



Midway

PLANNING COMMISSION MEETING STAFF REPORT

DATE OF MEETING: May 10, 2022

NAME OF APPLICANT: Midway City

AGENDA ITEM: Code Text Amendment of Section 16.5.2, 16.13.10, and 12.11.020

ITEM: 2

Stuart Waldrip, representative for the Midway Arts Center Foundation, is proposing an amendment to section 16.5.2: Permitted and Conditional Uses (Commercial C-2 and C-3 Zones) to add indoor performing arts centers as a conditional use in the C-2 zone. He is also proposing an amendment to section 16.13.10: Maximum Height Provisions for all Buildings, and section 12.11.020: Exceptions, to include indoor performing arts centers in the list of structures that are allowed to exceed stated height requirements.

BACKGROUND:

The applicant, representing the Midway Arts Center Foundation, is proposing two general amendments to the Midway municipal code. One amendment to title 16, would add indoor performing arts centers as a conditional use in the C-2 zone, the other amendments would adjust similar sections in 16.13.10 and 12.11.020 that provide exceptions to the maximum height requirements for specific types of buildings. These adjustments are being requested by the Midway Arts Center Foundation as they hope to propose an indoor performing arts center (not to exceed 50,000SF per the proposed code text amendment) at approximately 330 East Main Street. The 1.6-acre site where they are proposing the facility is zoned C-2, which currently does not allow for the proposed use. It is important to note that the proposed amendment would allow performing arts centers in all of the C-2 zone, not only the aforementioned site of which, in this report, is included site specific information. Additionally, the structure that is being proposed would protrude above the allowable height limits for the structure. The C-2 zone has a 35' height limit for all structures which is measured as the vertical distance from natural

Economic Goals and Guidelines

Guideline 3: Pursue arts, activities, recreation opportunities, and land uses that will create an experience to attract tourists.

Regarding the proposed amendment to the height restriction provisions that would allow a performing arts center to exceed the current height limitation of 35' for the roof and 52.5' for any allowed architectural element, support from the General Plan is more difficult to identify. One possible section that would support the proposed amendment is found in the Main Street section of the General Plan which states the following:

Main Street Element page 61:

Design – Using proper design standards such as setbacks, storefronts size and placement will improve the overall appearance and walkability.

The proposed structure is larger than most structures that are currently located along Main Street and without an amendment to the height restriction, the design for a performing arts center without the added architectural element of a clock tower might not have a good proportional design.

The other side of the issue to consider is viewshed. If the structure is allowed a greater height than the current code allows there will be an impact to the surrounding neighboring properties and from Main Street for pedestrians and from vehicles. In this case, a better architectural design and proportions will lead to the loss of views from the surrounding area.

Elements of the Community Vision:

Effective planning through clustering, setbacks, Transfer Development Rights and animal/agriculture ordinances will help Midway to preserve its view corridors, maintain open spaces and reinforce a country/rural feeling.

Midway's historical preservation Master Plan will identify the specific structures the City would like to preserve/restore, the view corridors it would like to preserve and the elements of the pioneer heritage it would like to maintain.

As mentioned earlier, a code text amendment is a legislative action and therefore, the City Council has broad discretion. The City Council may consider all issues when considering the proposal. Other items the City Council may want to consider include traffic impact, parking, economic and tourism impact, visual impact, site feasibility, project feasibility, and long-term feasibility.

Traffic Impact – Staff requested a traffic impact analysis (see attached) which was submitted with the application. Based on only one theater being used at a time, the maximum number of patrons is 450 which would generate 180 trips. The model assumes

for facility upkeep and to lower rental costs for local arts groups.

POSSIBLE FINDINGS:

- The proposed amendments, if approved, are not limited to the applicant's proposed site but would be a possibility for the entire C-2 zone
- The proposed amendments are a legislative action, and the City Council has broad discretion on whether to approve the amendments
- Promotes the goals and objectives of the General Plan which includes encouraging all types of visual and performing arts
- Could help generate economic activity for other Midway businesses and will help expand the tax base for Midway
- If the height limit is expanded for a performing arts center, views from surrounding properties will be impacted
- A traffic study has been submitted
- A geotechnical report has not been submitted

ALTERNATIVE ACTIONS:

1. Recommendation of Approval. This action can be taken if the Planning Commission finds that the proposed language is an acceptable amendment to the City's Municipal Code.
 - a. Accept staff report
 - b. List accepted findings
2. Continuance. This action can be taken if the Planning Commission would like to continue exploring potential options for the amendment.
 - a. Accept staff report
 - b. List accepted findings
 - c. Reasons for continuance
 - i. Unresolved issues that must be addressed
 - d. Date when the item will be heard again
3. Recommendation of Denial. This action can be taken if the Planning Commission finds that the proposed amendment is not an acceptable revision to the City's Municipal Code.

ATTACHMENT 1

PROPOSED CODE LANGUAGE AMENDMENTS

Proposed changes in bold red text

1. USES IN THE C-2 AND C-3 ZONES

To be Added to Section 16.5.2 - Permitted and Conditional Uses:

USES	C-2	C-3
Indoor Performing Arts Centers (up to 50,000 sq. ft.) with largest audience venue up to 500 seats, primarily for live performances	C	N

2. SUPPLEMENTARY REQUIREMENTS IN ZONES

Section 16.13.10 Maximum Height Provisions for all Buildings

The height of any building shall not exceed 35 feet. The total height shall be measured as the vertical distance from the natural grade, as defined in this Title, to the highest point of a roof. To allow for unusual conditions or appurtenances the following exceptions apply:

A. Antennas, chimneys, flues, vents, or similar structures may extend up to 5 feet above the specified maximum height limit.

B. Water towers and mechanical equipment may extend up to 5 feet above the specified maximum height limit.

C. Church spires, bell towers, finials, and like architectural features as well as flag poles, may extend above the specified maximum height limit by up to 50 percent of the height limit (52 feet 6 inches for a 35-foot building), but shall not contain any habitable spaces above the maximum height.

D. The height of buildings in Resort Zones may exceed 35 feet if all the requirements of the Recreational Resort Chapter of this Title are satisfied.

E. Public buildings, **indoor performing arts centers**, and churches may be erected to any height provided the building is set back from required building setback lines a distance of at least 1 foot for each additional foot of building height above the maximum height permitted.

F. Special height requirements for some buildings on benches and slopes greater than 10 percent are imposed by the Sensitive Lands Chapter of this Title. These restrictions on building height shall be applied where applicable.

3. BUILDING CODE PROVISIONS

Section 12.11.020 Exceptions

To allow for unusual conditions or appurtenances, the following exceptions shall apply:

A. Antennas, chimneys, flues, vents, or similar structures may extend up to five feet above the specified minimum height limit.

B. Water towers and mechanical equipment may extend up to five feet above the specified maximum height limit.

C. Church spires, bell towers, finials and turrets, as well as flag poles, may extend above the specified maximum height limit by up to 50 percent of the height limit, but shall not contain any habitable spaces above the maximum height.

D. Public buildings, **indoor performing arts centers**, and churches may be erected to any height provided the building is set back from the required building setback lines a distance of at least one foot for each additional foot of building height above the maximum height permitted.

EXECUTIVE SUMMARY

• History

The pioneers and their leaders greatly prized cultural and performing arts. From Lethe Tatge to Midway's Social Hall (now the Cannery), to the lovely classical architecture of the early buildings, the history of Midway is intertwined with cultural and performing arts.

"Theaters" were historically a conditional use in the commercial zones of Midway. Only very recently was that use inadvertently deleted in a failed restructuring of the commercial zones. The MAC cannot go forward as planned without restoring a concise, targeted conditional use for this type of indoor performing arts center, as proposed.

The Mayor, with concurrence from all 5 Council members, has recently written a letter of support for the general concept of a performing arts center in our city. It is attached for ease of reference.

• Reason 1 for the Changes - C-2 Zone Use

Midway's General Plan has always encouraged preservation of culture, history, and family-friendly activities, such as those that will be a part of the MAC.

General Plan, Community Vision, Goal 3:

"Guideline 1: Provide recreational and cultural opportunities that would be of interest to the full range of age groups."

"Guideline 4: Encourage all types of visual and performing arts."

The MAC, with its family-oriented and broad programs for youth and adults in the performing arts, together with displays of visual arts, will go a long way toward accomplishment of this goal.

General Plan, Main Street:

"[A]n attractive location for tourism tied to Midway being a meeting place and staging area for festivals, special events, celebrations and a variety of community

activities which will indeed produce a vibrant healthy community centerpiece. Midway's Swiss theme and architectural design standards are prominent and important elements of Main Street."

