

Midway City Council  
5 April 2022  
Work Meeting

Midway Arts Center /  
Concept Plan



# Midway Arts Center & High Valley Arts Concept Proposal to “Bring The MAC to Midway!”

Midway City Council Work Meeting  
April 5, 2022  
5:00 p.m.

## Consultants:

Clayton Vance, Architect  
Mike Johnson, Summit Engineering  
Graystone Strategies  
Ryan Hales, Hales Engineering  
Jansen Davis, Executive Director, Centerpoint Theater





# Front View



## Option 1 - Shared Parking - More Landscaping



## Option 2 - Onsite Parking - Less Landscaping



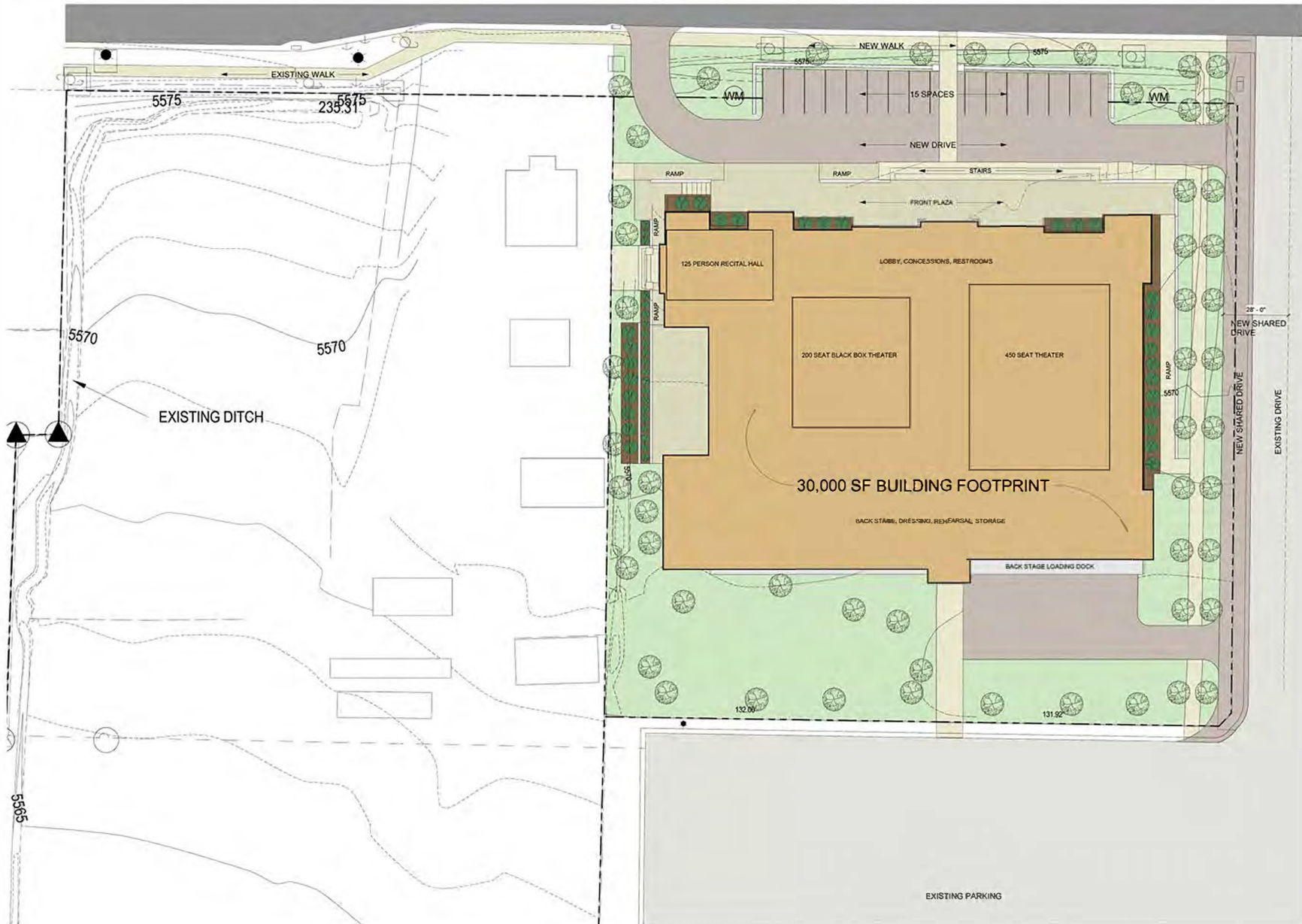


## Option 2 - Onsite Parking - Less Landscaping

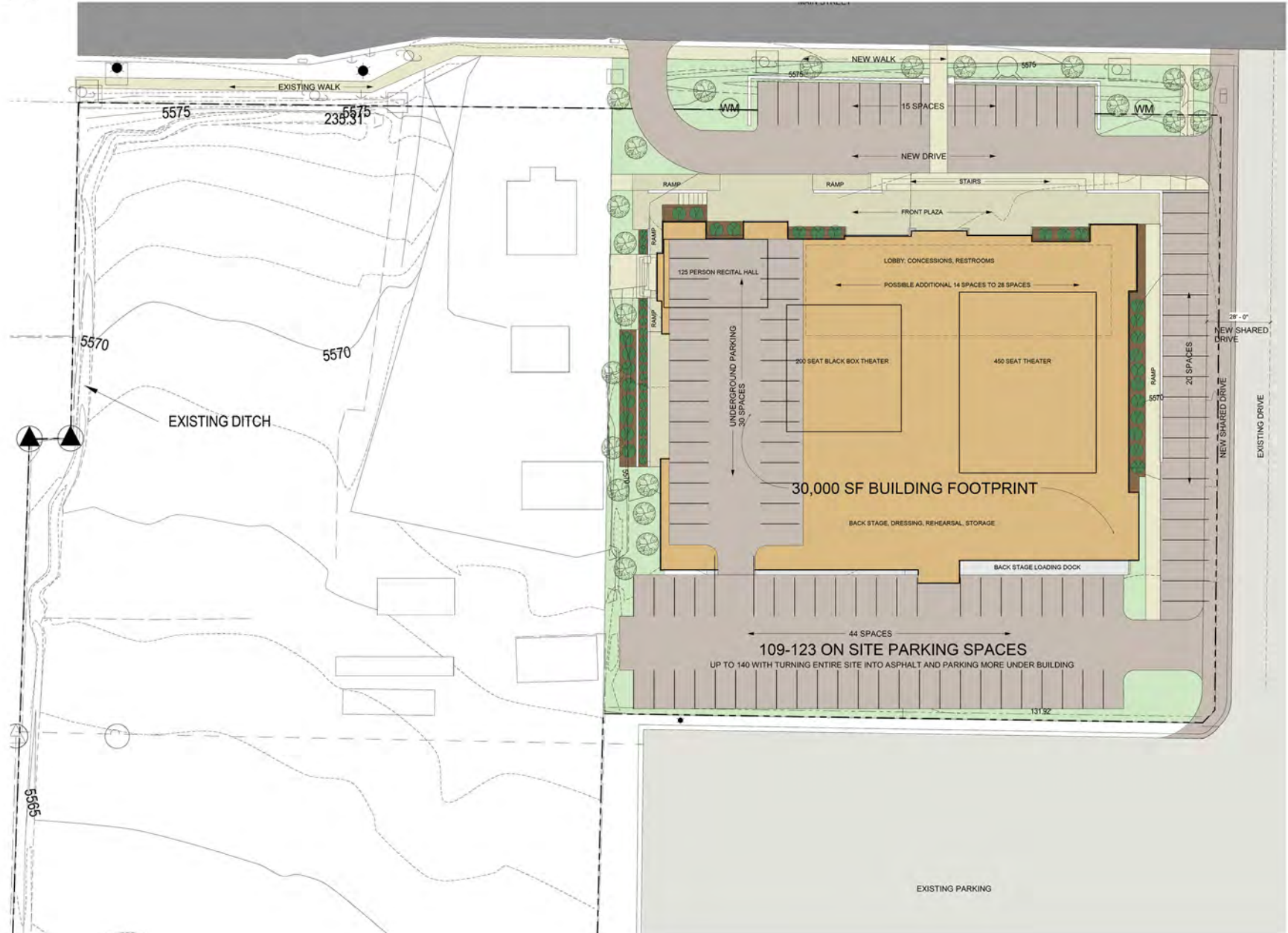




# MAC Site Plan - Option 1 - Shared Parking



# MAC Site Plan - Option 2 - Onsite Parking



## OPTION 1 – SHARED PARKING – MORE LANDSCAPING

135 spaces