

Agenda For Work Meeting Between Midway Arts Center Foundation And Midway City Council

January 5, 2020 - 5:30 p.m.

I.	Video Presentation - https://youtu.be/DSD-LSCygas-4 min.
II.	MAC Foundation Timeline
III.	Luster Development, LLC
IV.	Victus Feasibility Study on European Village Financial Benefits
V.	High Valley Arts/MAC Financial Projections
VI.	Traffic Study Information – to be emailed to you on Thursday, Dec. 31
VII.	High Valley Arts Attendance History
VIII.	Proposed Community Use of the MAC
IX.	Wasatch County UVU Campus Arts Center Unanswered Questions

Council Questions and Answers

X.



MAC Foundation Timeline History

June 2018 Adam Shalleck, Internationally known theater consultant, provides an adjacency

study to assure that the venues we want will fit into a 45,000 sf arts center.

Main Theater – 450 people Black Box – 225 people Recital Hall – 125 people

With that information, we are ready to work with architects.

September 2018 Clayton Vance prepares preliminary arts center elevation.

October 2018 Formation of the Midway Village Arts Center Foundation, the organization which

will build and manage the arts center.

November 2018 Formation of the MVAC Founders Circle with 20 donors at \$5,000 each to

provide beginning funding for arts center expenses.

June 2019 Graystone Strategies, a growth accelerator company, joins us to assist in

researching donor lists and strategies, brand development, fundraising strategies, website development, donor materials and follow up, etc. The company will be

with us until our fundraising goal is met. www.graystonestrategies.

Please see the website: A great indicator of this company's expertise can

be found in "Grand Successes."

August 2020 MVAC name changed to Midway Arts Center Foundation, "The MAC".



Summary of 30-Year Estimated Midway City Tax Revenue

By Victus Advisors

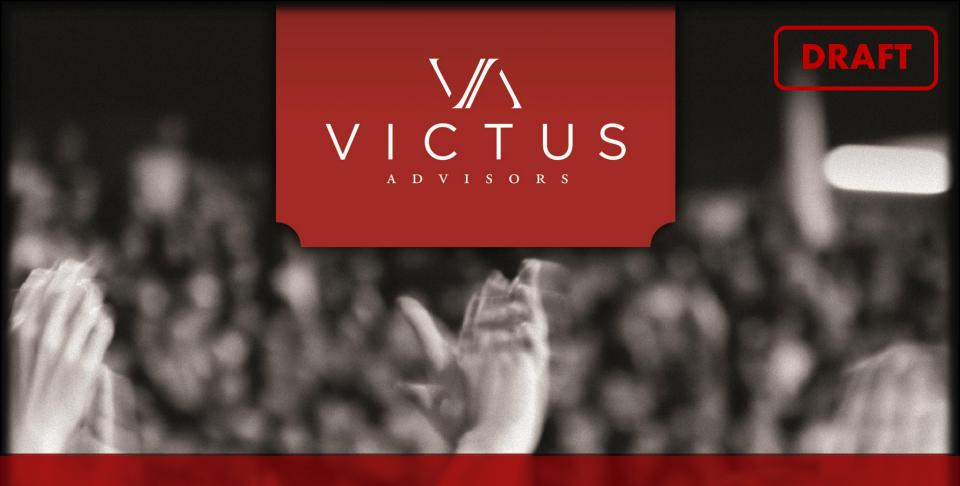
Year one - \$238,719

Year ten - \$288,420

Year twenty - \$387,613

Year thirty - \$520,919

Over thirty years - \$10,534,000



Economic and Fiscal Impact Analysis for a Proposed Mixed-Use Development in Midway, Utah

v3 // Submitted to Luster Development // July 20, 2018

PROJECT BACKGROUND



Victus Advisors was engaged by Luster Development in May 2018 to conduct an independent, objective, and research-based analysis of the potential economic and fiscal impacts of a proposed new mixed-use development in the City of Midway, Utah ("Midway" or the "City").