"well suited for the Main Street core area: . . . Entertainment and cultural venues"

General Plan, Economic Goals

"Guideline 3: Pursue arts, activities, recreation opportunities and land uses that will create an experience to attract tourists"

....
"Guideline 12: Promote events in the City to attract tourism"

The elegant design of the MAC honors and preserves the historic architectural theme of Midway. It will attract thousands of cultural tourists, who will contribute substantially to the success of local businesses and produce much-needed sales tax revenues. It fits nicely in the surrounding commercial neighborhood. The MAC is a perfect example of a use that was contemplated by the framers of the General Plan.

• REASON 2 FOR THE CHANGES - Architectural Feature

Current Height Limitation Scheme

Occupied space is strictly limited to 35 feet. Architectural features may generally extend another 17.5 feet, but may not be occupied. Public buildings and churches may extend those limitations another 1 foot for every foot of set-back beyond the minimum.

Proposed Addition of Performing Arts Centers

The Swiss-inspired tower of the MAC, as proposed, extends beyond the 17.5-foot limitation. However, like a church or public building, to which it is very similar, the tower looks elegant and appropriate, in keeping with the Swiss/European theme of Midway. The MAC is set back sufficiently from the required distances to allow for the tower as designed, provided that the Code clarifies that indoor performing arts centers are included in the public building/churches concept.



Without this language inclusion, the tower will not have an elegant Swiss look and will not be in keeping with Midway's architectural theme. The cut-down tower will look mundane and stubby on such a beautiful structure. There is no precedential danger, as it is extremely unlikely that Midway will ever have another new indoor performing arts center.



To the Respected members of Midway's Planning Commission and City Council:

You preside over the crossroads of the cultural heritage and future of our community. Your vision and courage are key to the success of this effort to grow the cultural climate that has been an integral part of our City since the Midway Social Hall was built in 1875. Your decision will affect the lives of thousands of Midway residents and their friends, now and far into the future. Hundreds of supporters are anxiously awaiting your decision and your leadership in this effort. We respectfully request that Midway City move confidently into the future and **"Bring the MAC to Midway"!**

Attachments:

Concept Plan Submission
Midway's Letter of Support



Midway Arts Center & High Valley Arts Concept Proposal to “Bring The MAC to Midway!”

Midway City Council Work Meeting

April 5, 2022

5:00 p.m.

Consultants:

Clayton Vance, Architect

Mike Johnson, Summit Engineering

Graystone Strategies

Ryan Hales, Hales Engineering

Jansen Davis, Executive Director, Centerpoint Theater



Graystone Strategies





CODE CHANGE AMENDMENT

History:

“Theaters” were historically a conditional use in the commercial zones of Midway. Only very recently was that use inadvertently deleted in a failed restructuring of the commercial zones. Recently, the City Council has asked for a more restrictive term than “theaters” as a potential use in the commercial zones. The proposed narrow description of “indoor performing arts centers,” addresses that legitimate concern on the part of the City Council.

Midway’s General Plan

Adding the restricted term as carefully described in the proposed Code language will enable the City to comply with the provisions below in Midway’s General Plan, without opening the door to unacceptable uses. It is clear that the General Plan contemplates appropriate performing arts in Midway.

Community Vision, Goal 3:

Guideline 1: Provide recreation and cultural opportunities that would be of interest to the full range of age groups.

Guideline 4: Encourage all types of visual and performing arts.”

General Plan: Main Street:

“An attractive location for tourism tied to Midway being a meeting place and staging area for festivals, special events, celebrations and a variety of community activities which will indeed produce a vibrant healthy community centerpiece.”

The MAC meets both of those standards.

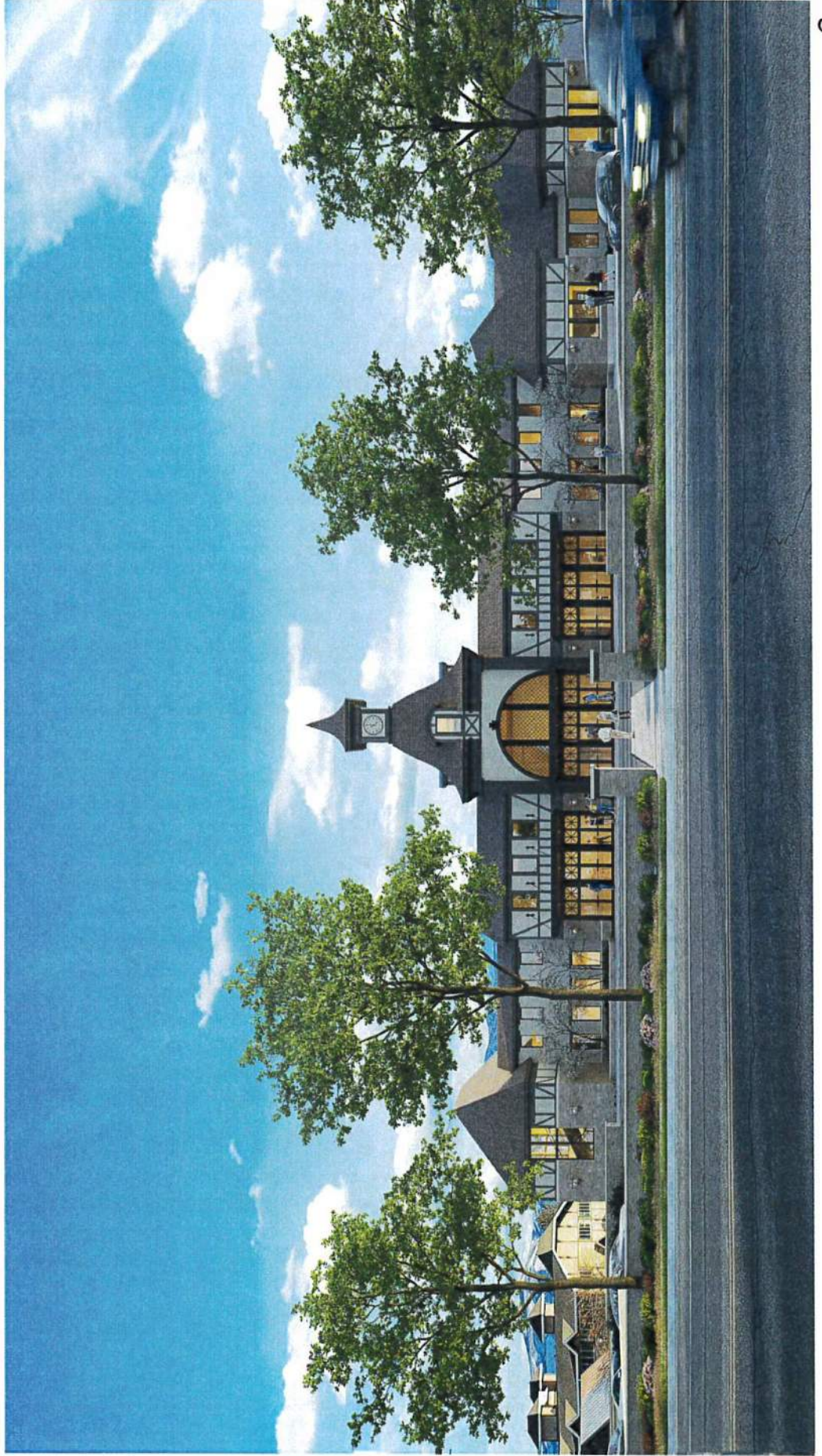
Midway’s Cultural History

The original settlers of this area greatly prized the performing arts. As early as 1875, Midway’s Social Hall (now the Cannery) provided a venue for a variety of cultural events, including theater and even opera.

Code Change Considerations

Code change language must be as specific as possible to assure that the “indoor performing arts center” proposed for Midway will coincide with the cultural and social needs of residents. This proposed Code change will allow the arts to continue the theatrical tradition begun nearly 150 years ago.

