

MURRAY
CITY COUNCIL

**Council Initiative
Workshop
March 19, 2013**



MURRAY
CITY COUNCIL

NOTICE OF MEETING
MURRAY CITY COUNCIL INITIATIVE WORKSHOP

PUBLIC NOTICE IS HEREBY GIVEN that there will be a meeting of the Murray City Municipal Council on Tuesday, March 19, 2013, at the Murray City Center, 5025 South State Street, Murray, Utah.

5:00 p.m. **Council Initiative Workshop**: To be held in the Conference Room #107

1. **Approval of Minutes**
 - 1.1 None scheduled.

2. **Business Items**
 - 2.1 Murray City Performing Arts Center Discussion– Dave Nicponski, sponsor. Mayor Snarr, Tim Tingey, and Doug Hill presenting. (45 minutes)

3. **Adjournment**

NOTICE

SPECIAL ACCOMMODATIONS FOR THE HEARING OR VISUALLY IMPAIRED WILL BE MADE UPON A REQUEST TO THE OFFICE OF THE MURRAY CITY RECORDER (801-264-2660). WE WOULD APPRECIATE NOTIFICATION TWO WORKING DAYS PRIOR TO THE MEETING. TDD NUMBER IS 801-270-2425 or call Relay Utah at #711.

Council Members may participate in the meeting via telephonic communication. If a Council Member does participate via telephonic communication, the Council Member will be on speaker phone. The speaker phone will be amplified so that the other Council Members and all other persons present in the Council Chambers will be able to hear all discussions.

On Friday, March 15, 2013, at 9:00 a.m., a copy of the foregoing notice was posted in conspicuous view in the front foyer of the Murray City Center, Murray, Utah. Copies of this notice were provided for the news media in the Office of the City Recorder and also sent to them by facsimile copy. A copy of this notice was posted on Murray City's internet website www.murray.utah.gov, and the state noticing website at <http://pmn.utah.gov>.

Janet M. Lopez
Council Administrator
Murray City Municipal Council

CIW Meeting Request Form

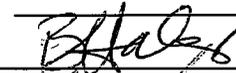
Sponsor Dave Nicponski Date Sent to Administration _____

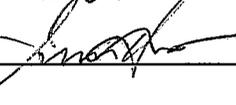
Subject Withdrawal of support for a Murray Performing Arts Center

Date, Time, Place March 19, 2013

Council Member Consent — In order to schedule a CIW three Council Members must consent. Consent merely reflects support to place a subject on an agenda for discussion, and in no way is meant to reflect complete endorsement of the topic.

Council Member Dave Nicponski

Council Member 

Council Member 

Subject Matter — Council members who wish to sponsor a CIW agenda item shall prior to the scheduled meeting obtain informal, but distinct approval from a majority of Council Members. CIW meetings will be limited to one agenda item, unless there is a reasonable relationship between multiple items requested for the same date.

Subject Matter in Concept: Mr. Nicponski feels that Murray City should not utilize its property resources in the Downtown area for the purpose of a regional performing arts center. This could be property available for use in securing a new City Hall. It is his position that prime real estate in this area should be reserved for entities that would contribute greatly to property or sales tax revenue.

Presentation — Council members sponsoring a CIW shall be responsible for coordinating the presentation time, room, and staff involvement. A CIW presentation is designed to inform and educate Council Members regarding a particular topic, i.e., need for discussion, statistical data, outside municipal experiences, and current trends, etc.

Estimated Time 15 minute discussion

Presentation Medium Exhibits & Discussion

Special Equipment Needs (AV) _____

Discussion — Each meeting shall begin with a presentation by the sponsor, and then in turn attending Council Members will have the opportunity to comment on the topic. This meeting is designed to cultivate informal discussion focusing on the will and direction concerning of the Council as pertaining to the topic. Discussion should be focused on balancing and weighing the topic against general policy created by the Council. If there is a need, discussion items may be scheduled for a second meeting.

Discussion Highlights _____

Direction — At the conclusion of Council discussion or at the request of the sponsor, the Council shall determine future action and direction, staff involvement, or whether the items shall be tabled until further notice.

Supporting Documentation

History of Application Process,
Discussions and Letters relating
to the Performing Arts Center.

Murray City Municipal Council Request for Council Action

INSTRUCTIONS: The City Council considers new business items each Tuesday in Council meeting. All new business items for the Council must be submitted to the Council office, Room, 107, no later than 5:00 p.m. on the Tuesday one week before the Council meeting in which they are to be considered. This form must accompany all such business items. If you need additional space for any item below, attach additional pages.

1. TITLE: (State how it is to be listed on the agenda)

CONSIDER A JOINT RESOLUTION OF SUPPORT FOR THE CITY'S APPLICATION FOR FUNDING ASSISTANCE FOR A PERFORMING ARTS CENTER TO THE SALT LAKE COUNTY CULTURAL FACILITIES SUPPORT PROGRAM.

2. ACTION REQUESTED: (Check all that apply)

Discussion Only
 Ordinance (attach copy)
 Has the Attorney reviewed the attached copy? _____
 Resolution (attach copy) _____
 Has the Attorney reviewed the attached copy? YES
 Public Hearing (attach copy of legal notice)
 Has the Attorney reviewed the attached copy? _____
 Appeal (explain) _____
 Other (explain) _____

3. WHEN REQUESTED: (Explain when action on this proposal is needed by and why)

FEBRUARY 15, 2011

4. FUNDING: (Explain budget impact of proposal, including amount and source of funds.)

NO

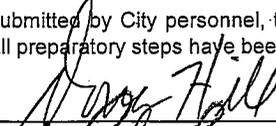
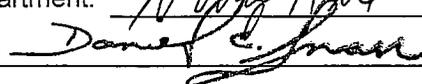
5. RELATED DOCUMENTS: (Describe all minutes, exhibits, maps, plats, etc., accompanying this proposal and whether or not each is attached)

APPLICATION

6. REQUESTOR:

Name: DOUG HILL Title: PUBLIC SERVICES DIRECTOR
Presenter: DOUG HILL Title: PUBLIC SERVICES DIRECTOR
Agency: PUBLIC SERVICES DEPARTMENT Phone: 270-2404
Date: FEBRUARY 1, 2011 Time: _____

7. APPROVALS: (If submitted by City personnel, the following signatures are required, and indicate (1) each has reviewed and approved the proposal, (2) all preparatory steps have been completed, and (3) the item is ready for Council action)

Head of Department:  Date: 2/2/11
Mayor:  Date: 2/2/11

8. COUNCIL STAFF: (For Council use only)

Number of pages: _____ Number of copies submitted: _____
Received by: _____ Date: _____ Time: _____
Recommendation: _____

9. NOTES:

A JOINT RESOLUTION OF SUPPORT FROM THE MAYOR
AND
THE MUNICIPAL COUNCIL OF MURRAY, UTAH
FOR
THE SALT LAKE COUNTY CULTURAL FACILITIES
SUPPORT APPLICATION

- WHEREAS, *Over the past twenty years, Murray City has developed comprehensive performing, literary and visual arts programming for its residents and surrounding communities. Furthermore, Murray City has provided financial assistance, facility space, and other resources for the community symphony, art council, concert band, ballet center, school district arts-in-education, and Miss Murray Pageant; and*
- WHEREAS, *Participation in the arts is deeply embedded in the lives of Murray City residents. Likewise, the City values its professional and community arts organizations and wants to enable and enhance the development of local arts, as well as address the current and future needs of the community; and*
- WHEREAS, *The 1992 Murray City Parks and Recreation Comprehensive Master Plan identified the need for a performing arts center as a priority. Subsequent surveys and needs assessments have also confirmed the need and interest for additional arts space; and*
- WHEREAS, *In 2008 the City developed a Murray City Center Concept Master Plan with a vision to create a "new downtown" to ultimately become a vibrant, "green", mixed-use neighborhood with a variety of quality housing, neighborhood services, local food establishments, destination entertainment, civic buildings, parks, and community art facilities; and*
- WHEREAS, *Salt Lake County recently adopted a Cultural Facilities Master Plan identifying the need for a "regional cultural center that would serve many of the expressed and determined needs of the East and West Planning Areas"; and*
- WHEREAS, *The City has developed a performing arts center concept plan proposing its location in the Murray City Center District so that it would serve the greatest number of arts organizations conveniently located along the I-15 and I-215 corridor; and*
- WHEREAS, *Salt Lake County has designed the Cultural Facilities Support Program whereby organizations can apply for funding for construction of cultural facilities to meet the current and future needs of Salt Lake County's arts and cultural organizations, residents, and visitors; and*

NOW THEREFORE, BE IT RESOLVED, *by the Mayor and the Municipal Council of Murray, Utah that we support the City's application for funding assistance for a Performing Arts Center to the Salt Lake County Cultural Facilities Support Program; and*

BE IT FURTHER RESOLVED, *that this resolution be recorded in the minutes of the Murray City Municipal Council and a copy thereof be included with the program application.*

PASSED, APPROVED AND ADOPTED *by the Mayor and the Murray City Municipal Council this 15th day of February, 2011.*

MURRAY CITY CORPORATION

MURRAY CITY MUNICIPAL COUNCIL

Daniel C. Snarr, Mayor

James A. Brass, Chair, District 3

Jeffrey L. Dredge, District 1

Darren V. Stam, District 2

ATTEST:

Jared A. Shaver, District 4

Carol Heales, City Recorder

Krista K. Dunn, District 5

SALT LAKE COUNTY CULTURAL FACILITIES SUPPORT PROGRAM
GUIDELINES & APPLICATION



APPLICATION FORM

Please submit two paper copies and one copy on CD-ROM or USB flash drive by February 28.

*We reserve the right to request additional copies of your application as it moves through the review process

Salt Lake County Cultural Facilities Support Program
Attn: Linda Cook
50 West 200 South
Salt Lake City, UT 84101
801-323-6800

PROJECT TITLE Murray Center for the Performing Arts

Project Address 4814 South State
Murray, Utah 84107

Project Sponsor Murray City

Contact Name Doug Hill

Contact Email dhill@murray.utah.gov

Contact Phone 801-270-2404

Contact Address 4646 South 500 West, Murray, Utah 84123

A. PROJECT ELIGIBILITY CHECKLIST – REQUIRED FOR ALL APPLICANTS

1. General Location or Site

Project located in County Council District # _____ (see map on page 11)

Project located in planning area (see map on page 12):

- CFMP - North CFMP - West CFMP - South West
 CFMP - East CFMP - South East

2. Constituencies served (check at least one):

- Performing arts Visual arts
 Literature Film/mixed media
 Cultural history and/or folkways Other Other community groups

SALT LAKE COUNTY CULTURAL FACILITIES SUPPORT PROGRAM
GUIDELINES & APPLICATION



3. The facility project is mainly for:

- Participants Spectators Both

4. The project is sponsored by: (Choose one and attach appropriate documentation)

- A Salt Lake County 501(c)(3) organization (current valid IRS Certificate Required)
 This is a ZAP funded organization
 A municipality within Salt Lake County
 Salt Lake County based educational institutions
 The facility must serve the general public, not just students.
Individual K-12 schools are not eligible.
 A business registered with the State of Utah Department of Commerce and licensed within Salt Lake County

5. General public access (check all that apply):

Can the general public access your project as visitors, spectators, or participants?