Luster Development is in the planning process for a European Village with European-style dwellings, shops, and condominiums around the Memorial Hill site in Midway (as shown on the following page). Luster Development has also indicated that they would donate land on the site for a community arts center to help attract daily events and visitors to the site and compliment the European Village.

The economic/fiscal impact estimates in this report are for one-time construction spending and on-going incremental revenue streams that could be associated with the proposed mixed-use development, which Luster Development currently proposes to include approximately*:

- 190 residential units
- 45,000 square feet of retail
- Site to be donated for development of a community arts center

*Source: Luster Development

SUMMARY OF 30-YEAR ESTIMATED NET IMPACTS



It is estimated that over 30 years, the proposed mixeduse development could generate approximately \$10.5 million in net new tax revenues for the City of Midway, with a net present value of nearly \$5.6 million.

<u>Year</u>	Direct Spending	Total Output	Employment	<u>Wages</u>	Midway City <u>Tax Revenue</u> *
1	\$56,692,906	\$83,036,552	920	\$35,069,164	\$238,719
2	13,003,241	20,298,235	420	7,410,878	227,682
3	13,393,339	20,907,182	420	7,633,205	234,512
4	13,795,139	21,534,398	420	7,862,201	241,547
5	14,208,993	22,180,430	420	8,098,067	248,794
6	14,635,263	22,845,842	420	8,341,009	256,258
7	15,074,321	23,531,218	420	8,591,239	263,945
8	15,526,550	24,237,154	420	8,848,976	271,864
9	15,992,347	24,964,269	420	9,114,446	280,020
10	16,472,117	25,713,197	420	9,387,879	288,420
11	16,966,281	26,484,593	420	9,669,515	297,073
12	17,475,269	27,279,131	420	9,959,601	305,985
13	17,999,527	28,097,505	420	10,258,389	315,164
14	18,539,513	28,940,430	420	10,566,141	324,619
15	19,095,698	29,808,643	420	10,883,125	334,358
16	19,668,569	30,702,902	420	11,209,619	344,389
17	20,258,626	31,623,989	420	11,545,907	354,720
18	20,866,385	32,572,709	420	11,892,284	365,362
19	21,492,377	33,549,890	420	12,249,053	376,323
20	22,137,148	34,556,386	420	12,616,524	387,613
21	22,801,263	35,593,078	420	12,995,020	399,241
22	23,485,300	36,660,870	420	13,384,871	411,218
23	24,189,859	37,760,697	420	13,786,417	423,555
24	24,915,555	38,893,517	420	14,200,009	436,261
25	25,663,022	40,060,323	420	14,626,010	449,349
26	26,432,913	41,262,133	420	15,064,790	462,830
27	27,225,900	42,499,997	420	15,516,734	476,714
28	28,042,677	43,774,997	420	15,982,236	491,016
29	28,883,957	45,088,246	420	16,461,703	505,746
30	29,750,476	46,440,894	420	16,955,554	520,919
Cumulative Total:	\$644,685,000	\$1,000,899,000	420	\$370,181,000	\$10,534,000
Net Present Value:	\$360,043,000	\$556,781,000	n/a	\$207,850,000	\$5,579,000

^{*} Midway City Tax Revenues include sales tax, property tax, and TRT. Other Notes:

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



High Valley Arts and Midway Arts Center Financial Projections Summary

Year one High Valley Arts – \$60,890

Midway Arts Center – \$57,400

Year five High Valley Arts - \$170,120

Midway Arts Center - \$56,500

	Financial Proje	ect	ions - H	VAF - Year 1
	YEAR 1 - 5	Adu	lt 3 Children's	Shows
OPER/	ATING REVENUES			
	Ticket Sales - Adult shows	\$	468,000.00	SEE DETAIL Page 2
	Ticket Sales - Kid shows	\$	40,500.00	SEE DETAIL Page 2
	Show Sponsorship	\$	10,000.00	
	Miscellaneous Income	\$	5,000.00	
	Grants	\$	10,000.00	
	In-Kind Revenue	\$	2,000.00	
	Youth Program Revenues	\$	39,000.00	SEE DETAIL Page 2
	TOTAL REVENUES	\$	574,500.00	
OPER/	ATING EXPENSES			
	Event Expenses	\$	107,260.00	SEE DETAIL Page 2
	Other Production Expenses	\$	224,750.00	SEE DETAIL Page 2
	Marketing Expenses	\$	60,000.00	5 adult prod @\$12,000
		\$	6,000.00	3 kids prod @\$2,000
	Development Expenses	\$	60,000.00	
	Administrative Expenses	\$	55,600.00	SEE DETAIL Page 2
	Facilities Expenses (Rent)	\$	100,000.00	5 adult prod @\$20,000
	TOTAL OPERATING COSTS	\$	513,610.00	
NET		\$	60,890.00	
			YEAR 1	
OPEK/	ATING REVENUES			
UPEK/	Endowment Income	\$	200,000.00	
OPEK/	Endowment Income Corporate Memberships	\$	200,000.00	
OPEKA	Endowment Income Corporate Memberships Annual Fundraiser	\$	200,000.00 60,000.00 60,000.00	
OPEK	Endowment Income Corporate Memberships Annual Fundraiser Concessions	\$ \$ \$	200,000.00 60,000.00 60,000.00 27,600.00	SEE DETAIL Page 2
OPERA	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF	\$ \$ \$ \$	200,000.00 60,000.00 60,000.00 27,600.00 100,000.00	SEE DETAIL Page 2
OPERA	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others	\$ \$ \$ \$ \$	200,000.00 60,000.00 60,000.00 27,600.00 100,000.00 28,600.00	SEE DETAIL Page 2
OPEKA	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF	\$ \$ \$ \$	200,000.00 60,000.00 60,000.00 27,600.00 100,000.00	SEE DETAIL Page 2
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others	\$ \$ \$ \$ \$ \$	200,000.00 60,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00	
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES	\$ \$ \$ \$ \$ \$	200,000.00 60,000.00 60,000.00 27,600.00 100,000.00 28,600.00	SEE DETAIL Page 2 Ushers, Tech
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES	\$ \$ \$ \$ \$ \$	200,000.00 60,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00	
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES ATING EXPENSES Event Expenses Capital Reserve Manager	\$ \$ \$ \$ \$ \$	200,000.00 60,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00	
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES ATING EXPENSES Event Expenses Capital Reserve Manager CFO	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	200,000.00 60,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00	
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES ATING EXPENSES Event Expenses Capital Reserve Manager CFO Concessions	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	200,000.00 60,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00	
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES ATING EXPENSES Event Expenses Capital Reserve Manager CFO Concessions Equipment Expenses	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	200,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00 50,000.00	
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES ATING EXPENSES Event Expenses Capital Reserve Manager CFO Concessions Equipment Expenses Marketing Expenses	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	200,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00 50,000.00 - - 13,800.00	
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES ATING EXPENSES Event Expenses Capital Reserve Manager CFO Concessions Equipment Expenses	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	200,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00 50,000.00 - 13,800.00 20,000.00	
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES ATING EXPENSES Event Expenses Capital Reserve Manager CFO Concessions Equipment Expenses Marketing Expenses	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	200,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00 50,000.00 - - 13,800.00 20,000.00 25,000.00	
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES ATING EXPENSES Event Expenses Capital Reserve Manager CFO Concessions Equipment Expenses Marketing Expenses Development Expenses Box Office Expenses Facility Expenses	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	200,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00 50,000.00 - 13,800.00 20,000.00 25,000.00	Ushers, Tech
	Endowment Income Corporate Memberships Annual Fundraiser Concessions Rent HVAF Rent Others TOTAL REVENUES ATING EXPENSES Event Expenses Capital Reserve Manager CFO Concessions Equipment Expenses Marketing Expenses Development Expenses Box Office Expenses	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	200,000.00 60,000.00 27,600.00 100,000.00 28,600.00 476,200.00 50,000.00 - 13,800.00 20,000.00 20,000.00 40,000.00	Ushers, Tech