Front View



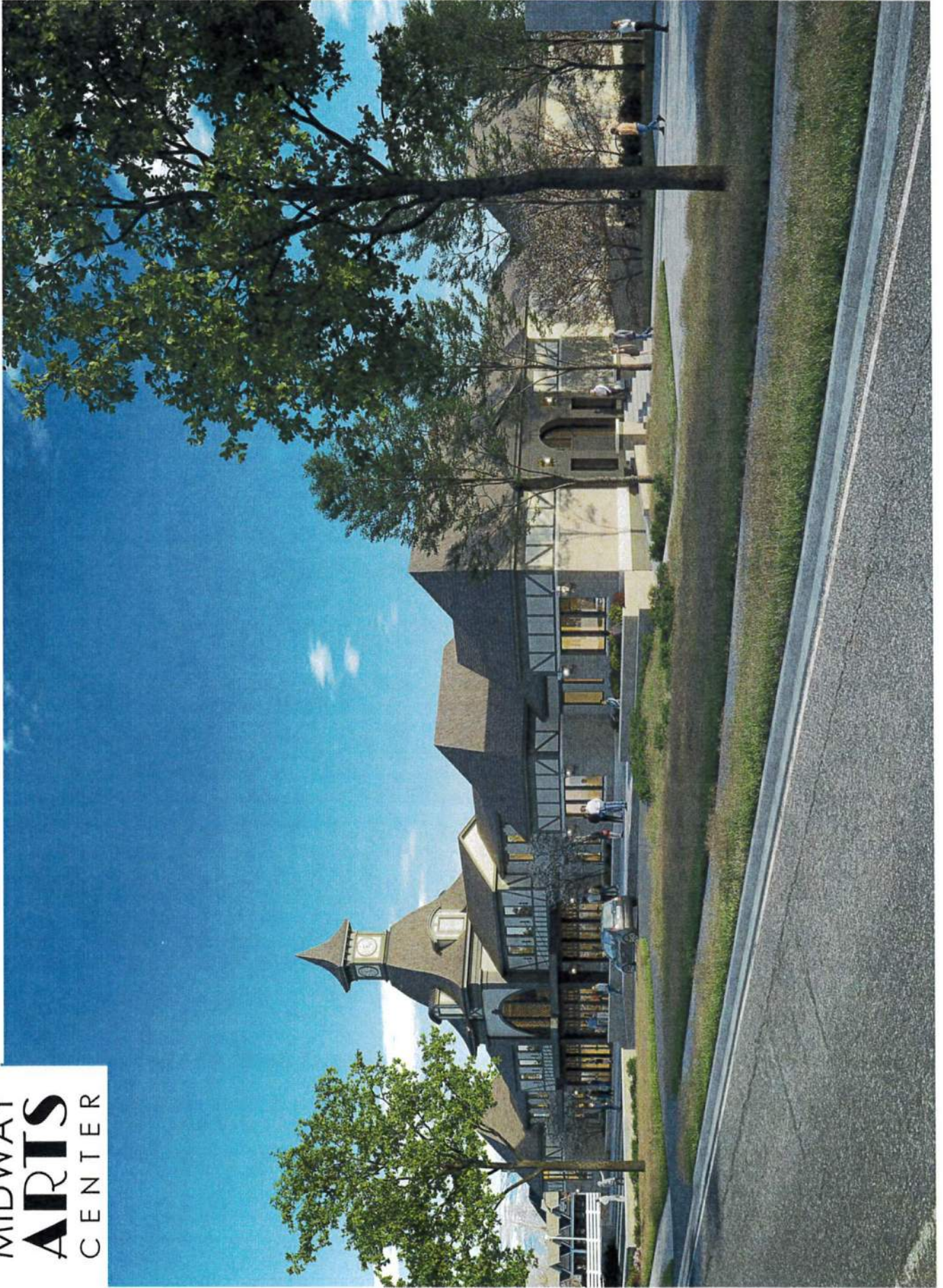
Option 1 - Shared Parking - More Landscaping



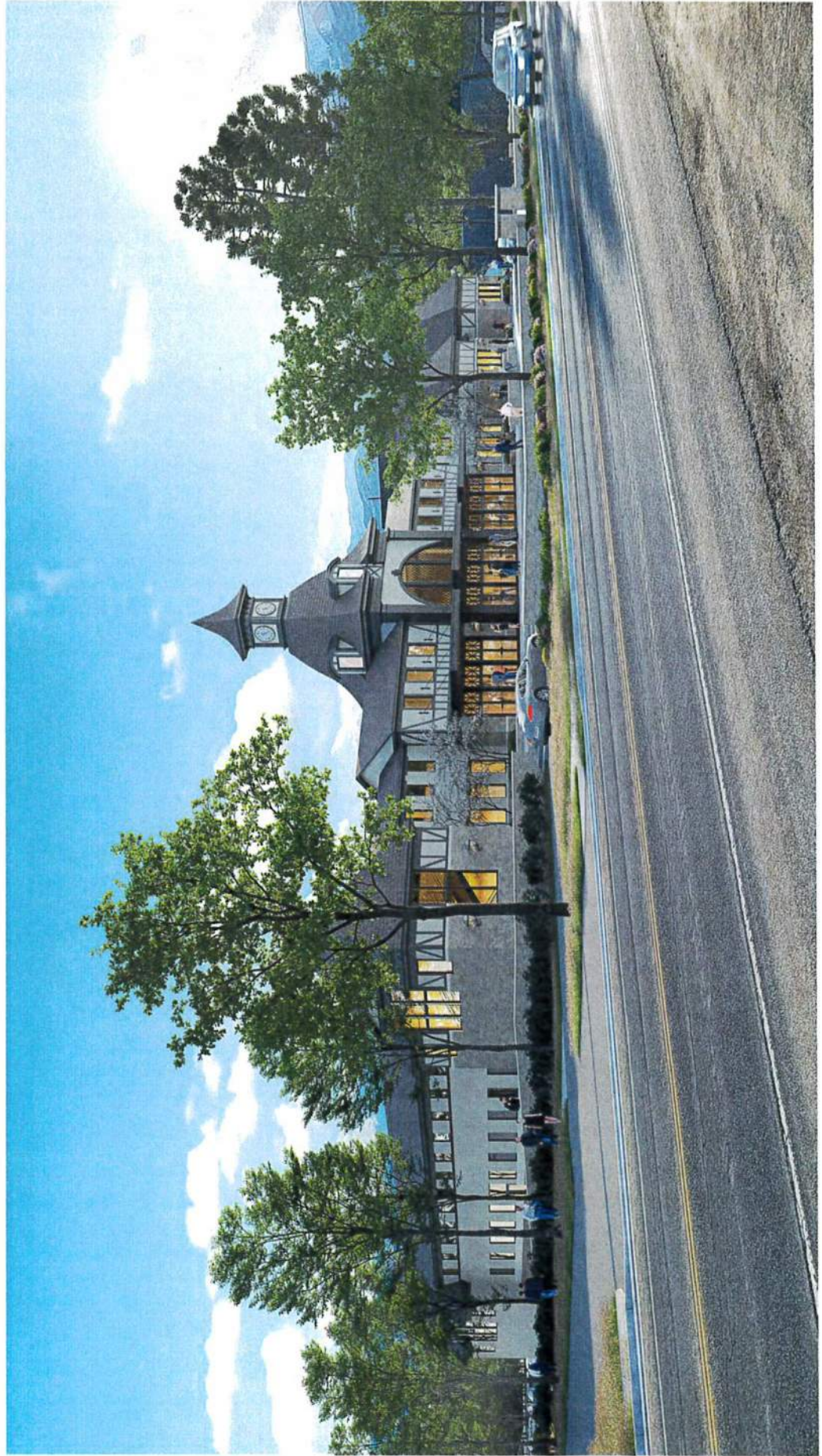
Option 2 - Onsite Parking - Less Landscaping



