



7505 South Holden Street
Midvale, UT 84047
(801) 567-7200
www.midvalecity.org

**REDEVELOPMENT AGENCY OF MIDVALE CITY
MEETING AGENDA
January 19, 2021**

PUBLIC NOTICE IS HEREBY GIVEN that the **Redevelopment Agency of Midvale City** will hold an electronic meeting on the **19th day of January 2021** as follows:

Electronic City Council Meeting

This meeting will be an electronic meeting, without a physical location pursuant to Utah Code 52-4-207, as amended by HB 5002, Mayor Robert Hale as Chair of Midvale City Council hereby makes the determination that conducting the meeting with an anchor location presents a substantial risk to the health and safety of those who may be present at the anchor location. This determination is based upon the fact that the City is unable to ensure compliance with the guidelines and public health protocols mandated by the state's current risk phase.

As restrictions take place across the state for limiting public gatherings, the City wants to make sure everyone interested in participating in City Council Meetings can do so. The meeting will be broadcast on the following links:

You Tube:

You Tube:

https://www.youtube.com/channel/UCLDszK2kMUHuc3-bV-BBslQ?view_as=subscriber

Public Comments are read into the record by City staff during the "Public Comments" and "Public Hearings" portions of the meeting. If you would like to make a public comment, please send an email to Laura Magness at Lmagness@midvale.com.

If you would like to provide public comments, please email your comments to Lmagness@midvale.com prior to the completion of the public comments portion of the meeting. You may also submit comments if the Mayor and City Council open a specific agenda item to public comment. These comments will be read aloud in the meeting and will be part of the public record.

6:00 PM OR IMMEDIATELY FOLLOWING THE CITY COUNCIL MEETING

I. GENERAL BUSINESS

A. WELCOME AND ROLL CALL

II. PUBLIC COMMENTS

Any person wishing to comment on any item not otherwise scheduled for public hearing on the Agenda may submit their comment via email to Lmagness@midvale.com prior to the completion of this portion of the meeting. Items brought forward to the attention of the Board will be turned over to staff to provide a response outside of the Meeting.

III. PUBLIC HEARINGS

A. Consider Proposed Amendments to the FY2021 Budget of the Redevelopment Agency of Midvale City [*Cody Hill, Redevelopment Agency Manager*]

ACTION: Consider Resolution No. 2021-01RDA A Budget Appropriation Resolution of the Redeployment Agency of Midvale City, Amending The Operating Budget for the Fiscal Year Ending June 30, 2021

IV. CONSENT AGENDA

A. Consider Approval of the January 5, 2021 Minutes [*Rori Andreason, HR Director/City Recorder*]

V. DISCUSSION ITEMS

A. Discuss Main Street Art House [*Nate Rockwood, Community Development Director*]

VI. ADJOURN

In accordance with the Americans with Disabilities Act, Midvale City will make reasonable accommodations for participation in the meeting. Request assistance by contacting the City Recorder at 801-567-7207, providing at least three working day notice of the meeting. TTY 711

A copy of the foregoing agenda was provided to the news media by email and/or fax. The agenda was also posted at the following locations on the date and time as posted above: City Hall Lobby, on the City's website at www.midvalecity.org and the State Public Notice Website at <http://pmn.utah.gov>. Board Members may participate in the meeting via electronic communications. Board Members' participation via electronic communication will be broadcast and amplified so other Board Members and all other persons present in the Council Chambers will be able to hear or see the communication.

PLEASE SILENCE CELL PHONES DURING THE MEETING

DATE POSTED: JANUARY 14, 2021

**RORI L. ANDREASON, MMC
H.R. DIRECTOR/CITY RECORDER**



MIDVALE REDEVELOPMENT AGENCY SUMMARY REPORT

MEETING DATE: JANUARY 19TH, 2021

SUBJECT: Discuss and consider adopting proposed changes associated with Budget Opening #1 for Fiscal Year 2021

SUBMITTED BY: Cody Hill, RDA Manager

SUMMARY: Agency staff proposes amendments to the FY 2021 Budget for the Operations Fund, Bingham Junction RDA Fund, and the Main Street CDA Fund. These amendments cover unanticipated expenses and balances revenues and expenses through transfers between funds.

FISCAL IMPACT:

Main Street Project Area Fund – \$41,500 increase in Professional Services

- \$3,000 Canyon School District Third Party Consultant
- \$30,000 Request for Proposals for an Arts Based Demographics Study
- \$2,500 Parcel lines correction – 21-26-480-0280-000
- \$6,000 CARES ACT funded films for Main Street outreach

Main Street Project Area Fund - \$6,000 increase in transfers from General Fund

Main Street Project Area Fund – \$328,000 increase in Property Acquisition

Main Street Project Area Fund – \$290,000 decrease in Project Area Improvements

Main Street Project Area Fund – \$73,500 increase in Transfer from the Bingham Junction RDA Fund

Bingham Junction RDA Fund – \$73,500 increase in Transfer to Main Street Project Area Fund

Bingham Junction RDA Fund – \$2,250 increase in Professional Services (Trustee fees for RDA bonds)

Bingham Junction RDA Fund – \$7,558 increase in Transfer to Administration

Operations Fund - \$7,558 increase in Transfer from other RDA accts

Operations Fund - \$5,877 increase in Salaries

Operations Fund - \$1,681 increase in Benefits

STAFF RECOMMENDATION: Agency staff recommends the Agency Board approve the adjustments to the budget listed above by adopting Resolution No. 2021-01RDA

RECOMMENDED MOTION: I move that we adopt Resolution No. 2021-01RDA which adopts the proposed changes to the Fiscal Year 2021 Redevelopment Agency Budget.