- If Yes: Visitors Spectators / patrons Participants
 No

6. Type of Funding requested of Salt Lake County (check all that apply):

- New construction (Capital Funding) Amount Requested \$ \$11,829,210
 Renovation (Capital Funding) Amount Requested \$ _____
 Third party consulting Amount Requested \$ _____

7. Current funding: (Attach documentation)

- a. 10% match of requested amount required for capital funding
b. 50% match of requested amount required for third party consulting funds
c. Check all that apply
d. Please list on a separate sheet the donor list, individual pledge amounts, and any pledge restrictions

- Cash Amount \$ 1,850,000
 Unrestricted Pledges Amount \$ _____
 Restricted Pledges Amount \$ 25,000
 Other _____ Amount \$ _____

SALT LAKE COUNTY CULTURAL FACILITIES SUPPORT PROGRAM
GUIDELINES & APPLICATION



8. **Site Documentation** (attach documentation only if purchased or secured)

- Deed
- Plot Plan
- Purchase & Sale Contract

B. DETAILED PROJECT NARRATIVE – REQUIRED FOR ALL APPLICANTS

Please attach narrative to application.

1. **Overview**

- Project description
- Proposers' organization or business history
- Community need and benefit
 - Include how project is tied to CFMP Vision and Principles
 - Type of program within the facility, services offered and frequency
 - Include community support – letters, testimonials, editorials, etc.

2. **Timeline**

- Planning – design / funding
- Construction – new or renovation
- Commissioning / opening

3. **Commercial program/space(s):**

- If there any commercial spaces in the proposed project – gift shop, café, etc. – please describe the relationship of the commercial vendors to your organization.

**C. APPLICANTS APPLYING FOR THIRD PARTY CONSULTING FUNDING
REQUIRED NARRATIVE**

Please attach narrative to application.

1. **Consulting Services Overview**

- Goals and objectives of consulting services (by type)
- Documents required for RFP – Consulting Services (all required)
 - Discovery research for anticipated cost / time required
 - Scope of work
 - Deliverables
- Timeline

SALT LAKE COUNTY CULTURAL FACILITIES SUPPORT PROGRAM
GUIDELINES & APPLICATION



**D. APPLICANTS APPLYING FOR FUNDING OF \$500,000 OR MORE
REQUIRED NARRATIVE & DOCUMENTATION**

1. Overview

- Proposing organization or business certified audits – *Three-year history if not ZAP funded*

2. Construction or Renovation Phase Planning

- Narrative for management plan for the planning, design and construction phases
- Architectural site plan – *Indicate existing vs. proposed structures on plan*
- Architectural schematic design – *Minimum needed for programming*
- Architectural program (required for requests of \$5 million or more) *Space, functional use, adjacencies*
- LEED planning
- Construction cost estimate – *Maximum of 500 cost entries*
- Master construction project budget – *Include all costs i.e. financing, FF&E, fees, permits*
- Financing strategy assessment – *Include all resources, costs, tax credits, liabilities*

3. Operations Phase Planning

- Facility management plan
- Operational strategy – *Max 400 words*
- Staff organization chart
- Senior management job descriptions – *Maximum of 5 staff members*
- Projected annual activity calendar – *Minimum of 5 years*
- Five year cash flow plan
- Annual revenue forecast [5 year projection] – *Show method of calculation & historical projections*
- Annual expense forecast [5 year projection] – *Show method of calculation & historical projections*
- Long term capital maintenance budget – *Maximum of 500 cost entries*

Salt Lake County Cultural Facilities
Support Program Application



MPAC
Murray Performing Arts Center

Submitted by Murray City
February 2011

DETAILED PROJECT NARRATIVE

1. Project Overview

Project Description.

The Murray Performing Arts Center is a 74,000 square foot building along with a parking structure proposed to be constructed at 4800 South State on property recently purchased by the city. Its multi-use design will include space for simultaneous activities including large and small scale rehearsals, performances, visual art exhibits, workshops, and community meetings for local art and general community groups both within and outside of Murray. The facility includes a 500 seat theater, black box, gallery, two small theater studios, and two rehearsal spaces to accommodate both theater and instrumental music organizations, and a general community space that can be combined or separated into three spaces. It will also include permanent storage space for instruments, music, and supplies for partnering music and visual art organizations.

Organization History.

Murray hosts a strong core of local art organizations with a long track record unmatched by most other communities in the valley. Founded in 1975, the **Murray Symphony Orchestra** has grown to membership of over 80 musicians. The orchestra presents five local concerts each year and recently added a new jazz and swing band.

An independent, non-profit agency, **Murray Arts Council** was formed in 1977 after the city presented two productions in the park, the first celebrating our nation's bicentennial. In 1980, the first annual musical of *South Pacific* was produced on a temporary stage built in Murray Park. In 1985, the arts council supported the city in building the new Murray Park Amphitheater and produced *Cinderella* that year. The Arts Council continues to produce at least one musical each year. The organization hopes to produce an annual winter production.

Other community groups appeared in 1986. The 50 member **Murray Concert Band** rehearses weekly and provides four major concerts each year. The **Ballet Centre in Murray** (formerly known as the William Christensen Ballet Centre) opened its doors to offer classical ballet to children and adults from ages three to adult. They produce three community productions each year, and offer free community workshops and daytime performances for local schools.

In 1987, Murray City created the **Murray Arts Advisory Board** to oversee art development in the community and to coordinate efforts with the existing art organizations. In 1992, the **Murray City Cultural Arts** was created under the Parks and Recreation Department as one of the few cities in Salt Lake County to provide a paid staff person to coordinate the arts. Together, the Arts Advisory Board and the Cultural Programs Manager have created year-round cultural activities including arts-in-education projects, workshops and camps, musicals, visual art exhibits and competitions involving over 5000 youth and adults annually. A summer and winter season, created together with local performing arts organizations and the school community have been successfully operating since 1990. Murray Arts in the Park entertains over 13,000 patrons each summer and the winter season attracts approximately 11,000.

When the county ZAP program was approved by county residents in 1997, additional funding became available for new projects. Together, the Arts Board and Cultural Programs staff

focused much of this funding on youth including professional touring performances presented in combined assemblies for students, an Olympic dance festival, Shakespeare festival, dance residencies, film festivals and after-school musicals. New daytime concert series in Murray Park and family night concerts at the senior center were established. Most of these new programs have been dictated in scope and limited by available facilities.

Community need and benefit

The success of these programs created new challenges - especially the **need for reliable and available rehearsal and performance space year round**. During the winter, the arts are completely reliant on school facilities which run extensive programs of their own during the school year. While cooperation between the city and school district is outstanding compared to other school districts, space is extremely limited particularly at the high school. Rehearsal space is often cancelled for outside groups when school productions and performances extend into the evening. Community theater is not possible in the winter time despite the high demand because of the extended amount of time needed for rehearsals and production runs. Even in the summer, theater groups rehearse in an old fire station in addition to school facilities willing to accommodate the long rehearsal schedules. Surrounding communities and small non-profit art organizations are faced with very expensive facility rental fees at local schools in other school districts outside of Murray. Community groups around the valley consistently contact Murray High to rent their facility and are rarely accommodated because of the high demand by school programs.

Aside from scheduling, facilities other than the high school do not include **adequate technical requirements** (lights, sound, wing space, stage exits) necessary for quality public performances. Murray lacks appropriate space for **community events, meetings, and special dinners**. **Storage space** for our major instrumental organizations has consisted of trailers storing expensive percussion instruments, sheds containing music stands that are transported back and forth to concerts, and personal homes storing cabinet files filled with music. A **parking** structure is a critical need for this facility which would greatly enhance **economic and business development** in downtown Murray as part of Murray's Downtown Master Plan. The performing arts center would address all of these issues.

How project tied to CFMP Vision and Principles

Values community arts organizations and community participation. The CFMP document stressed the importance of providing facilities for both professional groups particularly in the downtown core and facilities for local non-professional community groups in other parts of the valley. This facility will focus heavily on meeting the facility needs of community-based arts organizations in the east district and surrounding areas in Salt Lake County and providing year round opportunities for individuals to engage in the arts as participants and patrons.

Enable and enhance the development of local arts communities and their ability to expand programming. This facility will allow local arts groups to expand as new programming can be accommodated in a multi-use facility. Currently most local arts councils, including Murray, are largely limited to summer productions that can be housed in outdoor spaces. This facility would allow year-round indoor programming. Its operational plan acknowledges the need for affordable space for these types of groups with a volunteer core typical of local community art agencies that support staff responsibilities.

Address current and future facility needs across all artistic disciplines. The facility design closely aligns with the county facility master plan for both performing and visual arts with the ability to rehearse, perform, conduct classes/workshops, and host exhibits. It addresses current needs for a variety of spaces with ability to accommodate additional programming in the future.

Readiness, feasibility, and sustainability. Murray's well-established core of art organizations have been successfully operating for three decades including an outdoor amphitheater since 1990. With property acquired, a completed schematic design with cost estimates, and a workable operating model created by the U of U graduate business school, Murray is ready to move forward. A foundation has been created to support efforts to build the facility and sustain the financial needs of its operations.

Insure vibrancy of arts through the County. Local arts groups cannot be vibrant without an affordable and dependable rehearsal and performance space. Local arts organizations can flourish in a multi-use facility located in the center of the Salt Lake Valley with easy access from I-15, I-215, and TRAX.

Tool for sustainable cultural and economic development. Proposed in Murray's new downtown civic master plan, the facility is designed as a key anchor and stimulus for economic development in Murray's city center which incorporates a key transportation corridor.

Encourage collaboration. A strong collaboration already exists between all major art groups in Murray. Murray has spoken with elected officials and local arts council leadership from Taylorsville, Holladay, and Cottonwood Heights who have indicated an interest in renting the facility for performances not accommodated easily in their own communities. Together we have discussed the potential of a shared "season" of musical theater productions. We have established a collaboration with the Utah Watercolor Society who has expressed a willingness to help us manage use of the visual art space in the facility. We have also created a collaboration with a private foundation to help enhance funding sources to build and operate the facility. The Murray Chamber of Commerce is also supportive and excited for potential new businesses operating in Murray.

Type of program within the facility, services offered and frequency

Because of the flexibility of the facility, a wide range of programming is possible with rehearsals and performing art productions for dance, music and theater, visual art exhibits, workshops and classes produced in-house or as rentals, community meetings, and strong potential for some mini-conferences. The operational plan reflects the facility will be utilized by Murray City and local organizations about 1/3 of the year with the intent to accommodate demand for rentals by other organizations in Salt Lake County with emphasis in the east area of the cultural facility master plan. This balance of outside use will also provide needed revenue for ongoing operations. The programming between the Murray Park Amphitheater and this facility will enhance one another during the summer months. The facility will provide rehearsal space for summer amphitheater productions which are currently held in an old fire station. It will also provide opportunities to expand youth related workshops and camps.

Community Support

Support has been constant for nearly two decades. In 1993, a Dan Jones survey revealed interest in an arts/recreation facility which was adopted as part of the Murray Parks Master Plan in 1994. A new recreation facility was built in 2002 without the art component when critical funding was shifted to recreational facilities for the county ice rink and the Willow Pond Park. In 2002 another substantial but informal arts survey validated community support for a performing arts center to house our community groups. The city provided some funding for a schematic design in 2004. *Friends of the Murray Center for the Performing Arts* was founded in 2008 to make this dream become reality. Another Dan Jones survey was completed in 2009 indicating moderate but sustained support for a performing arts center. The survey also indicated strong support for an improved downtown center which this project is intended to serve as a catalyst.

Enclosed Letters of Support:

Murray City Council/Mayor Resolution
Friends of the Murray Center for the Performing Arts Foundation
Murray Symphony
Murray Concert Band
Murray Ballet Center
Murray Arts Council
Murray School District
Murray Community Education
Murray Chamber of Commerce
Utah Watercolor Society
Sandbox Theater Company
Community Letters

2. **Timeline**

Planning. The design and funding phase is tentatively scheduled for 2011 and 2012. The final construction plans will be completed by March 2013.

Construction. If funding is secured, construction will begin sometime between May 2013 and January 2014.