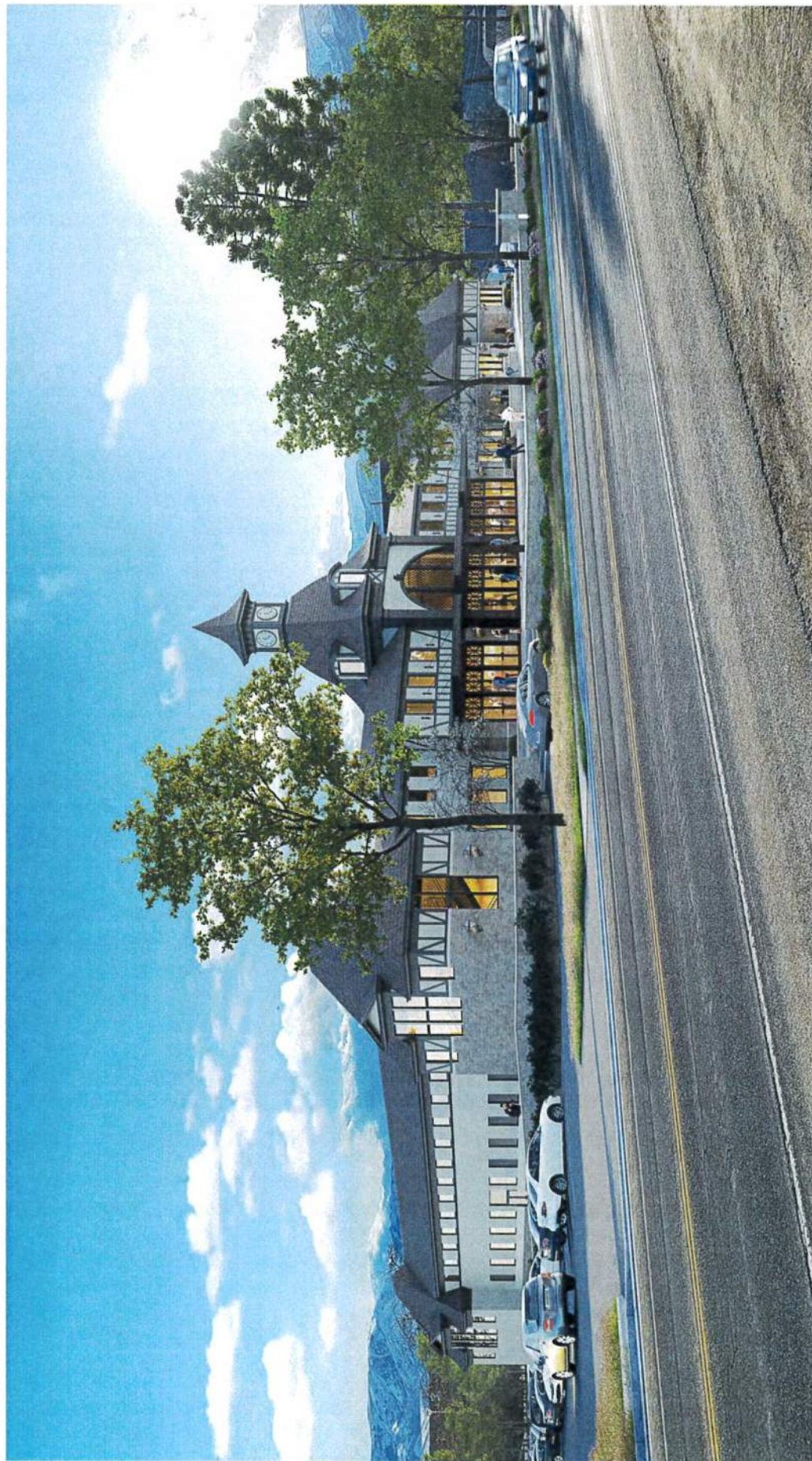
Option 1 - Shared Parking - More Landscaping



Option 1 - Shared Parking - More Landscaping



Option 2 - Onsite Parking - Less Landscaping





MAC Site Plan - Option 2 - Onsite Parking



OPTION 1 – SHARED PARKING – MORE LANDSCAPING

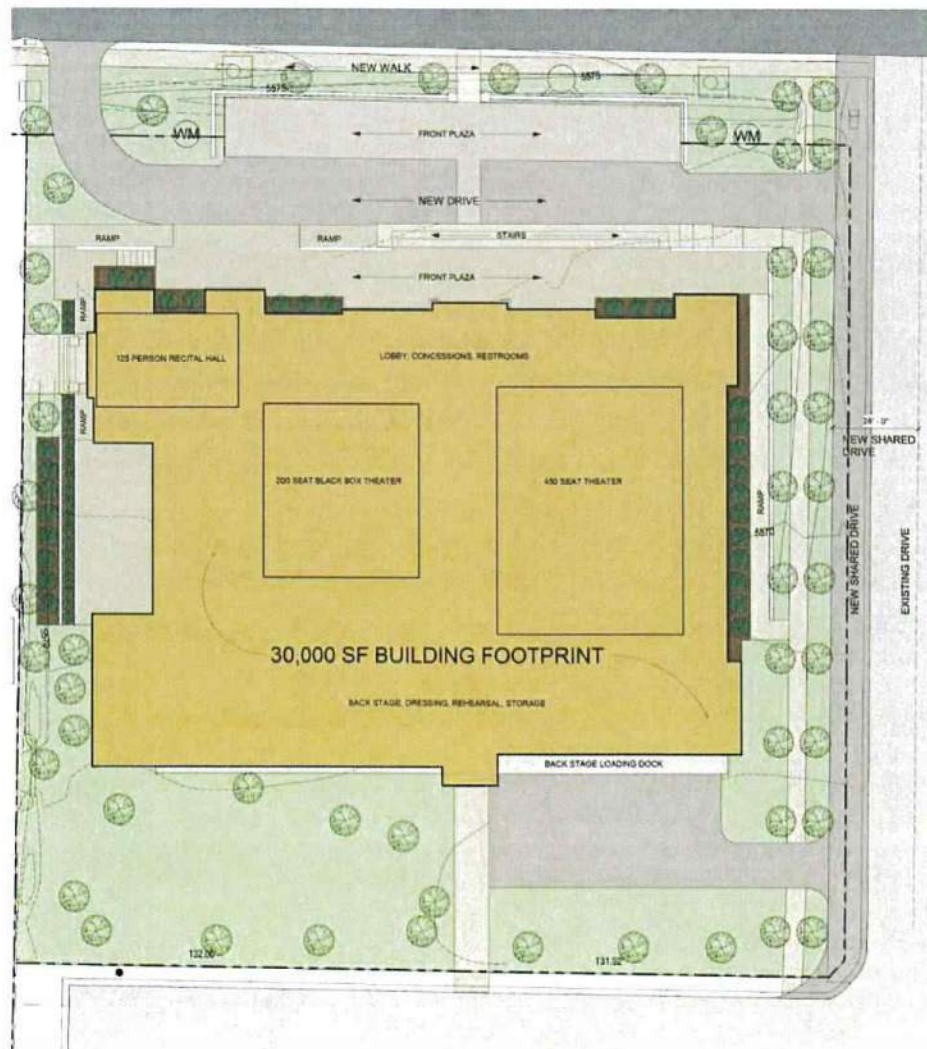
135 spaces are available on Millstream Properties land located near The MAC. Under City Code guidelines, 1 parking space is required for every 4 persons.

MAC maximum occupancy is 500 people – 450 in the Main Theater plus a maximum of 50 cast members and support persons. The MAC will require 125 parking spaces.

The MAC will not schedule any other events when a performance is ongoing in the Main Theater.

Combined audiences in the Black Box Theater (225 persons) and the Recital Hall (125 persons) will not exceed 500 people at any time.

Shared parking will allow beautiful landscaping to surround The MAC rather than asphalt.

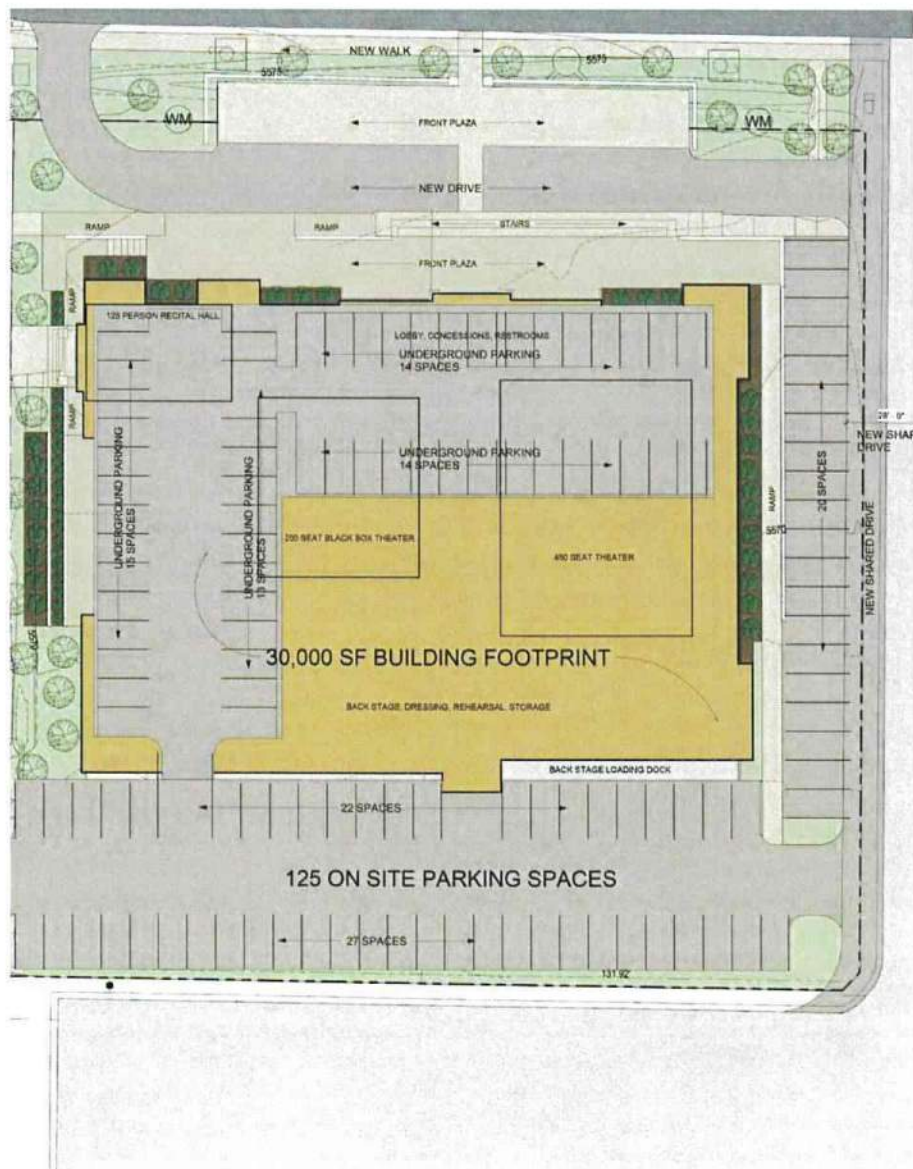


OPTION 2 - ONSITE PARKING – LESS LANDSCAPING

The MAC site can accommodate up to 140 parking spaces, which will mean that some of the exterior landscaping will be eliminated.