ATTACHMENTS: FY 2021 Budget Report and Proposed Adjustments

MIDVALE CITY REDEVELOPMENT AGENCY - BUDGET OPENING # 1 - FY 2021				As of 11/20/2020						
Description	A/C #	YTD Amount	Budget	Remaining Budget	% of Budget		Recommended Budget Adjustment	Increase Decrease	New Budgeted Amount	New Budgeted Amounts
Fund 30: Operations Fund										
REVENUES										
Interest Revenue	30-3610-000-000	886	4,800.00	4,078	18.46%					
Miscellaneous revenue	30-3690-000-000	200	-	(200)	#DIV/0!					
CONTRIBUTIONS										
Transfer from other RDA accts	30-3880-000-000	331,890	796,537.00	531,025	41.67%		\$ 7,558	Increase	\$ 804,095	\$ 804,095
EXPENSES										
Salaries	30-4101-110-000	98,618	257,847.00	178,529	38.25%		\$ 5,877	Increase	\$ 263,724	\$ 263,724
Benefits	30-4101-130-000	70,832	146,790.00	88,799	48.25%		\$ 1,681	Increase	\$ 148,471	\$ 148,471
Car allowance	30-4101-135-000	0	-	-	#DIV/0!					
Subscriptions and memberships	30-4101-210-000	0	2,100.00	2,100	0.00%					
Education and Travel	30-4101-230-000	0	16,000.00	16,000	0.00%					
Equipment, supplies & maint	30-4101-250-000	0	10,000.00	10,000	0.00%					
I.T. equipment	30-4101-258-000	1,505	3,612.00	2,107	41.67%					
Communications/telephone	30-4101-290-000	555	1,000.00	445	55.50%					
Professional Services	30-4101-310-000	15,728	101,000.00	85,272	15.57%					
Administrative Fee	30-4101-311-000	109,578	262,988.00	153,410	41.67%					
Education	30-4101-330-000	0	-	-	#DIV/0!					
NET TOTAL RDA OPERATIONS		36,160	0	-36,160						
BINGHAM JUNCTION RDA										
REVENUES										
Property Tax Revenue	31-3110-000-000	\$ -	\$ 7,430,000	\$ (7,430,000)	0.00%					
Interest revenue	31-3610-000-000	21,118.00	150,000.00	(128,882)	14.08%					
Interest in Bonds	31-3610-100-000	-	-	-	#DIV/0!					
IRS debt subsidy	31-3620-000-000	-	-	-	#DIV/0!					
Contribution from Fund Balance	31-3890-000-000	-	-	-	#DIV/0!					
		21,118.00	7,580,000.00	(7,558,882.00)						
EXPENSES										
Professional Services	31-4102-310-000	2,250.00	-	(1,250.00)	#DIV/0!		\$ 2,250	Increase	\$ 2,250	\$ 2,250
Surrounding properites P/Y	31-4102-754-001	-	-	334,500.00	#DIV/0!					
Developer reimbursement	31-4102-760-000	-	630,000.00	(540,809.00)	0.00%					
County Storm Drain contrib	31-4102-790-001	-	-	-	#DIV/0!					
Public Art - P/Y	31-4102-790-004	-	123,400.00	123,400.00	0.00%					
Infrastructure imprvmnts - C/Y	31-4102-790-006	-	461,000.00	461,400.00	0.00%					
Infrastructure imprvmnts - P/Y	31-4102-790-009	-	224,500.00	224,500.00	0.00%					
Infill development incentives	31-4102-790-010	-	940,000.00	940,000.00	0.00%					
Debt service principal	31-4102-810-000	-	1,960,000.00	-	0.00%					
Interest on bonds	31-4102-820-000	757,342.00	1,514,685.00	77.60	50.00%					
Transfer to Administration	31-4102-910-100	331,890.00	796,537.00	215,725.03	41.67%		\$ 7,558	Increase	\$ 804,095	\$ 804,095
Transfer to Citywide Housing	31-4102-910-200	208,333.00	500,000.00	124,999.97	41.67%					
Transfer to Jordan Bluffs Proj	31-4102-910-300	46,667.00	112,000.00	18,499.97	41.67%					
Transfer to Main St Proj	31-4102-910-500	125,000.00	300,000.00	6,250.03	41.67%		73,500	Increase	373,500	373,500
		1,471,482.00	7,562,122.00	1,907,293.60						\$ 1,179,845
		(1,450,364.00)	17,878.00	(9,466,175.60)						
MAIN STREET CDA RDA										
REVENUES										
Transfer from General Fund	33-3892-000-000	0	0	0	0		\$ 6,000	Increase	\$ 6,000	\$ 6,000
Transfer From Bingham Junction Project Area	33-3880-000-000	\$ 125,000	\$ 300,000	\$ (175,000)	41.67%		73,500	Increase		



REDEVELOPMENT AGENCY MEETING

Minutes

Tuesday January 5, 2021

Council Chambers
7505 South Holden Street
Midvale, Utah 84047

CHAIR: Robert M. Hale

BOARD MEMBERS: Board Member Quinn Sperry
Board Member Dustin Gettel
Board Member Bryant Brown
Board Member Heidi Robinson
Board Member Paul Glover

STAFF: Kane Loader, City Manager; Matt Dahl, Assistant City Manager; Rori Andreason, HR Director/City Recorder; Lisa Garner, City Attorney; Kyle Maurer, Administrative Services Director; Nate Rockwood Community Development Director; Glen Kennedy, Public Works Director; Cody Hill; RDA Manager; Chief Randy Johnson, UPD; and Jake Shepherd, Network Administrator.

Chair Hale called the meeting to order at 9:15 p.m.

Chair Hale said This meeting will be an electronic meeting, without a physical location pursuant to Utah Code 52-4-207, as amended by HB 5002. I, Mayor Robert Hale, as Chair of Redevelopment Agency, hereby make the determination that conducting the meeting with an anchor location presents a substantial risk to the health and safety of those who may be present at the anchor location. This determination is based upon the fact that the City is unable to ensure compliance with the guidelines and public health protocols mandated by the state's current risk phase.

I. GENERAL BUSINESS

A. Roll Call - Board Members Dustin Gettel, Quinn Sperry, Bryant Brown, Heidi Robinson, and Paul Glover were present at roll call.

Chair Hale stated that this is the portion of the agenda that allows any person to express ideas, concerns, comments, or issues. If you would like to comment on a Public Hearing item, you will be allotted time during the Public Hearings portion of the meeting. This meeting will be an electronic meeting, without a physical location pursuant to Utah Code 52-4-207, as amended by HB 5002. I, Mayor Robert Hale, as Chair of Midvale City Council, hereby make the determination that conducting the meeting with an anchor location presents a substantial risk to the health and safety of those who may be present at the anchor location. This determination is based upon the fact that the City is unable

to ensure compliance with the guidelines and public health protocols mandated by the state's current risk phase.

Email your public comment to Laura Magness at Lmagness@midvale.com. When commenting, please:

- Limit your comments to 400 words (the equivalent of 3 minutes)
- Include your first and last name
- Include your city of residence (optional)
- Include the name of the Agenda item so City staff know when you want your public comment to be read into the record.

Public Comments are read into the record by City staff during the "Public Comments" and "Public Hearings" portions of the meeting. City staff will only read into the record the equivalent of three minutes. So, please be concise with your statements. Thank you for your input!

II. PUBLIC COMMENTS

There was no one who desired to speak.

III. CONSENT AGENDA

A. CONSIDER APPROVAL OF THE DECEMBER 8, 2020 MINUTES

B. SET DATE AND TIME [JANUARY 19, 2021 AT 7:00 P.M.] FOR A PUBLIC HEARING TO CONSIDER AMENDMENTS TO THE FY2021 BUDGET OF THE REDEVELOPMENT AGENCY OF MIDVALE CITY

MOTION: Board Member Bryant Brown MOVED to approve the consent agenda. The motion was SECONDED by Board Member Paul Glover. Chair Hale called for discussion on the motion. There being none he called for a roll call vote. The voting was as follows:

Board Member Bryant Brown	Aye
Board Member Dustin Gettel	Aye
Board Member Paul Glover	Aye
Board Member Quinn Sperry	Aye
Board Member Heidi Robinson	Aye

The motion passed unanimously.

IV. DISCUSSION ITEMS

A. DISCUSS PROPOSED FY2021 BUDGET AMENDMENTS FOR THE REDEVELOPMENT AGENCY OF MIDVALE CITY

Cody Hill said Agency staff proposes amendments to the FY 2021 Budget for the Operations Fund, Bingham Junction RDA Fund, and the Main Street CDA Fund. These amendments cover unanticipated expenses and balances revenues and expenses through transfers between funds.

