



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

**REDEVELOPMENT AGENCY OF MIDVALE CITY
MEETING AGENDA
February 1, 2022**

PUBLIC NOTICE IS HEREBY GIVEN that the **Redevelopment Agency of Midvale City** will hold an electronic and in-person meeting on the **1st day of February 2022** as follows:

Electronic & In-Person City Council Meeting

This meeting will be held electronically and in-person. Midvale City recommends meeting attendees follow CDC guidelines regarding masking and social distancing. **Public comments may be submitted electronically for Board consideration at www.Midvalecity.org/government/contact-us by 5:00pm on January 31st. Please indicate if you would like your comment addressed in the Redevelopment Agency meeting.**

The meeting will be broadcast on the following:

You Tube: www.MidvaleCity.org/YouTube

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 address the Redevelopment Agency of Midvale City Board at this point by stepping to the microphone and giving his or her name for the record. **Comments should be limited to not more than three (3) minutes unless additional time is authorized by the Governing Body.** Citizen groups will be asked to appoint a spokesperson. This is the time and place for any person who wishes to comment on non-hearing, non-Agenda items. Items brought forward to the attention of the Redevelopment Agency of Midvale City will be turned over to staff to provide a response outside of the Redevelopment Agency meeting.

III. CONSENT AGENDA

A. Consider Minutes of December 14, 2021 [*Rori Andreason, HR Director/City Recorder*]

IV. DISCUSSION ITEM

A. Discuss Proposed Art Conference and Mural Festival [*Cody Hill, RDA Manager*]

V. 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 27, 2022

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



REDEVELOPMENT AGENCY MEETING

Minutes

Tuesday December 14, 2021

Council Chambers
7505 South Holden Street
Midvale, Utah 84047

CHAIR: Robert M. Hale

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

STAFF: Matt Dahl, City Manager; Kyle Maurer, Assistant City Manager; Shelly Reed, Deputy Recorder; Lisa Garner, City Attorney; Glen Kennedy, Public Works Director; Chief Randy Thomas, UPD; Chief Brad Larsen, UFA; Jake Shepherd, Network Administrator.

Chair Hale called the meeting to order at 7:51 p.m.

I. GENERAL BUSINESS

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

II. PUBLIC COMMENTS

There was no one who desired to speak.

III. CONSENT AGENDA

A. CONSIDER MINUTES OF DECEMBER 7, 2021

MOTION: Board Member Paul Glover **MOVED** to approve the consent agenda. The motion was **SECONDED** by Board Member Quinn Sperry. 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. ACTION ITEMS

A. CONSIDER RESOLUTION NO. 2021-24RDA A RESOLUTION APPROVING AND ADOPTING THE MAIN STREET COMMUNITY DEVELOPMENT TAX INCREMENT INTERLOCAL COOPERATION AGREEMENT BETWEEN SALT LAKE COUNTY AND THE REDEVELOPMENT AGENCY OF MIDVALE CITY

Cody Hill thanked Mayor Hale for his service. He said it's been an honor and a privilege working with him. He said he has learned a lot from him guidance, and the Redevelopment Agency thanks him as well.

Cody Hill said the County Council met on September 28th and approved the drafting of an Interlocal Cooperation Agreement between the District and the Agency concerning participating tax increment toward the Main Street CDA. The terms for participation in the County's draft ILA similar to those included in the agreements between the other local taxing entities and the Agency:

- 75% participation for 20 years
- Trigger by March 2024
- A total tax increment collection cap of \$2,264,812, but no support for the contingency budget
- The base year taxable value is the tax year proceeding the first year of collection of tax increment. If, for example, the Agency begins collecting tax increment in March of 2024, the base year taxable value would be Tax year 2022
- The Agency must spend the tax increment within parameters specific to each budget line item (See **Exhibit C** of the Agreement).

Once the Agency and County adopt the ILA, it is published by the Agency, and a 30 day period is passed, the ILA will be executed and fully in place.

FISCAL IMPACT:

The County's contribution makes up about 15% of Main Street CDA's budget. This will amount to \$2,264,812 over 20 years.

STAFF RECOMMENDATION:

Agency staff recommended the Agency Board approve and adopt the Interlocal Cooperation Agreement between Salt Lake County for the participation of property tax increment to support the Main Street Community Development Area by adopting Resolution No. 2021-24RDA

MOTION: Board Member Dustin Gettel MOVED to Adopt Resolution No. 2021-24RDA a resolution approving and adopting the Main Street Community Development Tax Increment which enters the Agency into the Interlocal Agreement between Salt Lake County and the Redevelopment Agency of Midvale City. 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.