are available on Millstream Properties land located near The MAC. Under City Code guidelines, 1 parking space is required for every 4 persons.

MAC maximum occupancy is 500 people – 450 in the Main Theater plus a maximum of 50 cast members and support persons. The MAC will require 125 parking spaces.

The MAC will not schedule any other events when a performance is ongoing in the Main Theater.

Combined audiences in the Black Box Theater (225 persons) and the Recital Hall (125 persons) will not exceed 500 people at any time.

Shared parking will allow beautiful landscaping to surround The MAC rather than asphalt.

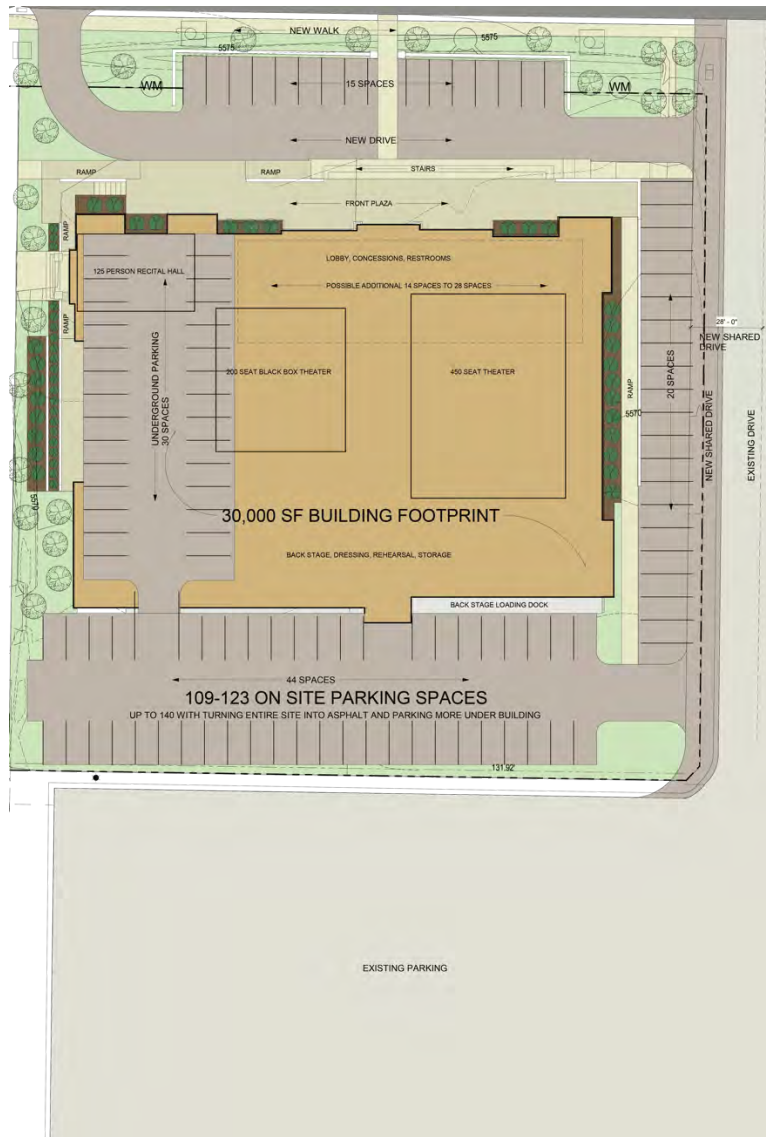


## OPTION 2 - ONSITE PARKING – LESS LANDSCAPING

The MAC site can accommodate up to 140 parking spaces, which will mean that some of the exterior landscaping will be eliminated.

