

**Cedar City Arts RAP Tax Advisory
Committee Work Meeting
June 21st, 2023**

The Cedar City Arts RAP Tax Advisory Committee held its work meeting on Wednesday, June 21, 2023, at 9:00 a.m., in the City Council Chambers, 10 North Main Street, Cedar City, Utah.

PRESENT: Chairperson Joanne Brattain; Randy Allen; Linda Benson; Wendy Green; Donna Law; Neal Smith; Councilmen Tyler Melling; City Manager Paul Bittmenn; Executive Assistant Natasha Nava.

EXCUSED:

OTHERS PRESENT: Mayor Green; Festival Hall Manager Jason Clark; Councilmen Scott Phillips; Ronnie Badgett; Pat Hill; Sara Penny; Jewly Krause; Steve Shirts; Chuck Brandt; Tauna Brandt; Arlene Olcott; Karen Johnson; Ree Zaphiropoulos; Donna Christenson; Ruth Warman; Jonell Hone; Julie Griffin; Suzanne Tegland; Lisa Cretsinger; Nancy Graff; Tom Herb; Mayor Harold Shirley; Jessica Kinsey; Amy Gold; Don Jersey; Michael Bahr; Emily Cacho; Joseph Howe; Dave Haley; Bruce Johnson; Richard Bug; Linda Richard; Nancy Osborn; Brandon Burk; Rebeca Gonzalez.

1. **CALL TO ORDER:** Joanne welcomed everyone. Randy Allen will attend via speakerphone. Tyler I'm on the Cedar City Council, I serve on the board for OSU. I no longer have a conflict with SUU. Neal I am no longer affiliated with any of the Arts Associations. But I admire them all. Linda I am not affiliated with any of the Arts. But I love them. Joanne I volunteer at the Shakespeare Festival, and I am on the committee for SUMA. Donna I work for SUU and I'm affiliated with anything that SUU does. Wendy I am affiliated with the Neil Simon Fest. Joanne I will read Randy's affiliation for him, he is on the board for the Shakespeare Festival, and he participates in an artistic capacity with several of the groups. Today we have 21 groups and a budget of \$379,667 and we have requests of \$427,700. That does not include the request for \$35,000 from the Heritage Theatre as it falls under the preservation fund.

2. **INDIVIDUAL GROUP PRESENTATIONS (10 MINUTES PER PRESENTATION MAXIMUM)**

a. **9:10 a.m. – CEDAR CHEST QUILTER'S GUILD \$12,000**

Ronnie Badgett we have our annual retreat held at Festival Hall in February. We are requesting money to offset the cost of the Festival Hall. We rent it for a week and use the entire hall for our retreat. We have over 400 people that attend this event. It is open to the public. We get people from Indiana and Louisiana. Linda how many locals? Ronnie about 55% to 60%. We also utilize local teachers to participate in the retreat. Donna what do you do besides the retreat? How do you engage the community? Ronnie we did a service project with the Girl Scouts. We worked as a group to make pillowcases. The girls made 2 pillowcases, 1 to keep, and 1 was donated to the community. We will also be participating in the Final Friday. We gave almost 100 quilts to different organizations and walker bags for those using walkers. Those donations go to Cedar, we try not to donate outside of Iron County. Some of these girls have never touched a sewing machine.

b. **9:20 a.m. – CEDAR CITY ARTS COUNCIL \$9,000**

Pat Hill we are asking for \$9,000 which is an increase from last year. We receive funding from the Utah Division of Arts and Museums, we requested \$6,000 from them. We will not hear from them until August. We have been told they have experienced budget cuts, and we should not expect as much as in previous years. We really do need the funding to be able to get by. We award mini grants to deserving artists, musicians, and teachers in Iron County. Over the past 10-15 years we have given \$75,000 in grants. All that money goes directly back into our local economy. We have 16 grant recipients this year, once in February and August. That is \$10,000 a year in grant funding that we give out. We have 3 community socials that are free to the public. We participate in the Final Friday, our board members and community artists all volunteer their time. This year we are increasing our request for educational supplies. Sara put some of her own money in. We sponsor the art and photography contest that the Livestock Festival holds every year. Sara Penny I have boxes of watercolor sets and watercolor books that we will be distributed through the school lunch program as they are the lower income families. If you get watercolor supplies in the hands of a child magical things happen. Pat in the past we have spent \$500 on the supplies, this year we want to put \$1,000 towards the supplies. Neal I really like your effort to get art supplies in the hands of the kids that need a spark to their imagination. Donna do you have an affiliation with the City or the State? Pat we are accredited as the local arts agency.

