

# MIDWAY ARTS CENTER

CONCEPT PLAN





MIDWAY  
**ARTS**  
C E N T E R

High Valley Arts-  
Midway Arts Center

# Concept Plan

April 5, 2022  
Midway City Council Work Meeting



GRAYSTONE  
STRATEGIES



Summit Engineering Group Inc.

**HALES** ENGINEERING  
Innovative transportation solutions



# The MAC – 350 East Main, Midway





# Overview – Option 1 – Shared Parking





# Overview – Option 2 – Onsite Parking





# Option 1 – West View - Shared Parking



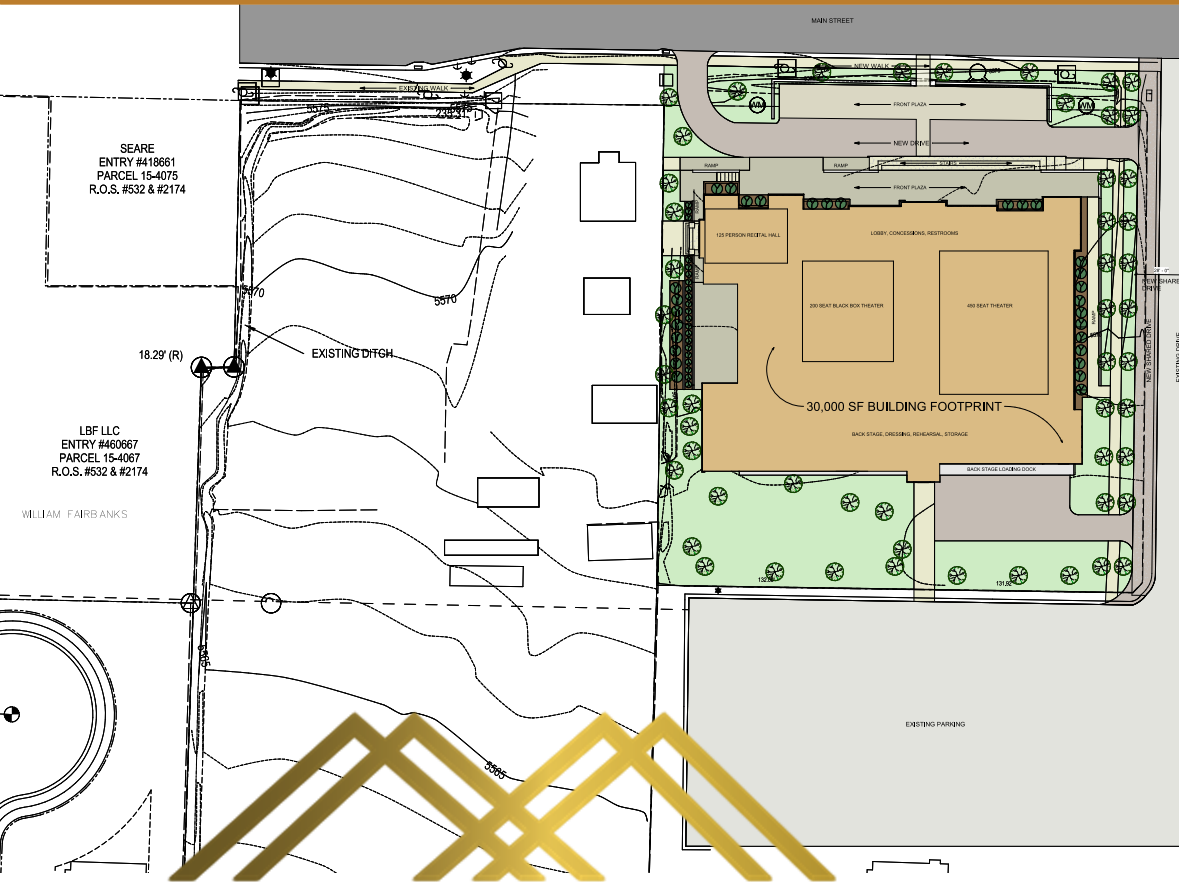


# Option 2 – East View - Onsite Parking



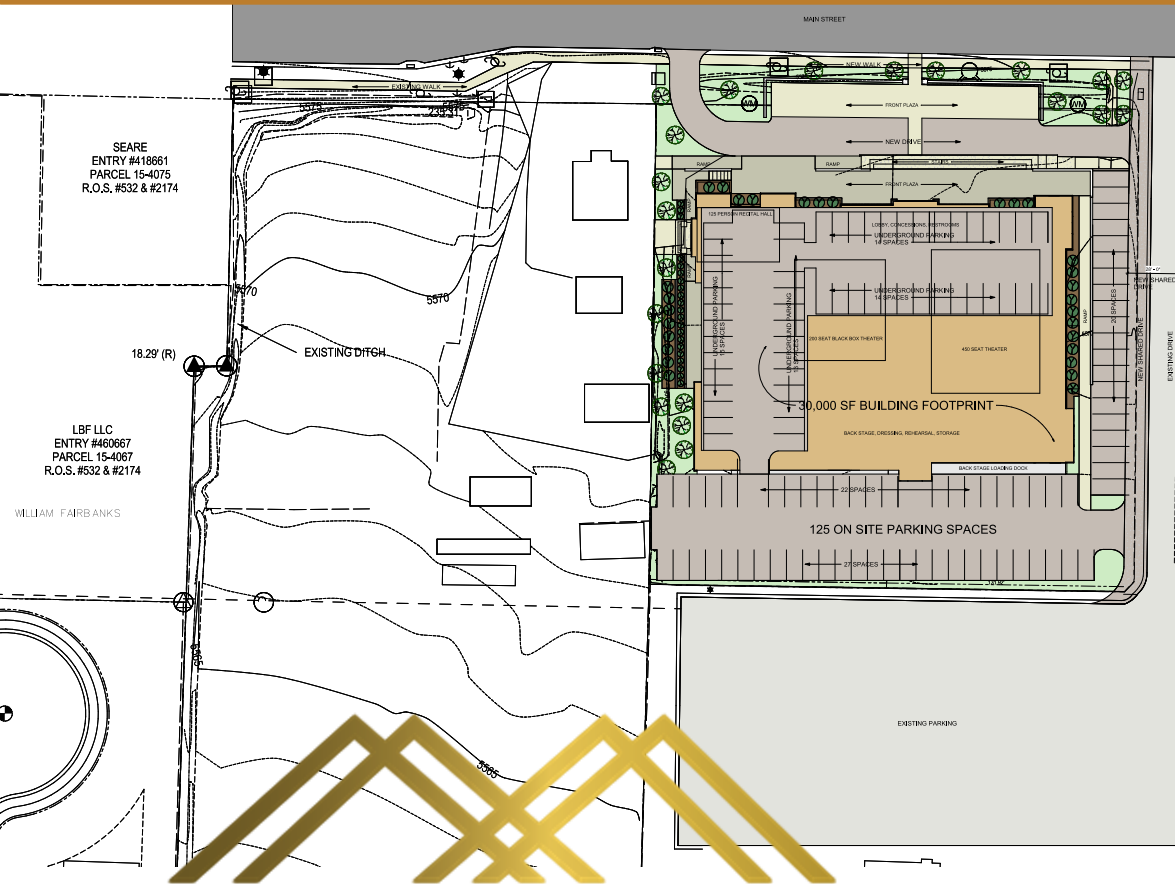


# Option 1 – Shared Parking



- MAC maximum occupancy is 500 people
- 450 Main Theater + 50 tech and cast
- No other events allowed during a main stage performance
- Code requires 1 space for every 4 people
- MAC needs 125 spaces
- 135 spaces available on Millstream property

# Option 2 – Onsite Parking



- MAC maximum occupancy is 500 people
- 1 parking space needed for every 4 people
- MAC needs 125 spaces
- Site can accommodate 125 parking spaces
- About half will surround the building/half will be under the building



# Shared Parking Research



- Cars counted on Millstream property evenings Feb. 9 – April 4
- Average cars counted – 13 in 135 available spaces
- MAC needs 125 spaces
- 122 spaces are available for MAC parking

# Funding The MAC

- Matt Waldrip, lead fundraiser
- Has raised \$1.5 billion in assets and \$800 M in equity since March, 2021, for Dauntless Capital
- Team members Jeff Strong, Randon Wilson, Graystone Strategies, Brent Lange
- Local donors will also be part of the team to assure ongoing local financial support





# Funding The MAC

- Construction – 45,000 sf @ \$750/sf = \$33.75M
- Consultants – Architect, Sound, Light = \$3.274M
- Land cost = \$2.9M