Commissioning/opening. Based on the above time line, a grand opening would be scheduled sometime between November of 2013 and September 2014.

3. **Commercial program/space**

The proposed design features approximately 7000 square feet in retail space largely fronting 4800 South. Murray City plans to lease the space to vendors who would provide services to enhance the performing arts venue including a restaurant that could provide catering services when needed. A floral and gift shop may also be considered. This use will also enhance the revenue stream for the facility.

CONSTRUCTION/OPERATING NARRATIVE AND DOCUMENTATION

1. Overview

Murray City, a municipality within Salt Lake County, is the umbrella organization for Murray City Cultural Arts which has been funded by the Salt Lake County ZAP program since its inception. This facility will function under Cultural Programs/Parks and Recreation Department under the Public Services Division.

2. Construction Phase Planning

Narrative for management plan for the planning, design and construction phases

The Cultural Programs Manager and Public Services Director with some assistance by Economic and Community Development Director will oversee the planning, design and construction phases for the facility and adjacent parking structure. The planning phase has been ongoing for the past decade with multiple meetings with community stakeholders who would use the facility. These same groups have reviewed the initial designs for functionality and space needs and will be consulted as additional details are confirmed in a final construction plan. Final design and construction bids will be coordinated between the Public Service Director, Cultural Programs Manager, and Finance Office. A construction manager will oversee the building phase.

Architectural site plan

The site is located on the corner of 4800 South State which has been recently purchased by Murray City. (See attached) The site originally included a restaurant that was demolished several years ago and currently includes a historic building which suffered a major fire which compromised the structure and is scheduled to be demolished to prepare the site for construction.

Architectural schematic design (see attached)

Architectural program (see attached for more detail)

Main floor design includes the main theater with all auxiliary spaces, gallery and storage, administration and box office, entrance from parking structure, and direct access to attached restaurants/retail on 4800 South and businesses on State Street.

Second floor design includes multi-purpose community room(s) with kitchen, storage, and small office/reception area with two small studio spaces. An optional roof terrace for events may be accessed from this floor.

Basement floor design includes major rehearsal/storage space and the black box theater which can be used for rehearsal or performances with dressing areas. The instrumental rehearsal space has direct access to the orchestra pit and freight elevators for large instruments.

Parking structure will feature 1100 spaces serving the larger city center development with 174 spaces required for the facility.

Leed Planning with gold certification is part of the facility design created by GBD Architects in association with Gerding Edlen Development. The facility is a key component of the Murray City Center master plan. See attached draft for the Murray City Center Overlay District design guidelines with associated Leed Requirements.

Construction Cost Estimate and Master Construction Budget of \$23,658, 420 is attached.

Financing Strategy Assessment

The construction financing strategy will include a partnership between Murray City, Murray RDA, Salt Lake County, and Friends of the Murray Center for the Performing Arts for both public and private funding sources. Murray City will consider financing this project using funding strategies available such as General Obligation Bonds, Sales Tax Bonds, Municipal Building Authority, and Redevelopment Agency. The county would provide funding through TRCC or other funding sources through its facility master plan process. The Murray Foundation will approach major donors to fund various spaces in the facility and sponsor community fund raising efforts for soft costs related to equipment. Local art organizations anticipating this facility as their home base will assist with additional fund raising efforts for needed storage space and equipment. Surrounding communities have not expressed interest in providing funds for construction costs, but are interested in supporting a facility that could provide performance space for their community art groups and residents.

Murray City currently plans to own and operate the facility. However, other partnerships would be considered with the county or surrounding communities based on interest. Operating financial strategies will heavily focus on rental and leasing revenue with additional funding from ticketing and catering fees. Funds for in-house programming will function as it is currently designed through the cultural programs office with independent contracts for production staff and workshop instructors paid through ticket sales, workshop fees, and grants. Once the facility is built, it is anticipated that preservation fees will be added to ticket sales and/or rental fees for long term maintenance costs and the foundation will shift its focus to annual fund raising drives to support additional programs and on-going maintenance needs of the facility.

3. Operations Phase Planning

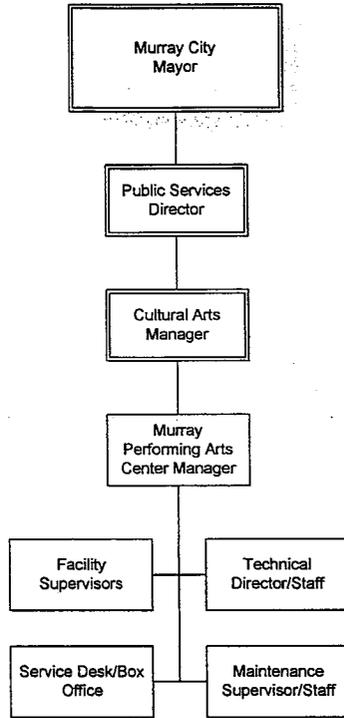
Facility Management Plan

The facility will initially be managed by two new full time employees including the facility manager and maintenance supervisor under the direction of the existing position of Cultural Arts Manager who will continue to handle all city arts programming, both old and new. All other positions including building supervisors (2), technical staff (4), box office/secretarial (2-3), and custodial (2) will be part time positions. The number and hours of staff in this application is based on a 40-70% usage rate the first year and will increase as rentals/revenue increase.

Operational Strategy

This facility will be strongly focused on community art activities that encourage county residents to actively participate in the arts. Operated by Murray City to serve its local art and community organizations as well as surrounding communities, the multi-use design has been created to provide a range of spaces for simultaneous rehearsals, workshops, community meetings, exhibits, and performances of varying scales. Rental rates for each space will vary between non-profit community art groups and commercial entities. To control costs and provide an affordable space, local art groups will be allowed to work with facility management as they have for the past several decades at the amphitheater to provide their own ushers, gate sales, and general clean-up. The retail space is a critical factor for revenue generation for the entire facility but is an important and consistent factor in the development of the overall downtown plan.

Staff Organization Chart



Senior Management Job Descriptions

The Cultural Arts Manager position already exists in the City and will oversee all in-house programming and marketing for city sponsored events/activities and coordinate with all city supported art organizations. This position is responsible for the city cultural arts programming budget and will help prepare the facility budget with the facility manager, working with the Public Services Director, Facility Manager, and Murray Arts Advisory Board to recommend appropriate facility policy and fees for City approval.

Facility Manager will oversee the general operations, budgeting and scheduling of the facility and coordinate all outside programming and facility rentals. He will be responsible for all facility staffing, scheduling, and payroll including building supervisors, tech, office/box office, and custodial upkeep and maintenance.

Maintenance Supervisor will oversee the general cleaning, maintenance and repairs, daily set-up and cleaning for group activities, waste collection and disposal, ground upkeep and snow removal, and orders/stocks needed materials and supplies.

Technical Director will coordinate all technical aspects including sound, lights, stage management, and media presentations. The technical director will work directly with assigned contacts from groups using the facility who require technical assistance. The tech director may also act as a facility supervisor where needed.

Projected Five Year Annual Activity Calendar includes a standard Murray calendar and expanded programming indicated with a star*. This calendar does not include outside groups/rentals which is yet to be determined.

Ongoing	Daily/Weekly rehearsals
January	Jazz Band Concert Art show*
February	Theater production* Concert Band Art show*
March	Children's Theater Production* Fairy Tale Ballet Murray Symphony Art show*
April	Concert Band Missoula Children's Theater City Schools Art show
May	Symphony Concerto Night Art show*
June	Band camp Missoula Children's Theater Art show*
July	Art camp Art Show*
August	Drama camps Art show
September	Fall opening concert* Art show
October	Symphony Concert Theater production* City Art show
November	Concert Band Art show*
December	Children's Theater * Christmas ballet Murray Symphony Holiday Concert Art show

*Note: An operational plan was developed by a team of master students from the U of U David Eccles School of Business. The report (enclosed) includes a flexible CD that allows us to input various figures for potential expenses/revenue to determine the optimum scenario between projected use/fees and expenses. The following information was based on many of their assumptions with some revisions and suggested fees will not be finalized until building construction is in progress.

Cultural Programming Budget (separate line item covers arts, history, Fun Days programs)

Revenue

Earned Income (tickets, workshop reg)	75,000	(current \$45,000, new \$30,000)
Grants*	70,000	(current \$60,000, new \$10,000)
Other Revenue (concessions, prod sales)	2,000	
Donations	2,500	
Murray City	<u>239,580</u>	
	389,079	

*ZAP grant could potentially increase significantly if added to Tier I funding

Expenses

*Staff/Benefits	108,779	
**Programs/Marketing	242,800	(current \$202,800)
Fun Days	<u>37,500</u>	
	389,079	

* The Cultural Programs Manager position may need to increase from 30 to 40 hr/week.

** Programming expanded to include four additional theater productions and 1-2 camps.

Five Year Cash Flow Plan and Revenue/Expense Projection.

The operational plan projects a 40-70% usage rate for various spaces the first year. We anticipate a 3-5% increase in rentals each year for the first five years as county residents/organizations learn about the facility. This associated revenue increase will allow us to add additional staff where necessary. See attached U of U revenue/expense model that includes historical use data.

Long Term Capital Maintenance Budget

It is not anticipated that major capital maintenance funds will be required for a substantial number of years with typical warranties provided in a new building. However, the annual maintenance budget of \$75,000 should address most of these expenses. Dedicated preservation fees will help cover long term maintenance costs.

Enclosed Attachments:

1. Schematic Design, Existing and Future Site Plan
2. Construction Costs and Master Construction Budget
3. U of U David Eccles School of Business Operational Plan Model
4. Murray City Downtown Civic Center Guidelines Draft Excerpts
5. Public Support Surveys
6. Letters of Support and Pledges
7. Matching Documentation, Land Purchase
8. Job Descriptions/City Pay Scale

Murray Performing Arts Center

HARD & SOFT COST ESTIMATE

21-Jan-11

Building Area	GSF	73,910
Site Area	SF	33,402
Fixed Seating	No	500
Total Cost Per Seat	Seat	\$ 47,317
Total Cost per SF		\$ 459

Hard Costs	Quantity	Unit	Cost/Unit	Cost	Total
Parking Structure (174 stalls required, 15.8% of 1,100 stall structure)				\$ 2,457,216	\$ 2,457,216
Building Construction Cost	73,910	GSF		\$ 13,038,946	
General Conditions (Included)				\$ -	
Subcontractor Bonding (1%)				\$ 130,389	
Insurance (TBD)				\$ -	
Contingency (2.68%)				\$ 526,773	
Contractor Fee (4%)				\$ 350,000	
Project Cost Escalation 3%				\$ 391,168	
	SUBTOTAL			\$ 14,437,277	
	CORE & SHELL SUBTOTAL		#REF!		\$ 14,437,277
BUILDING - TOTAL HARD CONSTRUCTION COSTS					\$ 16,894,493
Soft Costs					
Survey		EST	\$ 5,000	\$ 5,500	
Soils Engineering		EST	\$ 20,000	\$ 22,000	
Civil Engineering		EST	\$ 5,000	\$ 5,500	
Architectural		EST	\$ 974,715	\$ 974,715	
Structural		EST	\$ 175,000	\$ 192,500	
M & E		EST	\$ 180,000	\$ 198,000	
Landscape Arch		EST	\$ 40,000	\$ 44,000	
Food Service		EST	\$ 75,000	\$ 82,500	
Sign Design		EST	\$ 45,000	\$ 49,500	
Elevator Consulting		EST	\$ 20,000	\$ 22,000	
Acoustical Engineering		EST	\$ 55,000	\$ 60,500	
Theater Consulting		EST	\$ 200,000	\$ 220,000	
Reimbursable Expenses		EST	\$ 1	\$ 147,937	
Models and Renderings		EST	\$ 50,000	\$ 55,000	
Contractors Performance Bond		EST	\$ 84,472	\$ 84,472	
Furniture, Fixtures & Equipment		EST	\$ 607,000	\$ 607,000	
Special Testing and Inspections		EST	\$ 30,000	\$ 30,000	
Building - Plan Check & Permit Fees		EST	\$ 91,927	\$ 91,927	
Planning- Design Review		EST	n/a	n/a	
Water Impact Fee		EST	\$ 25,751	\$ 25,751	
Sewer Impact Fee		EST	\$ 12,540	\$ 12,540	
Power Impact Fee		EST	\$ -	\$ -	
Legal, Accounting & Insurance		EST	n/a	n/a	
	SUBTOTAL			\$ 2,931,343	
	SOFT COST TOTAL				\$ 2,931,343
TOTAL CONSTRUCTION COST (Hard & Soft Costs)					\$ 19,825,836
PROJECT CONTINGENCY 10% OF HARD AND SOFT COSTS					\$ 1,982,584
TOTAL CONSTRUCTION COST W/ CONTINGENCY					\$ 21,808,420
EXISTING SITE/BUILDING SUBTOTAL					
Purchase Price				\$ 1,850,000	
Construction Cost					Incl
Soft Costs					Incl
Contingency					Incl
	EXISTING SITE/BUILDING SUBTOTAL			\$ 1,850,000	
TOTAL					\$ 23,658,420
TOTAL COST PER SQUARE FOOT					\$ 459