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	cket Sales - Adult shows	\$	636,480.00	SEE DETAIL Page 3	
	cket Sales - Adult snows	\$	57,600.00	SEE DETAIL Page 3	
	now Sponsorship	\$	20,000.00	SEE DETAIL Page 3	
	liscellaneous Income	\$	10,000.00		
	rants	\$	20,000.00		
	-Kind Revenue	\$	2,000.00		
	outh Program Revenues	\$	48,000.00	SEE DETAIL Page 3	
	OTAL REVENUES	\$	794,080.00	SEE DETAIL Page 3	
	JIAL NEVEROLS	Y	134,000.00		
PERATI	ING EXPENSES				
	vent Expenses	\$	162,480.00	SEE DETAIL Page 3	
	ther Production Expenses	-	224,750.00	SEE DETAIL Page 3	
	arketing Expenses	\$	80,000.00	6 adult prod @\$13,000	
	J	\$	10,000.00	4 kids prod @\$2,500	
De	evelopment Expenses	\$	80,000.00		
	dministrative Expenses	\$	106,000.00	SEE DETAIL Page 3	
	acilities Expenses (Rent)	\$	120,000.00	6 adult prod @\$20,000	
	OTAL OPERATING COSTS	\$	663,230.00	, 2,,	
		\$	130,850.00		
	Financial P			- MAC - Ye	ar 3
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	Financial Proje	ect	ions - H\	/AF - Year 5
	YEAR 5 - 7	Adu	lt 4 Children's Sl	nows
OPERA	TING REVENUES			
	Ticket Sales - Adult shows	\$	1,071,000.00	SEE DETAIL Page 4
	Ticket Sales - Kid shows	\$	72,000.00	SEE DETAIL Page 4
	Show Sponsorship	\$	40,000.00	
	Miscellaneous Income	\$	10,000.00	
	Grants	\$	40,000.00	
	In-Kind Revenue	\$	2,000.00	
	Youth Program Revenues	\$	62,000.00	SEE DETAIL Page 4
	TOTAL REVENUES	\$	1,297,000.00	
OPERA	TING EXPENSES			
	Event Expenses	\$	257,580.00	SEE DETAIL Page 4
	Other Production Expenses	\$	295,700.00	SEE DETAIL Page 4
	Marketing Expenses	\$	140,000.00	7 adult prod @\$20,000
		\$	12,000.00	4 kids prod @\$3000
	Development Expenses	\$	120,000.00	
	Administrative Expenses	\$	161,600.00	SEE DETAIL Page 4
	Facilities Expenses (Rent)	\$	140,000.00	7 adults prod. @ \$20,000
		\$	1,126,880.00	
NET		\$	170,120.00	

Financial Projections - MAC - Year 5

	YEAR 5	
OPERATING REVENUES		
Endowment Income	\$ 200,000.00	
Corporate Memberships	\$ 125,000.00	
Annual Fundraiser	\$ 100,000.00	
Concessions	\$ 34,200.00	
Rent HVAF	\$ 140,000.00	
Rent others	\$ 32,000.00	
TOTAL REVENUES	\$ 631,200.00	
OPERATING EXPENSES		
Event Expenses	\$ 68,000.00	
Capital Reserve	\$ 50,000.00	
Manager	\$ -	
CFO	\$ 50,000.00	
Concessions	\$ 17,000.00	
Equipment Expenses	\$ 40,000.00	
Marketing Expenses	\$ 35,000.00	
Development Expenses	\$ 40,000.00	
Box Office Expenses	\$ 50,000.00	
Facility Expenses	\$ 224,700.00	
TOTAL OPERATING COSTS	\$ 574,700.00	
NET	\$ 56,500.00	