c. **9:30 a.m. – CEDAR CITY CHILDREN'S MUSICAL THEATER \$25,000**

Julie Krouse we have been here for 14 years. Last year we did 49 performances, 950 kids participated, with almost 10,000 attendants to our shows. We did Frozen and Beauty and the Beast. We had 4 summer camps. And a Halloween show. This year we have a smaller summer show with only 185 kids. Our mission is to give every kid an opportunity to participate regardless of their ability to pay. We offer scholarships on a need basis. Between 15% to 25% of our kids are on scholarship. We are asking for \$25,000 that will go towards the rental of the Heritage and royalties. **Linda** what are the age ranges? **Julie** our mini musicals are age 5-15, the summer show is ages 9 to 19. For our volunteers we have parents and college kids. **Wendy** do you charge a fee? **Julie** yes, we have a participation fee. Summer camp is \$30, the mini musical is \$50, and the summer musical is \$75. If they are unable to pay, we pay the fee with our scholarship. **Wendy** does that include their costumes? **Julie** yes, mostly. If they have multiple parts or costumes the rate might be different. **Joanne** what percent are on scholarship? **Julie** this year it's about 20%. The percentage is higher for the mini musicals. We have families with 5 kids and cannot afford to pay. Which is exactly what the scholarship is for. We do try to keep our ticket prices low, it's \$5 to see the show. Our summer ticket price is \$10. Next year will be our 15-year anniversary.

d. **9:40 a.m. – CEDAR CITY COMMUNITY BAND \$3,350**

Steve Shirts we began 4 years ago with Adam Lambart. We have gone from 24 members to 65 members. We will have 65 members on stage this week for the Railroad Centennial Celebration. We will be severing ties with SUU after the November concert. It's time for us to break away. We plan to take part in more community performances at the Iron County Fair, and July Jamboree. Our members range in age from 15 to 75. We are asking for \$3,350 mostly for director fees. It was suggested to have a donation box. We have been hesitant as in the past SUU paid the Heritage rental fee. **Joanne** have you gone after any sponsorships or grants? **Steve** we have not at this point but we intend to. We are getting some funds from the City for the Railroad Centennial. **Joanne** will you have to apply for your own nonprofit? **Steve** we have already applied and we have been given a number. **Neal** I'm with the Rotary, reach out to me regarding the July Jamboree. **Councilmen Scott Phillips** Steve is really underselling the community band, they are extraordinary. They will be doing the Sing away social at the Depot on Thursday and twice in the park on Saturday. They lead right into the reenactment. **Steve** we're doing the Bryce Canyon Sing away. All the parks had Sing aways as they departed the parks, the music had never been written down, the lyrics have, but not the music. We are hiring a former band student to write the music for this event. That was a significant expense. He translated it from video recordings.

e. **9:50 a.m. – CEDAR CITY JUNIOR BALLET \$20,000**

Chuck Brandt we appreciate the RAP funding. Things are changing drastically; we have hired 3 new teachers. We are doing Sleeping Beauty. We are adding more parts, so the kids get more time on stage. We will do mini ballets at the studio for parents. **Tauna Brandt** we will do 2 mini ballets in the studio in the Fall and the Spring. We will have our older students make guest appearances to show progress. These performances are open to the public, we can seat 100 maybe more. We are training our older students to teach the younger ones. We need to replace costumes that are outdated. We brought on Lori Jones to revamp our costumes. We wear custom made costumes. RAP will go towards the costumes. We have a huge cast. **Chuck** we held the auditions for Sleeping Beauty, we had 23 pointe dancers, 3 were men. We do not turn anyone away. If they show up, they have a part in the play. **Tauna** we have budgeted in for a prince because male dancers are hard to find. We are seeing people from 15 years ago coming back to participate. **Donna** I noticed a huge change in your budget. **Chuck** we are not spending as much on costumes with the addition of Michelle to the studio. CCJB will no longer fall under the studio. We are splitting the studio from the ballet company. There is a real need for rehearsal space. We are trying to make it available for more productions. Last year we held the SimonFest. CVMT is currently using our studio. We are taking the building responsibility away from the CCJB's budget. It will now be the performance and the classes; it will not be responsible for the utilities and upkeep. We now must pay more for staff. **Joanne** are you going to pursue more local sponsorship's and grants like you have in the past? **Chuck** yes. We have been gone for a year; we are just trying to get things together.

