

**Midway Arts Center
Foundation
and
High Valley Arts
Foundation
Presentation**

**Midway City Council
Work Meeting**

**January 5, 2021
5 p.m.**



817 Double Eagle Drive, Midway, Utah, 84049

Dear Mayor Johnson and Midway City Council,

The MAC Foundation and High Valley Arts are very pleased to be able to discuss with City Council members the potential of our providing a privately-funded arts center at Memorial Hill, a home for High Valley Arts and a performing venue for the community. The MAC would become a beautiful place to gather City residents and their friends to celebrate the arts, our community, and Midway's unique heritage.

We have provided you with abundant material, hopefully sufficiently summarized so you don't end up spending countless hours reading.

Please be aware that our enthusiasm for The MAC is tempered by the fact that we are quite aware Midway City Council will ultimately make the decision whether or not to bring The MAC to Midway.

In the event a home for HVAF is not located in Midway, we will pursue the invitation recently offered us to build our theater in Heber City in the redevelopment that is being planned for 600-1200 South on Highway 40.

We have informed the organizers of the proposed arts center at the UVU Wasatch campus that we will not ever be involved in that structure, which, because it will house many entities seeking a performance venue, exactly mimics our current situation as renters of the Town Hall (and we love the Town Hall!) It's just hard to grow a performing program in a facility owned by an entity with many competing needs to meet.

High Valley Arts is poised to grow and to add creative programming and attract tourists in our own home. The tourists we attract will bring vitality and needed funds to wherever our home is located.

Happy New Year.

Sue Waldrip, President

**Agenda for Work Meeting between
Midway Arts Center Foundation
and Midway City Council**

January 5, 2020 - 5:00 p.m.

- I. Video Presentation - <https://youtu.be/DSD-LSCygas> – 4 min.
- II. Luster Development, LLC
- III. MAC Foundation Timeline
- IV. Victus Feasibility Study on Village/Arts Center Economic Impact
- V. Hales Engineering Traffic Study
- VI. High Valley Arts/MAC Financial Projections
- VII. High Valley Arts Attendance History
- VIII. Community Use of the MAC
- IX. Wasatch County UVU Campus Arts Center Unanswered Questions
- X. Council Questions

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.
- 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.
- March 2018** Preliminary visits to major donors
- 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.com.
Please see the website: A great indicator of this company's expertise can be found in "Grand Successes."
- October 2020** Collaboration begun with Midway Open Space Advisory Committee

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

DRAFT


VICTUS
ADVISORS

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

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



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 mixed-use 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.

Year	Direct Spending	Total Output	Employment	Wages	Midway City Tax Revenue*
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%.

817 Double Eagle Drive, Midway, Utah, 84049

**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 Projections - HVAF - Year 1

YEAR 1 - 5 Adult 3 Children's Shows

OPERATING 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	

OPERATING 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	

Financial Projections - MAC - Year 1

YEAR 1

OPERATING REVENUES

Endowment Income	\$ 200,000.00	
Corporate Memberships	\$ 60,000.00	
Annual Fundraiser	\$ 60,000.00	
Concessions	\$ 27,600.00	SEE DETAIL Page 2
Rent HVAF	\$ 100,000.00	
Rent Others	\$ 28,600.00	
TOTAL REVENUES	\$ 476,200.00	

OPERATING EXPENSES

Event Expenses	\$ 50,000.00	Ushers, Tech
Capital Reserve	\$ 50,000.00	
Manager	\$ -	
CFO	\$ -	
Concessions	\$ 13,800.00	
Equipment Expenses	\$ 20,000.00	
Marketing Expenses	\$ 25,000.00	
Development Expenses	\$ 20,000.00	
Box Office Expenses	\$ 40,000.00	Box Office help
Facility Expenses	\$ 200,000.00	
TOTAL OPERATING COSTS	\$418,800.00	

Financial Projections - HVAF - Year 3

YEAR 3 - 6 Adult 4 Children's Shows

OPERATING REVENUES

Ticket Sales - Adult shows	\$ 636,480.00	SEE DETAIL Page 3
Ticket Sales - Kid shows	\$ 57,600.00	SEE DETAIL Page 3
Show Sponsorship	\$ 20,000.00	
Miscellaneous Income	\$ 10,000.00	
Grants	\$ 20,000.00	
In-Kind Revenue	\$ 2,000.00	
Youth Program Revenues	\$ 48,000.00	SEE DETAIL Page 3
TOTAL REVENUES	\$ 794,080.00	