The majority of the parking will surround The MAC, while some of it will be underground.

The MAC will require 125 parking places to accommodate the maximum 500 people which could occupy the building, including 450 patrons in the Main Theater and 50 actors and support personnel.



## Shared Parking Research

**QUESTION:** What is the likelihood MAC patrons would have parking places available in potential shared parking with Millstream Properties, located at 380 East Main, Midway?

### MAP OF SITE



**RESEARCH METHOD:** Count cars parked in the parking areas noted above at about 7 p.m. nightly except Sundays. Parking spaces were not counted in front of Lupita's Restaurant (formerly Tarahumara Restaurant).

**POTENTIAL PARKING SPACES AVAILABLE:** 135 spaces.

**NEEDED for The MAC:** 125 spaces, including some onsite parking in front.

- **FEBRUARY 9-March 21** – Average 13 cars, leaving 122 spaces available for MAC parking.
- **PARKING RESEARCH WILL CONTINUE UNTIL APRIL 4, 2022**

## FUNDING THE MAC

### The Fundraising Team:

**Matt Waldrip** - Managing partner of Dauntless Capital Partners. The group has raised over \$800m in equity and over \$1.5 billion in assets under management since March, 2021. Served as Chief of Staff to Senator Mitt Romney. Managed Romney's successful Utah campaign. Previously, head of network development for Solamere Capital. Executive Director of the E2 Summit, an exclusive annual gathering of world leaders in politics, industry, and media. Senior Finance Advisor to former Speaker of the House Paul D. Ryan and Deputy National Finance Director for Mitt Romney's 2012 campaign for president. BA from BYU. He will oversee fundraising for the MAC .

**Jeff Strong** – Outstanding career history as a senior executive with such industry leaders as Procter & Gamble, Johnson & Johnson and Sun Products. Following his successful business experience, he has continued to provide leadership as a financial consultant and private equity advisor. Most recently, he has helped educate a new generation of business entrepreneurs as a project director at the BYU Marriott School of Business. He is a key business and financial advisor to the Midway Arts Center Foundation. Jeff lives in Midway.

**Randon Wilson** - Successful career with prominent legal firms in Utah. In addition to his leadership in land use, agricultural, banking, business and corporate law, he has been a director of several prominent organizations in the legal and business world and a leader in his firms' organizations. Among his many community services, he has served as the chair of the This is the Place Foundation and the Midway Heritage Foundation. He has played a prominent role in the development of Midway and was recognized (with his wife Gayle) as its Honored Citizen in 2014. He has been an important member of the Midway Arts Center Foundation since its inception.

**Local Fundraisers/Donors** – Twenty to twenty-five local, philanthropic supporters of the arts who will not only aid in procuring donations but will provide ongoing, local support for the continued operation of The MAC.

**Graystone Strategies** – Graystone Strategies is a comprehensive growth accelerator for businesses and non-profits. The company also provides donor research and communications, fundraising training, website development, assessment and growth strategies, digital fundraising, and provides donor presentations collateral.

**Stuart Waldrip** - Former business trial lawyer and Superior Court judge, currently specializing in mediation and arbitration. He has served as general counsel for several different companies in the hospitality, health care, entertainment and development industries, taught law at BYU and has presented at a number of continuing education courses in his field. He will manage financing and building the Arts Center. He has been with HVAF and the MAC since their inception.

## **THE PROJECT:**

Construction cost – 45,000 sf @ \$750/sf = ± \$33,750,000

Architectural/Engineering/Sound/Light Consultants = 10% or \$3,375,000

Land cost 1.6 acres = \$2.9 million

Endowment fund - \$4 million – to provide approximately \$200,000 each year for facility upkeep and to lower rental costs for local arts groups

**TOTAL: - \$44,025,000 or \$45,000,000**

## **THE PLAN:**

Foundations and Institutions - \$35,000,000

Individuals - \$10,000,000

## **WHEN WILL IT BEGIN?**

Immediately, once Midway City indicates general concept support for the project and general support for a C2 Zone text amendment to allow this project to proceed.

The sooner the better. The first of any given year is a very effective time to procure donations.

## TRAFFIC AND THE MAC

1. **What will be the traffic impact of The MAC on Main Street?**
  - Traffic of attendees to HVAF events has been in Midway over the past 15 years and has gradually increased.
  - At its highest peak, carries no more patrons than can fit into the current MAC configuration.
  - **Main Theater – built for 450 patrons**
    - o “Seven Brides for Seven Brothers” (summer 2021), attracted 4,500 people over 11 days, with the final day attracting approximately 450 people.
  - **The MAC Black Box – built for 200-225 patrons**
    - o HVAF youth productions attract from 350 to 400 patrons per performance
    - o The Black Box will be sold out from the outset
    - o HVAF will run additional shows to allow everyone to see the show
2. A traffic study by Hales Engineering created in 2021 estimated 225 car trips per evening, with 218 trips occurring between 7 and 7:30 pm after peak traffic hours. This HVAF traffic is already on Midway streets.
3. MAC traffic will never be greater than it is now, but it will be more consistent
  - a. Restaurants, resorts, and other businesses will receive increased, consistent revenues.