FISCAL IMPACT:

Main Street Project Area Fund – \$41,500 increase in Professional Services

- \$3,000 Canyon School District Third Party Consultant
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A public hearing is scheduled for January 19, 2021 for consideration of approval of the proposed amendments.

V. ADJOURN

MOTION: Board Member Paul Glover MOVED to adjourn the meeting. Board Member Quinn Sperry SECONDED the motion. Chair Hale called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

The meeting adjourned at 9:23 p.m.

Rori L. Andreason, MMC
City Recorder

Approved this 19th day of January 2021



City Council of MIDVALE CITY Discussion Memo

MEETING DATE: January 19, 2021

SUBJECT: Discussion Main Street Art House

SUBMITTED BY: Nate Rockwood

SUMMARY:

On November 17th, 2015, Midvale City (“the City”) adopted the Main Street CDA designating the Main Street neighborhood as an area to be redeveloped and revitalized. In conjunction with the CDA and to further support the goal of redeveloping Main Street, the City adopted the Main Street Small Area Plan (“the SAP”) and the Form Based Code (“the FBC”) on December 4th, 2018 and March 3rd, 2020 respectively.

Through analyzing case studies and other nearby areas with similar development impediments, Staff believes adding more arts and culture-based developments and programs will aide in the redevelopment through placemaking. This will not just make the area more economically successful but will restore Main Street to its former status as a center of activity for residents and for individuals throughout the county.

One of the ways Staff is proposing to achieve this goal is to transform the site located at 7697 S Main Street (“the Property”) into the Main Street Art House (“Art House”). Historically the site was home to the Midvale Museum. On June 6th, 2018 the property was sold to the Redevelopment Agency of Midvale City (“the RDA”). Originally, the property was slated to be sold through the Request for Proposals (“RFP”) process. This process involved soliciting proposals from businesses and developers and choosing the one best suited for the task. However, the number of vacant properties, the potential the museum site possesses, and recent difficulties with RFPs on Main Street prompted Staff to investigate alternatives to selling the property. After considering three specific criteria: providing benefit to the community, financial sustainability, and promoting placemaking efforts on Main Street, Staff determined the Art House was a viable solution.

The Art House would operate by dividing the floorspace into different studios that would be rented to artists to create and sell their work from. The Art House would be open to the public to allow citizens to watch art being created and to purchase local art pieces. There would also be a community gallery that allows for all Midvale residents to submit their art for display and sale as well as space for community focused events and activities. The City would take a small percent from all sales as well as collect studio rent from the resident artists in order to fund the operations of the building.

As part of the preparation work for the Art House and continued redevelopment of the Main Street CRA Staff is preparing to issue an RFP intended to find a consultant who can conduct a full market and demographic study. The study will focus on three main topics:

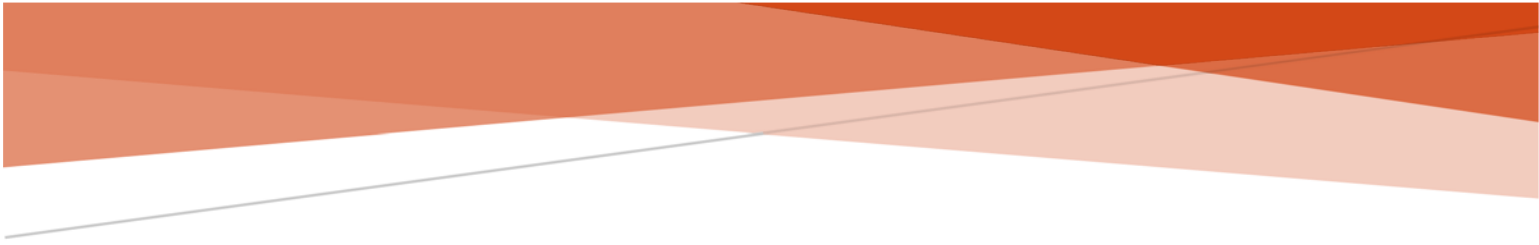
- The number and survivability of businesses in the Salt Lake Valley that revolve around the Arts, Culture, and/or unique dining experiences. The goal of this topic is to understand the market that exists in the Salt Lake Valley for such businesses.
- Demographic statistics of existing successful arts and culture centers in the Rocky Mountain Region. For this project we are looking for demographics such as household income, age,

- gender, familial status, race, and education level.
- Analysis and comparison of the demographic statistics of the Midvale Main Street Project Area and the demographic statistics of successful arts and culture centers.

The final product of the study will contain the data gathered by the consultants as well as suggestions for activating an arts and culture area and recommendations for types of businesses and mix of uses to focus on for the Main Street CRA.

ATTACHMENTS:

Main Street Art House Proposal



MAIN STREET ART HOUSE

Concept Proposal

Midvale City RDA

Contents

Midvale Main Street	2
Proposal Summary	5
RFP/Art House Comparison	6
Art in Placemaking and Redevelopment.....	6
Example: Art Center and Placemaking.....	7
Cost Analysis	10
Example: Small Town Success	11
Art and Community Benefits	13
Example: Utah Success	13
Policy Suggestions	16

Midvale Main Street

Midvale's historic downtown and Main Street were once the economic and cultural hub of Midvale City. People would travel from all over Salt Lake County to shop, dine, and experience the many features the area had to offer.

Historic Main Street



MAIN STREET, MIDVALE, UTAH
(About 1934)