OPERATING EXPENSES

Event Expenses	\$ 162,480.00	SEE DETAIL Page 3
Other Production Expenses	\$ 224,750.00	SEE DETAIL Page 3
Marketing Expenses	\$ 80,000.00	6 adult prod @\$13,000
	\$ 10,000.00	4 kids prod @\$2,500
Development Expenses	\$ 80,000.00	
Administrative Expenses	\$ 106,000.00	SEE DETAIL Page 3
Facilities Expenses (Rent)	\$ 120,000.00	6 adult prod @\$20,000
TOTAL OPERATING COSTS	\$ 663,230.00	
NET	\$ 130,850.00	

Financial Projections - MAC - Year 3

YEAR 3

OPERATING REVENUES

Endowment Income	\$ 200,000.00	
Corporate Memberships	\$ 80,000.00	
Annual Fundraiser	\$ 90,000.00	
Concessions	\$ 31,200.00	SEE DETAIL Page 3
Rent HVAF	\$ 120,000.00	
Rent others	\$ 29,200.00	
TOTAL REVENUES	\$ 550,400.00	

OPERATING EXPENSES

Event Expenses	\$ 62,000.00
Capital Reserve	\$ 50,000.00
Manager	\$ -
CFO	\$ 50,000.00
Concessions	\$ 16,000.00
Equipment Expenses	\$ 30,000.00
Marketing Expenses	\$ 30,000.00
Development Expenses	\$ 30,000.00
Box Office Expenses	\$ 45,000.00
Facility Expenses	\$ 212,000.00
TOTAL OPERATING COSTS	\$ 525,000.00

Financial Projections - HVAF - Year 5

YEAR 5 - 7 Adult 4 Children's Shows

OPERATING 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	

OPERATING 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

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

OPERATING REVENUES - YEAR 1

Ticket Income - HVAF 5 shows @ 26 performances at ticket average \$16 @ 225 people - A-\$20; K-\$16; A-\$16; K-\$12 - 29,250 people = TOTAL \$468,000.00.

Ticket Performance Income Kids - 3 shows @ 8 performances @ 225 people @ ticket average \$7.5 = \$A K=\$5 = 5,400 = TOTAL \$40,500;

Program revenue - 3 shows @ 40 kids @ \$225 = \$27,000; 2 semesters of classes @ 40 kids @ \$150 = \$12,000 = TOTAL \$39,000.00

EVENT EXPENSES - YEAR 1

Event Expenses			
Choreographer	\$ 600.00	5 adult	\$ 3,000.00
	\$ 400.00	3 kid	\$ 1,200.00
Director	\$ 900.00	5 adult	\$ 4,500.00
	\$ 400.00	3 kid	\$ 1,200.00
Stage Mgr	\$ 600.00	5 adult	\$ 3,000.00
	\$ 300.00	3 kid	\$ 900.00
Lighting	\$ 400.00		
	\$ 200.00		
Costumer	\$ 900.00	5 adult	\$ 4,500.00
	\$ 400.00	3 kid	\$ 1,200.00
Set Design	\$ 500.00	5 adult	\$ 2,500.00
	\$ 250.00	3 kid	\$ 750.00
Music	\$ 400.00	5 adult	\$ 2,000.00
	\$ 200.00	3 kid	\$ 600.00
Sound	\$ -		\$ -
Props	\$ 100.00		\$ -
TECH Spotlight tech - \$15/night	\$ 300.00	5 adult	\$ 300.00
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	3 kid	\$ 270.00
Sound Tech - \$30/night	\$ 600.00	5 adult	\$ 3,000.00
Sound Tech kid - \$20/night	\$ 120.00	3 kid	\$ 360.00
Builders	\$ 900.00	5 adult	\$ 4,500.00
	\$ 400.00	3 kid	\$ 1,200.00
Accompanist	\$ 400.00	5 adult	\$ 2,000.00
	\$ 200.00	3 kid	\$ 600.00
Loyalty 5 shows at 26 perf. @ \$450/performance			\$ 58,500.00
3 shows at 8 perf. @ \$250/performance			\$ 6,000.00
			\$ 107,260.00