**B. CONSIDER RESOLUTION NO. 2021-25RDA A RESOLUTION
APPROVING THE ART HOUSE USAGE FEES FOR MMS THEATRE LLC**

Cody Hill said MMS Theatre LLC (the "Theatre") had a children's show scheduled for August 2021 with six sold out shows but had to cancel the performance due to the emergence of the COVID-19 Delta variant. The Theatre now plans to remount the show in January but is limited in rehearsal space because another show is already rehearsing. The Theatre's owner, Tammy Ross, has requested use of the Art House between 12/14/2021 and 1/16/2022 for three days a week for three hours each day and that the Art House usage fee of \$1,800 be waived.

Agency staff would like the RDA Board to consider this request for the following reason. The Agency has a goal and vision for Main Street of developing the area into an arts and culture district. Although MMS Theatre LLC is a private business, it is an arts business, an asset to the area, and supporting the Theatre aligns with the Agency's goal and vision for the area.

FISCAL IMPACT:

None. Waiving the fee will not cost the Agency anything. If the Agency denies the request, the Theatre will find an alternative elsewhere.

STAFF RECOMMENDATION:

Approve the temporary waiver of the Art House usage fee by passing Resolution No. 2021-25RDA.

Board Member Paul Glover asked about the costs to cover utilities.

Cody Hill said the RDA would pay for the utilities and it's very minimal.

MOTION: Board Member Dustin Gettel MOVED to Adopt Resolution No. 2021-25RDA and temporarily waive the Art House usage fees for MMS Theatre LLC. The motion was SECONDED by Board Member Heidi Robinson. 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.

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 8:10 p.m.

Rori L. Andreason, MMC
City Recorder

Approved this 1st day of February 2022.



REDEVELOPMENT AGENCY OF MIDVALE CITY

Meeting Date: February 1, 2022

ITEM TYPE: Discussion

SUBJECT: Proposed art conference and mural festival

SUBMITTED BY: Cody Hill, Redevelopment Agency Manager

SUMMARY: In its pursuit of supporting and enhancing the arts within the Main Street Area, the Agency is considering working with the artists from ALL CAPS Art Studio to sponsor an arts conference and a mural festival. Sponsoring these events would help the Agency achieve several goals stated within the Project Area Plan, Small Area Plan, and Project Area Budget, including placemaking, expanding public art, and developing the area into an arts and culture district.

FISCAL IMPACT: The total estimated cost of the art conference would be \$37,440 and the total estimated cost for the mural festival would be \$70,070. ALL CAPS studio plans to cover some of those costs through sponsorships. The total budget for public art for the Main Street CDA is \$1,9345,250. If the Agency were to cover the total estimated cost for both events, it would only use 5.5% of the CDA's budget for public art.

STAFF'S RECOMMENDATION:

The Agency staff recommend supporting and sponsoring an art conference and mural festival within the Main Street Area. No Board action is required.

Attachments: Midvale Art Conference and Mural Festival Doc prepared by ALL CAPS

Attachment: Midvale Art Conference and Mural Festival

Midvale Art Conference and Mural Festival

ALL CAPS

January 2022

Contents

What is an Art Conference and What is a Mural Festival?	Page 3
Midvale Main Street Arts District.	Page 4
Proposal Summary	Page 5
Benefits of Art Conference	Page 6
Studies and Conclusions	Page 7
Examples of Art Conference	Page 8
Cost Analysis for Conference	Page 9
Examples of Mural Festivals	Page10
Cost Analysis for Mural Festivals	Page13
Cost Analysis for Both	Page14
Implementation of Plan and Policies.	Page15

“Main Street can and should support more arts-based events that connect to arts facilities along Main Street, starting with existing events like Cinco de Mayo and then adding programs like an arts parade and various multicultural days and special events” -Midvale Downtown Arts District Market Study



About us



We (Brigham and Aelias) have been working together for several years and started an art gallery early last year in Midvale. Between the two of us, we have installed 20+ works of public art, worked with cities and small businesses in and out of Utah, and held a series of successful vendor markets, street fairs as they became known. They had over 20 vendors and were very successful financially. Stimulating the businesses around us, and for the vendors as well. The gallery itself has built a regular community that meets every week, several large group shows, and hosted up to 30 artists covering a wide array of art subjects and mediums. We teach art classes and have done several projects working with schools in our area. Including painting murals and doing a “shadow the pros” events.