DETAIL - HIGH VALLEY ARTS OPERATING AND OTHER PRODUCTION EXPENSES - YEAR 1

	OPERATI	NG RE	VENUES - Y	EAR 1				ADMII	NISTRATIVE EX	PENSES - Year 1		
Ticket I	ncome - HVAF 5 shows @ 26 perfor	mances	at ticket avera	age \$16 @ 225	people - A	-\$20; K-\$16;	Graphic Artist				\$	20,000.00
A-\$16;	K-\$12 - 29,250 people = TOTAL \$468	3,000.00	0.				Website				\$	20,000.00
Ticket F	Performance Income Kids - 3 shows	@ 8 per	rformances @	225 people @	ticket ave	rage \$7.5 =	Secretarial	\$15,	/hr @ 20 hrs./	52 week	\$	15,600.00
\$A=10;	K=\$5 = 5,400 = TOTAL \$40,500;											
	orogram revenue - 3 shows @ 40 ki	ds @ \$2	225 = \$27,000); 2 semesters	of classes (@ 40 kids @	TOTAL				\$	55,600.00
\$150 =	\$12,000 = TOTAL \$39,000.00	TEVDE	NSES - YEAF	2.1				OTHER	PODLICTION	EXPENSES - Year 1		
Event	Expenses	LAPE	NJEJ - TEAT	\ <u>1</u>				OTHER	RODUCTION	EXPERSES - Teal I		
LVCIIL	Choreographer	\$	600.00	5 adult	\$	3,000.00	Scenery	\$	10,000.00	5 adult	\$	50,000.00
	Choreographer	\$	400.00		\$	1,200.00	Scenery	\$	1,000.00		\$	3,000.00
	Director	\$		5 adult	\$	4,500.00	Props	\$	1,000.00		\$	5,000.00
	J. Cotto:	\$	400.00		\$	1,200.00	11000	\$	250.00		\$	750.00
	Stage Mgr	\$		5 adult	\$	3,000.00	Costumes	\$	10,000.00		\$	50,000.00
		\$	300.00		\$	900.00		\$	1,500.00		\$	4,500.00
	Lighting	\$	400.00				Wigs	\$	•	5 adult	\$	3,500.00
		\$	200.00					\$	300.00	3 kid	\$	900.00
	Costumer	\$	900.00	5 adult	\$	4,500.00	Paint	\$	400.00	5 adult	\$	2,000.00
		\$	400.00	3 kid	\$	1,200.00		\$	200.00	3 kid	\$	600.00
	Set Design	\$	500.00	5 adult	\$	2,500.00	Misc.	\$	2,000.00	5 adult	\$	10,000.00
		\$	250.00	3 kid	\$	750.00		\$	500.00	3 kid	\$	1,500.00
	Music	\$	400.00	5 adult	\$	2,000.00	Cast travel	\$	5,000.00	5 adult	\$	25,000.00
		\$	200.00	3 kid	\$	600.00	Contracted events	\$	3,000.00	10 productions	\$	50,000.00
	Sound	\$	-		\$	-	Youth shows staff	\$	4,000.00	3 kid	\$	12,000.00
	Props	\$	100.00		\$	300.00	Youth classes staff	\$	6,000.00			\$6,000.00
TECH	Spotlight tech - \$15/night	\$	300.00	5 adult	\$	1,500.00	TOTAL				\$	224,750.00
	Stage Crew Main - \$15/night	\$	300.00	5 adult	\$	1,500.00						
	Stage Crew kid - \$10/night	\$	60.00	3 kid	\$	180.00						
	Light Tech - \$20/night	\$	400.00	5 adult	\$	2,000.00						
	Light Tech kid - \$15/night	\$	90.00		\$	270.00		MIDWAY	ARTS CENTER	RINCOME - YEAR 1		
	Sound Tech - \$30/night	\$		5 adult	\$	3,000.00						
	Sound Tech kid - \$20/night	\$	120.00		\$	360.00						
	Builders	\$	900.00		\$	4,500.00	Concessions	HVAI	F Events - 5 adul	t@\$3,000; 3 kid@\$600); 18 rer	ital days
		\$	400.00		\$	1,200.00		conc	essions at \$600	- \$10,800. TOTAL \$27,6	500	
	Accompanist	\$		5 adult	\$	2,000.00	Rent - HVAF					
		\$	200.00	3 kid	\$	600.00		HVAI	F Events - 5 adul	t@\$8,000; 3 kid@\$2,0	00. TOT	AL \$46,000
Royalt	5 shows at 26 perf.@\$450/pe				\$	58,500.00	Rent - Others	Orche	estra - \$600; WD - \$	8,000; Others - \$20,000 = \$	28,600	
	3 shows at 8 perf. @ \$250/pe	rforma	ince		\$	6,000.00						
						107.260.00						
					3	107.200.00						