ADMINISTRATIVE EXPENSES - Year 1

Graphic Artist		\$ 20,000.00
Website		\$ 20,000.00
Secretarial	\$15/hr @ 20 hrs./52 week	\$ 15,600.00
TOTAL		\$ 55,600.00

OTHER PRODUCTION EXPENSES - Year 1

Scenery	\$ 10,000.00	5 adult	\$ 50,000.00
	\$ 1,000.00	3 kid	\$ 3,000.00
Props	\$ 1,000.00	5 adult	\$ 5,000.00
	\$ 250.00	3 kid	\$ 750.00
Costumes	\$ 10,000.00	5 adult	\$ 50,000.00
	\$ 1,500.00	3 kid	\$ 4,500.00
Wigs	\$ 700.00	5 adult	\$ 3,500.00
	\$ 300.00	3 kid	\$ 900.00
Paint	\$ 400.00	5 adult	\$ 2,000.00
	\$ 200.00	3 kid	\$ 600.00
Misc.	\$ 2,000.00	5 adult	\$ 10,000.00
	\$ 500.00	3 kid	\$ 1,500.00
Cast travel	\$ 5,000.00	5 adult	\$ 25,000.00
Contracted events	\$ 3,000.00	10 productions	\$ 50,000.00
Youth shows staff	\$ 4,000.00	3 kid	\$ 12,000.00
Youth classes staff	\$ 6,000.00		\$ 6,000.00
TOTAL			\$ 224,750.00

MIDWAY ARTS CENTER INCOME - YEAR 1

Concessions	HVAF Events - 5 adult@ \$3,000; 3 kid@ \$600; 18 rental days concessions at \$600 - \$10,800. TOTAL \$27,600
Rent - HVAF	
Rent - Others	HVAF Events - 5 adult@ \$8,000; 3 kid@ \$2,000. TOTAL \$46,000 Orchestra - \$600; WD - \$8,000; Others - \$20,000 = \$28,600

DETAIL - HIGH VALLEY ARTS OPERATING AND OTHER PRODUCTION EXPENSES - YEAR 3

OPERATING REVENUES - YEAR 3

Ticket income - 6 shows @ 26 performances at ticket average \$17 @ 240 people - A-\$22; K-\$18; A-\$16; K-\$12 - 37,440 people = TOTAL \$636,480
 come Kids - 4 shows @ 8 performances @ 225 people @ ticket average \$8 = \$A=10; K=\$6 = 7,200 people = TOTAL \$57,600
 Youth program revenue - 4 shows @ 40 kids @ \$225 = \$36,000; 2 semesters of classes @ 40 kids @ \$150 = \$12,000 = TOTAL \$48,000

OPERATING EXPENSES - Year 3

Event Expenses			
Choreogra	\$ 800.00	6 adult	\$ 4,800.00
	\$ 400.00	4 kid	\$ 1,600.00
Director	\$ 1,000.00	6 adult	\$ 6,000.00
	\$ 400.00	4 kid	\$ 1,600.00
Stage Mgr	\$ 800.00	6 adult	\$ 4,800.00
	\$ 300.00	4 kid	\$ 1,200.00
Lighting	\$ -		\$ -
Costumer	\$ 1,000.00	6 adult	\$ 6,000.00
	\$ 400.00	4 kid	\$ 1,600.00
Set Design	\$ 700.00	6 adult	\$ 4,200.00
	\$ 250.00	4 kid	\$ 1,000.00
Music	\$ 700.00	6 adult	\$ 4,200.00
	\$ 200.00	4 kid	\$ 800.00
Sound	\$ -		\$ -
Props	\$ 200.00		\$ 600.00
TECH Spotlight tech - \$15/night	\$ 300.00	6 adult	\$ 1,800.00
Stage Crew Main - \$15/night	\$ 300.00	6 adult	\$ 1,800.00
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
	\$ 400.00	4 kid	\$ 1,600.00
Accompanist	\$ 400.00	6 adult	\$ 2,400.00
	\$ 200.00	4 kid	\$ 800.00
royalty 6 shows at 26 perf. @ \$600/performance			\$ 93,600.00
royalty 4 shows at 8 perf. @ \$300/performance			\$ 9,600.00
			\$ 162,480.00