The majority of the parking will surround The MAC, while some of it will be underground.

The MAC will require 125 parking places to accommodate the maximum 500 people which could occupy the building, including 450 patrons in the Main Theater and 50 actors and support personnel.



Shared Parking Research

QUESTION: What is the likelihood MAC patrons would have parking places available in potential shared parking with Millstream Properties, located at 380 East Main, Midway?

MAP OF SITE



RESEARCH METHOD: Count cars parked in the parking areas noted above at about 7 p.m. nightly except Sundays. Parking spaces were not counted in front of Lupita's Restaurant (formerly Tarahumara Restaurant).

POTENTIAL PARKING SPACES AVAILABLE: 135 spaces.

NEEDED for The MAC: 125 spaces, including some onsite parking in front.

- FEBRUARY 9-March 21 – Average 13 cars, leaving 122 spaces available for MAC parking.
- PARKING RESEARCH WILL CONTINUE UNTIL APRIL 4, 2022

FUNDING THE MAC

The Fundraising Team:

Matt Waldrip - Managing partner of Dauntless Capital Partners. The group has raised over \$800m in equity and over \$1.5 billion in assets under management since March, 2021. Served as Chief of Staff to Senator Mitt Romney. Managed Romney's successful Utah campaign. Previously, head of network development for Solamere Capital. Executive Director of the E2 Summit, an exclusive annual gathering of world leaders in politics, industry, and media. Senior Finance Advisor to former Speaker of the House Paul D. Ryan and Deputy National Finance Director for Mitt Romney's 2012 campaign for president. BA from BYU. He will oversee fundraising for the MAC .

Brent Lange - Brent Lange, Manager, RaiseGood, LLC. Impact funding capital advisor and former V.P., Chief Administrative Officer, Treasurer and principal fundraiser for Hale Center Theater in Sandy. Brent first showcased his talents with the Utah Symphony, energizing the non-profit's fundraising programs with significant support from the community and private organizations. His passion for the arts continued in a lead role for Hale Centre Theatre. During his executive tenure, the theatre dramatically increased its facilities, budget, and number of patrons, becoming the sixth most-attended theatre in the world. Brent is currently serving as Chief Development Officer at Thanksgiving Point. Brent will assist as financial and organizational advisor.

Jeff Strong – Outstanding career history as a senior executive with such industry leaders as Procter & Gamble, Johnson & Johnson and Sun Products. Following his successful business experience, he has continued to provide leadership as a business consultant and private equity advisor. Most recently, he has helped educate a new generation of business entrepreneurs as the director of the marketing lab at the BYU Marriott School of Business. He is a key business and financial advisor to the Midway Arts Center Foundation. Jeff lives in Midway.

Randon Wilson - Successful career with prominent legal firms in Utah. In addition to his leadership in land use, agricultural, banking, business and corporate law, he has been a director of several prominent organizations in the legal and business world and a leader in his firms' organizations. Among his many community services, he has served as the chair of the This is the Place Foundation and the Midway Heritage Foundation. He has played a prominent role in the development of Midway and was recognized with his wife Gayle as Honored Citizens in 2014. He has been an important member of the Midway Arts Center Foundation since its inception.

Local Fundraisers/Donors – Twenty to twenty-five local, philanthropic supporters of the arts who will not only aid in procuring donations but will provide ongoing, local support for the continued operation of The MAC.

Graystone Strategies – Graystone Strategies is a comprehensive growth accelerator for businesses and non-profits. The company also provides donor research and communications, fundraising training, website development, assessment and growth strategies, digital fundraising, and provides donor presentations collateral.

Stuart Waldrip - Former business trial lawyer and Superior Court judge, currently specializing in mediation and arbitration. He has served as general counsel for several different companies in the hospitality, health care, entertainment and development industries, taught law at BYU and has presented at a number of continuing education courses in his field. He will manage financing and building the Arts Center. He has been with HVAF and the MAC since their inception.

THE PROJECT:

Construction cost – 45,000 sf @ \$750/sf = ± \$33,750,000

Architectural/Engineering/Sound/Light Consultants = 10% or \$3,375,000

Land cost 1.6 acres = \$2.9 million

Endowment fund - \$4 million – to provide approximately \$200,000 each year for facility upkeep and to lower rental costs for local arts groups

TOTAL: - \$44,025,000 or approximately e\$45,000,000

THE PLAN:

Foundations and Institutions - \$35,000,000

Individuals - \$10,000,000

WHEN WILL IT BEGIN?

Immediately, once Midway City indicates general concept support for the project and general support for a C2 Zone text amendment to allow this project to proceed.

The sooner the better. The first of any given year is a very effective time to procure donations.

TRAFFIC AND THE MAC

1. What will be the traffic impact of The MAC on Main Street?

- Traffic of attendees to HVAF events has been in Midway over the past 15 years and has gradually increased.
- At its highest peak, carries no more patrons than can fit into the current MAC configuration.
- **Main Theater – built for 450 patrons**
 - o “Seven Brides for Seven Brothers” (summer 2021), attracted 4,500 people over 11 days, with the final day attracting approximately 450 people.
- **The MAC Black Box – built for 200-225 patrons**
 - o HVAF youth productions attract from 350 to 400 patrons per performance
 - o The Black Box will be sold out from the outset
 - o HVAF will run additional shows to allow everyone to see the show

2. A traffic study by Hales Engineering created in 2021 estimated 225 car trips per evening, with 218 trips occurring between 7 and 7:30 pm after peak traffic hours. This HVAF traffic is already on Midway streets.

3. MAC traffic will never be greater than it is now, but it will be more consistent

- a. Restaurants, resorts, and other businesses will receive increased, consistent revenues.

Midway Arts Center Foundation

March, 2022

Ryan Hales, PE, PTOE, AICP

HALES  **ENGINEERING**
innovative transportation solutions

Midway Arts Center (MAC)

28

- Maximum venue seating
 - Main Stage = 450 seats
 - Black Box = 225 seats
 - Recital Hall = 125 seats
 - Large Rehearsal Hall
 - Smaller Rehearsal Hall
 - Dressing Rooms
- 40 Actors / stage-hands
- 10 staff / ticket takers
- The MAC will only run one theater at a time
- Start time will be consistent with other theater venues in Utah
 - 7:30 pm start
 - After peak traffic flows
- Distribution will be 50% from north (Salt Lake, Park City), and 50% from the south (Orem, Provo)

