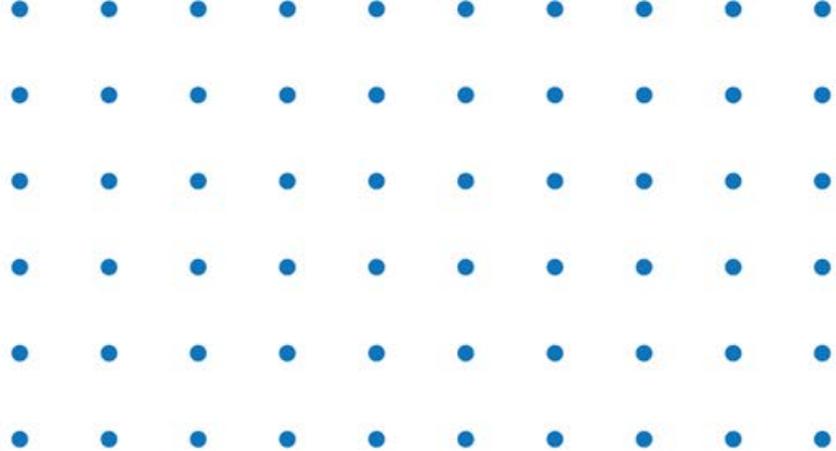


Midway City Council
2 May 2023
Regular Meeting

Wasatch Arts Council /
Update



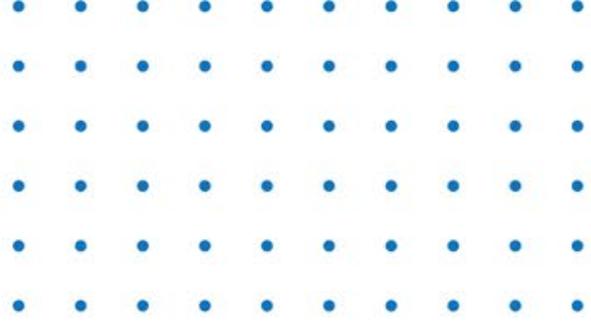
wasatch county

arts

c o u n c i l

GRANTS

2022 & 2023

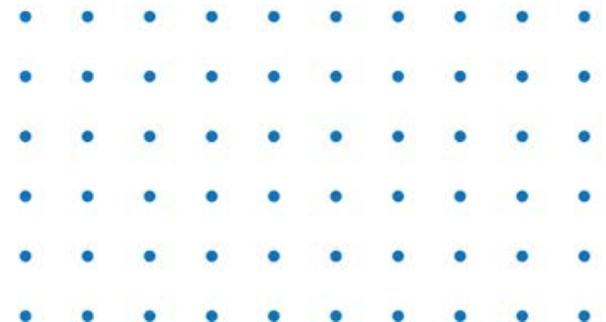


PURPOSE

The purpose of these grants is to increase participation in the arts in Wasatch County by offering a source of funding to help promote, advertise, and develop arts organizations and events.

APPLICATIONS

We opened the application process in January this year. We received nine applications, four of which were new groups who had not applied before. Awardees were selected by an independent panel of local business professionals & community members.

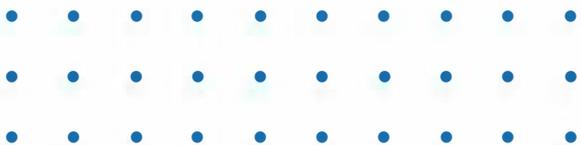
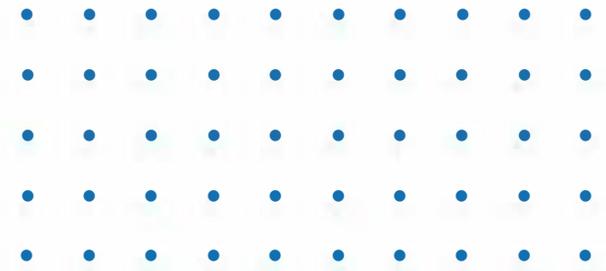


2022 **\$ 17,000 AWARDED**

*Wasatch Mountain Music Festival
Community Alliance for Main Street
Heber Valley Choir & Orchestra
Wasatch After School Music Program
Timpanogos Valley Theater
High Valley Arts
Danny Boy Entertainment
Wasatch Parent Network*

2023 **\$ 12,367 AWARDED**

*Wasatch Mountain Music Festival
Timpanogos Valley Theater
Wasatch Parent Network
Heber Valley Choir & Orchestra
Charitable Acts Theater
Art Around the Square
Heber Valley Piano Festival*



THANK YOU

Because of the generous donation made by you, the Wasatch County Council, we are able to continue our mission to support & coordinate the efforts of all arts groups in the county. We are committed to Wasatch County being a premier destination for visual and performing arts.