ADMINISTRATIVE EXPENSES - Year 3

Graphic Artist		\$ 40,000.00
Website		\$ 40,000.00
Secretarial	20/hr @ 25 hrs./week /52	\$ 26,000.00
TOTAL		\$ 106,000.00

OTHER PRODUCTION EXPENSES - Year 3

Scenery	\$ 10,000.00	6 adult	\$ 60,000.00
	\$ 1,000.00	4 kid	\$ 4,000.00
Props	\$ 1,000.00	6 adult	\$ 6,000.00
	\$ 250.00	4 kid	\$ 1,000.00
Costumes	\$ 10,000.00	6 adult	\$ 60,000.00
	\$ 1,500.00	4 kid	\$ 6,000.00
Wigs	\$ 700.00	6 adult	\$ 4,200.00
	\$ 300.00	4 kid	\$ 1,200.00
Paint	\$ 400.00	6 adult	\$ 2,400.00
	\$ 200.00	4 kid	\$ 800.00
Misc.	\$ 2,000.00	6 adult	\$ 12,000.00
	\$ 500.00	4 kid	\$ 2,000.00
Cast travel	\$ 6,000.00	6 adult	\$ 36,000.00
Contracted events	\$ 3,500.00	10 productions	\$ 50,000.00
Youth shows staff	\$ 4,500.00	4 kid	\$ 18,000.00
Youth classes staff	\$ 6,500.00		\$ 6,500.00
TOTAL			\$ 270,100.00

MIDWAY ARTS CENTER INCOME

Concessions	HVAF Events - 6 adult@ \$3,000; 4 kid@ \$600; 18 rental days at \$600 - \$10,800. TOTAL \$31,200.
Rent - HVAF	
Rent - Others	6 Adult productions @ \$8,000; 3 Kid productions @ \$2,000 = \$54,000.00 Orchestra - \$1,200; WD - \$8,000; Others - \$20,000 = \$29,200

DETAIL - HIGH VALLEY ARTS OPERATING AND OTHER PRODUCTION EXPENSES - YEAR 5

OPERATING REVENUES - YEAR 5 - add 2 kid shows

Ticket Income - 7 shows @ 30 performances at ticket average \$17 @ 300 people - A-\$22; K-\$18; A-\$16; K-\$12 - 63,000 = TOTAL \$1,071,000
 Ticket Income Kids - 4 shows @ 10 performances @ 225 people @ ticket average \$8 = \$A=10; K=\$6 = 9,000 people = TOTAL \$72,000.00
 Youth program revenue - 5 shows @ 40 kids @ \$240 = \$48,000; 2 semesters of classes @ 40 kids @ \$175 = \$14,000 = TOTAL \$62,000

OPERATING EXPENSES - Year 5

Event Expenses			
Choreogra	\$ 900.00	7 adult	\$ 6,300.00
	\$ 400.00	4 kid	\$ 1,600.00
Director	\$ 1,200.00	7 adult	\$ 8,400.00
	\$ 400.00	4 kid	\$ 1,600.00
Stage Mgr	\$ 900.00	7 adult	\$ 6,300.00
	\$ 300.00	4 kid	\$ 1,200.00
Lighting	\$ -		\$ -
Costumer	\$ 1,200.00	7 adult	\$ 8,400.00
	\$ 400.00	4 kid	\$ 1,600.00
Set Design	\$ 900.00	7 adult	\$ 6,300.00
	\$ 250.00	4 kid	\$ 1,000.00
Music	\$ 900.00	7 adult	\$ 6,300.00
	\$ 200.00	4 kid	\$ 800.00
Sound	\$ -		\$ -
Props	\$ -		\$ -
TECH Spotlight tech - \$15/night	\$ 300.00	7 adult	\$ 2,100.00
Stage Crew Main - \$15/night	\$ 300.00	7 adult	\$ 2,100.00
Stage Crew kid - \$10/night	\$ 60.00	4 kid	\$ 240.00
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
Builders	\$ 900.00	7 adult	\$ 6,300.00
	\$ 400.00	4 kid	\$ 1,600.00
Accompanist	\$ 400.00	7 adult	\$ 2,800.00
	\$ 200.00	4 kid	\$ 800.00
Royalty 7 shows at 30 perf. @\$800/performance			\$ 168,000.00
Royalty 4 shows at 10 perf. @ \$400/performance			\$ 16,000.00
			\$ 257,580.00