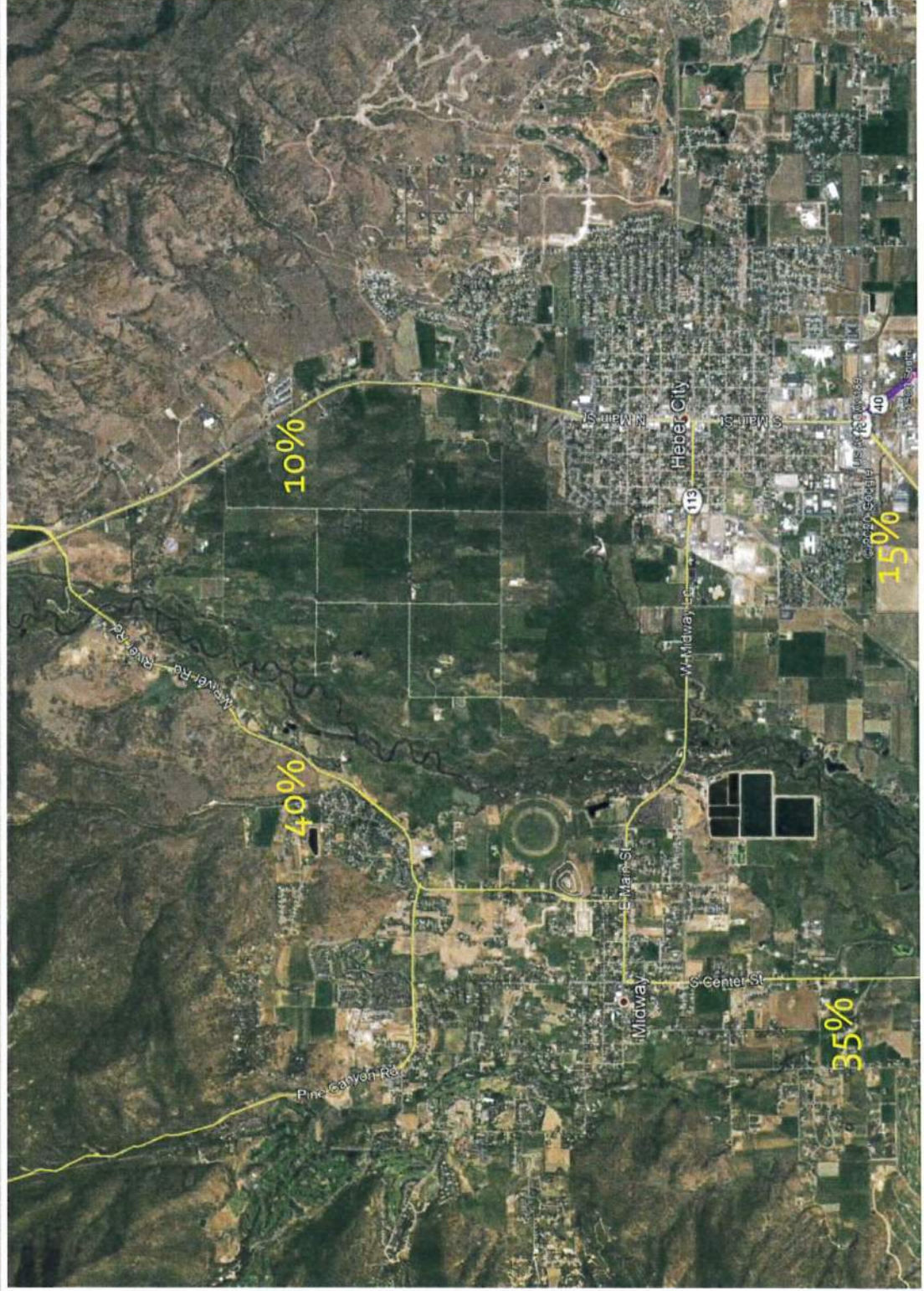
MAC - Maximum Event Trip Generation

29

Midway Arts Center Trip Generation									
P.M. Peak Hour	Land Use ¹	Number of People ²	Trip Generation	% Entering	% Exiting	Trips Entering	Trips Exiting	Total p.m. Trips	
Live Theater (Patrons) ²		450	180	96%	4%	173	7	180	
Live Theater (Actors, stage hands, staff) ³		50	50	90%	0%	45	0	45	
Project Total p.m. Peak Hour Trips						218	7	225	
1. Land use information provided by the High Valley Arts Foundation 2. Assume 2.5 people per vehicle 3. Assume 1 person per vehicle, however, this group will arrive before the event in loading begins SOURCE: Hales Engineering, 2020									

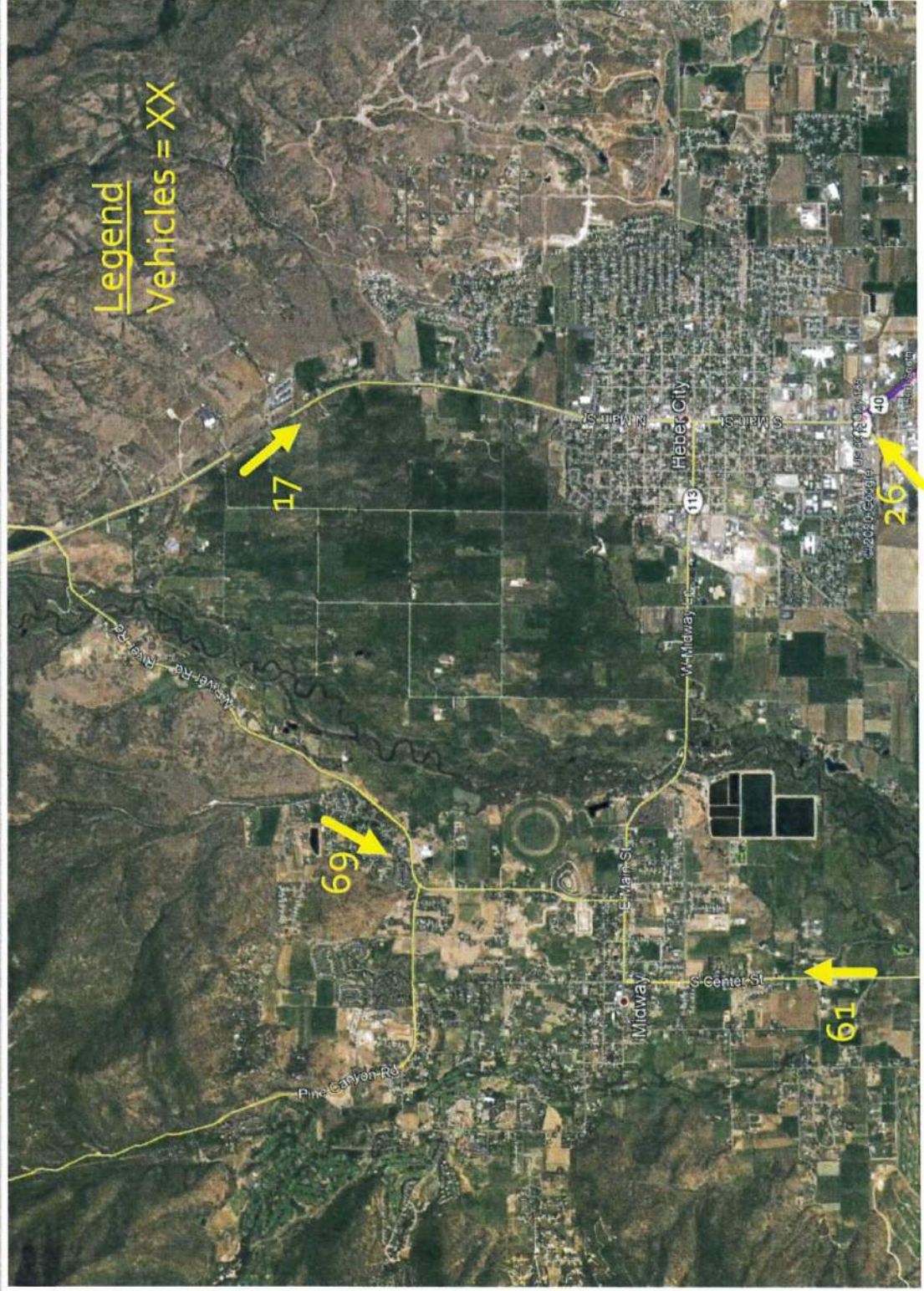
MAC - Event Trip Distribution

30



MAC - Event Trip Distribution (in-load)

31



Project Accessibility

32



32

SIZE OF THE MAC AND POTENTIAL COMMUNITY USE

1. The MAC is a moderately small regional theater
 - Main Theater – 450 seats
 - Black box/youth theater – 225 seats
 - Recital Hall – 125 chairs
2. The MAC size is based on our current attendance, which will allow the community opportunities to use the theater. If it were smaller, HVAF would need to have more performances to accommodate audiences, leaving less and less open days for community use.
3. **Main Theater – 450 seats**
 - “Seven Brides for Seven Brothers” (summer 2021), attracted 4,500 people over 11 days, with the final day attracting approximately 450 people.
4. **The MAC Black Box – 225 seats**
 - HVAF youth productions attract from 350 to 400 patrons per performance
 - The Black Box will be sold out from the outset
 - HVAF will run additional shows to allow everyone to see the show.
 - Because HVAF will run only a maximum of 6 shows for one/two weeks, there will be ample time for community use.
5. **The MAC is committed to providing approximately 99 days per year for use by community arts groups.**

6. List of every currently active Wasatch County performing arts group

- Belvederes (TVT program)
- Cowboy Poetry
- Heber Valley Orchestra and Chorus
- Intensity Dance
- Starshine Studios
- Timpanogos Valley Theater
- Utah Arts Collective (formerly Wasatch Dance)

7. What is the estimated potential use of The MAC by these groups?

- | | |
|---|----------------|
| - Belvederes (Improv act group) | Unknown |
| - Cowboy Poetry | 7days/year |
| - Heber Valley Orchestra and Chorus | 6 days/year |
| - Intensity Dance | 6 days/year |
| - Starshine Studios | 4 days/year |
| - Timpanogos Valley Theater | Unknown * |
| - Utah Arts Collective (formerly Wasatch Dance) | 8-10 days/year |

8. Total estimated community use of the MAC main stage 33+ days

9. Available days on the MAC main stage 99 days

* TVT currently rents their building from Heber City for \$1/year plus maintenance costs. It is unknown how many days the organization would want to rent for a production in The MAC, since the rental costs would far exceed their current facility costs. However, TVT would be welcome at any time and there would be time and space for their performances.