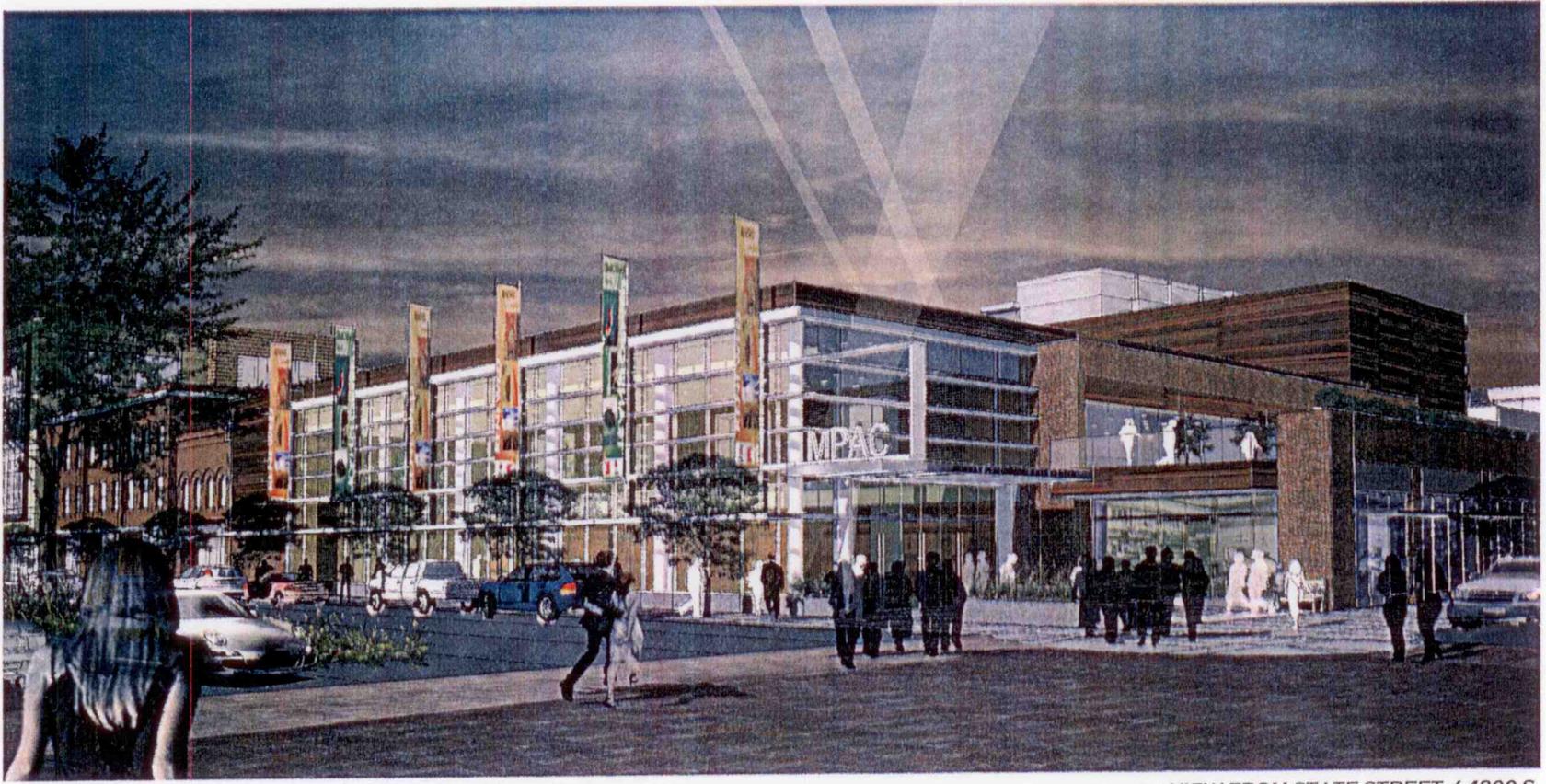
EXCLUSIONS

Lead Paint and Asbestos Abatement
Capital Campaign \$



MURRAY
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SERVICES

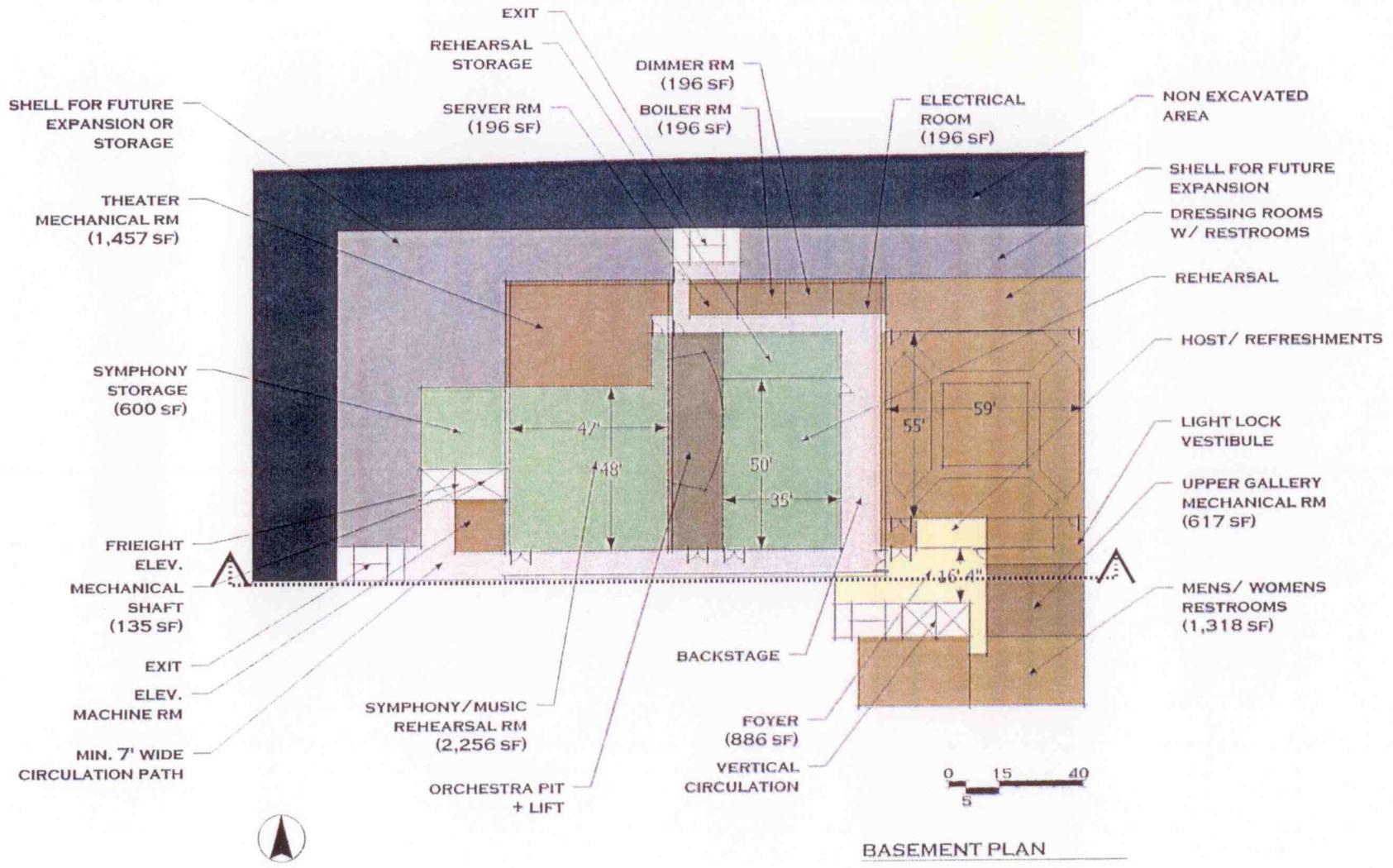
MURRAY CENTER FOR PERFORMING ARTS - CONCEPT DESIGN STUDY



VIEW FROM STATE STREET / 4800 S



DECEMBER 2010