ADMINISTRATIVE EXPENSES - Year 5

Graphic Artist		\$ 60,000.00
Website		\$ 60,000.00
Secretarial	20/hr @ 25 hrs./week /52	\$ 41,600.00
TOTAL		\$ 161,600.00

OTHER PRODUCTION EXPENSES - Year 5

scenery	10,000 7 adult	\$ 70,000.00
	1000 4 kid	\$ 4,000.00
props	1000 7 adult	\$ 7,000.00
	250 4 kid	\$ 1,000.00
costumes	10000 7 adult	\$ 70,000.00
	1500 4 kid	\$ 6,000.00
wigs	700 7 adult	\$ 4,900.00
	300 4 kid	\$ 1,200.00
Paint	400 7 adult	\$ 2,800.00
	200 4 kid	\$ 800.00
Special effect		\$ -
misc.		\$ -
	2000 7 adult	\$ 14,000.00
	500 4 kid	\$ 2,000.00
cast travel	5000 7 adult	\$ 35,000.00
Contracted events	\$ 4,000.00 10 productions	\$ 50,000.00
Youth shows staff	\$ 5,000.00 4 kid	\$ 20,000.00
Youth classes staff	\$ 7,000.00	\$ 7,000.00
TOTAL		\$ 295,700.00

MIDWAY ARTS CENTER - Year 5

Concessions	HVAF Events - 7 adult @ \$3,000; 4 kid @ \$600; 18 local Rental days 18 @ \$600 = \$10,800 = TOTAL \$34,200
Rent - HVAF	7 Adult productions @ \$8,000; 4 Kid productions @ \$2,000 = TOTAL \$64,000.00
Rent - Others	Orchestra - \$1800; WD - \$12,000; Others - \$29,000 = TOTAL \$32,000

Live Theater Traffic Study Prepared by Hales Engineering

Notes

1. **PEOPLE PER CAR** - 2.5 live theater patrons per car and 1 performer/staff person per car (slide 3)
 - a. There does not appear to be a Midway code for how many live theater patrons per car for a performance venue.
 - b. Hales Engineering used Midway City's convention code of 2 convention attendees per car and combined it with Sandy's live theater code of 4 patrons per car, and conservatively arrived at 2.5 live theater patrons per car arriving at a performance venue.
2. **ARTS CENTER PEAK TRAFFIC TIME** - 6:15-7:15 P.M.
 - a. The percentages on slide 4 and number of cars on slide 5 occur between 6:15 and 7:15 p.m.
3. **SLIDE 4 - Directionality and Percentage of cars traveling on the 4 access roads to the Midway Arts Center at the Center's peak traffic time of 6:15-7:15 p.m.**
4. **SLIDE 5 - Number of cars traveling on the 4 access roads to the Midway Arts Center at the Center's peak traffic time of 6:15-7:15 p.m.**
 - a. 87 cars will drive down River Road between 6:15 and 7:15 p.m. - or about 1 car every 41 seconds (if they were to space out evenly).
 - b. 76 cars will drive north on Highway 113 from the Provo area between 6:15 and 7:15 p.m. or about 1 car every 47 seconds.
 - c. 22 cars will drive south on Highway 40 through Heber City (perhaps to stop for dinner) and west on Highway 113.
 - d. 33 cars will drive north on Highway 189 and west on Highway 113 (perhaps to stop for dinner).
5. **Main Street traffic at the Center's peak traffic time**
 - a. 163 cars will arrive at the Arts Center's west access road at the peak traffic time - or 1 car every 22 seconds (if they were to space out evenly).
 - b. 55 cars will arrive at the Arts Center's east access road at the peak traffic time - or less than one car per minute (if they were to space out evenly).