EXPLANATION OF MIDWAY ARTS CENTER & HIGH VALLEY ARTS PROFORMA SUMMARY DATA

QUESTION: How did we come up with the following data? We used historical data to predict future performance as well as using current similar information from other theaters.

We used this data:

1. **In 2021, 10,600 people attended HVAF shows.** We analyzed –
 - How many attended adult and youth shows and what they paid.
 - How much they spent on concessions.
2. **In 2021, we performed 4 shows – 2 adult shows, 2 youth shows.** We analyzed –
 - What we spent on costuming, sets, lights, sound, advertising.
 - What we paid directors, choreographers, musicians, stage managers, performers, etc.
3. **We received current building maintenance costs from Centerpoint Theater** in Centerville.
4. **We researched Hale Theater Sandy's method for pursuing corporate memberships** and plan to follow that model as a very successful way to encourage donations from the corporate world.
5. We used the \$91,000 HVAF collected in 2021 from grants, gifts, fundraising and donations in addition to donations and fundraising from multiple years to predict future fundraising ability.

We added this information:

1. In the state-of-the-arts MAC, we expect the following to contribute to increased attendance:
 - Comfortable stadium seating which will allow everyone to see and hear the performers.
 - A state-of-the art stage with superb lighting, sound and a LED wall as an exciting scenery backdrop. The MAC will not have a 70-foot-high fly.
 - Convenient and beautiful restroom facilities.
 - A set shop to allow for the creation of complicated set pieces plus a larger backstage area to allow the pieces to be moved on and off easily.
 - Increased production values for performances because of better lighting, sound, stage size and sets.
2. We expect that more out-of-county visitors will come to see shows at the MAC because of Midway's reputation as a beautiful get-away location coupled with a state-of-the-art theater. Currently, HVAF attracts up to three quarters of our audiences from outside the County for summer productions and one half to one third for winter productions
3. We added two more adults performances and 7 additional days and one more youth performance in Year One.
4. We added two additional adult performances and 14 additional days in Year Three.
5. We added two additional youth performances and additional classes in Year Five.
6. We increased tickets prices \$5 and gradually included more people attending each performance from Year One on.

Midway Arts Center/High Valley Arts Financial Projections - Year 1 - 4 Adult Shows, 3 Youth Shows				
REVENUE				NOTES:
Ticket Sales				
Adult Shows	Adult	\$	532,812	Assumptions based on past experience
Children Shows	Child	\$	97,290	Assumptions based on past experience
Youth Program Revenue		\$	91,500	Assumptions based on past experience + Hale Theater Orem
Sponsorships/Grants		\$	40,000	Assumptions based on past experience
Endowment Income		\$	200,000	Assuming 5% ROI (when obtain endowment)
Corporate Sponsors		\$	42,000	Assumptions based on Hale Theater West Valley
Annual Fundraiser		\$	40,000	Assumptions based on past experience
Rent Income		\$	30,000	Assumptions based on theater industry standard
Miscellaneous Donations		\$	20,000	Assumptions based on past experience
Concessions		\$	17,820	Assumptions based on past experience
Other		\$	7,000	Random checks & In-kind that come in from past experience
		\$	1,118,422	
EXPENSES				
Event Expenses		\$	98,806	Assumptions based on past experience
Other Production Expense		\$	342,398	Assumptions based on past experience
Administration Expense		\$	101,164	Assumptions based on past experience + Centerpoint Theater
Concession Expense		\$	10,200	Assumptions based on past experience
Development Expenses		\$	60,000	Assumptions based on Centerpoint Theater
Facility Expense		\$	183,800	Assumptions based on Centerpoint Theater
Marketing Expense		\$	75,000	Assumptions based on Centerpoint Theater
		\$	871,368	
NET INCOME <EXPENSES>			\$	247,054

Midway Arts Center/High Valley Arts Financial Projections - Year 3 - 6 Adult Shows, 4 Youth Shows				
REVENUE				NOTES:
Ticket Sales				
Adult Shows	Adult	\$	1,329,720	Assumptions based on past experience
Children Shows	Child	\$	156,600	Assumptions based on past experience
Youth Program Revenue		\$	124,400	Assumptions based on past experience + Hale Theater Orem
Sponsorships/Grants		\$	60,000	Assumptions based on past experience
Endowment Income		\$	200,000	Assuming 5% ROI (when obtain endowment)
Corporate Sponsors		\$	70,000	Assumptions based on Hale Theater West Valley
Annual Fundraiser		\$	50,000	Assumptions based on past experience
Rent Income		\$	45,000	Assumptions based on theater industry standard
Miscellaneous Donations		\$	30,000	Assumptions based on past experience
Concessions		\$	33,840	Assumptions based on past experience
Other		\$	7,000	Random checks & In-kind that come in from past experience
			\$ 2,106,560	
EXPENSES				
Event Expenses		\$	190,800	Assumptions based on past experience
Other Production Expense		\$	556,976	Assumptions based on past experience
Administration Expense		\$	129,571	Assumptions based on past experience + Centerpoint Theater
Concession Expense		\$	21,120	Assumptions based on past experience
Development Expenses		\$	84,000	Assumptions based on Centerpoint Theater
Facility Expense		\$	202,180	Assumptions based on Centerpoint Theater
Marketing Expense		\$	110,000	Assumptions based on Centerpoint Theater
			\$ 1,294,647	
NET INCOME <EXPENSES>			\$ 811,913	

Midway Arts Center/High Valley Arts Financial Projections - Year 5 - 6 Adult Shows, 4 Youth Shows				
REVENUE			NOTES:	
Ticket Sales				
Adult Shows	Adult	\$ 1,564,920		Assumptions based on past experience
Children Shows	Child	\$ 319,680		Assumptions based on past experience
Youth Program Revenue		\$ 176,400		Assumptions based on past experience + Hale Theater Orem
Sponsorships/Grants		\$ 90,000		Assumptions based on past experience
Endowment Income		\$ 200,000		Assuming 5% ROI (when obtain endowment)
Corporate Sponsors		\$ 98,000		Assumptions based on Hale Theater West Valley
Annual Fundraiser		\$ 60,000		Assumptions based on past experience
Rent Income		\$ 60,000		Assumptions based on theater industry standard
Miscellaneous Donations		\$ 40,000		Assumptions based on past experience
Concessions		\$ 36,720		Assumptions based on past experience
Other		\$ 7,000		Random checks & In-kind that come in from past experience
		\$ 2,652,720		
EXPENSES				
Event Expenses		\$ 221,520		Assumptions based on past experience
Other Production Expense		\$ 589,468		Assumptions based on past experience
Administration Expense		\$ 153,215		Assumptions based on past experience + Centerpoint Theater
Concession Expense		\$ 25,555		Assumptions based on past experience
Development Expenses		\$ 108,400		Assumptions based on Centerpoint Theater
Facility Expense		\$ 222,398		Assumptions based on Centerpoint Theater
Marketing Expense		\$ 150,000		Assumptions based on Centerpoint Theater
		\$ 1,470,556		
NET INCOME <EXPENSES>		\$ 1,182,164		

HOW WILL THE MAC BENEFIT MIDWAY FINANCIALLY?

1. A 2018 Feasibility Study by Victus Advisors in Park City states:

“Over a 30 year period, a new Community Arts Center is estimated to have a total net impact of nearly \$194 million in cumulative net economic output and almost \$2.6 million in net local sales, restaurant, and hotel tax revenues.”
2. Both the Homestead Resort and Zermatt are emphatically in favor of bringing The MAC to Midway. Statements are attached.
3. A survey of most Midway businesses resulted in overwhelming support for a performing arts center in our town. Obviously, restaurants, gas stations, resorts, shops and other businesses benefit by increased visitors from out of the area.

From: **Steve Eddington** szeddington@gmail.com
Subject: **High Valley Arts**
Date: **March 27, 2021 at 10:39 AM**
To: **Susan Waldrip** suewaldrip@hotmail.com
Cc: **Stuart Waldrip** stuwaldrip@me.com



Sue,

You, Stu and the High Valley Arts Foundation family can count on those of us who have watched, observed and participated with you, in some way, with the ongoing development of quality theater in Wasatch County.