# Midway Arts Center Foundation

March, 2022

Ryan Hales, PE, PTOE, AICP

# Midway Arts Center (MAC)

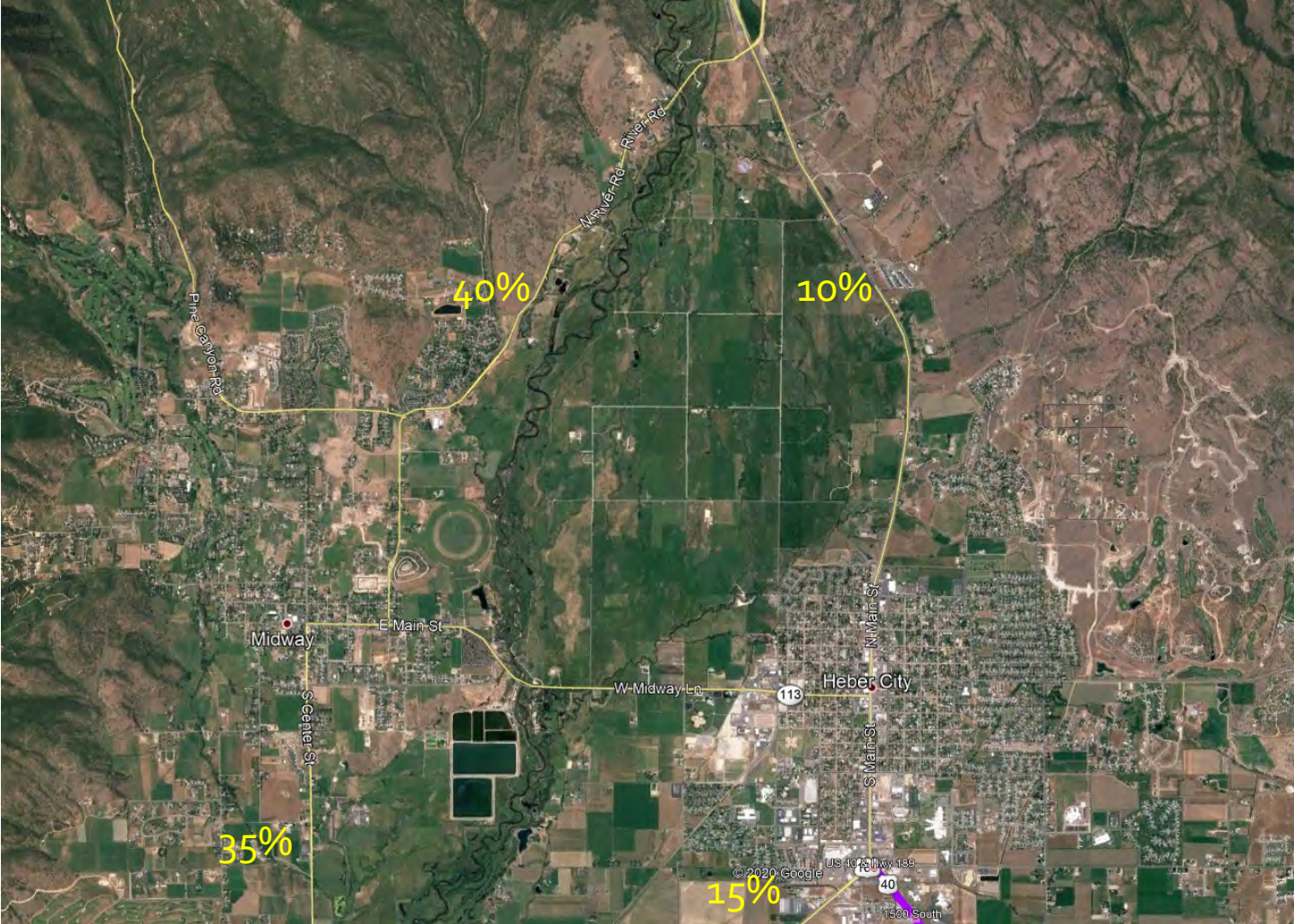
- Maximum venue seating
  - Main Stage = 450 seats
  - Black Box = 225 seats
  - Recital Hall = 125 seats
  - Large Rehearsal Hall
  - Smaller Rehearsal Hall
  - Dressing Rooms
- 40 Actors / stage-hands
- 10 staff / ticket takers
- The MAC will only run one theater at a time
- Start time will be consistent with other theater venues in Utah
  - 7:30 pm start
    - After peak traffic flows
- Distribution will be 50% from north (Salt Lake, Park City), and 50% from the south (Orem, Provo)