Midway Arts Center Foundation

Ryan Hales, PE, PTOE, AICP

HALES  **ENGINEERING**
innovative transportation solutions

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)

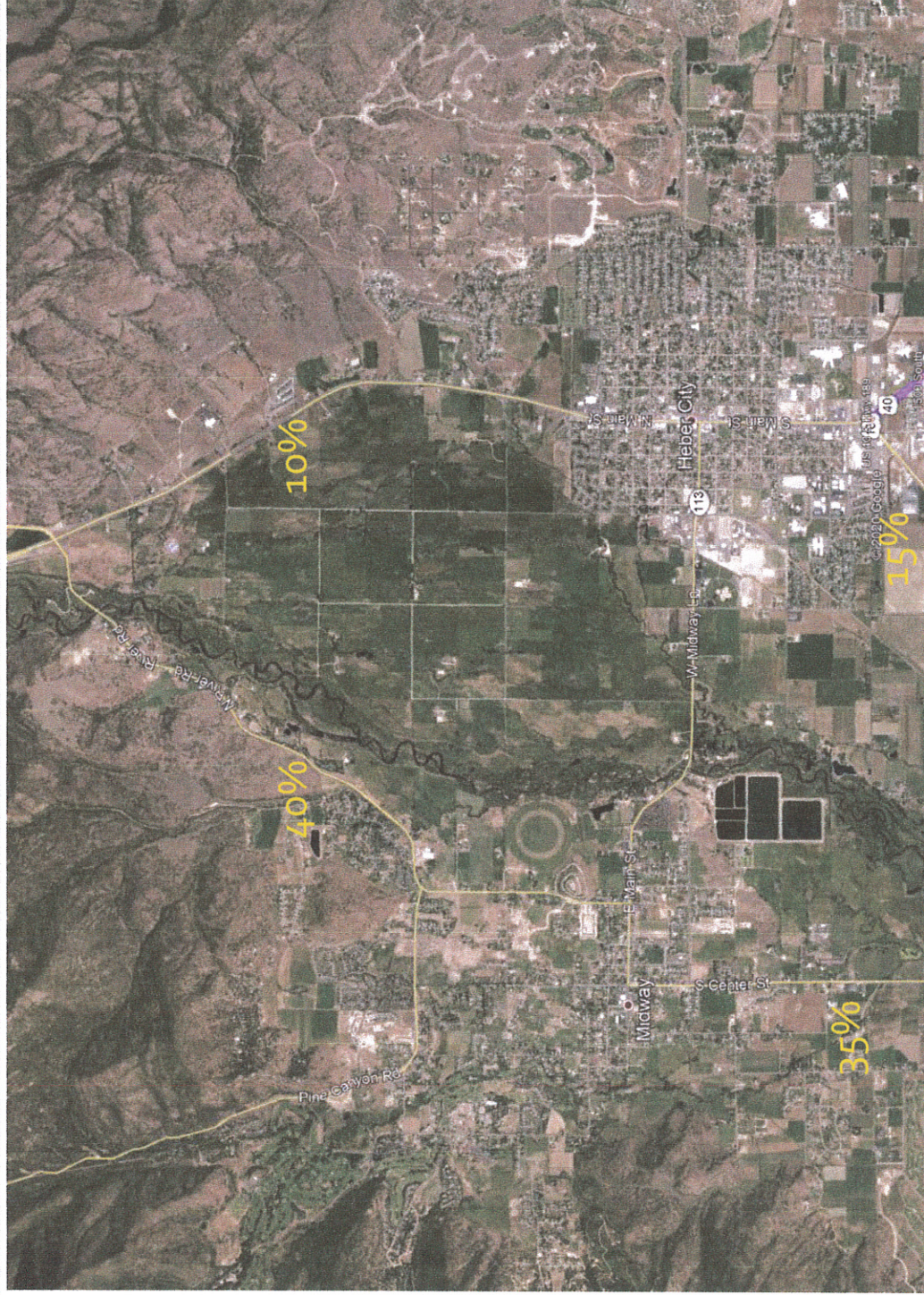
MAC - Maximum Event Trip Generation

Midway Arts Center Trip Generation

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

1. Land use information provided by the High Valley Arts Foundation
 2. Assume 2.5 people per vehicle
 3. Assume 1 person per vehicle
 SOURCE: Hales Engineering, 2020

MAC - Event Trip Distribution



MAC - Event Trip Distribution (in-load)