f. **10:00 a.m. – CEDAR CITY MUSIC ARTS \$22,500**

Arlene Alcot we have been bringing a variety of world class performers to Iron County for the last 95 years. We have a great lineup for this year. We offer an affordable opportunity to experience these artists that they might not be able to see outside a large community. We are asking \$22,500, which is an increase from last year. Travel, housing, and food has increased which increases the cost to us. We have investigated grants to offset expenses. Our goal is for students to have the opportunity to experience these visiting artists. This year we have increased the number of groups which is an added expense. We have 5 groups that have agreed to do matinees for us, which is an added expense. We have done some partnerships with SUU's dance group. They do residency which helps offset costs. That goes towards the housing expense, we are still responsible for their performance fee. We feel we offer something valuable to Cedar and the community. I have been with this group for 6 years. **Donna** what is the cost for

school aged children? **Arlen** the district does a donation to our program so that it is at no cost to the kids. **Linda** do the schools provide transportation? **Arlen** yes, we have some that walk, and some are bussed. **Karen Johnson** we send out a calendar to all the teachers in the district K-12, they're all invited to come. All our matinees will be at 10 am to accommodate schedules. We have about 600 kids that attend. **Donna** the Utah Symphony receives grant funding for rural performances. Are we able to partner with them for a discount? **Arlene** they charge \$30,000 for performances, we are paying well below that. **Joanne** how has attendance been with the diverse lineup you have tried? **Arlene** attendance has been good. We have sold more individual tickets than in the last several years.

g. 10:10 a.m. – CEDAR CITY LIVESTOCK AND HERITAGE FESTIVAL \$18,000

Donna Christenson we are in our 17th year, we do the Livestock Festival the 3rd weekend in October. That is the deadline for the farmers to bring their animals down off the mountain. Our focus is to preserve that culture. We have done a lot of things that help focus on our history. These are brands that date back to the 1800, brands that are still being used today. We put a history book together each year for sale. We have this book that dates back from 1961 to 1971 when they use to make it with wool. We have lamb burgers. The Lincoln Day Banquet. The oldest get together with the people that founded our city. We have 17,000 people that come from out of town. We have had people from all over the world attend our festival. We do a Dutch oven cooking contest, cowboy poets and musicians, ranch rodeo, quilt guild, cowboy church and the parade. It's a challenge to get the sheep together along with the weather. We give a lot to the community, it's in the offseason where not much else is going on. **Joanne** thank you for the donation to SUMA for the sculpture. **Donna Christenson** we have given money to the Diamond Z Arena. Everything we do is free to the public. It takes a lot of time and money and effort. **Joanne** is your merchandise available online? **Donna Christenson** we do not have the manpower to be online. We ask for a \$25 donation. The only income we receive is from the merchandise. **Neal** \$25 is a bargain. **Donna** what you do is absolutely brilliant.

h. 10:20 a.m. – CEDAR VALLEY MUSICAL THEATRE \$20,000

Julie Griffin we serve the community of Cedar, we are owned and operated by the community. I personally have benefited from the services from our theater. Our prices are low. \$10 for presale tickets, and \$15 at the door, when most charge \$25 plus just to get in. We bring in all walks of life, we provide a safe space to express yourself. I hear declarations of gratitude for everything we provide. **Sara** Cinderella was magical. We see these kids grow up into adults, singing and acting. The training they receive from CVMT benefits other organizations. **Julie** we are asking a little more than last year, to pay for the rental of Festival Hall. We need a few more days so the staff can watch the show and integrate their sound and lighting into the show. They have sacrificed their own time so they can do the lighting for the show. We would like to be able to help compensate them for their time. And facilitate an easier transition for our production and cast as they move into the Heritage. We are grateful for your help so we can do what we do. **Donna** in the application you submitted a budget for 22-23 can you send us the budget for 23-24. **Julie** it is mislabeled, what you have is the budget for 23-24. **Joanne** Cinderella was lovely.