What is an Art Conference and Mural Festival?

One of the first steps of that committee should be to establish ways and means to attract and support more events, festivals and parades in the district area- Midvale Downtown Arts District Market Study

The Midvale art conference is a one-day event where influential creators will speak and teach the attendees career changing advice. It will be held in the Midvale Performing Arts Theater and be similar to a TED Talk or summit event.



A mural festival is a multi-day event that invites artists from all over to paint the walls of designated areas in a city. It concludes on a final day where the community and the artists can come together for a fun outdoor event.



Midvale Main Street Arts District



In August of 2021, Cody Hill of the RDA reached out to us in an effort to bring the arts to Midvale Main Street and create art for the Halloween and Holiday events. Our job was to create “Mural Cubes”, an 8’ x 8’ wooden box that can have four unique murals on each side, and one 4’ x 4’ chalk cube, and the painting and design for a “gingerbread” cube.



Proposal Summary

In 2018, the RDA, SAP and CDA, proposed a plan to develop Midvale Main Street into an arts district with the goal of:

“Increasing pedestrian and consumer traffic to the area” -Main Street Art House, 2020

We have received a strong response after sending out feelers concerning a hypothetical art conference and mural festival. We are confident that not only will the events be successful in helping the community, but that they will also establish strong placemaking for Midvale.

“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, plan, and learn in.”

This conference brings the opportunity for artists all over Utah, and attendees outside of the state to come and learn from an event that is completely unique. This will be the only conference in Utah where you could get an opportunity to network, dream up your future, and explore a newly developing arts district.

We believe that an art conference that leads into a mural festival checks the boxes of several goals that the RDA has put forth for the City of Midvale and the establishment of an arts district.

- 1) Benefit the community;
- 2) Aid Main Street in placemaking efforts;
- 3) Be financially sustainable; and
- 4) Increasing pedestrian and consumer traffic

We would solve these issues by:

1. Inviting speakers that may have an interest in coming to paint a mural in Midvale, when they previously might not have known about the City or the event. Artists from all over Utah will be coming to the conference and learning about Midvale’s arts district.
2. A conference is a meaningful way to have people learn. With opportunities to network and make new friends, the attending artists will remember Midvale and the conference. This provides a means for Midvale City to be more cognizant and relevant in artists’ minds which will lead to an increase in responses when the City/RDA post Calls for Artists and could attract artists to Main Street to establish businesses.
3. Having a large influx of pedestrians and consumers from both the conference and festival will benefit the community financially. And a portion of ticket sales will be donated to the city in an effort to fund the arts. We know a developer who is interested in the area but would like to see an increase in development in area and foot traffic.

All Caps and Midvale Art Conference

At a glance:

The art conference and mural festival are captivating ideas that will have greater reach and interest from creative people in Utah and neighboring states than smaller less involved events.

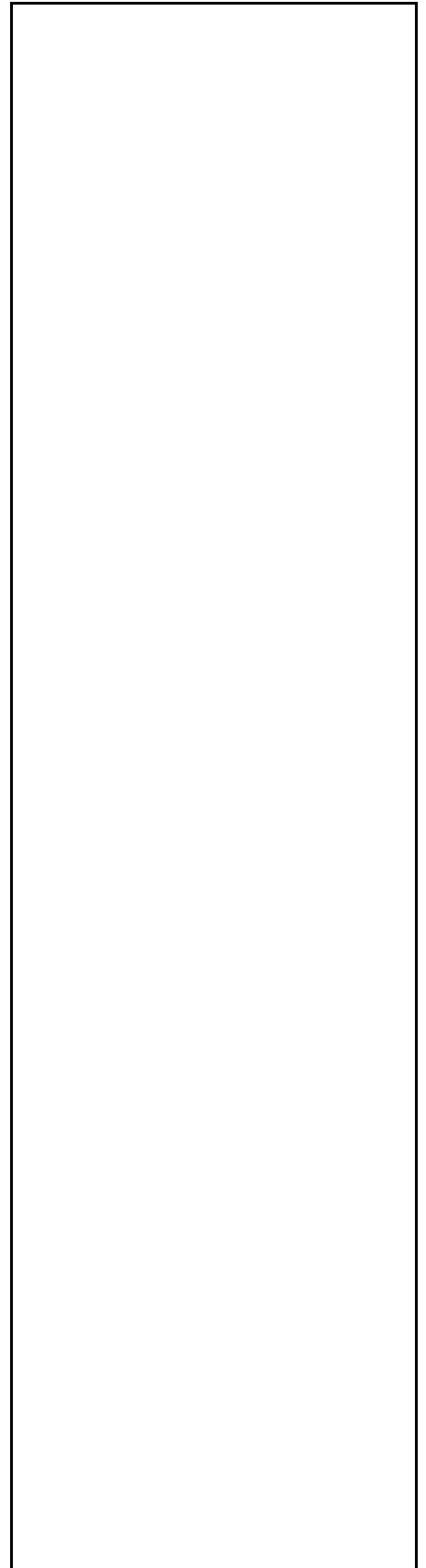
A conference and mural festival will have local artists come to the conference, to learn about and populate the art house. And increase pedestrian traffic by beautifying the surrounding area with murals.