Old Towne Originals 25 North Main

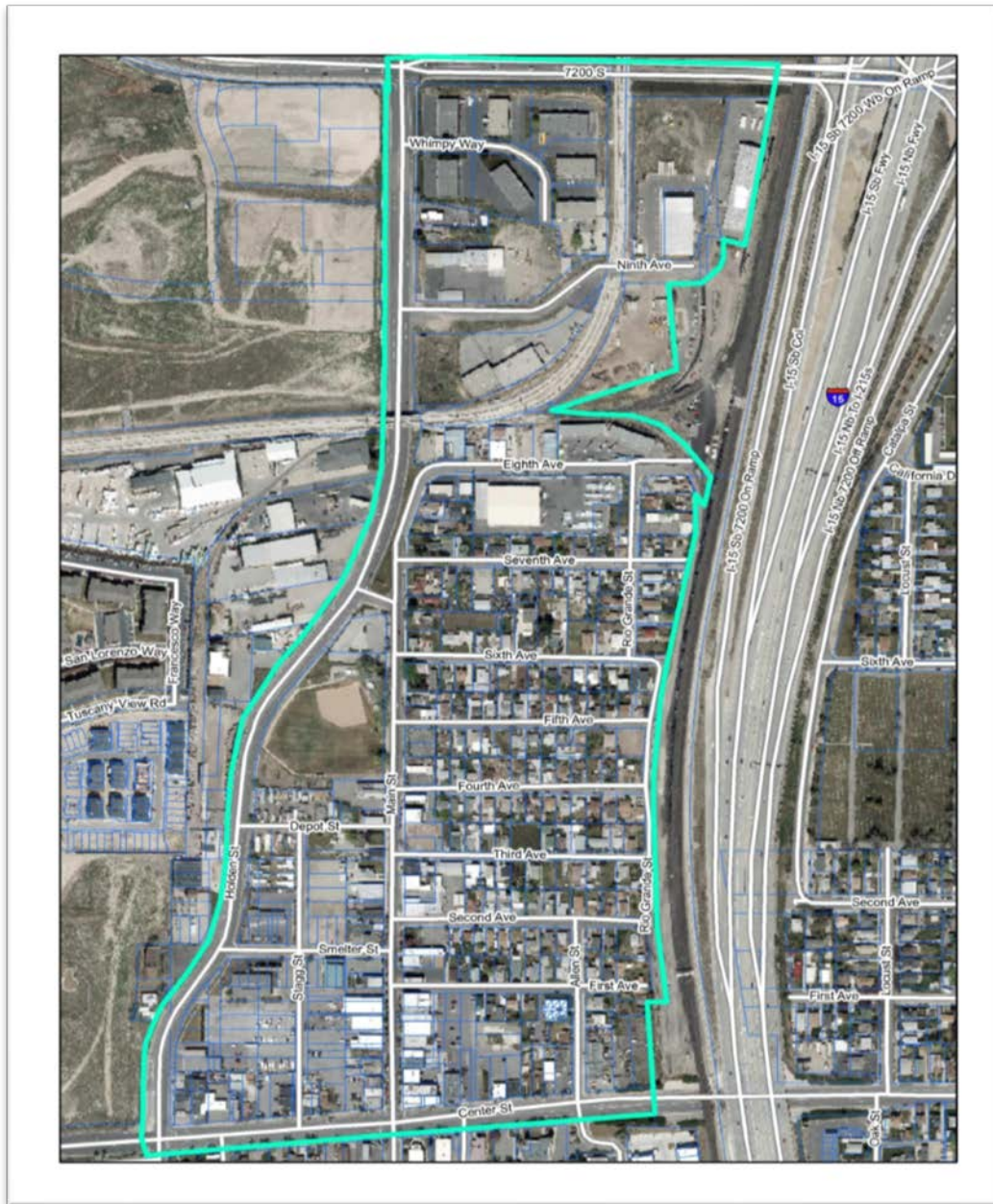
Photo Courtesy of Midvale Historical Museum 80 E. Center Street

However, after the closure of the City's smelters and the creation of I-15, Midvale's Main Street experienced a growing decline in accessibility and popularity. The street now hosts many vacant properties and properties requiring extensive rehabilitation.

As part of the extensive efforts to restore Main Street to its former greatness, the City Council and Redevelopment Agency Board of Directors approved of the Main Street CDA in November of 2015. The CDA spans roughly 16 blocks of downtown Midvale and allows the RDA to utilize the provisions outlined in State Code Title 17c to aide the process of redeveloping the area. While the project area has been created, the process of obtaining interlocal agreement with the different taxing entities is still in progress.

The project area boundaries are outlined in the following photo:

Main Street CDA Project Area

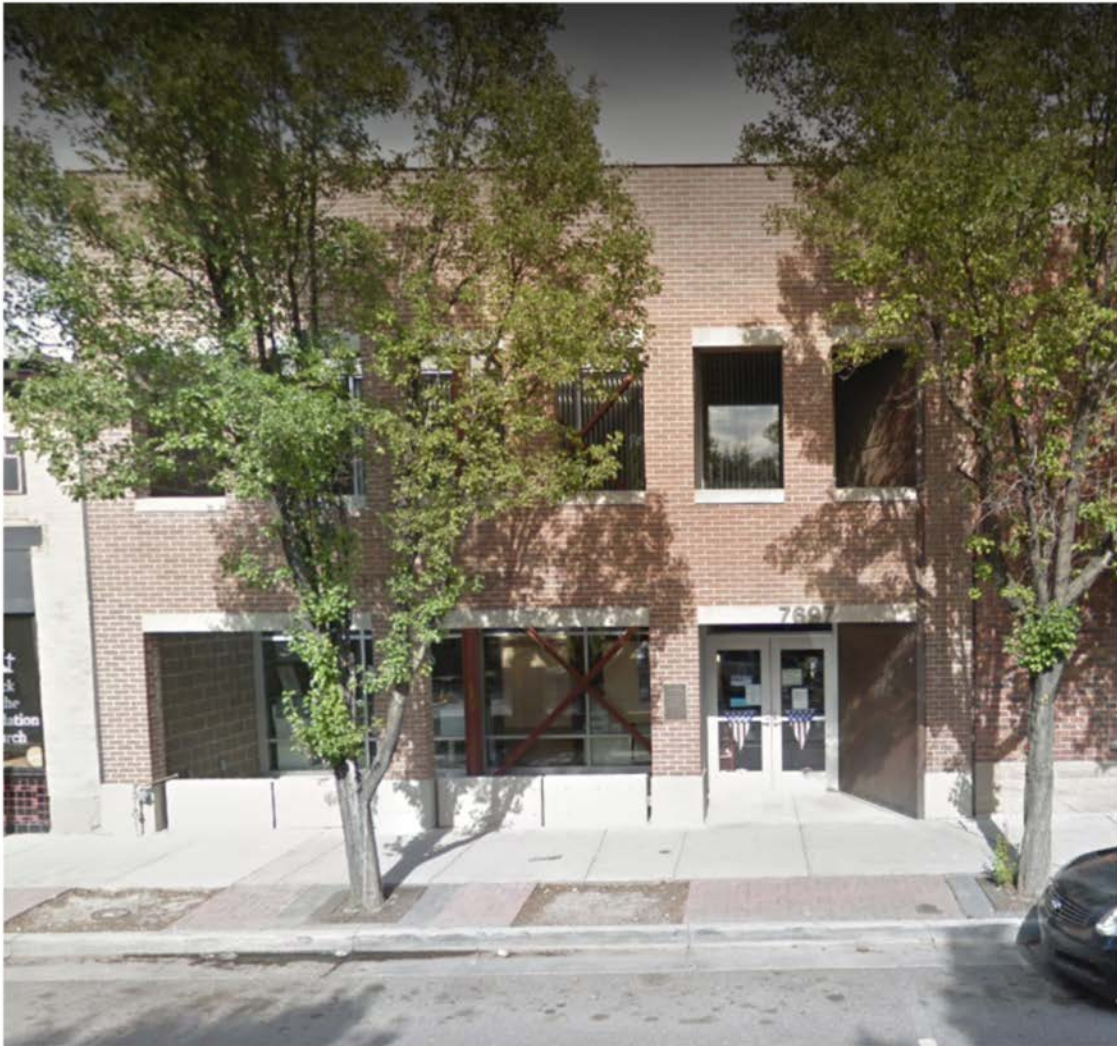


To continue the efforts that were established with the Main Street CDA, the City took its first steps towards major redevelopment by approving the Main Street Small Area Plan (the “SAP”). Approved in December of 2018, the SAP lays out a detailed plan for improving the area. This plan includes eight recommendations, highlights four goals for the CDA, six economic objectives, and a nine-point implementation plan.