- Endowment Fund for \$200,000 yearly for facility upkeep and rental waivers for community = \$4M
- **TOTAL - \$44.025 or \$45M**



# Traffic And The MAC

- Hales Engineering estimates 225 car trips per evening, with 218 in rush hour period, the same number of cars that currently attend HVAF events
- Traffic will not be greater per event but will be consistent, providing a regular income stream to hotels, restaurants, gas stations, and stores





# Traffic And The MAC

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

- 2.5 people per vehicle
- 500 total
- 50 people – actors, ushers, etc arrive before event in-loading



# Size of The MAC – Community Use

- Small regional theater.
- MAC Main Stage size is based on HVAF current-performance attendance numbers. As we grow, we will add more performances
- But we we will chose to keep 99 Main Stage days free for the community to rent at reasonable rates
- Two additional venues – Black Box, Recital Hall - will allow additional space beyond the Main Theater for additional community arts events





# Financial Benefit of the MAC to Midway

- “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.” Victus Advisors in Park City, 2018



# How will The MAC Benefit Midway?

- Both Midway resorts are overwhelmingly in favor of The MAC
- Restaurants in Midway are overwhelmingly in favor of The MAC
- The MAC will provide sustained economic growth





# How will The MAC Enrich Lives?

- 68,700 people entertained by HVAF since 2007
- 37 major performances; 2002 cast and production crew members
- “Let Freedom Ring!” will use the arts to promote a love of liberty
- Broadway shows, freedom musicals, youth shows and classes will further the Midway theatrical tradition begun in 1875 in the “Midway Social Hall” (Cannery)
- The arts will continue to enrich our lives for years and years to come!



# Bring The MAC to Midway!