Areas with a variety of tightly packed murals become a popular place to visit and take pictures. They are also synonymous with areas that are safe and have good food and culture surrounding them.

The Conference leading into the mural festival would spark public excitement and interest in the developing arts district.

A portion of ticket sales will go towards Midvale’s art education funds.

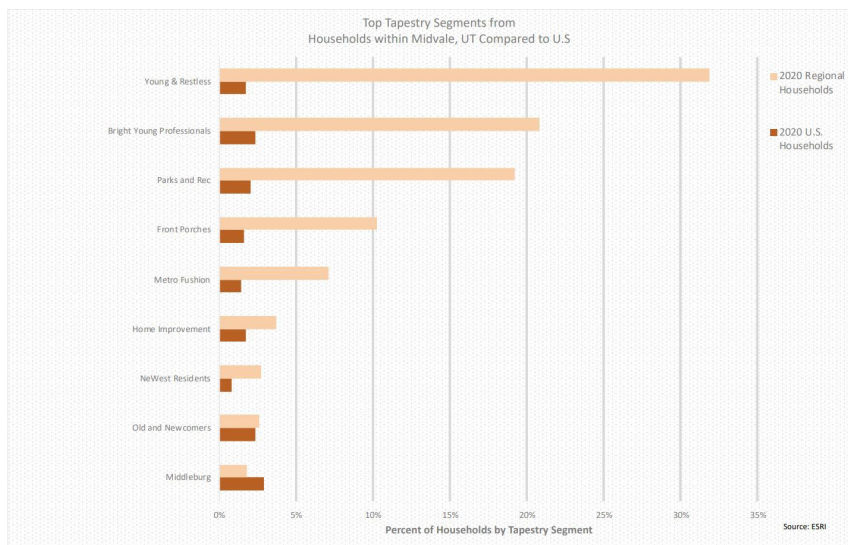
4. Inviting world class artists to do something outside their regular workflow yields a higher chance of them coming and will excite many of their fans and followers to be a part of the arts district.



Benefits of Art Conference and Mural Festival

“The question for City of Midvale leadership is how and to what degree they should drive the development of an arts district along Main Street. Fundamentally, we see this as a competitive opportunity for the City of Midvale to establish something special and distinctive within the larger metropolitan region where they will attract new residents and businesses to the community” - Midvale Downtown Arts District Market Study

An art conference and mural festival are among the most exciting and effective ways to start an arts district. Bringing highly motivated and excited individuals to Main Street, by hosting events that engage the community and serve your core demographics. An art conference and mural festival. Will be a powerful combination to bring business and potential new residents to the budding district.



Serving your core Demographic

Midvale’s largest demographic is the “Young and Restless”. 35-year-olds who are finishing their education and looking for ways to start their career. Many professional artists come from this demographic. Millennials entering the workforce who are looking for their “passion” many of them would be interested in an event where they could learn how to become a full-time artist.