One of the first victories of the SAP was completing the first recommendation for Main Street, adopting the form-based code (the “FBC”). The FBC was adopted in March of 2020. The FBC’s primary purpose is to guide development in the Main Street Area in a more reliable way than the previous zoning code.

The Main Street Art House follows the path these documents have laid out for success in the redevelopment of Main Street. It meets the CDA goal of increasing pedestrian and consumer traffic to the area, it meets the SAP goal of placing a business incubator on Main Street (NOTE: more traditional business incubators were considered for the location but were deemed less cost effective).

Midvale Museum Property



Proposal Summary

In August of 2018 the RDA purchased the former museum site from the City. Located at 7697 S Main Street, the building offers 4,791 sq. ft (.11 acres) of space and optimal Main Street frontage. After internal discussions and analysis, it has become clear that this property has a lot of potential to aide and guide the redevelopment of the Main Street Project Area.

Originally, the property was slated to be sold through the RFP process. This process involved soliciting proposals from businesses and developers and choosing the one best suited for the task. However, the number of vacant properties, the potential the museum site possesses, and recent RFP failures on Main Street prompted the RDA to investigate alternatives to selling the property.

RDA staff spent a significant amount of time looking into different uses for the property that could meet three specific criteria:

- 1) Benefit the community;
- 2) Aid Main Street in placemaking efforts; and
- 3) Be financially sustainable.

As a strategy identified in the Main Street Small Area Plan, the Agency also considered utilizing the space for a business incubator or shared workspaces. After reviewing these and options, RDA staff determined that transforming the museum into the Main Street Art House (“Art House”) would meet the three criteria.

(1) It benefits the community through providing a community gallery for all Midvale artists to submit to, and

(2) it aides the placemaking efforts for Main Street by adding more art and arts spaces to the street, and

(3) it is financially sustainable through charging rent for studio spaces and taking a percentage of sales made at the Art House.

Main Street Art House

In short, the Main Street Art House (“Art House”) would occupy the property that formerly housed the Midvale Historical Society.

The Art House would rent sections of the building to artists to use as studio space and a location to display and sell their art.

The Art House would also host a community gallery where local artists can display their artwork for viewing and for sale.

The space would also be ideal for local artists and arts organizations to host events and workshops.

The Art House would be open to the public and would encourage artists to engage with members of the community who are curious about the creation of the pieces. This engagement promotes connection to the arts in the City and will create a draw to the location and to the art itself increasing activity on Main Street and increasing potential sales of art pieces from the location.

The Art House will benefit the community, contribute to placemaking efforts on Main Street, and will be financially sustainable. RDA staff supports the creation of the Main Street Art House.

RFP/Art House Comparison

Below is a brief comparison of the major points between choosing to follow the RFP process for the Museum location or choosing to install the Main Street Art House.

RFP	Arts Center
- Requires preparation upfront with some associated costs	- Requires preparation upfront with some associated costs
- Ownership of the property will be transferred	- Ownership of the property will remain with the RDA
- Currently the approved RFP term sheet does not limit responses to businesses or developers that will contribute to placemaking	- Uses art to add to Main Street placemaking - Provides a community benefit that has demand, but that the market would not provide
- Should the developer or business not succeed there is large chance this property will add to the vacancies on Main Street	- Under RDA control the property will not be vacant. If the Art House is not successful for any reason, the property can still be used for RDA and City events, event rentals, and can be leased
- Cannot guarantee community benefit after transfer of property	- Can maintain community benefit and use

Art in Placemaking and Redevelopment

When older residents of Midvale City talk about their fond memories of Midvale Main Street (from the bank on the corner down past Vincent Drug to the Ball field) they're talking about a Main Street that had succeeded at placemaking. It was not only economically booming, but it was where people wanted to be. People traveled from across the valley to spend time on Midvale's Main Street.

RDA staff believes that to have a truly successful redevelopment of Main Street requires more than economic vitality. Filling vacant properties with tenants and providing infill development will be a huge boon to the City and the community alike, but to truly restore Main Street we must curate development that makes people want to be there.

The Congress for the New Urbanism ("CNU") provides a very succinct definition for placemaking:

The simplest definition is as follows: "Placemaking is the process of creating quality places that people want to live, work, play, and learn in."

Several organizations have made attempts to understand the link between art, placemaking, and successful communities. Unfortunately, there are an infinite number of variables that can't be accounted for in neighborhood studies. There is also some discrepancy in thought on what makes a community successful. This makes finding a definitive answer to how all the pieces work together to form a final product, elusive. However, these studies do provide conclusive data on several points that Midvale City does consider measures for success economically, socially, and in community building.

The chart below summarizes the relevant data-based findings contained within the literature used in the making of this proposal:

Study/Article	Findings
Americans for the Arts, Data Survey 2010	- \$4 Billion dollars was invested into the nation's arts and culture sector. - That sector generated roughly \$135.2 billion in economic activity. - Part of the funds went to support 4.13 million full-time jobs. - The sector generated \$22.3 billion in revenue (through taxes and fees) to local, state, and federal governments in 2010 alone.
Journal of Urban Economics, Do Art Galleries Stimulate Redevelopment	- Case Studies have shown arts-related activities to be present in the transformation of undesirable cities into trendy neighborhoods. - Simple models show a positive correlation between gallery density and rate of building transition, increase in property values, aggregate building quantity.
Policy Link, Creating Change Through Arts, Culture, and Equitable Development	- Arts and culture strengthen the connection between neighborhood identity and development, especially when they are centerpieces of projects in other sectors, such as housing, health, and transportation.
National Endowment for the Arts, The Impact of Arts on Downtown Redevelopment for a Traditional City	- Block-level redevelopment in a weak downtown market encourages art-based employment growth.

Example: Art Center and Placemaking

Las Vegas, Nevada

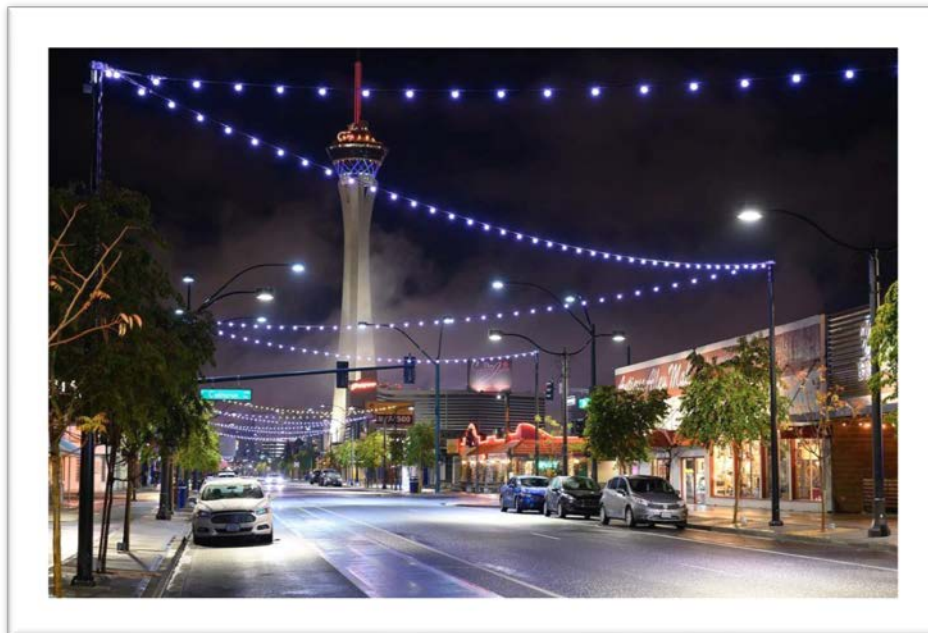
The Las Vegas Arts District is roughly 18-blocks of downtown revitalization. The area originally boomed in 1949 after the construction of a railroad underpass, the area eventually fell into decline as the city expanded into the suburbs. The recent revitalization has been led by a cultural explosion of arts-based development that has completely changed the character of the area.

