussed a three-level small-business training track: (1) what to expect inside the Festival footprint, (2) what to expect and how to participate for neighboring-community businesses, and (3) how to do business/procurement with Sundance Film Festival directly. Status and dates are still being finalized.
- The Boulder Chamber's centralized portal is the current hub for space/venue listings, sponsor-activation matching, vendor interest, and permitting status updates.

boulderchamber.com/sundance-activation

Source: Jul 27 and Aug 10, 2026 Coalition Notes.

9. Key Contacts

Need	Contact
Sponsor verification / partnership questions	corporatepartnerships@sundance.org
Friends of Sundance Film Festival program	friendsofthefestival@sundance.org
Retail Food License (Boulder County Public Health)	healthcp@bouldercounty.gov
Permitting questions (Boulder County, unincorporated)	planner@bouldercounty.gov / 303-441-3930
Zoning, space classification, sponsor matching	Boulder Chamber — boulderchamber.com/sundance-activation
Festival operations / City of Boulder rules of the road	bouldercolorado.gov/sundance-film-festival-operations-rules-road
Lodging / short-term rental partnership	Visit Boulder — bouldercoloradousa.com/sundance-film-festival
Report a compliance violation	codecompliance@bouldercounty.gov
Grub Stub / staff & volunteer support interest form	Colorado Business Interest Form

10. Sundance Institute Staff & Volunteer Support Program

- 2,000+ Volunteers - 50 States, 30 Countries
- 150 yr round staff
- 300 seasonal staff

- ~ 2,500 total mouths to feed daily (half arrive on 1/15)
- Becoming a Sundance Film Festival Volunteer
 - The Sundance Institute volunteer program has its own dedicated site with full details on how to get involved and what roles are available: sundance.org/volunteer.
 - Sundance Institute is hosting public information sessions about the volunteer program throughout September 2026 — a good option for restaurant staff, owners, or their networks who are interested in volunteering themselves.
- Grub Stub Program
 - Grub Stubs: Printed meal vouchers distributed to staff and volunteers for the Festival; over 12,000+ vouchers distributed
 - Restaurant works with the Sundance Institute Volunteer Resources Team to establish predetermined menu and meal options, which are shared to staff and volunteers in advance.
 - Restaurant collects the voucher during the dates of the Festival in exchange for a “meal” to the staff or volunteer. After the festival, the restaurant turns in collected vouchers with an invoice and the restaurant is reimbursed a flat rate of \$10 for each voucher redeemed.
 - Vouchers are sales tax exempt.
 - Voucher users are expected and encouraged to tip.
 - The restaurant can set parameters such as the time of day, take-outs only, etc.
 - Volunteers and staff will have access to a Grub Stub directory, where they can view participating restaurants.
- Additional opportunities:
 - Discounts for staff and volunteers
 - In-kind donations for catering
 - Open collaboration section for new ideas — Sundance Institute volunteer team has a spot on the interest form to capture any other collaboration ideas a restaurant wants to propose.

Colorado Business Interest Form

Sundance Institute staff and volunteer support team is keeping an active interest form open for Boulder-area (and surrounding-area) businesses that want to support Festival staff and volunteers. Use it to register interest in the Grub Stub program, offer a staff/volunteer discount, offer an in-kind donation, or propose a new collaboration idea. This is the fastest way to get your restaurant onto Sundance Institute’s radar for this program — share it within your own networks too, since the team is actively growing the list.

[Colorado Business Interest Form — Staff and Volunteer Support](#)

Restaurants that provide Grub Stubs are also invited to join the Official Friends of Sundance Film Festival program (see Section 5) — participating in Grub Stub is one direct path into that program.

Source: Correspondence with Sundance Institute Volunteer Program Director, Aug 2026.

11. Frontline Staff Training on Key FAQs and Info

- **Visit Boulder's Welcoming & Belonging Certification Program** is a key resource and platform for bringing front-of-house staff up to speed on all things Boulder for FAQs and visitor context as well as how to be more welcoming to a diverse array of people.
- <https://www.bouldercoloradousa.com/certification-program/>
- Current training module takes about 1hr to complete.
- This program is being expanded with a specific Sundance Film Festival 101 module that will cover key elements such as:
 - What is Sundance Film Festival?
 - What the Festival Looks Like in Boulder (venues, programming and more)
 - Tickets & Access (how to get in, waitlists)
 - Transportation & Parking
 - Non-Film Programming
 - Confidentiality & sensitivity with celebrities in town/on property
 - Guest Facing FAQ Cheat Sheets & Operational Readiness prompts
- Program will be able to be delivered digitally at scale on in-person onsite at individual locations or in group settings.
- Goal is 30min or less to cover the key fundamentals that will help frontline staff answer guest questions or be able to offer solutions. Can come onsite for pre-shifts to pitch and align on the program as well.
- Program is in development now but should be ready to launch by early Fall once a few operational details for the festival firm up (individual ticket pricing, transportation).

12. Random Facts & Need-To-Knows

- Coat-check is an important part of Sundance Film Festival-related parties as guests from both coasts typically come with designer coats. Sundance Film Festival attendees will expect coat checks at most events.

Sources

Internal documents:

- Business Support Coalition meeting notes, Feb 5, 2026 – Aug 10, 2026.
- Sundance Institute, “2027 Sundance Film Festival Opportunities for Local Partnerships, Including the Official Friends of Sundance Film Festival Program,” final revised August 2026.
- “Sundance Film Festival — Ideas for Restaurants — Boulder,” City of Boulder Local Restaurant Preparation Guide (Sundance Institute-authored).
- Correspondence with Sundance Institute’s Volunteer Program Director, Aug 2026 (Grub Stub program and staff/volunteer interest form details).

Public web sources (verify for updates before distribution):

[Boulder County, “Information and Resources Guide for Sundance Film Festival 2027”](#)

[City of Boulder, “2027 Sundance Film Festival” guide](#)

[City of Boulder, “Sundance Film Festival Operations — Rules of the Road”](#)

[Visit Boulder, “Visit Boulder Implements Impactful Lodging Business Assessment Area” \(Mar 24, 2025\)](#)

[Visit Boulder, “Tourism Support for Tourism Partners”](#)

[BizWest, “Boulder creates lodging tax district to raise funds for tourism efforts” \(Mar 26, 2025\)](#)

[Colorado Sun, “Lodging taxes reach new highs as tourism promotion spending falls” \(Feb 25, 2026\)](#)

[Denver7, “Boulder gears up to host Sundance Film Festival in 2027” \(Mar 26, 2026\)](#)

[Boulder Reporting Lab, “Sundance introduces itself to Boulder ahead of 2027 debut” \(Aug 29, 2025\)](#)

[Sundance Institute, “Sundance Institute Announces Boulder, Colorado, as the New Home for the Sundance Film Festival Beginning in 2027”](#)

[Boulder Chamber, Sundance Film Festival Activation Hub](#)