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												PAGE 3
	DETAIL - HIGH	VA	LLEY A	RTS OP	ERAT	ING AN	D OTHER PROD	DUCT	TION EX	PENSES - Y	EAF	₹3
	OPERATI	NG R	EVENUES - Y	EAR 3				ADMIN	NISTRATIVE EX	PENSES - Year 3		
Ticket I	ncome - 6 shows @ 26 performance K-\$12 - 37,4		ket average \$1 ople = TOTAL \$		e - A-\$22; k	:-\$18; A-\$16;	Graphic Artist				\$	40,000.00
Ticket Ir	ncome Kids - 4 shows @ 8 performar	nces @	225 people @	ticket average	\$8 = \$A=10); K=\$6 =	Website				\$	40,000.00
7,200 p	eople = TOTAL \$57,600						Secretarial	20/h	nr @ 25 hrs./w	eek /52	\$	26,000.00
	rogram revenue - 4 shows @ 40 kid	s @ \$2	225 = \$36,000	; 2 semesters o	f classes @	40 kids @						
\$150 =	\$12,000 = TOTAL \$48,000						TOTAL				\$	106,000.00
	OPERAT	ING E	XPENSES - Y	ear 3				OTHER P	RODUCTION E	XPENSES - Year 3		
Event l	Expenses											
	Choreogra	\$	800.00		\$	4,800.00	Scenery	\$	10,000.00	6 adult	\$	60,000.00
		\$	400.00		\$	1,600.00		\$	1,000.00	4 kid	\$	4,000.00
	Director	\$	1,000.00		\$	6,000.00	Props	\$	1,000.00	6 adult	\$	6,000.00
		\$	400.00		\$	1,600.00		\$	250.00	4 kid	\$	1,000.00
	Stage Mgr	\$	800.00		\$	4,800.00	Costumes	\$	10,000.00	6 adult	\$	60,000.00
		\$	300.00	4 kid	\$	1,200.00		\$	1,500.00	4 kid	\$	6,000.00
	Lighting	\$	-				Wigs	\$	700.00	6 adult	\$	4,200.00
		\$	-					\$	300.00	4 kid	\$	1,200.00
	Costumer	\$	1,000.00	6 adult	\$	6,000.00	Paint	\$	400.00	6 adult	\$	2,400.00
		\$	400.00	4 kid	\$	1,600.00		\$	200.00	4 kid	\$	800.00
	Set Design	\$	700.00	6 adult	\$	4,200.00	Misc.	\$	2,000.00	6 adult	\$	12,000.00
		\$	250.00	4 kid	\$	1,000.00		\$	500.00	4 kid	\$	2,000.00
	Music	\$	700.00	6 adult	\$	4,200.00	Cast travel	\$	6,000.00	6 adult	\$	36,000.00
		\$	200.00	4 kid	\$	800.00	Contracted events	\$	3,500.00	10 productions	\$	50,000.00
	Sound	\$	-		\$	-	Youth shows staff	\$	4,500.00	4 kid	\$	18,000.00
	Props	\$	200.00		\$	600.00	Youth classes staff	\$	6,500.00		\$	6,500.00
TECH	Spotlight tech - \$15/night	\$	300.00	6 adult	\$	1,800.00						
	Stage Crew Main - \$15/night	\$	300.00	6 adult	\$	1,800.00	TOTAL				\$	270,100.00
	Stage Crew kid - \$10/night	\$	60.00	4 kid	\$	240.00						
	Light Tech - \$20/night	\$	400.00	6 adult	\$	2,400.00						
	Light Tech kid - \$15/night	\$	90.00	4 kid	\$	360.00						
	Sound Tech - \$30/night	\$	600.00	6 adult	\$	3,600.00						
	Sound Tech kid - \$20/night	\$	120.00	4 kid	\$	480.00						
	Builders	\$	900.00	6 adult	\$	5,400.00		MID	WAY ARTS CEN	NTER INCOME		
		\$	400.00	4 kid	\$	1,600.00	Concessions	HVAF	Events - 6 adult	@\$3,000; 4 kid@\$600); 18 rer	tal days at