Las Vegas Arts District Map



The area now houses many galleries, boutiques, and art centers in addition to the restaurants and entertainment businesses typical to the area. It has become a profitable hub from tourists looking for more from the City than the Strip has to offer.

Las Vegas Arts District



One of the prominent organizations of the arts district is DTLV Arts. Owning five separate locations in the district (The Arts Factory, Art Square, 1st & Main, Union House, and Mission Linen), DTLV Arts provides studio spaces for artists, galleries, event space, and spaces for other various creative projects.

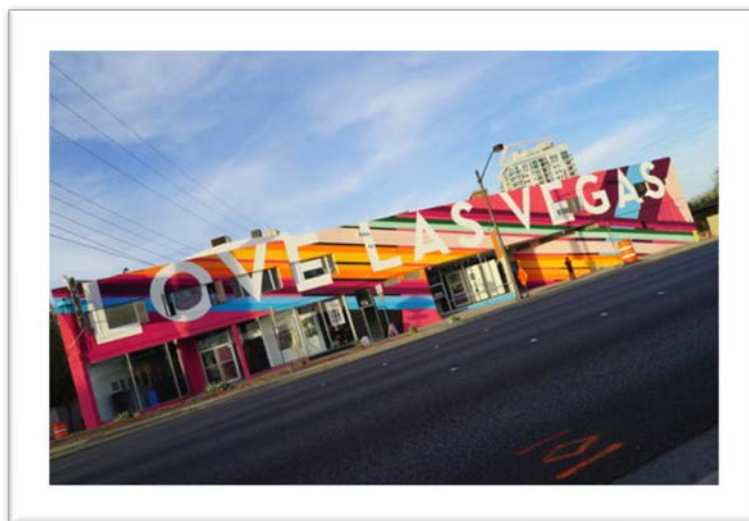
Art Square, Mission Linen



1st & Main, Union House



The Arts Factory



Cost Analysis

Below is an analysis on potential costs and revenues for the Main Street Art House. The factors considered are the standard costs of operating, the different weekly operating rates, and the number of artists leasing space at the center.

Annual Expenditures				
	40 hrs/wk	40 hrs/wk	50 hrs/wk	60 hrs/wk
Water	\$ 441.36	\$ 441.36	\$ 441.36	\$ 441.36
Gas	\$ 2,186.96	\$ 2,186.96	\$ 2,186.96	\$ 2,186.96
Sewer	\$ 324.96	\$ 324.96	\$ 324.96	\$ 324.96
Electricity	\$ 1,524.46	\$ 1,524.46	\$ 1,524.46	\$ 1,524.46
Internet	\$ 2,604.00	\$ 2,604.00	\$ 2,604.00	\$ 2,604.00
Phone	\$ 454.32	\$ 454.32	\$ 454.32	\$ 454.32
Security	\$ 1,570.78	\$ 1,570.78	\$ 1,570.78	\$ 1,570.78
Weekend Staff 1	\$ -	\$ 1,950.00	\$ 3,900.00	\$ 5,850.00
Weekend Staff 2	\$ -	\$ 1,950.00	\$ 3,900.00	\$ 5,850.00
POS	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00
Startup Costs	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00
Supplies	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00
Misc	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00
Total Costs	\$ 19,306.84	\$ 23,206.84	\$ 27,106.84	\$ 31,006.84

Minimum Monthly Rent Required for Operation Costs				
	40 hrs/wk	40 hrs/wk	50hrs/wk	60hrs/wk
Rent x 10	\$ 160.89	\$ 193.39	\$ 225.89	\$ 258.39
Rent x 12	\$ 134.08	\$ 161.16	\$ 188.24	\$ 215.33
Rent x 14	\$ 114.92	\$ 138.14	\$ 161.35	\$ 184.56

Note that the utilities costs here are based on previous expenses by the Museum. While it is likely water and sewer costs will remain relatively constant, electricity costs will likely vary from year to year based on activity at the Arts House.

The estimation of startup costs in the table below are approximate. Renovations specifically may not be necessary or may be attributed over time. More in-depth analysis of the space will be possible after the museum has been relocated and the building is empty.

Startup Costs	
POS	\$ 2,000.00
Call to Artists	\$ 500.00
Building Renovations	\$ 5,000.00
Other	\$ 500.00
Total	\$ 8,000.00

Example: Small Town Success

Butte, Montana

The Imagine Butte Resource Center (the “IBRC”) located in uptown Butte, Montana opened in 2014 during the peak of the City’s concerted efforts to diversify Butte’s economy and move it away from the short-lived booms and devastating busts of mining towns.

Art has become a staple of Butte’s new uptown Main Street identity. It dubs itself the ‘Festival City’ and hosts numerous festivals, most notably the National Folk Music Festival in 2007. The population of Butte, Montana is 34,993 and it is an excellent example of how small towns (even rural one’s) can benefit from making art a staple of its redevelopment goals. To further the comparison, Butte is also now participating in a superfund site cleanup effort.

Uptown Butte



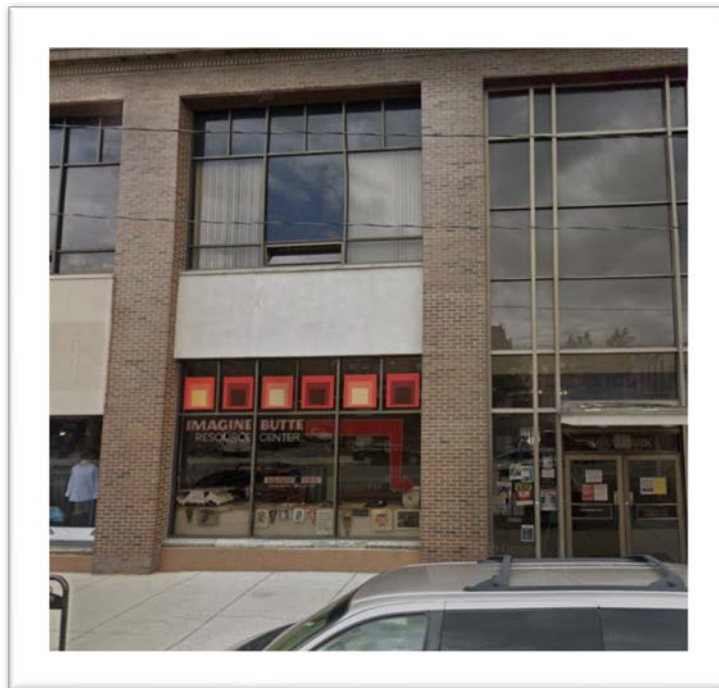
Uptown Butte during National Folk Music Festival



While the IBRC is privately owned it still offers benefits to the local community. It supports community members by maintaining a collaborative meeting grounds and providing access to a growing collection of studio resources through workshops, exhibitions and events. It also supports several creative projects and galleries and has its own artist residence program.