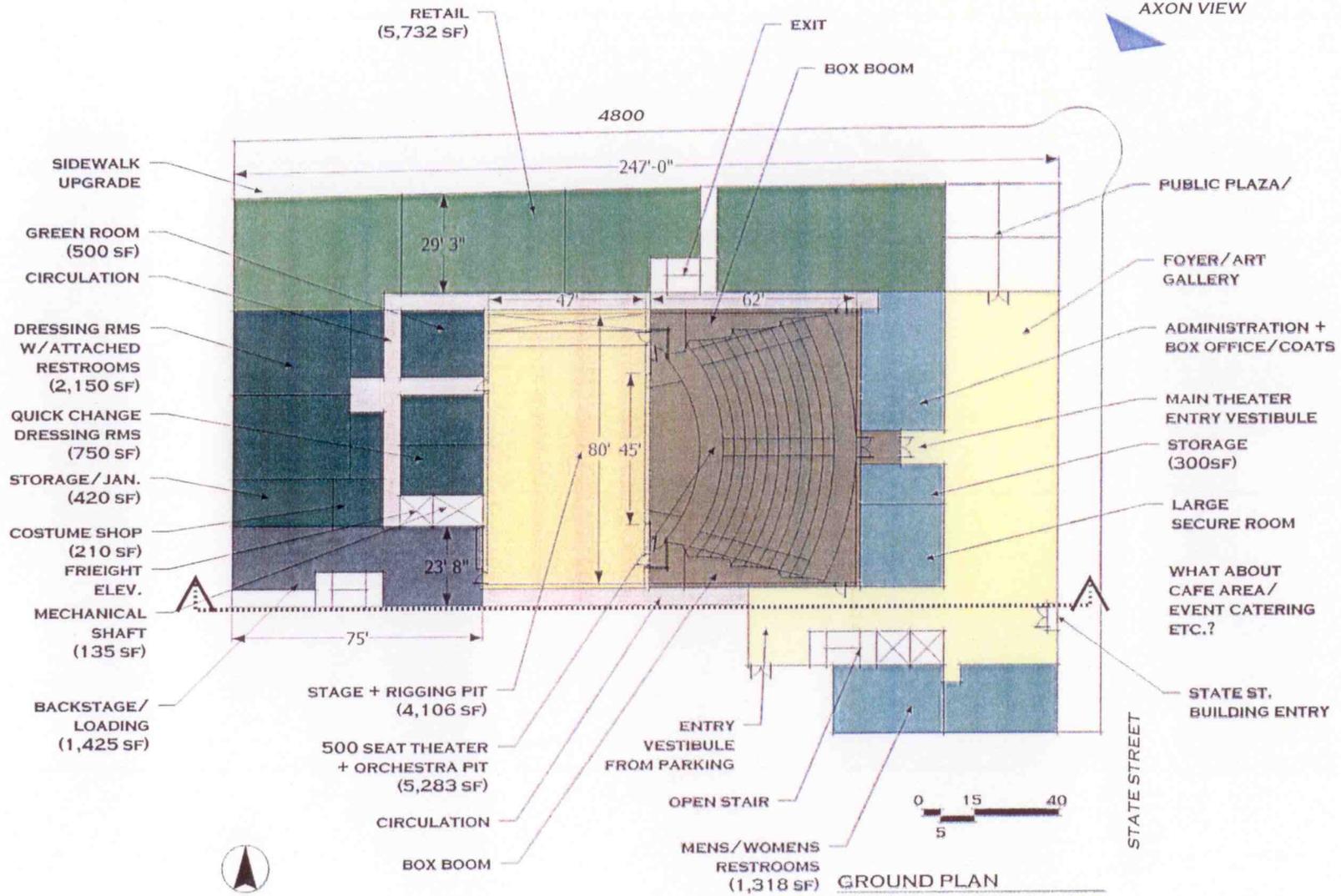
MURRAY
PUBLIC
SERVICES

MURRAY CENTER FOR PERFORMING ARTS - CONCEPT DESIGN STUDY



DECEMBER 2010

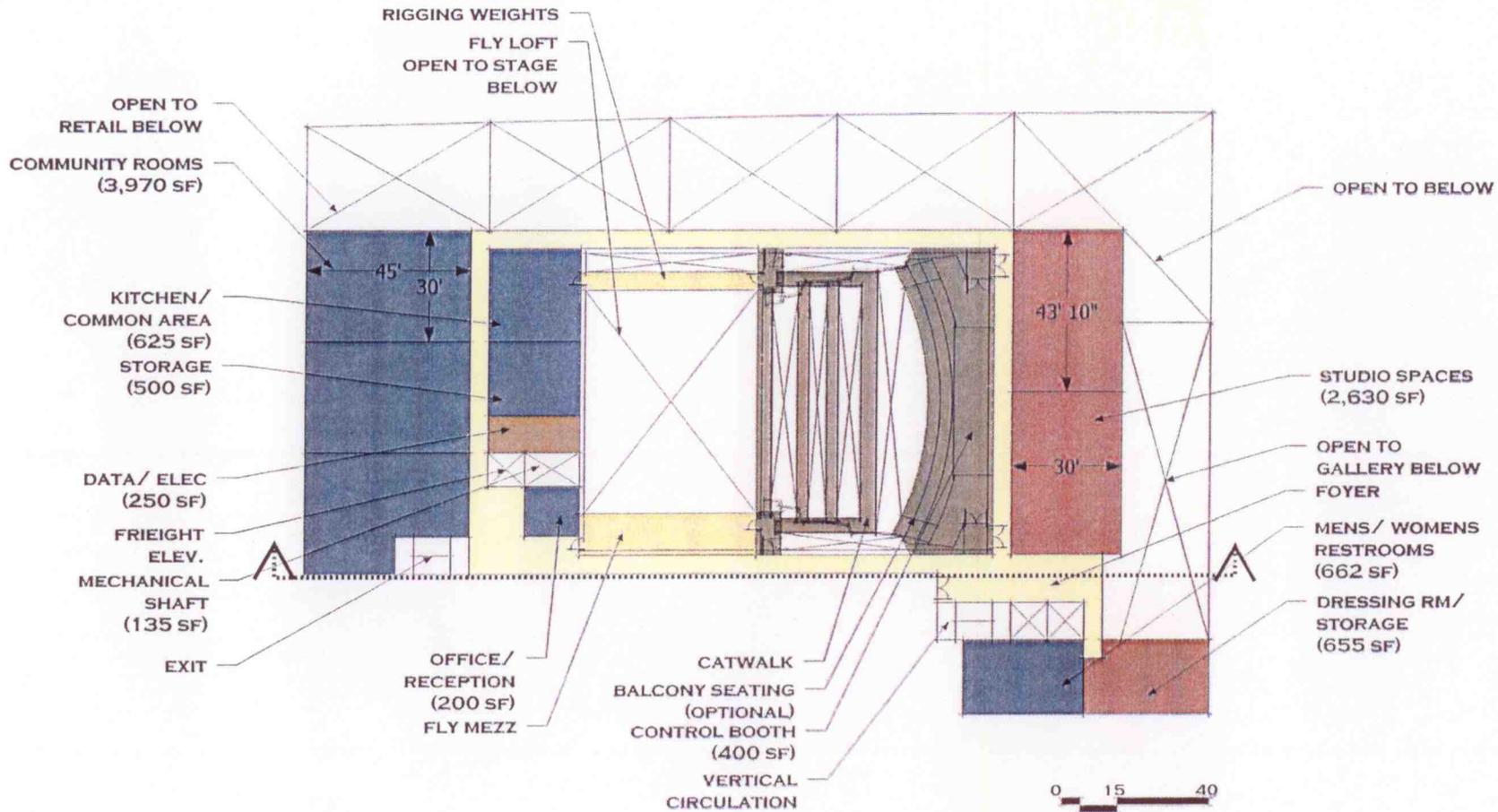
AXON VIEW





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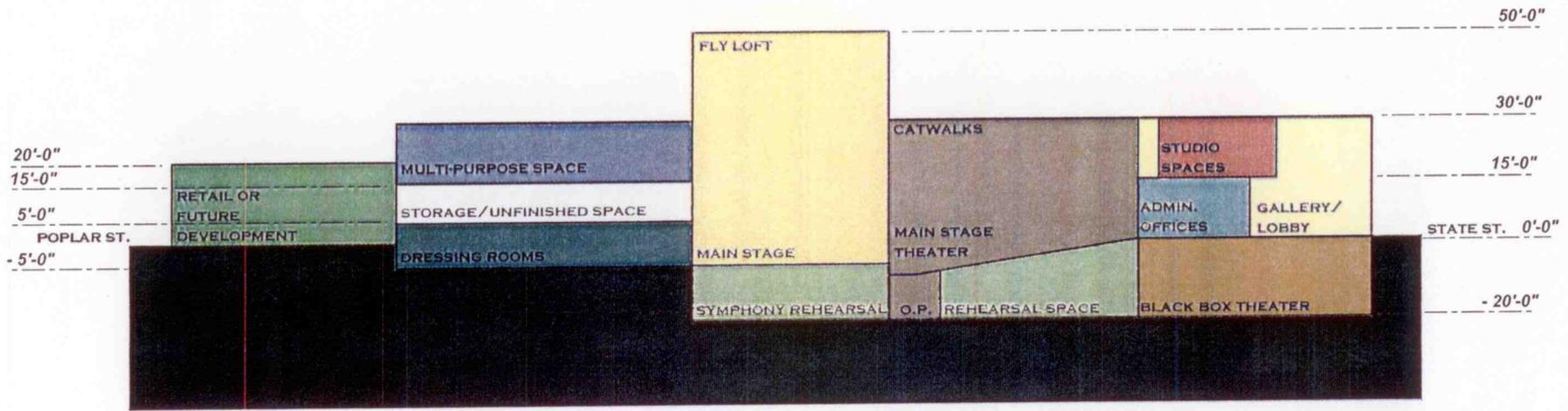
MURRAY CENTER FOR PERFORMING ART - CONCEPT DESIGN STUDY