2022 Tourism Arts Parks Campaign

\$42,000 COMMUNITY SUPPORT

ELECTION HIVE
UTAH ARTS COUNCIL

FLYERS
PHONE CALLS
TEXT MESSAGES
THE WAVE
LAWN SIGNS



HEBER VALLEY ARTS CENTER

PROJECT UPDATE
SPRING 2023

Vision

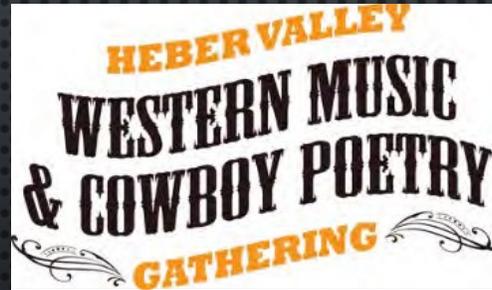
*A MEMORABLE EXPERIENCE OF QUALITY ARTS IN
AN EXTRAORDINARY SETTING*



Wasatch Arts Council is the *arts agency of record*
as designated by the Wasatch County Council since 2017

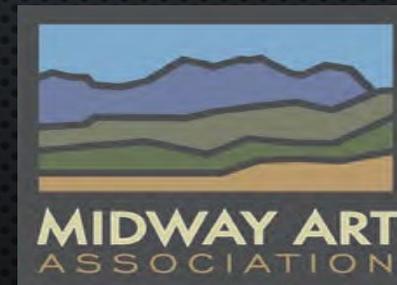
Provide Local Arts a Home in Heber Valley