# MAC - Maximum Event Trip Generation

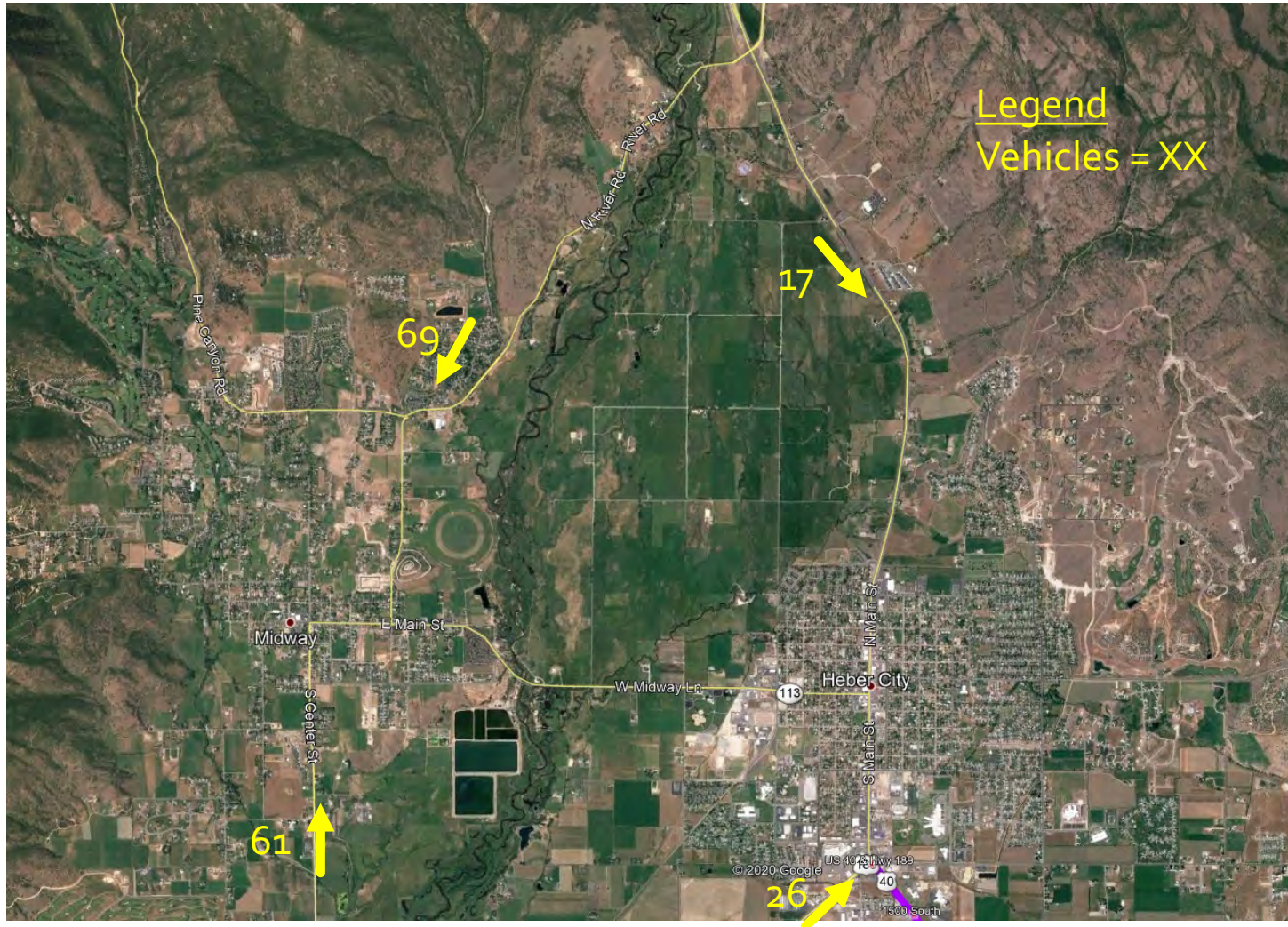
Midway Arts Center Trip Generation							
P.M. Peak Hour Land Use <sup>1</sup>	Number of People <sup>2</sup>	Trip Generation	% Entering	% Exiting	Trips Entering	Trips Exiting	Total p.m. Trips
Live Theater (Patrons) <sup>2</sup>	450	180	96%	4%	173	7	<b>180</b>
Live Theater (Actors, stage hands, staff) <sup>3</sup>	50	50	90%	0%	45	0	<b>45</b>
<b>Project Total p.m. Peak Hour Trips</b>					<b>218</b>	<b>7</b>	<b>225</b>

1. Land use information provided by the High Valley Arts Foundation  
 2. Assume 2.5 people per vehicle  
 3. Assume 1 person per vehicle, how ever; this group will arrive before the event in loading begins  
 SOURCE: Hales Engineering, 2020

# MAC - Event Trip Distribution



# MAC - Event Trip Distribution (in-load)



# Project Accessibility



## SIZE OF THE MAC AND POTENTIAL COMMUNITY USE

1. The MAC is a moderately small regional theater
  - Main Theater – 450 seats
  - Black box/youth theater – 225 seats
  - Recital Hall – 125 chairs
  
2. The MAC size is based on our current attendance, which will allow the community opportunities to use the theater. If it were smaller, HVAF would need to have more performances to accommodate audiences, leaving less and less open days for community use.
  
3. **Main Theater – 450 seats**
  - “Seven Brides for Seven Brothers” (summer 2021), attracted 4,500 people over 11 days, with the final day attracting approximately 450 people.
  
4. **The MAC Black Box – 225 seats**
  - HVAF youth productions attract from 350 to 400 patrons per performance
  - The Black Box will be sold out from the outset
  - HVAF will run additional shows to allow everyone to see the show.
  - Because HVAF will run only a maximum of 6 shows for one/two weeks, there will be ample time for community use.
  
5. **The MAC is committed to providing approximately 99 days per year for use by community arts groups.**

**6. List of every currently active Wasatch County performing arts group**

- Belvederes (TVT program)
- Cowboy Poetry
- Heber Valley Orchestra and Chorus
- Intensity Dance
- Starshine Studios
- Timpanogos Valley Theater
- Utah Arts Collective (formerly Wasatch Dance)

**7. What is the estimated potential use of The MAC by these groups?**

- |   |                |
|---|----------------|
| - Belvederes (Improv act group)                 | Unknown        |
| - Cowboy Poetry                                 | 7days/year     |
| - Heber Valley Orchestra and Chorus             | 6 days/year    |
| - Intensity Dance                               | 6 days/year    |
| - Starshine Studios                             | 4 days/year    |
| - Timpanogos Valley Theater                     | Unknown *      |
| - Utah Arts Collective (formerly Wasatch Dance) | 8-10 days/year |

**8. Total estimated community use of the MAC main stage**      33+ days

**9. Available days on the MAC main stage**      99 days

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\* TVT currently rents their building from Heber City for \$1/year plus maintenance costs. It is unknown how many days the organization would want to rent for a production in The MAC, since the rental costs would far exceed their current facility costs. However, TVT would be welcome at any time and there would be time and space for their performances.