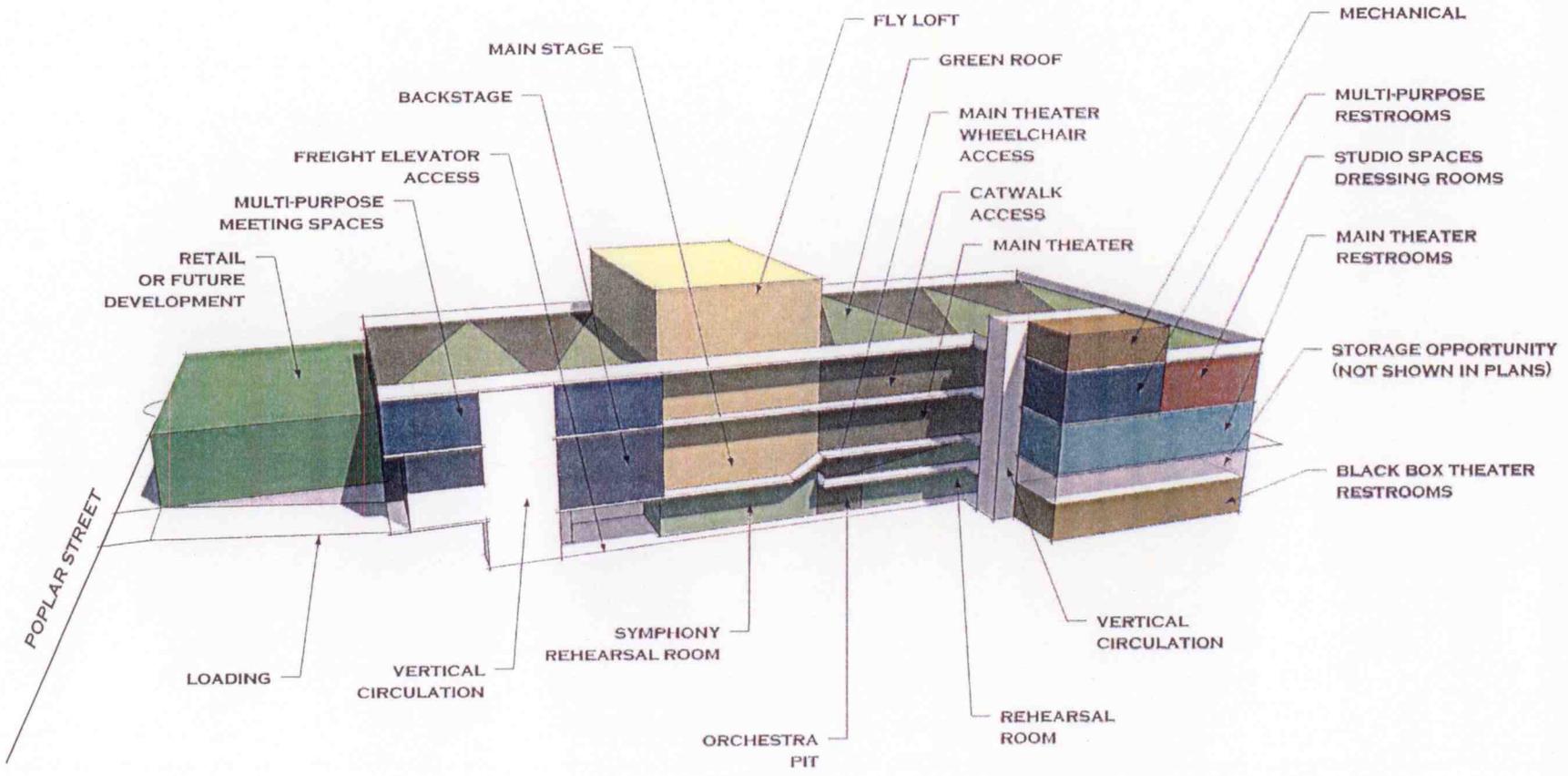
SECOND LEVEL PLAN



DECEMBER 2010



SECTION DIAGRAM



STACKING DIAGRAM - LOOKING NORTH

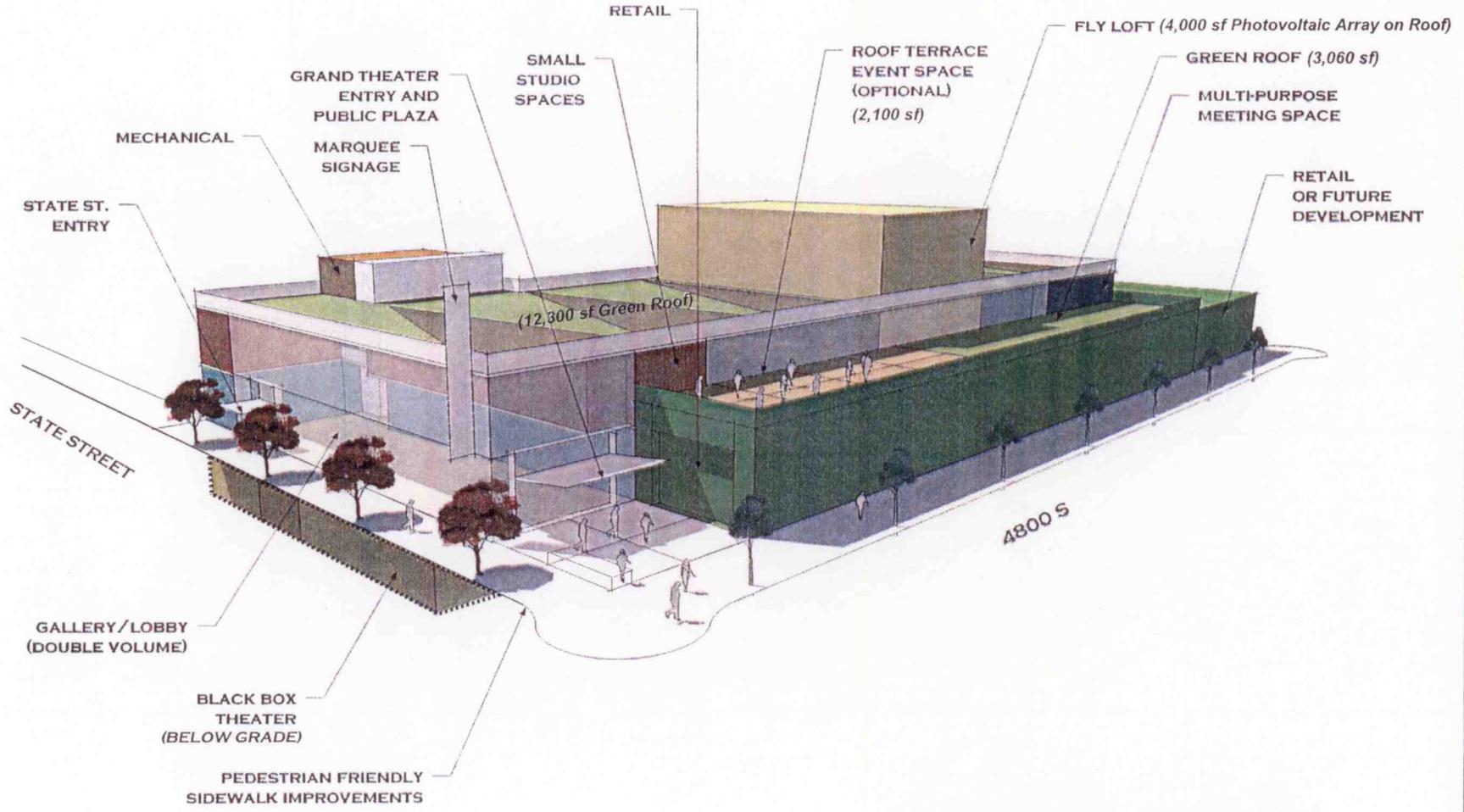


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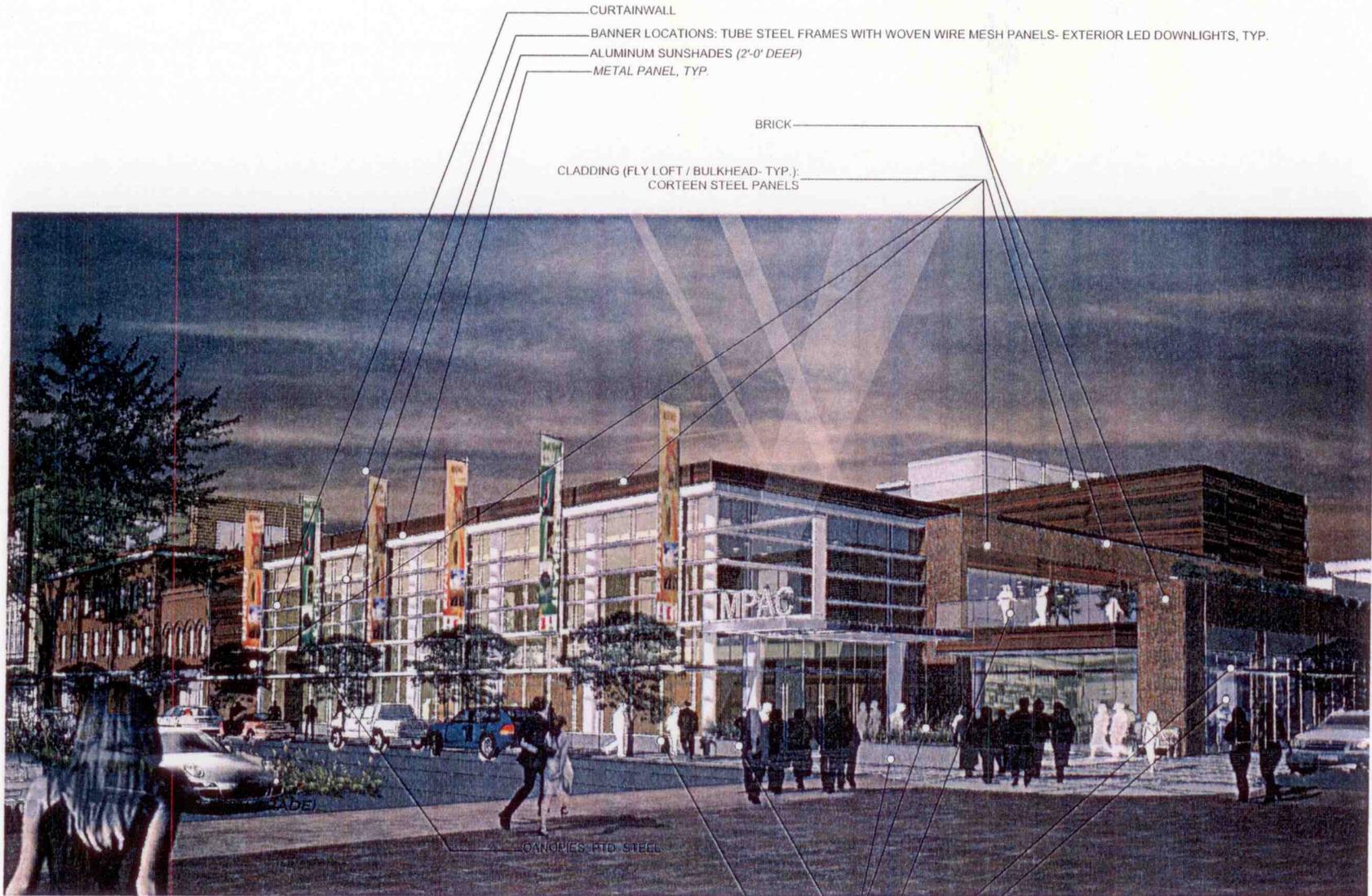
MURRAY CENTER FOR PERFORMING ARTS - CONCEPT DESIGN STUDY



DECEMBER 2010



STACKING DIAGRAM - LOOKING SOUTH



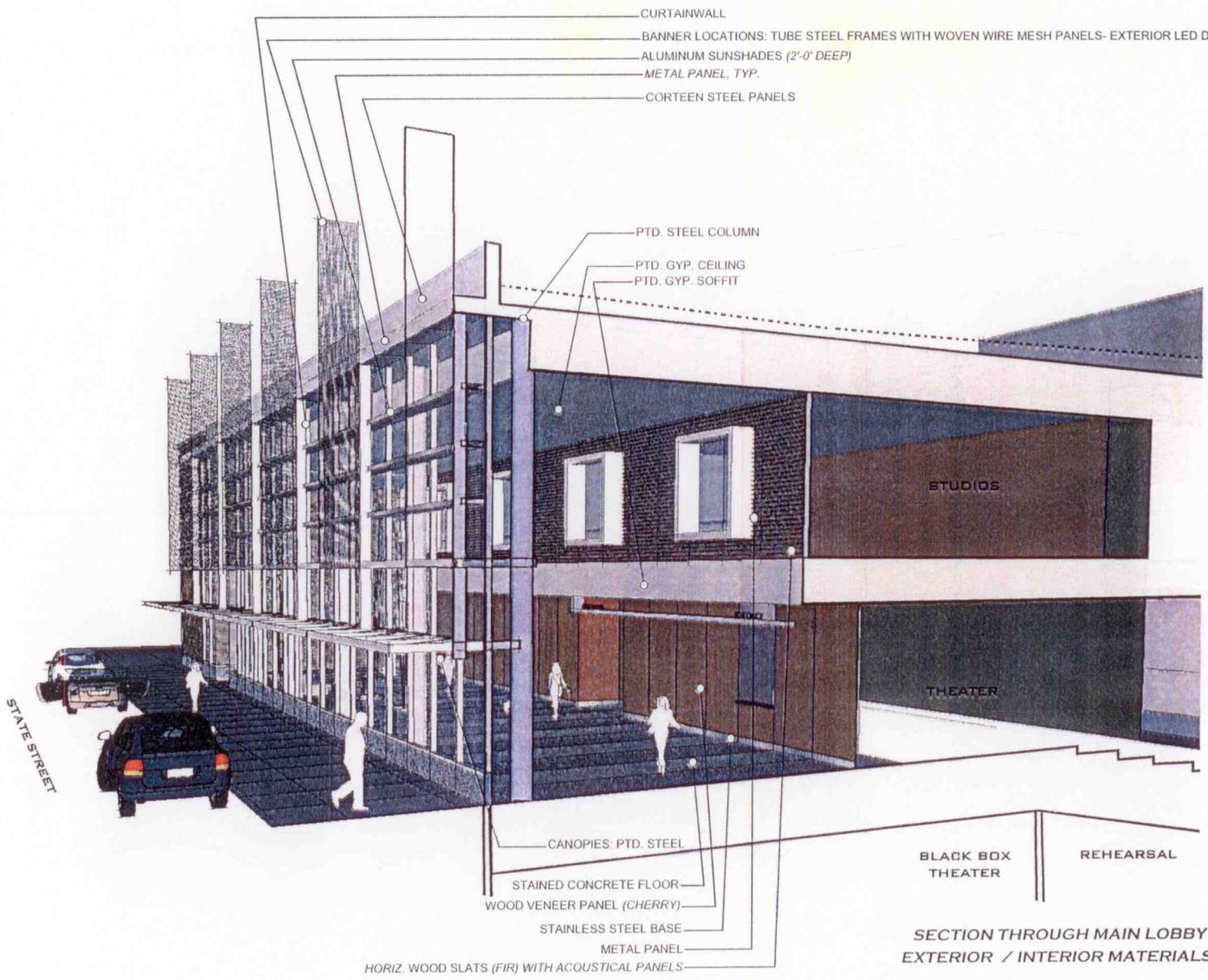
CURTAINWALL
 BANNER LOCATIONS: TUBE STEEL FRAMES WITH WOVEN WIRE MESH PANELS- EXTERIOR LED DOWNLIGHTS, TYP.
 ALUMINUM SUNSHADES (2'-0" DEEP)
 METAL PANEL, TYP.