2,400.00

800.00

93,600.00

\$ 162 480 **0**0

9,600.00

Rent - HVAF

Rent - Others

\$

\$

\$

\$600 - \$10,800. TOTAL \$31,200.

6 Adult productions @ \$8,000; 3 Kid productions @ \$2,000 = \$54,000.00

Orchestra - \$1,200; WD - \$8,000; Others - \$20,000 = \$29,200

Accompanist

Royalty 6 shows at 26 perf. @\$600/performance Royalty 4 shows at 8 perf. @\$300/performance

400.00 6 adult

200.00 4 kid

\$

												PAGE 4
	OPERATING REVE	NUES	- YEAR 5 - ad	d 2 kid shows	5			ADMIN	ISTRATIVE EX	PENSES - Year 5		
Ticket In	come - 7 shows @ 30 performances		et average \$17 TOTAL \$1,07		- A-\$22;	K-\$18; A-\$16;	Graphic Artist				\$	60,000.00
					40 44		Website				\$	60,000.00
	come Kids - 4 shows @ 10 performa cople = TOTAL \$72,000.00	nces @	225 people (v ticket average	: \$8 = \$A=	:10; K=\$6 =	Secretarial	20/h	r @ 25 hrs./w	eek /52	\$	41,600.00
	ogram revenue - 5 shows @ 40 kids	@ \$2	40 = \$48,000;	2 semesters of	classes @	40 kids @					Ė	•
175 = \$	14,000 = TOTAL \$62,000						TOTAL				\$	161,600.00
	OPERAT	NG E	XPENSES - Ye	ar 5				OTHER P	RODUCTION E	XPENSES - Year 5		
Event Ex	xpenses											
	Choreogra	\$	900.00		\$	6,300.00	scenery		10,000		\$	70,000.00
		\$	400.00	4 kid	\$	1,600.00			1000		\$	4,000.00
	Director	\$	1,200.00	7 adult	\$	8,400.00	props			7 adult	\$	7,000.00
		\$	400.00	4 kid	\$	1,600.00				4 kid	\$	1,000.00
	Stage Mgr	\$	900.00	7 adult	\$	6,300.00	costumes		10000	7 adult	\$	70,000.00
		\$	300.00	4 kid	\$	1,200.00			1500	4 kid	\$	6,000.00
	Lighting	\$	-				wigs		700	7 adult	\$	4,900.00
		\$	-						300	4 kid	\$	1,200.00
	Costumer	\$	1,200.00	7 adult	\$	8,400.00	Paint		400	7 adult	\$	2,800.00
		\$	400.00	4 kid	\$	1,600.00			200	4 kid	\$	800.00
	Set Design	\$	900.00	7 adult	\$	6,300.00	Special effect				\$	-
		\$	250.00	4 kid	\$	1,000.00					\$	-
	Music	\$	900.00	7 adult	\$	6,300.00	misc.		2000	7 adult	\$	14,000.00
		\$	200.00	4 kid	\$	800.00			500	4 kid	\$	2,000.00
	Sound	\$	-		\$	-	cast travel		5000	7 adult	\$	35,000.00
	Props	\$	-		\$	-	Contracted events	\$	4,000.00	10 productions	\$	50,000.00
ГЕСН	Spotlight tech - \$15/night	\$	300.00	7 adult	\$	2,100.00	Youth shows staff	\$	5,000.00	4 kid	\$	20,000.00
	Stage Crew Main - \$15/night	\$	300.00	7 adult	\$	2,100.00	Youth classes staff	\$	7,000.00		\$	7,000.00
	Stage Crew kid - \$10/night	\$	60.00	4 kid	\$	240.00	TOTAL				\$	295,700.00
	Light Tech - \$20/night	\$	400.00	7 adult	\$	2,800.00						
	Light Tech kid - \$15/night	\$	90.00	4 kid	\$	360.00						
	Sound Tech - \$30/night	\$	600.00	7 adult	\$	4,200.00						
	Sound Tech kid - \$20/night	\$	120.00	4 kid	\$	480.00		MID	WAY ARTS CEI	NTER - Year 5		
	Builders	\$	900.00	7 adult	\$	6,300.00						
		\$	400.00	4 kid	\$	1,600.00	Concessions	HVAF E	vents - 7 adult @\$3	3,000; 4 kid @\$600; 18 loc	al Renta	al days 18 @ \$600 :
	Accompanist	\$	400.00	7 adult	\$	2,800.00			00 = TOTAL \$34,200			
		\$	200.00	4 kid	\$	800.00	Rent - HVAF	7 Adult	productions @ \$8	,000; 4 Kid productions @	\$2,000	= TOTAL
Royalty	7 shows at 30 perf. @\$800/pe	rform	nance		\$	168,000.00		\$64,00	00.00			
Royalty	4 shows at 10 perf. @ \$400/p	erforn	nance		\$	16,000.00	Rent - Others	Orches	tra - \$1800; WD - \$	12,000; Others - \$29,000 =	TOTAL	\$32,000