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## EXPLANATION OF MIDWAY ARTS CENTER & HIGH VALLEY ARTS PROFORMA SUMMARY DATA

**QUESTION:** How did we come up with the following data? We used historical data to predict future performance as well as using current similar information from other theaters.

### We used this data:

1. **In 2021, 10,600 people attended HVAF shows.** We analyzed –
  - How many attended adult and youth shows and what they paid.
  - How much they spent on concessions.
2. **In 2021, we performed 4 shows – 2 adult shows, 2 youth shows.** We analyzed –
  - What we spent on costuming, sets, lights, sound, advertising.
  - What we paid directors, choreographers, musicians, stage managers, performers, etc.
3. **We received current building maintenance costs from Centerpoint Theater** in Centerville.
4. **We researched Hale Theater Sandy’s method for pursuing corporate memberships** and plan to follow that model as a very successful way to encourage donations from the corporate world.
5. We used the \$91,000 HVAF collected in 2021 from grants, gifts, fundraising and donations in addition to donations and fundraising from multiple years to predict future fundraising ability.

### We added this information:

1. In the state-of-the-arts MAC, we expect the following to contribute to increased attendance:
  - Comfortable stadium seating which will allow everyone to see and hear the performers.
  - A state-of-the-art stage with superb lighting, sound and a LED wall as an exciting scenery backdrop. The MAC will not have a 70-foot-high fly.
  - Convenient and beautiful restroom facilities.
  - A set shop to allow for the creation of complicated set pieces plus a larger backstage area to allow the pieces to be moved on and off easily.
  - Increased production values for performances because of better lighting, sound, stage size and sets.
2. We expect that more out-of-county visitors will come to see shows at the MAC because of Midway’s reputation as a beautiful get-away location coupled with a state-of-the-art theater. Currently, HVAF attracts up to three quarters of our audiences from outside the County for summer productions and one half to one third for winter productions
3. We added two more adults performances and 7 additional days and one more youth performance in Year One.
4. We added two additional adult performances and 14 additional days in Year Three.
5. We added two additional youth performances and additional classes in Year Five.
6. We increased tickets prices \$5 and gradually included more people attending each performance from Year One on.

**Midway Arts Center/High Valley Arts  
Financial Projections - Year 1 - 4 Adult Shows, 3 Youth Shows**

<b>REVENUE</b>				<b>NOTES:</b>
Ticket Sales				
Adult Shows	Adult	\$	532,812	<i>Assumptions based on past experience</i>
Children Shows	Child	\$	97,290	<i>Assumptions based on past experience</i>
Youth Program Revenue		\$	91,500	<i>Assumptions based on past experience + Hale Theater Orem</i>
Sponsorships/Grants		\$	40,000	<i>Assumptions based on past experience</i>
Endowment Income		\$	200,000	<i>Assuming 5% ROI (when obtain endowment)</i>
Corporate Sponsors		\$	42,000	<i>Assumptions based on Hale Theater West Valley</i>
Annual Fundraiser		\$	40,000	<i>Assumptions based on past experience</i>
Rent Income		\$	30,000	<i>Assumptions based on theater industry standard</i>
Miscellaneous Donations		\$	20,000	<i>Assumptions based on past experience</i>
Concessions		\$	17,820	<i>Assumptions based on past experience</i>
Other		\$	7,000	<i>Random checks &amp; In-kind that come in from past experience</i>
			\$ 1,118,422	
<b>EXPENSES</b>				
Event Expenses		\$	98,806	<i>Assumptions based on past experience</i>
Other Production Expense		\$	342,398	<i>Assumptions based on past experience</i>
Administration Expense		\$	101,164	<i>Assumptions based on past experience + Centerpoint Theater</i>
Concession Expense		\$	10,200	<i>Assumptions based on past experience</i>
Development Expenses		\$	60,000	<i>Assumptions based on Centerpoint Theater</i>
Facility Expense		\$	183,800	<i>Assumptions based on Centerpoint Theater</i>
Marketing Expense		\$	75,000	<i>Assumptions based on Centerpoint Theater</i>
			\$ 871,368	
<b>NET INCOME &lt;EXPENSES&gt;</b>		\$	247,054	