BRICK
 CLADDING (FLY LOFT / BULKHEAD- TYP.):
 CORTEEN STEEL PANELS

GANGRIES HTD. STEEL

18" PRECAST CONCRETE BASE, TYP.
 C.I.P CONCRETE PLANTERS
 GLASS RAILING
 ALUM. T.S. FRAME / FABRIC AWNING, TYP. AT RETAIL
 RETAIL- 6" ALUM. STOREFRONT. (DARK BRONZE ANNO.), TYP.

EXTERIOR MATERIALS



SECTION THROUGH MAIN LOBBY
 EXTERIOR / INTERIOR MATERIALS



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MURRAY CENTER FOR PERFORMING ARTS - CONCEPT DESIGN STUDY



DECEMBER 2010

Regional Performing Arts Center in Murray

Scope of the Project:

Murray City plans to build a mixed use facility that includes a 500 seat theater, 250 seat blackbox, two 75 seat studio spaces for small presentations, two large rehearsal spaces, visual arts gallery, mixed use community room that can be subdivided, and retail space that enhances operational strategies. This project is clearly focused on providing year round dependable and affordable rehearsal, performance, and exhibition space for amateur art organizations while incorporating a multi-use space for a variety of community organizations throughout the Salt Lake Valley. The projected cost of the facility is \$20.6 million. The City has already spent \$2.4 million to purchase the land and intends to build an adjacent parking structure projected to cost \$15 million through RDA funds to serve the facility and the City Center as a whole.

State Funds of \$5 million will be used for construction of the facility. This financial investment reflects an important partnership to strengthen economic development outside of the downtown core and demonstrates commitment to both professional and amateur organizations which are heavily concentrated in Salt Lake County.

Need:

While state and counties typically provide some assistance for capital facility projects for professional art organizations, hundreds of community art groups are often left out of the discussion. In a comprehensive study completed by Salt Lake County, the critical need for dependable and affordable space for these groups were highlighted in their Cultural Facilities Master Plan completed a few years ago. While the Salt Lake downtown core is focused on professional organizations, local arts organizations operating throughout the county provide a valuable opportunity for individuals to participate in the arts while enhancing the tax base for their communities and the state.

Current Status of the Project:

Completed Schematic Design based on input from community arts groups (in and outside of Murray).

Completed operational business model with assistance from the U of U Eccles School of Business. Twelve groups (mostly ZAP recipients) outside of Murray have expressed interest in using the facility with six expressing interest in using it as a home. Four local groups from Murray have submitted letters of intent to use the facility along with the Utah Watercolor Society who has pledged money toward construction of the facility. Interested organizations represent community symphonies, band, dance, ethnic groups, vocal organizations, and visual art - serving both adults and youth. After assessing the use of similar venues such as the Rose Wagner or the Covey Center for the Arts, this facility could be operating as high as 70% within its first year of opening and at full capacity within 3-5 years. This would equate to approximately 1300-1800 daily rentals using the various spaces in the facility.

Fundraising partner, Friends of the Murray Centre for the Performing Arts completed a fundraising feasibility study by Pathway Associates under the direction of Phyllis Hockett. The study confirmed the the potential of raising \$3-\$4 million in private funds. Approximately 75% of those interviewed were interested in donating to the project.

Murray City has invested in downtown redevelopment and established a Murray City Center Overlay District to revitalize this underutilized area. The Performing Arts Center is intended to be the catalyst for this vision. Murray City intends to run and operate the regional facility serving a variety of art organizations in surrounding communities and has applied for \$12.5 million dollars from Salt Lake County as part of SL County's cultural facilities master plan. Located in a key transportation corridor including a freeway exit and TRAX station with a well-established arts community, Murray is equipped and excited for this opportunity.

Contact Information for Murray City

Doug Hill, Public Service Director
801-270-7404
4646 South 500 West, Murray, Utah 84123

Mary Ann Kirk, Cultural Programs Manager
801-264-2638
296 E Murray Park Ave, Murray, Ut 84107

Murray City Municipal Council Request for Council Action

INSTRUCTIONS: The City Council considers new business items in Council meeting. All new business items for the Council must be submitted to the Council office, Room, 112, no later than 5:00 p.m. on the Wednesday two weeks before the Council meeting in which they are to be considered. This form must accompany all such business items. If you need additional space for any item below, attach additional pages with corresponding number and label.

1. **TITLE:** (Similar wording will be used on the Council meeting agenda)

PRESENTATION OF FUNDRAISING FEASIBILITY STUDY FOR A REGIONAL PERFORMING ARTS CENTER IN MURRAY

2. **MEETING, DATE & ACTION:** (Check all that apply)

Council Meeting OR Committee of the Whole

Date requested JANUARY 2012 (ANY MEETING)

Discussion Only

Ordinance (attach copy)

Has the Attorney reviewed the attached copy?

Resolution (attach copy)

Has the Attorney reviewed the attached copy?

Public Hearing (attach copy of legal notice)

Has the Attorney reviewed the attached copy?

Appeal (explain) _____

Other (explain) _____

3. **ATTENDING POLICY:** _____

(Please explain how request relates to city-wide policy)

4. **FUNDING:** (Explain budget impact of proposal, including amount and source of funds.)

NONE

5. **RELATED DOCUMENTS:** (Attach and describe all accompanying exhibits, minutes, maps, plats, etc.)

MEMO

6. **REQUESTOR:**

Name: DOUG HILL

Title: PUBLIC SERVICES DIRECTOR

Presenter: FRIENDS OF THE MURRAY CENTRE FOR THE PERFORMING ARTS

Agency: PUBLIC SERVICES

Phone: 801-270-2404

Date: JANUARY 4, 2012

Time: _____

7. **APPROVALS:** (If submitted by City personnel, the following signatures indicate, the proposal has been reviewed and approved by Department Director, all preparatory steps have been completed, and the item is ready for Council action)

Department Director: *Doug Hill*

Date: 1/4/12

Mayor: *Daniel C. Mann*

Date: 1/4/2012

8. **COUNCIL STAFF:** (For Council use only)

Number of pages: _____ Received by: _____ Date: _____ Time: _____

Recommendation: _____

9. **NOTES:**



MEMO

To: Mayor Daniel C. Snarr
From: Doug Hill, Public Services Director
Cc: Jan Wells, Chief of Staff
Mary Ann Kirk, Cultural Arts Manager
Date: January 3, 2012
Subject: Performing Arts Center Fundraising Feasibility Study

Representatives from the 'Friends of the Murray Centre for the Performing Arts' would like to present the findings of their feasibility study on fundraising. I am requesting that this be scheduled at a Committee of the Whole Meeting.

Thank you for your assistance. If you have any questions or concerns please let me know.

Friends of Murray Centre for the Performing Arts

Fundraising Feasibility Study
Conducted by Pathway Associates LLC
Fall 2011

Study Overview

- Project Appeal
- Strengths and Weaknesses of the Project
- Capital Campaign Advisability
- Messaging

Project Appeal

- 61% positive response from 47 interviewees
- Need for a new community performing arts theatre was generally considered positive
- Over 45% of the interviewees want more definition to the relationship among City, County and the Friends

Strengths

- **A Clear Need**
- **Plans and Location for New Building Clearly Demonstrated**
- **Proven City Mechanism for Arts Performance**
- **Arts-Oriented Community**
- **Hands-On, Multi-City Problem Solving Approach**
- **A Public-Private Collaboration**
- **Operational Plan in Place**

Weaknesses

- **Need Commitment from Murray City and Salt Lake County**
- **Ownership of the Facility Unclear**
- **Redevelopment Commitment to Project Unclear**
- **Need Business Return on Investment Materials**
- **Perceived Competition with Other Arts Campaigns**
- **Need to Include Operating Reserve in the Campaign**
- **Lack of Track Record in Major Gift Fundraising**

A Capital Campaign

- \$3 to \$4 million identified as prospective private gifts to a new \$25 million community performing arts centre
- Raise funds over a two-year period
- 72% of 47 interviewees willing to donate at some level
- Provisional campaign to identify commitment from City and County
- Formalize relationship between Murray City and Friends organization

Messaging

- ...broad community need based on the results of a formal Salt Lake County planning study.
- ...smart Arts Performance option
- ...venue for thriving community performing arts
- ... essential redevelopment project
- ...public/private driven solutions to community needs

Pathway Associates LLC

Phyllis Hockett

2150 South 1300 East, Suite 500

Salt Lake City, UT 84106

www.pathwayassoc.com

801-990-2922

FMA
CP



Friends of the Murray Centre for the Performing Arts

6062 Mohican Circle Murray, UT 84123 phone: 801-201-9150

January 20, 2012

Dear City Council,

Thank you for allowing us the opportunity to make our feasibility study presentation last Tuesday January 17. We appreciate the generous amount of time we were allotted and hope that the presentation answered any questions you may have had.

Unfortunately, your response to the upcoming dissolution of our organization as an ultimatum is far from the reality of our position. While we appreciate the fact that you must perform your due diligence, we didn't perform ours when members of the Council suggested we commit our organization to a feasibility study that would require considerable fundraising. As I mentioned in my remarks, we have not raised all those funds to date and are now in a difficult position because we can't, in good conscience, ask people to donate money for cause that may or may not now be taking place, feasible or not. A verbal commitment from both individual council members and the mayor led us to the place we are currently. Our board unanimously agreed that without something binding us together before January 31, 2012 we should dissolve the foundation.

Thank you, again, for your consideration and time to make our presentation.

Sincerely yours,

A handwritten signature in black ink, appearing to read "M. Lynn Chatterton", with a horizontal line extending to the right.

M. Lynn Chatterton
President

Friends of the Murray Centre for the Performing Arts

February 6, 2012

M. Lynn Chatterton
President, FMCPA
6062 Mohican Circle
Murray, Utah, 84123

Dear Lynn,

I'm writing in response to your letter dated January 20, 2012. We are appreciative of the work you have done to-date with the Friends of the Murray Centre for the Performing Arts (FMCPA), especially the recent feasibility presentation at our Committee of the Whole on January 17, 2012.

During the presentation you requested the Council participate in some type of formal acknowledgment committing a certain level of support to the FMCPA. While it is unlawful for a legislative body to commit a future legislative body, we remain supportive of the work you have done. I believe we share the common goal of working toward a performing arts facility located in Murray City. However, there are many elements, such as, land acquisition, County participation, and perpetual operational resources that have not yet been determined. Until all these elements are thoroughly understood, movement toward the goal is, unfortunately slow and deliberate.

Again, we are grateful for the work you have done and hope that the FMCPA will exist for many years to assist the City with this endeavor. We sincerely hope you remain engaged and focused, even if at times the progress seems slow and enduring.

Sincerely,

A handwritten signature in black ink, appearing to read "James A. Brass". The signature is written in a cursive, flowing style.

Jim Brass
Council Chair

Excerpt from minutes of the Council/Administration Retreat on April 16, 2012

CIP Committee – Ms. Wells explained that the CIP Committee has worked with \$3 million dollars. They have taken the requests from the departments and have made some recommendations for allocations that will be presented the next evening in Committee of the Whole for discussion. The three big issues that were not addressed were the City Hall replacement, Performing Arts Center downtown and the Hillcrest Junior High option. The City is at a point where some sense of direction must be prioritized.

The first decision is whether the City wants to be involved with the school district on Hillcrest Junior High options. The window for deciding is coming to a close.