During the past several years my position as managing member of the Zermatt Resort and Spa and The Homestead Resort has enabled our resorts, city and county to realize the economic value of High Valley Arts especially during your professional productions.

The thought of a quality theater in the Midway area that is open during every season multiplies the value of our resorts and surrounding area exponentially.

Thank you for your theater center vision and action that will help change the value for all of us who live in the area and who have personal and professional area interests.

Best Regards,

Steve Eddington
(Former Managing Partner for Zermatt and The Homestead Resorts 2010-2020)

Sent from my iPhone



May 12, 2021

**TO WHOM IT MAY CONCERN
SUPPORT FOR A PERFORMING ARTS CENTER IN MIDWAY CITY**

I can only speak directly for Zermatt, but I believe my views accurately represent the resort operators which are the largest private employers in Midway and the Heber Valley.

Is there a need for a viable performing arts center in Midway? The answer is an unequivocal, yes. Should the PAC be located at the proposed site within the European Village concept on the Main Street side of Memorial Hill? The answer is an unequivocal, yes.

This initiative will provide a significant contribution to the viability of Midway City's entire economy, including the resorts.

It must be common knowledge — certainly in Council circles — that Midway's two major resorts have been struggling for years to maintain profitability. This is largely due to the lack of destination amenities in Midway. The destination-quality PAC will certainly attract many new overnight stays, helping to bridge the occupancy gap. Yes, there will be more day visitors too, but overnight stays in hotels have a demonstrable impact on increased spending at other local venues. The PAC means an improved tax base for Midway City, along with an energetic uplift to the local entertainment and retail scene.

I would be happy to discuss the PAC in the context of its economic impact on the resorts and Midway City in more detail at any time, with Council members, or with other interested parties.

Very truly yours,

Peter R. Rancie

For communication purposes re this matter:
email: peter.rancie@gmail.com | cell: 435.901.0601

DRAFT COPY

Subject to Change



FEASIBILITY STUDY FOR THE PROPOSED HEBER VALLEY COMMUNITY ARTS CENTER

DRAFT V3 - MARCH 27, 2018


VICTUS
ADVISORS



ESTIMATED NET IMPACTS OVER 30 YEARS*

Year	Direct Spending	Total Output	Employment	Wages	Local Tax Revenue
1	\$12,227,700	\$17,697,930	173	\$7,108,018	\$72,369
2	2,620,505	3,895,460	63	1,012,490	55,468
3	2,699,121	4,012,324	63	1,042,865	57,132
4	2,780,094	4,132,694	63	1,074,151	58,846
5	2,863,497	4,256,674	63	1,106,375	60,612
6	2,949,402	4,384,375	63	1,139,566	62,430
7	3,037,884	4,515,906	63	1,173,753	64,303
8	3,129,020	4,651,383	63	1,208,966	66,232
9	3,222,891	4,790,924	63	1,245,235	68,219
10	3,319,578	4,934,652	63	1,282,592	70,265
11	3,419,165	5,082,692	63	1,321,070	72,373
12	3,521,740	5,235,172	63	1,360,702	74,545
13	3,627,392	5,392,228	63	1,401,523	76,781
14	3,736,214	5,553,995	63	1,443,569	79,084
15	3,848,301	5,720,614	63	1,486,876	81,457
16	3,963,750	5,892,233	63	1,531,482	83,901
17	4,082,662	6,069,000	63	1,577,426	86,418
18	4,205,142	6,251,070	63	1,624,749	89,010
19	4,331,296	6,438,602	63	1,673,492	91,680
20	4,461,235	6,631,760	63	1,723,696	94,431
21	4,595,072	6,830,713	63	1,775,407	97,264
22	4,732,924	7,035,634	63	1,828,670	100,182
23	4,874,912	7,246,703	63	1,883,530	103,187
24	5,021,159	7,464,104	63	1,940,036	106,283
25	5,171,794	7,688,027	63	1,998,237	109,471
26	5,326,948	7,918,668	63	2,058,184	112,755
27	5,486,756	8,156,228	63	2,119,929	116,138
28	5,651,359	8,400,915	63	2,183,527	119,622
29	5,820,900	8,652,942	63	2,249,033	123,211
30	5,995,527	8,912,531	63	2,316,504	126,907
Cumulative Total:	\$130,724,000	\$193,846,000	63	\$52,892,000	\$2,581,000
Net Present Value:	\$73,330,000	\$108,547,000	n/a	\$30,625,000	\$1,373,000

* Includes both one-time construction impacts (allocated to Year 1) and annual operations impacts (adjusted annually for inflation).
Note: Assumes annual inflation of 3.0% and discount rate of 4.0%.

TOTAL IMPACTS (NET)

Over a 30 year period, a new Community Arts Center is estimated to have a total net impact of nearly \$194 million in cumulative net economic output and almost \$2.6 million in net local sales, restaurant, and hotel tax revenues.

HOW WILL THE MAC ENRICH LIVES?

1. **In the past 15 years, High Valley Arts has:**
 - Entertained 68,700 people
 - Presented 37 major performances and worked with 2002 cast and production crew members.
 - Earned over \$1,000,000 in gross receipts
2. With The MAC as a cultural home, HVAF and other community arts groups will bring a level of culture to Wasatch County that will ennoble and enrich the lives of Midway residents and others who visit our community in ways not possible in the past.
3. Because we are blessed with a life of incredible abundance because of our freedoms, HVAF will present **yearly summer productions celebrating liberty** with “**Let Freedom Ring!**”, a one-of-a-kind program using the arts to promote a love and understanding of freedom.
4. “**Let Freedom Ring!**” will offer ongoing **opportunities to school students to visit The MAC** and act in a mini freedom drama and to hear real-life veterans tell of their experiences to protect our freedoms.
5. During Swiss Days and in July, HVAF will **celebrate the lives of our community’s settlers** by presenting short original musicals celebrating their history as an effort to share our appreciation for our settlers’ history.



817 Double Eagle Drive, Midway, Utah, 84049

PETITIONS IN FAVOR OF “BRINGING THE MAC TO MIDWAY!”

Midway Voters: 533

Others: 203

LETTERS FROM INFLUENCERS

Larry Corbridge, community leader
 Marilyn Crittenden, Wasatch County Council member
 Ali Dabier, past Booster president
 Karl Dodge, past Midway Council member
 Steve Eddington, past owner, Homestead Resort
 Blaine Epperson, Vietnam veteran, descendent of Sidney Epperson, Midway settler
 Nathan Hanks, community leader
 Cary Hobbs, radio personality, community leader
 Barry Kent, community leader
 Mark Nelson, Wasatch County Council member
 Mike Nelson, community leader, owner of HVAF summer theater land
 Nancy Norton, out-of-state visitor
 Peter Rancie, former executive manager of Zermatt Resort
 Russ Watts, community benefactor, developer
 Jack Zenger, industry leader, former Booster president, Midway Honored Citizen

ATTACHMENT 3

Midway City Corporation

Mayor: Celeste T. Johnson
 City Council Members
 Lisa Christen • Jeffery Drury
 J.C. Simonsen • Steve Dougherty
 Kevin Payne



75 North 100 West
 P.O. Box 277
 Midway, Utah 84049
 Phone: 435-654-3223
 Fax: 435-654-4120
midwaycityut.org

16 November 2021

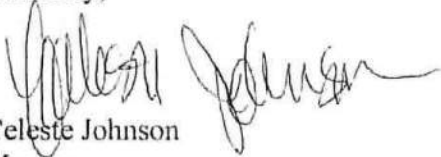
To Whom It May Concern:

Midway City has long been known for its support of the arts and our cultural heritage. Midway is a community that values those events and activities that benefit our citizens, citizens of Wasatch County and our visitors. Midway has enjoyed a variety of live performing arts events including orchestra and dance performances, choruses, cowboy music, bell ringers, and theater productions for both kids and adults, among other events. These activities bring our community together.

Many of Midway's citizens have expressed their appreciation of such activities and their desire to have them continue. This letter is presented to express our support of a private, nonprofit organization which will continue hosting performing arts in Midway, including theater, dance and musical performances as well as art competitions and displays and cultural activities such as quilting, cowboy poetry, etc. We anticipate those activities would help support our retail and resort businesses and provide our citizens and visitors an opportunity to enjoy our rich cultural heritage.

We understand that a group called the Midway Arts Center Foundation is searching for and planning a venue for those purposes and we welcome the opportunity to engage in discussions with that group for the benefit of our community. This letter has the approval of all of the Midway City Council members.

Sincerely,


 Celeste Johnson
 Mayor

Our vision for the City of Midway is to be a place where citizens, businesses and civic leaders are partners in building a city that is family-oriented, aesthetically pleasing, safe, walkable and visitor friendly. A community that proudly enhances its small town Swiss character and natural environment, as well as remaining fiscally responsible.