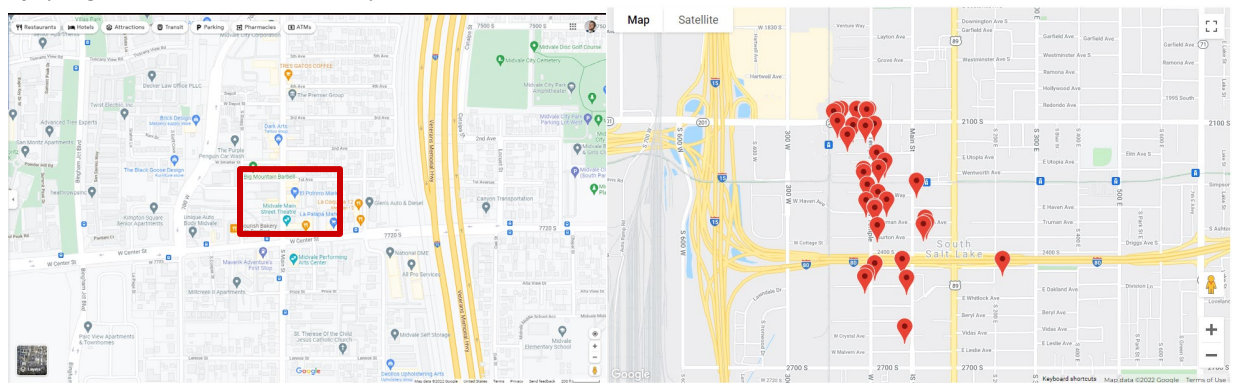
A mural festival and subsequent wall art are thoroughly enjoyed by the public and can have great return on investment for a city or district. Area’s full of murals indicate to those visiting that these places are

safe, modern, and fun. Pedestrians expect a lively atmosphere, full of activity, and recreation. Tourists will go out of their way to come visit and experience the local food, businesses, and arts.

The example of Boise Idaho in the Midvale Downtown Arts District Study. Has the graffiti alley, which has become a hotspot for visitors and artists alike, from states over, to come visit and work. When talked about, the murals in Boise come up before any other part of the district is mentioned.



Salt Lake City's mural festival and locations are a good example of having murals but not the proper infrastructure to accommodate visitors. The bulk of the murals are located in the South Salt Lakes industrial district and many of the murals are spread out and there are few accommodating recreational places to visit alongside the murals. Midvale Main Street is perfect for on foot pedestrians to walk around enjoying the murals on their way to the businesses of the street.



Midvale and Salt lake comparison

Studies for Midvale Arts District

Study/Article	Findings
Midvale Downtown Arts District Market Study	-Study concluded that Midvale “can and should consider the development of an arts district” -Midvale could achieve significant returns on only moderate investments -Midvale and surrounding area are going to grow significantly in the next three years -One of the first steps of that committee should be to establish ways and means to attract and support more events, festivals and parades in the district area.
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
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

Examples of Art Conference and Mural Festivals and Their Impact.

NOT REAL ART



NOT REAL ART is a conference put on in Los Angeles California, featuring some of the scene's most influential artists and business people talking about important aspects of art like licensing, contracts, etc. Aelias personally attended this event in 2019, and it changed his life. He took the leap to become a full time artist and is a major inspiration for the conference in Midvale.

Mural Festival Examples:

Salt Lake City

South Salt Lake's Creative Industries Zone is home to the largest collection of street art in Utah. Dozens of artists from Utah and across the country have left their mark on the funky and post-industrial buildings in the area. Inside these buildings, you'll find local innovators, artists, makers and those who celebrate their unique neighborhood. -TheMuralFest.com

Each year, this open-air gallery grows as new artists are selected to bring unique creations to the area.



MURAL FEST 2021 ARTIST MEET & GREET MAP

Artist	Location
1. George Baker	South Salt Lake City (10 W 200 S)
2. Boots Art Collective	100 W 200 S
3. Emily Ding	100 W 200 S
4. Bill Louis	100 W 200 S
5. HEMED & HOKZYN	100 W 200 S
6. Joseph Toney	100 W 200 S
7. Traci O'Very Covey	100 W 200 S
8. Miles Toland	100 W 200 S
9. Brooklyn Ottens & Matt Morrison	100 W 200 S
10. Hayley Barry	100 W 200 S

Photos: South Salt Lake gains several new murals, which bring art 'to the street level'

Artists from this year's Mural Fest share how street art is transforming the city.

By The Salt Lake Tribune | May 19, 2021, 6:30 a.m. | Updated: 9:30 a.m.