The second priority involves the Performing Arts Center. Murray is in a process with the County, who is pressing for a commitment. They want to know if Murray will make a promise to bond for half of the money if the county gives us the other half the money. We must decide the priority and direction, because if we don't we may lose an opportunity.

As much as everyone thinks the new City Hall is the top priority, as far as timing goes it is really third. The second would be Performing Arts because of the squeeze from outside influences. As a group we need to discuss this.

Mr. Nicponski said it would be interesting for each Council person to give their priority. Personally, he would say no to Hillcrest Junior High, City Hall would be placed as number one and if there was money left, then he would put it toward performing arts center.

Mr. Shaver agreed with those positions with different reasoning. If Murray is told to do a bond for the performing arts center it is not a City choice; it must be voted upon by the public. He said that is not pressure on the City, it is not up to Murray officials. The citizens could say no. If yes, then the project could move forward if they wanted.

Ms. Wells asked if there were going to be a referendum, would he want it on City Hall first and then performing arts second.

Mr. Shaver said he believes there is a way to construct City Hall without a bond or with a limited bond. As a part of that committee he has discussed it with other committee members. If we can do this and be financially sustainable, then it would free us to do a bond for performing arts.

Mr. Hill asked if we are saying that we withdraw our application to Salt Lake County for the performing arts center. We have to let them know by the end of April if we want any money from them. If it is not a priority, he does not want to be embarrassed by continuing to court the county. That would mean we withdraw the application.

Mr. Brass took this opportunity to talk with everyone as he had circumstances that prevented him from talking with his fellow Councilmen regarding this earlier. He received an email from the Friends of the Murray Centre for the Performing Arts (FMCPA) group about their meeting that occurred last Thursday. They wanted to know where the Council stood and he took the initiative to go and speak with them because Council members had talked at length about it and he felt he could accurately represent the Council. He told them bluntly that the City does not have bonding room at this time. He said we all support a performing arts center downtown; however, we can't commit to going into that kind of debt. If we have to come up with

\$15 million it would mean a general obligation bond on top of the junior high school. He does not believe the citizens would vote for that and the City does not have room for bonding on sales tax. (Mr. Zollinger said that Mr. Matsumori confirmed that.) Mr. Brass told them the Council was disappointed in the presentation they gave because he was left with the impression that they kind of, maybe, had some people that might, if the situation was right, give some money, sort of. They now assure him that they have firm commitments for between \$4 and \$5 million making the City portion \$10 to \$11 million. He said that was interesting and if they decide to go forward, please talk with the Council. Mr. Chatterton said he would not reveal the donor's names. If you tell me you have these commitments, he will believe it, Mr. Brass explained. They honestly believe they have these firm commitments. He added that the City does not want another building that must be annually subsidized for \$800,000. Murray cannot afford that. He is concerned about the downtown because it all competes for dollars even if it is not the same market. As Mr. Hill said, a decision must be made. Mr. Hill confirmed that he is not trying to persuade anyone, but if that is the feeling, and it is what he is hearing from the Council, then he needs to tell the county not to consider Murray's application any longer. We have only two weeks to decide. Mr. Brass emphasized that we do not know our options right now.

Mayor Snarr said that timing has been difficult because of the pressure on the City to commit. Yes, we know we need a city hall and it will take several years to plan. His issue is that if someone buys into doing something downtown then we will convince people that the City is committed and wants to see it come alive and have something that will drive other developers. They will see the parking structure for multiple purposes. He sees the need for two of these options and has mixed feelings. It is a tough decision to make.

Mr. Hales stated that he has raised money his whole life and people drop out on commitments and it is hard to do it. He feels confused on which direction to go. When he hears two weeks to make a decision that is difficult.

Mr. Hill said that we have two weeks to make a decision regarding coming up with matching funds if Salt Lake County gives us money, but Murray has made this representation to them for over a year now. He feels that if we want to get out, this is a good time because he is not comfortable going forward if the City is not committed.

Mr. Hales asked Mr. Hill how he would feel if he were a constituent. Mr. Hill said that a performing arts center would do a whole lot more for the City and downtown than a new city hall or the junior high. He would rather see the City make an investment in the downtown with a performing arts center because that creates many more economic development opportunities. Granted, it will be expensive, it will not pay for itself. If Mr. Hill had to vote for one or the other, he said he would vote for a performing arts center. Mr. Nicponski said the City would ask him to pay for one or the other. He continued that we would ask citizens to pay for the performing arts on a referendum and find another way to build the city hall. If we asked the citizens to pay for a city hall we would lose.

Mr. Brass added that he knows the citizens want something downtown. Mr. Hill understands the problem because it is a ton of money and he is not trying to persuade anyone, he just feels that we cannot keep telling Salt Lake County that we want their money if we really don't want the money. Now is the time we need to tell them if we are not in a position to build it. Or we are in a position to do it. Mr. Nicponski asked where else it would go. There are others who want it, Ms. Wells said. Cottonwood Heights and Taylorsville both have applications in.

Mr. Stam mentioned a couple of points. Russ Wall of Taylorsville said they built their city center with lots of property out in front to attract retail and they received no response. Finally, they installed grass in a large portion of it. He also realizes now that next week we could have an issue in the basement and have to be out of the building. He does not think that residents know that. If they knew that, and that we would not be able to provide the services they need, they would be pretty upset. It might change how they would vote. As a resident would you vote differently if you knew the consequences. Others added that people would not believe it. Mr. Stam indicated that he would probably agree with the other Council members on priority. He does not know if it will be a complete catalyst, but he does think it will have an effect. He does not feel we are in the same situation as Taylorsville because we are on State Street. He asked if the county would really have money to do anything in the next five to six years. Mr. Hill did not have the answer to that. Mr. Nicponski commented that things change at election time.

Mr. Shaver added that his answer to continuing to court the county is yes. There are so many variables that could change, so he says stay with the project.

Chief Fondaco expressed that he really has a problem with the performing arts center and spending \$30 million, because he feels that only government can spend \$30 million for a building knowing that it will cost a million dollars a year to keep it running. Only government can do that. No private company can spend that money knowing it will operate in the red. I have trouble because you say it will cost \$800,000 a year to operate and that means it will really cost \$1.2 million. That means \$1.2 million out of the General Fund, which is where he lives in public safety. Where will the \$1 million per year come from? Others agreed that was good input.

The meeting recessed shortly.

Ms. Wells resumed with a question to confirm what she heard about the Hillcrest Junior High project. Her understanding was that the City really is not interested in investing in the construction of Hillcrest.

Ms. Wells said regarding the performing arts center that we want to call the county's bluff and continue pursuing the money to see if they award that to us. If they do give us the money, Mr. Shaver confirmed that the City is not encumbered in any way except to pay for a referendum bond election. If the citizens are willing to pay for it, then it can be done. Mr. Hill said that is the question, because he feels that this year Salt Lake County may move forward. They have already asked Murray to go to the TRACT Committee (Tourism Recreation Act) to make a presentation. Mr. Hill believes the TRACT Committee will support the Murray facility because the Salt Palace Bond is coming off. They are going to have a ton of money next year. He believes they will decide to help Murray out with this project. If you are willing as a Council to put this on the ballot for our citizens to decide, then he feels we should stay in the game. If we are not willing to put it on the ballot for our citizens, then he says, let's get out because he feels it will damage the City's reputation and his own.

Mr. Tingey feels that the City needs to be proactive in getting this bond. There has been a lot of talk about downtown investment, the City has purchased property and in a lot of ways he has wondered when Murray would go out to bond to see what the citizens really think: whether it is for a performing arts center or a city hall. He feels we need to develop that plan and decide when to go on to the election. Mr. Nicponski said that the City needs to see how the recovery will pan out. He feels we should keep it alive and we need to let them know that we are also looking at a new city hall and we need to see how it plays out internally. There are some variables and we definitely want to do this; however, it may be down the road a ways.

Mr. Brass agrees with the Chief that we cannot afford to subsidize another building. But it could be an interesting attraction downtown. Another consideration is that plumbing is not the only issue in this building. If there is an earthquake City Hall will not survive and our public safety personnel, the police department, work here. That is something that we need, as we are ill prepared in this state for an earthquake. If you lose access to the valley, how do get the things you need to help. In a disaster are the people we need to help even going to be around?

Ms. Wells hears that everyone votes for City Hall as a number one priority; and the performing arts as number two but to stay on track with the county. Mr. Zollinger said that we will not be able to afford all that as the City will need revenue sources for each of the first two priorities. He is doubtful that the citizens would vote for two general obligation bonds. Mr. Hill agreed with that knowing that we really cannot afford it. He stated that it would be a relief to him to step back saying Murray cannot afford it. Mr. Stam said that we owe it to the citizens to ask them. Mr. Hill said that Chief Fondaco made a good point in that the facility has to be maintained every year.

Mr. Shaver recalled the University of Utah class that made a presentation on the operation of a performing arts center. He said that because of his expertise in this area he noticed so many issues in their numbers that were not addressed. Everything they talked about was conjecture: if we get this many days filled - if we can use it in this way - this is the money we will make. No one has made any commitment to use it. Tim and Doug have both said, we are either in it or we are not. Mr. Shaver thinks a formal vote of the Council should be made. We do not want Mr. Hill or FMCPA to be left in a precarious situation. We need a positive affirmation to go after it or dismiss it and back out the Murray application from the county process.

Ms. Wells said we might need a follow-up discussion on this.

Mr. Brass would still vote for a city hall and FMCPA was going to have a vote on whether to continue or not. That was supposed to be Thursday and we have not heard anything.

Mr. Nicponski said that, based on Mr. Zollinger's observations, we should proceed on a city hall and then a couple of years down the road, we can always worry about the performing arts and resurrect it if we desire.

Ms. Wells thanked everyone for the discussion and will tell the school district that the City is not interested in pursuing involvement.

April 23, 2012

Philip Jordan
Salt Lake County
50 West 200 South
Salt Lake City, Utah 84101

Dear Phil,

I am writing regarding Murray City's 2011 Salt Lake County Cultural Facilities Support Program application for a regional performing arts center. In February 2012, Murray City completed a Strategic Plan. The Strategic Plan includes a 5-year Capital Improvement Plan prioritizing all capital projects, including the performing arts center. Based on limited funds, the Strategic Plan prioritized other capital projects before the performing arts center.

However, a regional performing arts center and its potential impact on redevelopment of the historic downtown remain a key strategic initiative for our City. Therefore, Murray City wishes to amend its application and requests that Salt Lake County construct, own and operate the regional performing arts center in Murray.

As discussed in the application, the City owns property at 4800 South and State Street that would be an ideal location for this project. The close proximity of I-15, I-215, TRAX, FrontRunner and future Bus Rapid Transit makes this location central and convenient. We are certain that many amateur art organizations exist within Salt Lake County who need facility space as validated in the cultural facilities master plan and would use this facility.

I welcome the opportunity to sit down and discuss options and see how this proposal could be beneficial to both Murray City and Salt Lake County. I believe that a performing arts center in Murray City will meet the County's 'Vision and Set of Principles' described in the county cultural facility master plan. Thank you for your consideration. I look forward to hearing from you.

Sincerely,

Daniel C. Snarr
Mayor

Cc: Murray City Municipal Council
David Wilde, Salt Lake County Council
Richard Snelgrove, Salt Lake County Council
Jan Wells, Chief of Staff
Doug Hill, Public Services Director
Tim Tingey, Administrative & Development Services Director
Mary Ann Kirk, Cultural Programs Manager

Mike Wagstaff, Council Executive Director
Justin Zollinger, Finance Director
Lynn Chatterton, Friends of Murray Centre for the Performing Arts
Dorothy Klc, Friends of Murray Centre for the Performing Arts