10:30 a.m. – 10:40 a.m. – BREAK

i. 10:40 a.m. – HERITAGE THEATRE \$35,000

Jason Clark we submitted our budget to the City and we received everything we asked for except funding for an audio upgrade. I took a field trip to the Hale Center Theatre; the Mayor has a vision of renovating the theatre. The theatre is almost 25 years old, prior administrations have asked us to maintain it on an ongoing basis. We are attempting to lump improvements together to freshen up. We have needed a new soundboard for many years. If we lose our soundboard many of the productions you have heard from today could be compromised. We have a backup soundboard; however, it is analog. The complex plays would not be able to function with that. The current soundboard is 15 years old; the design is 30 years old. The rest of the audio upgrade will be lumped into other upgrades through the City down the road. We have reached a level of occupancy that we never anticipated. The next available Saturday for rent is 9/14/2024. We are booked every Saturday until then. **Neal** we have been purchasing digital microphones for the sound system we currently have. **Jason** this is the board that everything goes through. We have work arounds if we blow a speaker or lose an amp. If we lose this board, there is no way to do a large production with the backup board. We would need to rent one at a large expense. **Neal** is \$35,000 the total cost? **Jason** as technology and digitalization improve, you can get more in a smaller package. **Neal** what does it cost to replace 100% of the soundboard? **Jason** we will need to upgrade all the sound equipment over time. This piece is something that is most important. **Joanne** can you get us a 5 year plan for future meetings? **Jason** with the new directions from Administration we must identify what we want to have and what we need. I've identified over \$800,000 in improvements the theatre needs. **Donna** will the microphones we purchased work with this soundboard. **Jason** yes, they will.

Preservation Fund \$162,426

Joanne I asked Jason for the balance of the preservation fund and I'm confused by the information given. **Paul** Jason is out of the office until Monday. We will remedy it before our next meeting.

j. 10:50 a.m. - IN JUBILO \$5,700

Susan Tegland this is our 20th year of existence; we took on a choral directing student with scholarship and internship. Costs are going up and our group is growing as well, we have nearly 50 women. We do not have enough copies for everyone requiring us to purchase new music, either buying additional copies of music we already have or all new music. We have been invited to do things this summer that we have never done before. Advertising is always expensive; our banners get wet and worn and need to be replaced. We also offer about 5 to 8 scholarships every year. We charge dues and ask our ladies to purchase their own dresses. We are a community group and do not want the ability to pay to hinder anyone. We are keeping our dues the same this year. To be uniform, we would like to purchase choral binders. They are about \$20 each. We want to commission a piece to commemorate our 20th anniversary, we will have to pay someone to do that. We are hoping to copyright that as another source of income. We have been asked to partner with the Orchestra of Southern Utah and Master Singers to put on a Christmas concert. This partnership will help split costs. **Neal** are you going to charge for the Christmas concert? **Susan** I'm not sure, OSU is in charge.

k. 11:00 a.m. - IRON COUNTY ACOUSTIC MUSIC ASSOCIATION (ICAMA) \$15,000

Nancy Graff we were founded in 2016 to perform live music in Cedar. We are the only organization that presents acoustic and Americana within 100 miles. Since our first concert in January of 2017, we have put on 41 indoor shows and 5 outdoor mini festivals. Most of our concerts were free of charge, our staff are all volunteers. We held a few concerts at Festival Hall. We did charge a minimal fee to offset the rental fee. When we utilize the park, it increases sales for all the surrounding businesses. Our goal is to have enough funding to bring in outside talent. Encouraging people to travel to Cedar to see their favorite artist. Bring revenue to Cedar through outside talent. The RAP funding will be matched 1 to 1 with other grants we have applied for. RAP will be used to directly support our venue fees, performance fees, marketing, miscellaneous costs, and music workshops from concert performers. With some of the grants we must incorporate workshops. **Joanne** what progress have you made for sponsorships? RAP does represent 50% of your budget. **Nancy** we have reached out to some sponsors. We are still actively looking for sponsorship. We used some of the grant money to purchase sound and lighting. **Neal** do you charge a fee to the food vendors? **Nancy** this year we did not. We do not have a large enough committee to be able to manage that. Hopefully in the future we can. **Neal** Rotary charged a fee, and we got a lot of money. **Linda** last year RAP made up 40% of your budget and this year you're asking for 50%. I would like to see other sources of income besides RAP funding. **Neal** a beer garden always draws a crowd.