(credit mural fest instagram)

Paint Memphis 2021

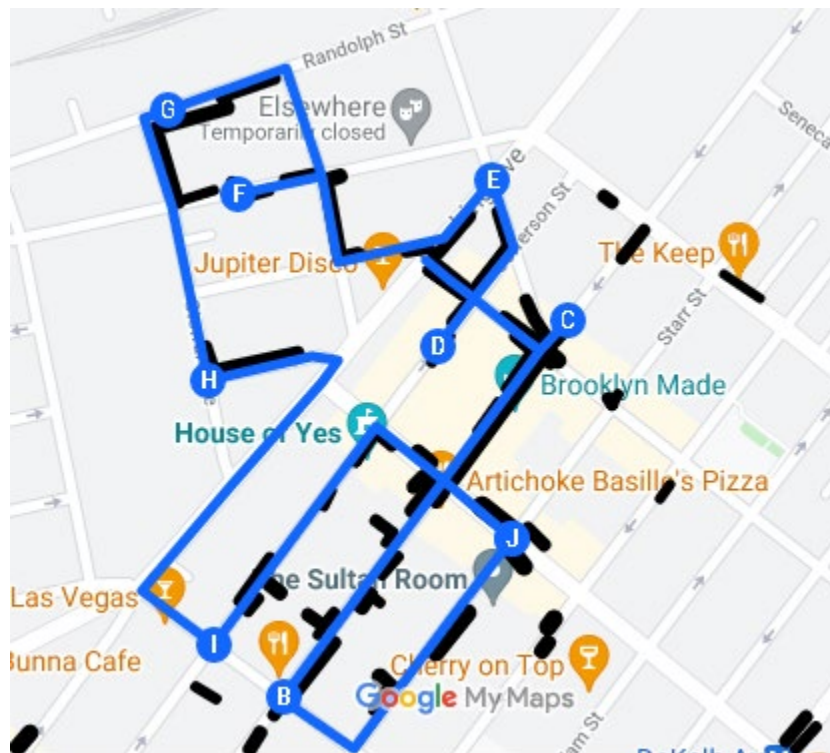
Located in the heart of Memphis Tennessee, this mural festival is very open and community driven. Hundreds of artists from all over the country come to paint large sections of the city. We got the chance to participate in the event, experience the local culture, and see how a mural festival is run as participants.



(credit memphis facebook)

Bushwick

In the 70s/80s Bushwick was murder capitol of the world. But through their mural program, it became one of the most popular mural districts in the world. There are tour guides, boutique shops, and restaurants all over. The area features most of the world's most famous street artists. Bushwick is a prime example of what bringing the arts to a community can do.



(Bushwick Mural Map)

Cost analysis

Art Conference

Conference Speakers (flights, hotels, speaking fees, etc.)	\$15,000.00
Camera Crew/ Audio Tech /Content and Media Coverage	\$6,800.00
Marketing (paid social media post, physical signage etc.)	\$2,000.00
Resource Bag Items (General Admission)	\$3,000.00
Resource Bag Items (VIP)	\$1,000.00
Catered Lunch for Staff / VIP	\$500.00
Misc expenses	\$500.00
30% Committee Organization Fee	\$8,640.00
	\$37,440.00

Mural Festival

Smaller walls - \$800 (7)	\$5,600.00
Medium walls - \$3,500 (6)	\$21,000.00
Large Wall - \$5,000 (1)	\$5,000.00
Artist Alley walls - \$2,000 (8)	\$16,000.00
Buff/cover paint 5Gal primer \$80 (20)	\$1,600.00
Lifts and Ladders	\$800.00
Marketing and Promotion	\$400.00
Video / Film	\$2,000.00
Street Fair Vendor Organization	\$500.00
Live Music	\$1,000.00
30% Committee Organization Fee	\$16,170.00
	\$70,070.00

Art Conference and Mural Fest Totals

Art Conference Total budget	\$37,400.00
Mural Festival total Budget	\$70,070.00
	\$107,470

- The conference will have 12 speakers, 6 from out of state and 6 that are local. We want to give the audience a variety of inspiring speakers (all of them are famous in the art world)
- Each artists will have their rooms and stay covered, as well as a stipend of 500 dollars for speaking
- Conference will happen at Midvale Performing Arts Theater
- Will take place for one day on April 30th and will last all day
- Lunch will be provided to speakers and VIPs
- General admission will be encouraged to go buy locally from either the taco cart or potentially food trucks or sponsors.
- Money will be provided by sponsors and city
- Have a team of volunteers and workers who will help with the conference.
- 115 general admission, 25 VIP tickets 38 Other (speakers, staff, etc.) 178 max capacity for the building
- The whole conference will be recorded for online and VIP and made available to general admission
- Most advertising will happen online through Facebook and Instagram and promotion from the speakers
- Mural festival will be advertised at conference
- First Annual conference followed by, Weekly Classes, Monthly events, And quarterly mini conferences in art house
- Will give percentage of ticket sales to Midvale's art education fund, or high schools in Midvale district's art education fund.