As we can see in the photo below, the IBRC is located in building that has frontage on a main road and is physically connected to other businesses. This location, while much older than, shares many characterizes with the museum property.

IBRC



Art and Community Benefits

While RDA staff intends to have a community gallery to display works by Midvale artists, it is important to note that Arts Centers and incubators do provide innate benefits to the communities they inhabit. These benefits can include but are not limited to:

Effects of Art Center Development on Communities

- 1) Physical Impact:
 - Decreases Blight
 - Beautification of Space
 - Animation of Vacant Property
 - Increase of Pedestrian and Automotive Traffic
- 2) Social Impact:
 - Increased arts-based programming for residents as well as formal and informal opportunities for cultural participation.
 - Availability of additional multipurpose space for use of community residents.
 - Youth Development
 - Increased Inter-Generational Interaction
- 3) Economic Impact:
 - Promotion or formation of creative clusters as a result of immigration of artists.
 - Catalyze increase in cost/value of real estate leading to revitalization.
 - Small scale increase in job opportunities.
 - Diversification of community development strategies.

The Community Gallery is intended as a space within the Art House where members of the public can submit their art for display and sale. The pieces will be reviewed by the Art House Committee and then promptly displayed within the Art House with the name and short bio of the artist prominently displayed with the piece. The prices for these pieces will be set by the artist, and the Art House will receive 20% of the proceeds which will be spent on operational costs.

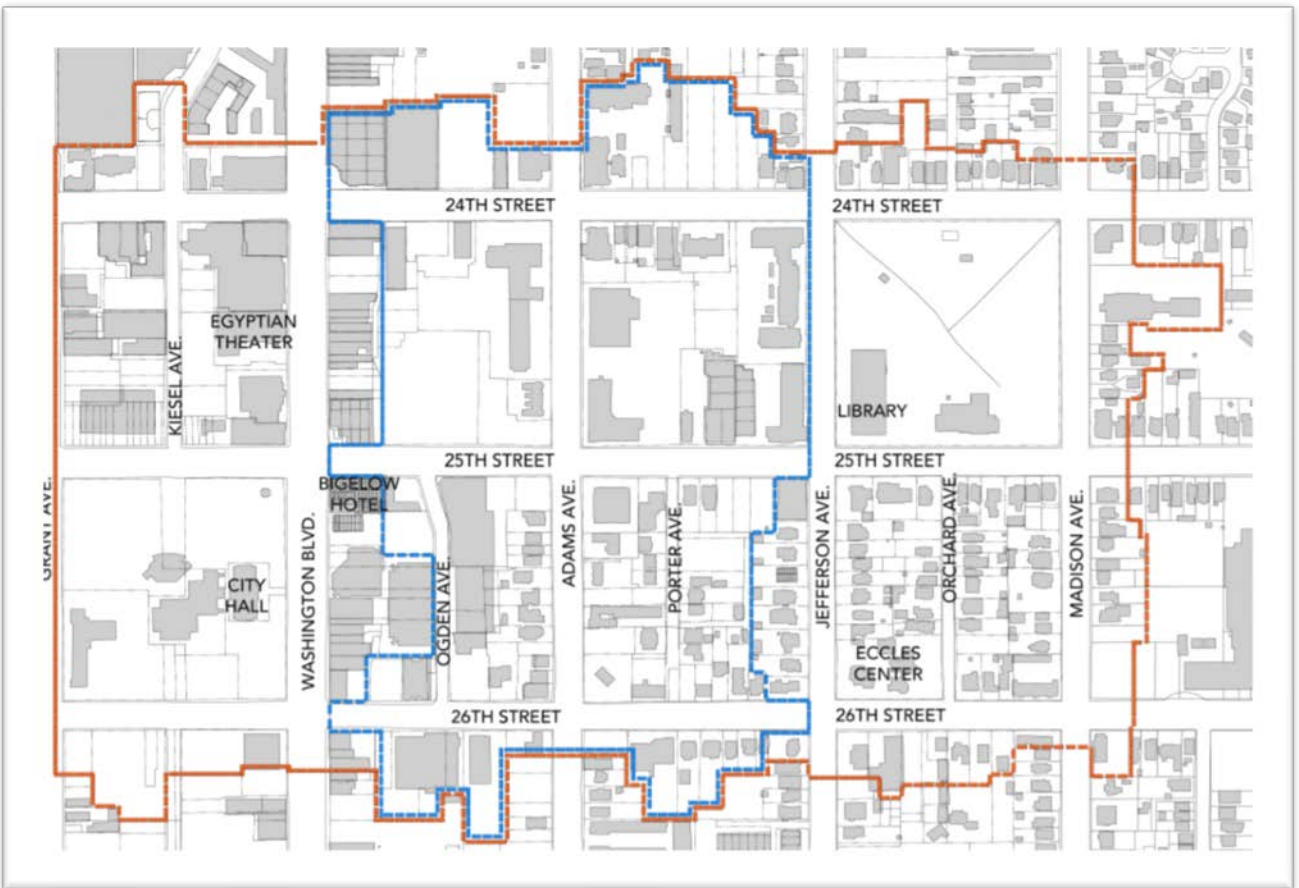
We also encourage resident artists to hold lessons and events within the center that will welcome community member participation. These can include lessons, live demonstrations, art therapy, workshops, and other presentations. Some events may have costs associated for attendance, but that will be decided on a case by case basis.

Example: Utah Success

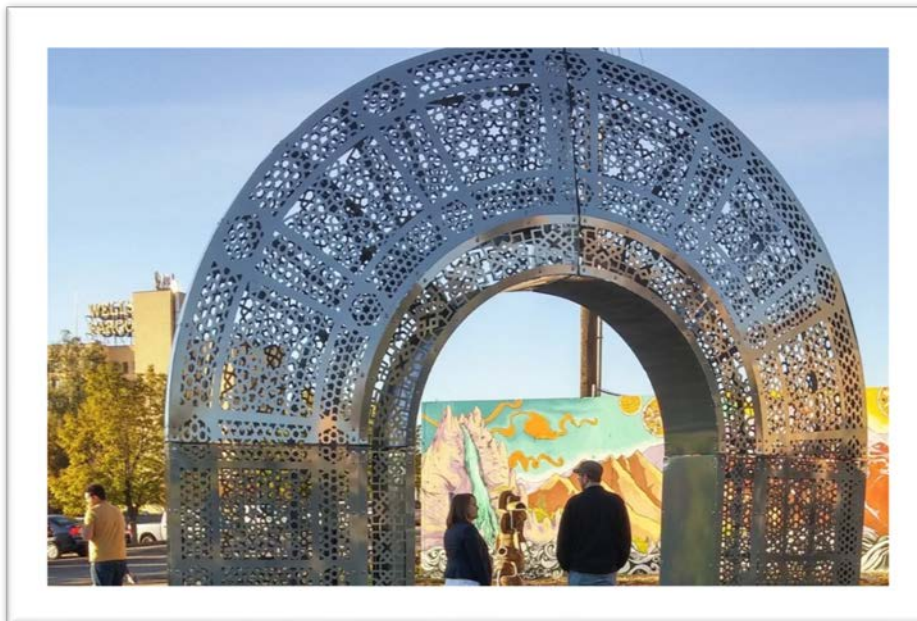
Ogden, Utah

In 2015, Ogden City received an “Our Town” grant from the National Endowment for the Arts (NEA) to use creative placemaking and engagement with the arts to revitalize the area between Downtown Ogden and the adjacent East Central residential neighborhood. This area was coined the Nine Rails Creative District.