Project Accessibility

European Village Schematic Design

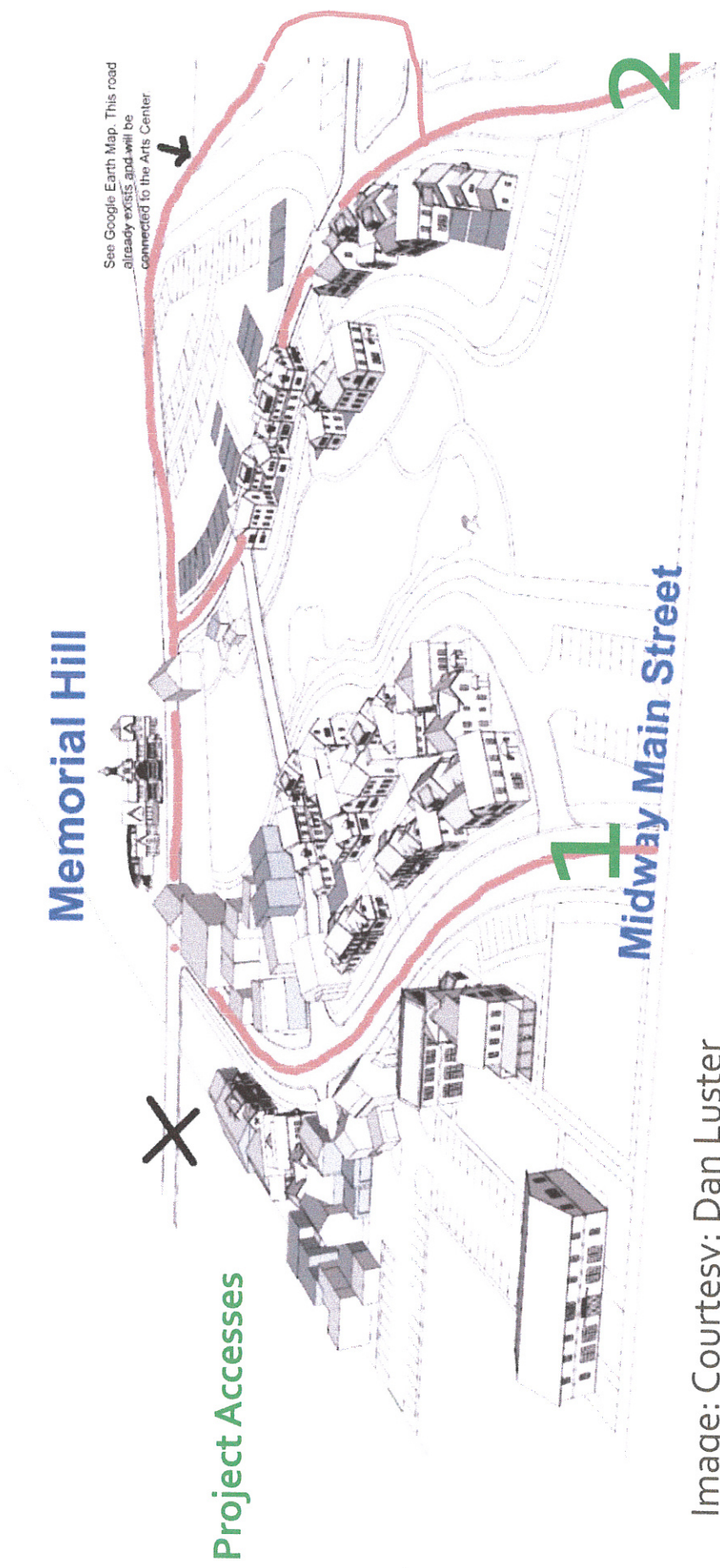


Image: Courtesy: Dan Luster

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



817 Double Eagle Drive, Midway, Utah, 84049

Projected Community Use of the Midway Arts Center

High Valley Arts – Main Stage Theater – Performances All Month

At the Art Center's full use, HVAF will present 7 month-long shows, as well as four youth productions.

This will allow the Community to use the Main Stage, the Black Box Theater, and the Recital Hall 1/3 of the year.

In addition, The MAC Foundation will procure a Maintenance Endowment which will lower the rental rates for community groups.



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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