l. 11:10 a.m. - JAZZ ALLIANCE \$2,500

Tom Herb the 2nd Tuesday of every month is free live jazz in Cedar City, held at Off the Cuff. RAP helps with the cost of the venue and pays for the musicians. During Covid we started our Facebook livestream, we did an event last Tuesday and it got 10,000 views. Those numbers have been going up. It's turned into almost a live TV show. We have an audience and a camera. Our past shows are available on our Facebook page and on YouTube. Every month we have a different guest. We try to stick with Cedar City and Iron County locals. We advertise their gear, and we have commercials, and we receive income from that. We have listeners as far as Canada. We are not asking for any more money than we have asked for before. Our Facebook audience is helping to offset. **Joanne** you played at the SUMA opening? **Tom** yes. We've played at the hospital for events. We are a hub for jazz connections in Cedar. **Neal** is there a way to add Facebook sponsorship. **Joanne** how did the person in Canada find you? **Tom** we do buy Facebook ads, and we are advertised on jazz groups. It's really been a word-of-mouth thing. We take requests from the chat. **Linda** you said you have reached max capacity at Off the Cuff, have you considered a larger venue? **Tom** we have yet to sell out at Off the Cuff. It's something we can consider.

m. 11:20 a.m. - JOHNSON ARTS CENTER \$20,000

Nancy Osborn we have doubled in size, last year we had 6 resident artists, and 26 groups that used our facility. We offer a space for meetings and support groups. We had 483 performances and served 10,500 people. Our new outdoor amphitheater is open and available. We hosted 3 community events with our RAP funding last year. And doubled our paid intern staff. Funding also went to marketing, advertising, and our social media platforms. We are asking for \$20,000 in RAP funding this year, that will represent 34.6% of our funding. The rest comes from corporate donations, individual donations, and grants. Rap funding will only be used for the following Johnson Center sponsored community events; The Spirit of the Season; The Spring Showcase; and Earth Day Celebration. We would also like to continue funding our intern positions. All our events sponsored by us are free to the public. If our venue is rented out, that company may charge a fee to the public. **Donna** what are the rental fees? **Dave Haley**

each room has a rate, and the fee is based on the room, and hours it is rented. **Joanne** the growth is amazing, the need is obviously there.

n. 11:30 a.m. - MASTER SINGERS \$4,000

Mayor Harold Shirley the Master Singers were founded in 1947, we have been going strong for 25 years. We have 4 concerts a year, an Easter Concert, Father's Day, Veteran's Day, and Christmas. Renting Festival Hall is our largest expense. We anticipate buying more music this year. We have the newspaper back in town, and we have been able to put our articles in there for free. However, now we will have to buy an advertisement to print an article. We have just under 60 members. We sing at funerals. We sing at the senior center. We sang the National Anthem at the Veteran's Memorial Day event. We sing wherever we are asked to. **Joanne** have you made progress in local sponsorship's? We do represent a large portion of your budget. **Harold** we have been taking in about \$1,500. **Bruce Johnson** when we need something, we have asked the members to pool together funding to make it happen. We have been self-funding for most of the years. We've had generous member donations as well. **Joanne** do you charge dues? **Harold** we do not.

o. 11:40 a.m. - ORCHESTRA OF SOUTHERN UTAH \$20,000

Mayor Harold Shirley OSU dates back to the late 20s and early 30s. We provide 7 concerts a year. This past year we were able to buy a harp for \$15,000 worth over \$25,000. We do the Messiah every year sponsored by State Bank and the Leavitt Group. We did a rock concert, with appearances from Elvis, Bon Jovi, and Van Halen. The first time we have ever sold out for a paid event. We involved 90 students from SUU, and they brought 900 paying friends. We are going to do the Christmas kickoff with Master Singers. Every other year we have the Halverson music. And next year we will do the Hal Campbell composition. And we are commissioning a piece of music with Marshall McDonald. **Rebeca Gonzalez** we are excited about the rock concert. We found pieces from around the world. They went to the schools and provided educational resources. A parent from one of the students that we visited commented on how much their child loved the event and that their child plans to play the cello. It's validation that the orchestra is moving in the right direction. **Neal** I'm always amazed at how little you charge for your events. I think you are underselling yourself. **Harold** RAP has helped us keep our prices low to the public. **Neal** you said you have recordings of your concerts available, where? **Rebeca** we have them on our website for purchase. They are free on YouTube. **Neal** I would suggest adding a note to your flyer directing where the recordings can be purchased. **Wendy** you mentioned that it was free and then \$45 a season. **Rebeca** it's free for the 4th and 9th graders. We recognize that those are important ages when they're really interested in music and instruments. Every 4th and 9th grader in all of Iron County receives a free VIP pass. **Sara** the season ticket is for all concerts except the Messiah. **Rebeca** correct.