HVAF Attendance Numbers

Includes 2 adult musicals, workshops, concerts, "He Is Born", Fourth of July historical events, Heber Valley Railroad performances. In 2018, we added 1 youth production. In 2019 we added 2 youth productions. 2019 (COVID year) we had one youth and one teen's production.

2007 - 1,200

2008 - 3,460

2009 - 3,335

2011 - 3,745

2013 - 4,270

2014 - 4,560

2015 - 5,825

2016 - 5,917

2017 - 5,412

2018 – 5,606 – We added 1 youth theater production

2019 - 8,915 – We added a second youth theater production

2020 – 1,875 – During COVID, one youth production, one teen production presented outside

TOTAL attendance from 2007-2020 – 58,939

HVAF Youth theater has grown as follows:

Spring attendance 2018 - 840 Spring 2019 - 1,200 Fall 2019 - 2,178

During COVID August - 1,400 outside production
During COVID Halloween - 475 outside production



Projected Community Use of the Midway Arts Center

<u>High Valley Arts – Main Stage Theater – Performances All Month</u>

February
April
June
July – Main Stage Theater and Outdoor Theater
September
October
December
Community – Main Stage Theater Available All Month
Community – Main Stage Theater Available All Month January
<u>Community – Main Stage Theater Available All Month</u> January March
January
January March
January March May



Unanswered Questions on the Proposed UVU Wasatch Campus Arts Center

- In Utah, all community arts center structures are subsidized yearly with public funds.
- Community arts centers are not "branded" by a recognized theatrical organization and do not attract sufficient attendees on a regular basis to support the building.
- In addition, there is less ability to develop a consistent clientele with focused advertising and fundraising, since there are a variety of organizations using the same facility.
- An arts center for the community is a workable option for communities with a variety of arts organizations at all levels and sufficient tax revenues to be able support the center.

UVU Project Will Require a Yearly Subsidy

- Based on other Utah community arts centers, the proposed UVU Wasatch Campus Arts Center will need to be subsidized yearly.
- STEVEN COVEY CENTER 45,000 sf \$340,000 in 2018 in tax dollars*
- ROSE WAGNER CENTER 45,000 sf \$489,295 in 2018 in tax dollars*
- The proposed UVU building is 80,000 sf and will likely require a much larger subsidy, yet there is no information about where this money will come from in the Wasatch Campus Arts Center presentation.

^{*} Victus Advisors 2018 Study