**Midway Arts Center/High Valley Arts  
Financial Projections - Year 3 - 6 Adult Shows, 4 Youth Shows**

<b>REVENUE</b>				<b>NOTES:</b>
Ticket Sales				
Adult Shows	Adult	\$	1,329,720	<i>Assumptions based on past experience</i>
Children Shows	Child	\$	156,600	<i>Assumptions based on past experience</i>
Youth Program Revenue		\$	124,400	<i>Assumptions based on past experience + Hale Theater Orem</i>
Sponsorships/Grants		\$	60,000	<i>Assumptions based on past experience</i>
Endowment Income		\$	200,000	<i>Assuming 5% ROI (when obtain endowment)</i>
Corporate Sponsors		\$	70,000	<i>Assumptions based on Hale Theater West Valley</i>
Annual Fundraiser		\$	50,000	<i>Assumptions based on past experience</i>
Rent Income		\$	45,000	<i>Assumptions based on theater industry standard</i>
Miscellaneous Donations		\$	30,000	<i>Assumptions based on past experience</i>
Concessions		\$	33,840	<i>Assumptions based on past experience</i>
Other		\$	7,000	<i>Random checks &amp; In-kind that come in from past experience</i>
			\$ 2,106,560	
<b>EXPENSES</b>				
Event Expenses		\$	190,800	<i>Assumptions based on past experience</i>
Other Production Expense		\$	556,976	<i>Assumptions based on past experience</i>
Administration Expense		\$	129,571	<i>Assumptions based on past experience + Centerpoint Theater</i>
Concession Expense		\$	21,120	<i>Assumptions based on past experience</i>
Development Expenses		\$	84,000	<i>Assumptions based on Centerpoint Theater</i>
Facility Expense		\$	202,180	<i>Assumptions based on Centerpoint Theater</i>
Marketing Expense		\$	110,000	<i>Assumptions based on Centerpoint Theater</i>
			\$ 1,294,647	
<b>NET INCOME &lt;EXPENSES&gt;</b>		\$	811,913	

**Midway Arts Center/High Valley Arts  
Financial Projections - Year 5 - 6 Adult Shows, 4 Youth Shows**

<b>REVENUE</b>				<b>NOTES:</b>
Ticket Sales				
Adult Shows	Adult	\$ 1,564,920		<i>Assumptions based on past experience</i>
Children Shows	Child	\$ 319,680		<i>Assumptions based on past experience</i>
Youth Program Revenue		\$ 176,400		<i>Assumptions based on past experience + Hale Theater Orem</i>
Sponsorships/Grants		\$ 90,000		<i>Assumptions based on past experience</i>
Endowment Income		\$ 200,000		<i>Assuming 5% ROI (when obtain endowment)</i>
Corporate Sponsors		\$ 98,000		<i>Assumptions based on Hale Theater West Valley</i>
Annual Fundraiser		\$ 60,000		<i>Assumptions based on past experience</i>
Rent Income		\$ 60,000		<i>Assumptions based on theater industry standard</i>
Miscellaneous Donations		\$ 40,000		<i>Assumptions based on past experience</i>
Concessions		\$ 36,720		<i>Assumptions based on past experience</i>
Other		\$ 7,000		<i>Random checks &amp; In-kind that come in from past experience</i>
		\$ 2,652,720		
<b>EXPENSES</b>				
Event Expenses		\$ 221,520		<i>Assumptions based on past experience</i>
Other Production Expense		\$ 589,468		<i>Assumptions based on past experience</i>
Administration Expense		\$ 153,215		<i>Assumptions based on past experience + Centerpoint Theater</i>
Concession Expense		\$ 25,555		<i>Assumptions based on past experience</i>
Development Expenses		\$ 108,400		<i>Assumptions based on Centerpoint Theater</i>
Facility Expense		\$ 222,398		<i>Assumptions based on Centerpoint Theater</i>
Marketing Expense		\$ 150,000		<i>Assumptions based on Centerpoint Theater</i>
		\$ 1,470,556		
<b>NET INCOME &lt;EXPENSES&gt;</b>		\$ 1,182,164		

## HOW WILL THE MAC BENEFIT MIDWAY FINANCIALLY?

1. A 2018 Feasibility Study by Victus Advisors in Park City states:

**“Over a 30 year period, a new Community Arts Center is estimated to have a total net impact of nearly \$194 million in cumulative net economic output and almost \$2.6 million in net local sales, restaurant, and hotel tax revenues.”**

2. Both the Homestead Resort and Zermatt are emphatically in favor of bringing The MAC to Midway. Statements are attached.
3. A survey of most Midway businesses resulted in overwhelming support for a performing arts center in our town. Obviously, restaurants, gas stations, resorts, shops and other businesses benefit by increased visitors from out of the area.

**From:** Steve Eddington skeddington@gmail.com  
**Subject:** High Valley Arts  
**Date:** March 27, 2021 at 10:39 AM  
**To:** Susan Waldrip suewaldrip@hotmail.com  
**Cc:** Stuart Waldrip stuwaldrip@me.com

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Sue,

You, Stu and the High Valley Arts Foundation family can count on those of us who have watched, observed and participated with you, in some way, with the ongoing development of quality theater in Wasatch County.

During the past several years my position as managing member of the Zermatt Resort and Spa and The Homestead Resort has enabled our resorts, city and county to realize the economic value of High Valley Arts especially during your professional productions.

The thought of a quality theater in the Midway area that is open during every season multiplies the value of our resorts and surrounding area exponentially.

Thank you for your theater center vision and action that will help change the value for all of us who live in the area and who have personal and professional area interests.

Best Regards,

Steve Eddington  
(Former Managing Partner for Zermatt and The Homestead Resorts 2010-2020)

Sent from my iPhone



## ZERMATT UTAH

May 12, 2021

### **TO WHOM IT MAY CONCERN SUPPORT FOR A PERFORMING ARTS CENTER IN MIDWAY CITY**

I can only speak directly for Zermatt, but I believe my views accurately represent the resort operators which are the largest private employers in Midway and the Heber Valley.

Is there a need for a viable performing arts center in Midway? The answer is an unequivocal, yes. Should the PAC be located at the proposed site within the European Village concept on the Main Street side of Memorial Hill? The answer is an unequivocal, yes.

This initiative will provide a significant contribution to the viability of Midway City's entire economy, including the resorts.

It must be common knowledge — certainly in Council circles — that Midway's two major resorts have been struggling for years to maintain profitability. This is largely due to the lack of destination amenities in Midway. The destination-quality PAC will certainly attract many new overnight stays, helping to bridge the occupancy gap. Yes, there will be more day visitors too, but overnight stays in hotels have a demonstrable impact on increased spending at other local venues. The PAC means an improved tax base for Midway City, along with an energetic uplift to the local entertainment and retail scene.