p. 11:50 a.m. - SIMONFEST \$28,000

Richard Bug we're getting our show together for the coming season. All our RAP funding goes towards most of the fee for Festival Hall. We supplement our summer shows in Cedar through our travels nationwide. We lost our dear friend Clarence Gilyard, and our national tour has shut down. Hopefully in the next year or so we can come up with a solution to that. We are looking for other opportunities. We create the shows here, but we make a profit when we travel. **Linda** we all mourn the passing of Clarence. **Wendy** how do you chose which plays you preform? **Richard** we are a small company and select work that is at a smaller level. We are trying to match actor types between the different shows. And they need to be shows we like and want to do. **Joanne** how have your numbers been since Covid? Do you feel like you've recovered? **Richard** last season our numbers were up, we are about there in terms of recovery. **Joanne** what is the average number of attendees? **Richard** about 100 people per performance. **Richard** we lose money doing our shows in Cedar, the money we make from traveling comes back to Cedar.

q. 12:00 p.m. - SUMA \$50,000

Jessica Kinsey we have grown by 810% in 6 years. Last year we received \$45,500 in RAP funding. The added expenses that we are asking for this year will be spent on exhibition costs, and we intend to spend 75% of RAP funding locally on art supplies. When I first started, I was the only full-time employee. We currently have 4 full-time employees, and 5 part-time employees. We have been building this team to meet the need. This funding has been critical regarding our engagement with the community. We want Cedar to see this as their art museum. 83% of our walk-in guests are from Utah, Iron County residents make up 78% of that. We are now open Monday through Saturday, 10 a.m. to 8:00 p.m. Which contributed to a 10% increase in walk-in visitors. We have increased our ask for local marketing and branding, that will be spent here utilizing Rainbow, ImagePro, and SteamRoller. We have received funding from TRT and TRCC totaling \$90,000. **Joanne** tell us about the children programs you have. **Jessica** the ongoing programs we have for families and children consist of Wonder Wednesday during the school year. That's a partnership with the Library, Frontier Homestead, and SUU STEM center. We have playdates for

preschoolers with around 65 people in attendance. The Final Friday Artwalk. Day of the dead is our big event of the year, we had just under 2,000.

r. **12:10 p.m. – SUZUKI STRINGS \$5,000**

Amy Gold we are a string education program for kids from age 3 to teenagers. We instruct on violin, viola, and cello. We have a private teacher and they come to us to play with other students. We offer beginning orchestra, advanced string ensemble, individual instruction, and song. We teach music, movement, art, history, math, science, leadership, confidence, and so much more. We are celebrating our 40th anniversary, started by Sara Penny in 1983. The Riley's would travel from Beaver every week to be in the program. 2 of the children have both graduated with musical degrees. We offer socialization and the parents appreciate an outlet for their children. According to a report from last year, we have given scholarships to 6 students, about 10% of our attendees and 10% to 15% of our budget. **Linda** how many students do you have? **Amy** we have 40 enrolled. In our workshop we had 55. **Linda** and you have 6 on scholarship. **Joanne** you use the Heritage for your workshop? **Amy** yes. We have considered other venues like SUU. We need a space with an auditorium and classroom. Heritage is a big part of our expenses.