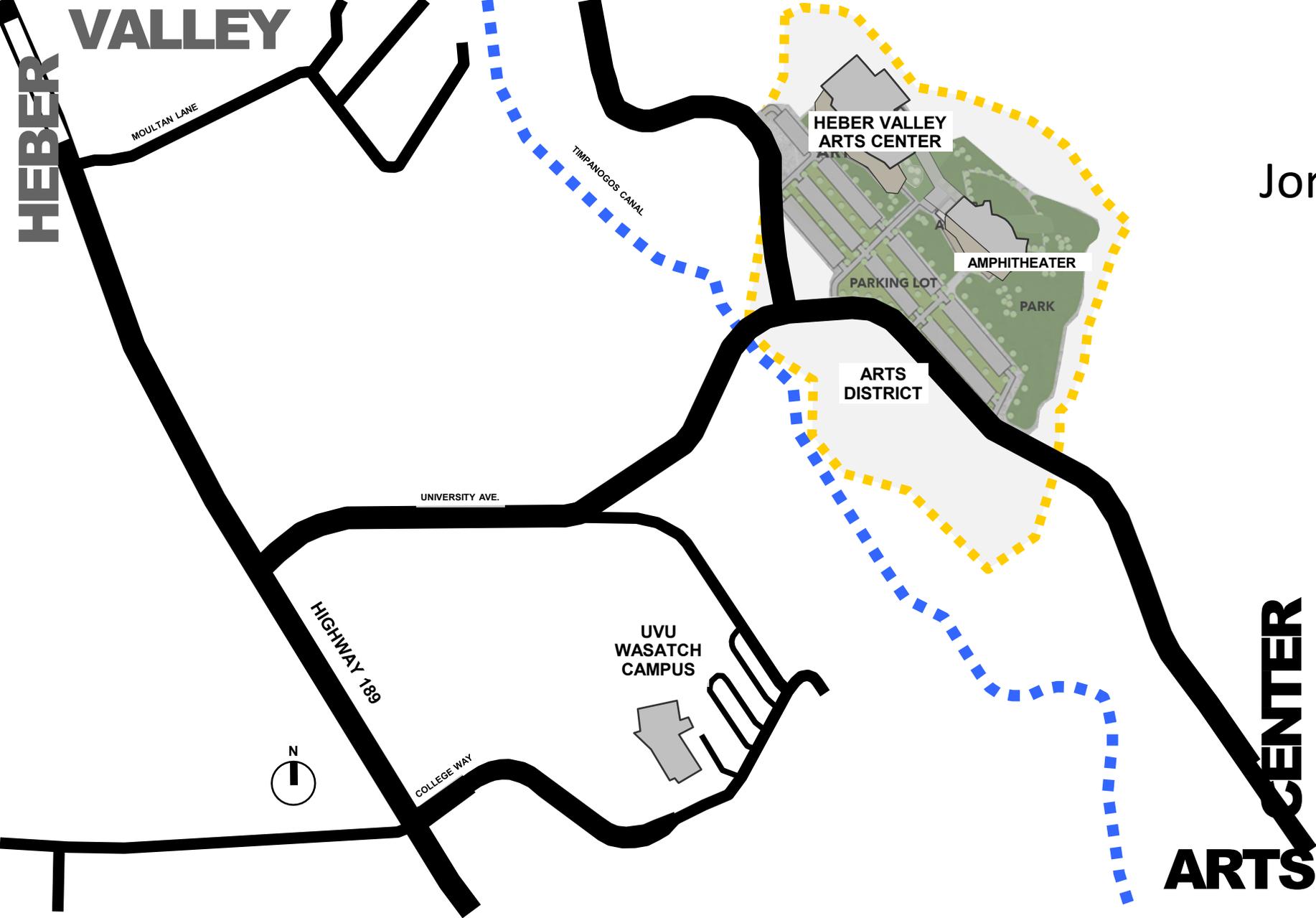
16 LEGITIMATELY ESTABLISHED ARTS GROUPS



HV CO

Heber Valley Choir &
Orchestra





Jordanelle Ridge PID#2
"Arts District"



HEBER VALLEY ARTS CENTER

method studio



HEBER

VALLEY

CENTER

ARTS

Growing Community Value

- **82,000** WASATCH COUNTY RESIDENTS BY 2065
- SUPPORTS **LOCAL ECONOMY**
- **94% OF RESIDENTS** WANT TO GROW ARTS AND CULTURE IN WASATCH COUNTY
- **9,081 K-12 STUDENTS BY 2029** ARTS EXPERIENCES FOR THE GROWING STUDENT POPULATION
- **50 YEAR BUILDING** HIGH PERFORMANCE BUILDING STANDARDS = LOWER OPERATIONAL COSTS

ONE CENTRAL PLACE, ONE CENTRAL PURPOSE



Proscenium Courtyard Theater

ONE CENTRAL PLACE, ONE CENTRAL PURPOSE



Black Box *Studio* Theatre

ONE CENTRAL PLACE, ONE CENTRAL PURPOSE



2 REHEARSAL STUDIOS

2023 Social Media Campaign

HEBER VALLEY

Conceptual rendering of the
Heber Valley Arts Center



Method Studio Architects

ARTS CENTER

↓ LEARN MORE

HEBER VALLEY

TELL US...

→ What do you love
about art in your
community?

ARTS CENTER

↓ LEARN MORE

*Funding Options **

PRIVATE FUNDS

- **CAPITAL FUNDRAISING CAMPAIGN**
- **NAMING RIGHTS CAMPAIGN**
- **DEVELOPER CONTRIBUTIONS**

PUBLIC FUNDS

- **TAX EXEMPT FINANCING (COMMUNITY REINVESTMENT AREA)**
- **REVENUE BONDS - INCOME FROM A SOURCE SUCH A TRANSIENT ROOM TAX OR TRCC TAX SPECIFIC TO THE ARTS CENTER LOCATION**
- **STATE LEGISLATIVE APPROPRIATIONS**
- **US FEDERAL GRANTS**

* Based upon Other Similar Arts Center Projects in Utah

Projected Timeline

2023	Secure Jordanelle Ridge Site Launch Public Relations & Capital Campaigns
2024	Full Funding Secured Contract Architect & Project Manager
2025	Complete Design & Bid General Contractor
2026	Construction Starts Venue Booking & Marketing Starts
2028	Construction Completed Pre-opening & Grand Opening



Let's Make This Happen Together!

Follow the project process
hebervalleyartscenter.com