I would be happy to discuss the PAC in the context of its economic impact on the resorts and Midway City in more detail at any time, with Council members, or with other interested parties.

Very truly yours,

**Peter R. Rancie**

For communication purposes re this matter:  
email: [peter.rancie@gmail.com](mailto:peter.rancie@gmail.com) | cell: 435.901.0601

**DRAFT COPY**

Subject to Change



Heber Valley

FEASIBILITY STUDY FOR THE PROPOSED  
HEBER VALLEY COMMUNITY ARTS CENTER

DRAFT V3 - MARCH 27, 2018



VICTUS  
ADVISORS



## ESTIMATED NET IMPACTS OVER 30 YEARS\*

<u>Year</u>	<u>Direct Spending</u>	<u>Total Output</u>	<u>Employment</u>	<u>Wages</u>	<u>Local Tax Revenue</u>
1	\$12,227,700	\$17,697,930	173	\$7,108,018	\$72,369
2	2,620,505	3,895,460	63	1,012,490	55,468
3	2,699,121	4,012,324	63	1,042,865	57,132
4	2,780,094	4,132,694	63	1,074,151	58,846
5	2,863,497	4,256,674	63	1,106,375	60,612
6	2,949,402	4,384,375	63	1,139,566	62,430
7	3,037,884	4,515,906	63	1,173,753	64,303
8	3,129,020	4,651,383	63	1,208,966	66,232
9	3,222,891	4,790,924	63	1,245,235	68,219
10	3,319,578	4,934,652	63	1,282,592	70,265
11	3,419,165	5,082,692	63	1,321,070	72,373
12	3,521,740	5,235,172	63	1,360,702	74,545
13	3,627,392	5,392,228	63	1,401,523	76,781
14	3,736,214	5,553,995	63	1,443,569	79,084
15	3,848,301	5,720,614	63	1,486,876	81,457
16	3,963,750	5,892,233	63	1,531,482	83,901
17	4,082,662	6,069,000	63	1,577,426	86,418
18	4,205,142	6,251,070	63	1,624,749	89,010
19	4,331,296	6,438,602	63	1,673,492	91,680
20	4,461,235	6,631,760	63	1,723,696	94,431
21	4,595,072	6,830,713	63	1,775,407	97,264
22	4,732,924	7,035,634	63	1,828,670	100,182
23	4,874,912	7,246,703	63	1,883,530	103,187
24	5,021,159	7,464,104	63	1,940,036	106,283
25	5,171,794	7,688,027	63	1,998,237	109,471
26	5,326,948	7,918,668	63	2,058,184	112,755
27	5,486,756	8,156,228	63	2,119,929	116,138
28	5,651,359	8,400,915	63	2,183,527	119,622
29	5,820,900	8,652,942	63	2,249,033	123,211
30	5,995,527	8,912,531	63	2,316,504	126,907
<b>Cumulative Total:</b>	<b>\$130,724,000</b>	<b>\$193,846,000</b>	<b>63</b>	<b>\$52,892,000</b>	<b>\$2,581,000</b>
<b>Net Present Value:</b>	<b>\$73,330,000</b>	<b>\$108,547,000</b>	<b>n/a</b>	<b>\$30,625,000</b>	<b>\$1,373,000</b>

\* Includes both one-time construction impacts (allocated to Year 1) and annual operations impacts (adjusted annually for inflation).  
Note: Assumes annual inflation of 3.0% and discount rate of 4.0%.

**TOTAL IMPACTS (NET)**

Over a 30 year period, a new Community Arts Center is estimated to have a total net impact of nearly \$194 million in cumulative net economic output and almost \$2.6 million in net local sales, restaurant, and hotel tax revenues.

## HOW WILL THE MAC ENRICH LIVES?

1. **In the past 15 years, High Valley Arts has:**
  - Entertained 68,700 people
  - Presented 37 major performances and worked with 2002 cast and production crew members.
  - Earned over \$1,000,000 in gross receipts
2. With The MAC as a cultural home, HVAF and other community arts groups will bring a level of culture to Wasatch County that will ennoble and enrich the lives of Midway residents and others who visit our community in ways not possible in the past.
3. Because we are blessed with a life of incredible abundance because of our freedoms, HVAF will present **yearly summer productions celebrating liberty** with “**Let Freedom Ring!**”, a one-of-a-kind program using the arts to promote a love and understanding of freedom.
4. “**Let Freedom Ring!**” will offer ongoing **opportunities to school students to visit The MAC** and act in a mini freedom drama and to hear real-life veterans tell of their experiences to protect our freedoms.
5. During Swiss Days and in July, HVAF will **celebrate the lives of our community’s settlers** by presenting short original musicals celebrating their history as an effort to share our appreciation for our settlers’ history.



817 Double Eagle Drive, Midway, Utah, 84049

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## **PETITIONS IN FAVOR OF “BRINGING THE MAC TO MIDWAY!”**

Midway Voters: 533

Others: 203

## **LETTERS FROM INFLUENCERS**

Larry Corbridge, community leader

Marilyn Crittenden, Wasatch County Council member

Ali Dabier, past Booster president

Karl Dodge, past Midway Council member

Steve Eddington, past owner, Homestead Resort

Blaine Epperson, Vietnam veteran, descendent of Sidney Epperson, Midway settler

Nathan Hanks, community leader

Cary Hobbs, radio personality, community leader

Barry Kent, community leader

Mark Nelson, Wasatch County Council member

Mike Nelson, community leader, owner of HVAF summer theater land

Nancy Norton, out-of-state visitor

Peter Rancie, former executive manager of Zermatt Resort

Russ Watts, community benefactor, developer

Jack Zenger, industry leader, former Booster president, Midway Honored Citizen