Nine Rails Creative District Map

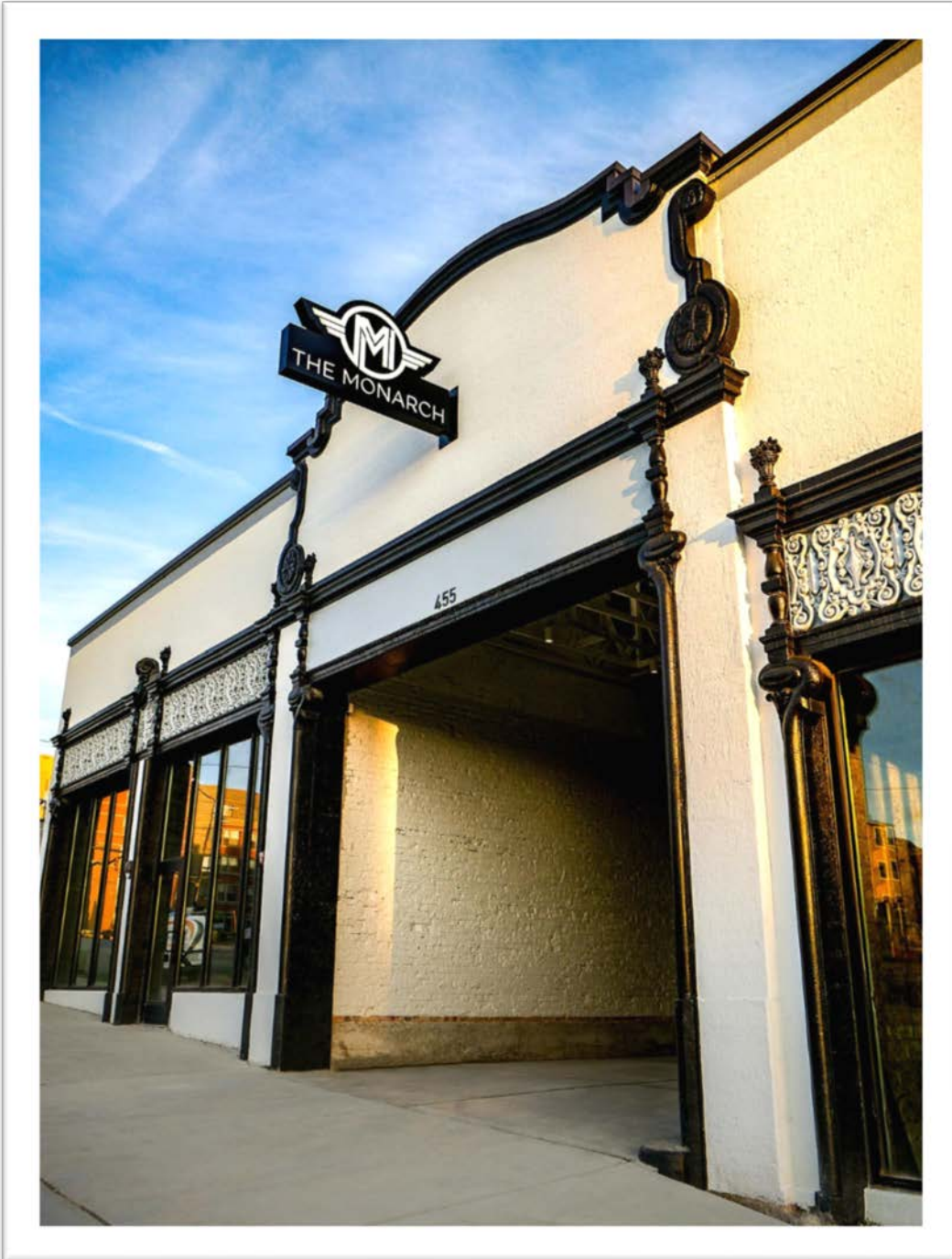


Nine Rails Creative District



During the redevelopment efforts, The Monarch opened its doors to the public. The Monarch is a creative space for artists and business owners alike. The structure is built from the bones of a 1920's industrial parking garage and it now holds studio spaces for artists to rent, dining establishments, and event center.

The Monarch



The once empty space has now become a hub of economic and social activity. This has not only benefited the privately owned Monarch but has also benefited Ogden City's citizens and government through the influx in sales and art-based community activities.

Policy Suggestions (to be further developed by the Art House Committee)

Open to the Public – In order to generate interest in art and the community, the Art House will be open to the public. Members of the public are encouraged to view the artists at work and their process of creation.

Community Gallery – Any member of the community that wishes to sell their art at the Art House can submit their work for consideration to the Community Gallery. Selections will be done by the Art House Committee. The prices for these works will be set by the artist. The Art House will receive 20% of these sales for operation costs.

Art House Committee – The Art House Committee will be populated by volunteer members of City and RDA staff, the Arts Council, and members of the community. The Art House Committee will be the selection committee for artists participation in the Center. They will also be the approval committee for art to be displayed in the Community Gallery.

Percent of Sales – Any work of art that is displayed in the Art House for sale can be sold by the Art House at a price listed by the artist. The Art House will receive 20% of each of these sales for operation costs.

Events – The Art House may be used to host artist events during operation hours. These events cannot prevent other artists from using their designated studio space. Costs for event attendance are subject to the Art House's discretion.

Lease – Each artist will pay _____ monthly for a designated studio space for the term of the lease (6 months).

Artist Hours – As a condition of the lease, each artist must commit to spending no less than 5 hours a week in their studio space.

Studio Space – Each artist will be designated a _____ x _____ space for painting, sculpting, drawing, creating digital art, spinning, weaving, and/or creating any work of art. This space will also include areas to hang or display completed works of art for sale. Available spaces will be designated.

Advertisement/Social Media – Any works of art displayed or created in the Art House may be photographed or otherwise presented for the purposes of advertising the Art House (this includes all forms of social media.)

Maintenance and Cleaning – Maintenance and supplies for maintenance of common areas will be the responsibility of Art House staff. Each studio space is the responsibility of the artist and must be kept in such a way that the space is safe for public viewing.