

Days of 47 Rodeo Salt Lake

Description of Funding Item: Funds to help cover the rental and operations cost at the Utah State Fairpark for the rodeo.

Department Administered Through: Heritage and Arts

What is the statewide public purpose: Celebration of the Days of 47 in honoring the pioneers who settled the Salt Lake Valley.

Ongoing Funding: \$200,000 General Fund

Type of Organization: Private Not for Profit

Does this Organization Receive Other State Funding: Yes



Supporting Documentation

January 31, 2019

1. The Days of '47 Rodeo Salt Lake is a 501c3 organization.
2. Deliverables/Performance Measures:
 - Estimated 1.859M National Broadcast Viewers combined from airings on CBS, CBS Sports, Ride TV & RidePass.
 - 35,000 fans expected to attend
 - 1.3M in Brand exposure
 - 10.5 % increase in Total Spending Impact from prior year to 4.93M in 2018.
 - 14.4% Increase in Economic Impact from year prior to 3.94M
 - \$231,665 generated in New Utah Tax revenue
 - \$149,980 in New Salt Lake County Tax revenues
 - \$208,707 in Direct Hotel Lodging Contribution
 - Over 2,000 Out of State guests attended in 2018
3. The Days of '47 Rodeo Salt Lake has a contract with the Governor's Office of Economic Development Agency in the amount of \$150,000 for 2019.
4. Budget: Please see enclosed.

Additional Elements

1. The funding as a % from out total budget is 8%.
2. Yes we have requested funding from the State of Utah in 2018.

PRODUCTION & EVENT EXPENSE BUDGET
Salt Lake City , UT
Budget Based on Five Performances
EXPENSES

2019 Budget

Talent Fees	
Prize Money	\$ 1,000,000.00
Gifts	\$ -
Sanctioning fee	\$ -
Totals:	\$ 1,000,000.00
Advertising and PR	
Social & Digital	\$ 200,500.00
Standart Media:	\$ 222,500.00
Other:	\$ 59,000.00
Totals:	\$ 482,000.00
FACILITY & BACK HOUSE EXPENSES	
Ambulance (Donation)	\$ -
Competitor & Staff Hospitality	\$ -
Ticket Fees	\$ 97,326.90
Credit Card Fees	\$ 17,483.15
Rent: Fairpark	\$ 100,000.00
Fair Park Operating Costs	\$ 163,262.84
Cleaning Crew Costs	\$ 500.00
Miscellaneous Building Supplies	\$ -
Totals:	\$ 378,572.89
EVENT SUBCONTRACTORS	
Announcers	\$ 14,000.00
Paid Committee & Directors	\$ 25,000.00
Crowd Entertainer/ Clown	\$ 6,500.00
Bullfighters	\$ 7,700.00
Rodeo Manager/ Chute Boss/ Arena Director	\$ 2,500.00
Contract Act	\$ 22,500.00
Office Asst.	\$ 2,500.00
Office Supplies	\$ 1,350.00
Secretary	\$ 4,500.00
Judges	\$ 7,500.00
Event Coordinator / Ticket manager	\$ -
Operations Manager	\$ 2,050.00
Performance Labor	\$ -
Photographers	\$ 1,750.00
Pickup Men	\$ 5,800.00
Press Room Director	\$ 8,500.00
Production Manager	\$ 3,000.00
Live Timing and Scoring Operator	\$ 1,750.00
Assistant Secretary	\$ -
Stats Equipment Rental	\$ 2,500.00
Sub Lodging	\$ 36,500.00
Sub Travel	\$ 7,000.00
Technical / Music Director	\$ 5,600.00
Timers	\$ 1,300.00
Sports Medicine Trainers	\$ -
Totals:	\$ 169,800.00

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Salt Lake City , UT
Budget Based on Five Performances
EXPENSES

2019 Budget

INSURANCE

Contestant Insurance	\$ 8,960.00
BOD Insurance & Equip.	\$ 3,500.00
Pyrotechnic	\$ -
Spectator Liability (Included in Days Inc. Policy)	\$ 1,250.00
Volunteer Accident (Included in Days Inc. Policy)	\$ 800.00
Totals:	\$ 14,510.00

LIVESTOCK

Bedding	\$ -
Primary Contractor	\$ -
Feed & Shavings	\$ 9,500.00
Additional Livestock Expense	\$ 3,500.00
Livestock Supervisor	\$ 5,000.00
Livestock Housing	\$ 3,500.00
Bareback Horses	\$ 45,000.00
Saddle Bronc Horses	\$ 45,000.00
Bulls	\$ 32,000.00
Timed Event Cattle	\$ 7,500.00
Timed Event Boss	\$ 1,250.00
Veterinarian	\$ -
	\$ -
Totals:	\$ 152,250.00

OPERATIONS AND LOGISTICS

Arena Decorations and Décor	\$ 8,000.00
Signage	\$ 15,000.00
Merchandise Product	\$ 5,000.00
Merchandise labor & Supplies (sales tax?)	\$ 5,000.00
Credentials & Parking Passes	\$ 850.00
Production Operations	\$ 1,500.00
Equipment Rental	\$ 13,500.00
Equipment Transportation	\$ 1,500.00
Event Security	\$ -
Livestock & Contestant Numbers & Day sheets	\$ 1,500.00
Production Labor Wardrobe	\$ 2,500.00
Production Supplies	\$ 5,000.00
Video Replay Screen Production	\$ 16,250.00
LED Screens- Ribbon Boards	\$ 15,000.00
Totals:	\$ 90,600.00

THEATRICAL & BROADCAST PRODUCTION

Pyro Equipment Rental	\$ 3,500.00
Pyro Permits/ Cover techs	\$ -
Pyro Product	\$ -
Pyro-Production Technician	\$ -
Special Effects- Post fireworks	\$ 30,000.00
Local IATSE- Stage hands	\$ 3,500.00
Opening Video Production	\$ 750.00
Supplemental Sound	\$ 3,600.00
ASCAP / BMI	\$ 3,000.00
Talent	\$ -
Theatrical Production Manager	\$ 2,500.00
Storage- non reoccurring	\$ -
Theatrical Production Miscellaneous	\$ -
Totals:	\$ 46,850.00

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Salt Lake City , UT
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EXPENSES

2019 Budget

		2019 Budget
BROADCAST PRODUCTION		
Broadcast Production / Commercial Buy		\$ 60,000.00
Streaming		\$ -
Time Buy		\$ -
	Totals:	\$ 60,000.00
Sponsorship Expense		
Lewis Field Award		\$ 2,500.00
Other Sponsorships & Charity		\$ 15,000.00
Retainer & Commission on Sales		\$ 75,000.00
Ribs & Rodeo Expense		\$ 147,394.30
Sponsorship Director		\$ 5,000.00
Contingency		\$ 15,000.00
	Totals:	\$ 259,894.30
	Expense Totals:	\$ 2,654,477.19