s. **12:20 p.m. – UTAH SHAKESPEARE FESTIVAL \$130,150**

Michael Bahr RAP has elevated the Shakespeare Festival to another level. Where else can you find this buffet of theatrical offerings, on top of the many free showings for Cedar residents, paid for by RAP funding. **Emily Cacho** we are asking for \$130,150, that money goes towards Iron County discounts, the Iron County Pass, The Greenshow, our preview vouchers, free tickets to military and veteran's, educational programing, and this year we are focusing on marketing to make our shows more accessible to all. **Donn Jersey** (Exhibit A) a letter of support from Gov. Cox. **Neal** how has attendance been since Covid? **Michael** we have had 2 tough years. We are in a good place this year. We are at \$2.2 million dollars, our goal is \$4.2 million, we are at 52% of where we need to be, and we haven't even opened yet. If you watch the news, you can see that other areas are not doing as well. We know the arts are very volatile, it's based on economy. Times are tough, things are not back to normal. We can trim our sales but the storms we encounter will show where the leaks are. **Donn** there is an intentional movement geared towards attracting locals to the festival. **Wendy** what is your deciding factor on which plays you choose to do? **Michael** there are a lot of factors, we have a mission, we do plays of consequence, we tell stories of consequence. We weigh if it will sell. If it doesn't sell, which other show will make up for that. **Donna** you mentioned revenue at \$4.2 million, that's just ticket sales, right? **Michael** yes. **Donna** what about the contributed income fees? **Michael** our contributed revenue is going to perform well again for the 5th straight year.

t. **12:30 p.m. – IMPAC THEATRE COMPANY \$5,000**

Brandon Burk we are a brand-new theatre company, we create opportunities for kids from age 8 to 18. We give professional level training through hands-on experience, and 1 on 1 mentorship. We have a unique model from other theatres. Our model is casting an adult cast and a youth cast. We have 1 adult actor, and the rest of the cast are children. The students get to learn from their adult counterparts. We are doing it in a space that was never intended to be a theatre. It's a 1,500 square foot space. It's intimate. It's great and challenging at the same time. We are learning as we go, our budget has gone up since we submitted our application. Our space cannot power enough bulbs to do the show. We had to increase our lighting budget to compensate. I resubmitted our request with the increased amount because of this unforeseen lighting problem. We were fortunate to buy 16 fixtures that we will not have to rent in the future. We have done fundraising, and we have managed to raise \$25,000, we have presold 300 tickets, we have 800 tickets available. We anticipate selling out. We anticipate \$8,000 to \$10,000 in ticket sales. **Wendy** are you still involved in the SimonFest? **Brandon** currently I am not, this has become my primary focus. **Linda** where are your performances held? **Brandon** they're held in the Impac studio, behind the old Iron County Today building. **Neal** what are you charging? **Brandon** professional performances are \$25 and the students are \$18. The professional performers are being paid a stipend for their mentorship to the youth staff.

u. **12:40p.m. – CROSSROADS MUSIC FESTIVAL \$15,000**

Joseph Howe (Exhibit B) PowerPoint presentation. We just had our first music festival at the SUU quad. We would like to add one more which is why I'm here today. We have 3 goals, music education, community outreach, and concerts on the quad. We had over 200 people. Monday through Thursday is an intense rehearsal, we figured out how to move the instruments for each performance. On Friday we had a dance workshop. Saturday was devoted to outreach. We had a parade and petting zoo. We had our first concert in the ballroom because it rained. We are asking for funding for the Crossroads Festival for 2024. **Joanne** what happens if you do not get what you are asking for? **Joseph** if you do not fund me in full, I will find the money somehow, someday. SUU was extremely generous to this event, they provided the venue, volunteers, and equipment. If I receive RAP funding, it will be well below how much SUU put towards this. **Donna** it would be nice to see exactly how SUU is supporting you. **Tyler** it is tricky when you are talking volunteer time, in kind expenses are very helpful to us. **Linda** you are bringing in

people from outside the community, what percent benefits the local community? **Joseph** we are bringing in outside artists. About 75% of the fellows were from Cedar. 95% of the attendees were from Cedar.

Joanne we will convene and review everyone's recommendations and we will adjust until we agree. We recommend, we do not decide, City Council ultimately decides. RAP tax is up for renewal in November. Please put the word out to vote to renew RAP funding. **Paul** I will ask Jason Norris to send an email with the information you requested. **Joanne** I serve on the Utah State Commission for Service and Volunteerism, there is a listening session on July 6th. They are redoing their strategic plan. If you're interested, please contact me.

3. NEW BUSINESS

4. ADJOURN

The meeting adjourned at 12:38 p.m.



Natasha Nava
Executive Assistant