

Request Name: Sandy Arts Guild

Description: Request for \$100,000 in one-time funds to support annual arts programming and outreach.

Agency: Heritage and Arts

Purpose: Arts are known to drive tourism and revenue for local business. A recent Americans for the Arts survey estimates that attendees at nonprofit arts events in Utah spend \$26.25 per person, per event, beyond admission. In Utah, nonprofit arts support 10,000 jobs, and generate \$13 million to local government and \$15 million to state government.

Funding for: \$100,000. – 2020 (One Time)

Private Not-for-Profit



Sandy Arts Guild

Sandy Arts Guild (SAG)

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Request for \$100,000 in one-time funds to support annual arts programming and outreach

Total operating budget: \$2,024,092

Over 60,000 Utahns directly impacted annually

On behalf of the **Sandy Arts Guild**, thank you for the opportunity to share our vision and discuss the possibility of working together with the Utah State Legislature to create meaningful artistic opportunities for Utah residents. The Sandy Arts Guild appreciates the opportunity to request a one-time appropriation for capital in the amount of \$100,000, representing 5% of the total operating budget.

SAG's mission is to develop and present community and artistic experiences for residents of the Salt Lake Valley, making art accessible to all, regardless of background or limitations.

Programming includes theater, youth programs, education and training, visual arts, concerts, and free events. All events are open to the public.

SAG at a Glance

- 60,000+ individuals served (artists, actors, musicians, patrons, etc.)
- 52,000+ attendees
- 10,000 attendees receiving free admission, scholarships, etc.
- 1740 artists
- 1000+ youth artists
- 1250 volunteers
- 35-40 events

- 8-10 free events
- 4.64 / 5 average patron satisfaction rating
- 97% of patrons want more programming

Programming

SAG provides nearly 40 artistic programs every year. Some of the programming offered by the Guild includes:

- 20-25 concerts and events at the Sandy Amphitheater each summer
- Four theatrical productions annually
- Four “Free For All” (free to the public) concerts held during the summer, including the International Folk Festival
- The Sandy Visual Arts Show
- The Interfaith Music Festival
- The “Plein Air” Quick Draw Competition
- The Christmas Concert Series
- Youth arts programs, including Youth Theater, Youth Showcase, and Elementary School Art Show.

SAG’s Statewide Impact

Arts are known to drive tourism and revenue for local business. A recent study from Americans for the Arts estimates that attendees at nonprofit arts events in Utah spend \$26.25 per person, per event, beyond admission (ex. meals, transportation, gifts, etc). Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. In Utah, nonprofit arts supports almost 10,500 jobs, generating \$13 million to local government and almost \$15 million to state government (2015).

The Sandy Arts Guild has a direct positive impact on Utah’s economic development. The Sandy Amphitheater is a common tourist attraction, attracting visitors across Utah, from Logan to St. George, and out of state visitors from Oregon, Nevada, Wyoming, and Idaho. SAG also partners with many local businesses, providing sponsorship and advertising opportunities at the Sandy Amphitheater and Guild programs. Through the Sandy Arts Guild, local businesses are able to advertise their services to over 60,000 participants and audience members.

The Guild also has a significant social impact on Utah. SAG provides a safe place for families and individuals to enjoy family-friendly programming. Youth programs help to promote emotional well-being amongst children and youth, as they build self-confidence through performing and showcasing their artistic creations to audiences.

The Sandy Arts Guild makes arts experiences accessible to all by producing free events and providing free admission and youth scholarships. We estimate 10,000 individuals are offered free

admission or scholarships annually. Through SAG's programs, the community is able to come together in unity, regardless of background.



Sandy Arts Guild: Annual Operating Budget

Annual Operating Budget: \$2,024,092

	FY 16-17 (Actual)	FY 17-18 (Actual)	FY 18-19 (Projected)	FY 19-20 (Projected)
REVENUES				
Earned Income				
Ticket Revenue, tuition, fees	\$1,024,194	\$1,023,772	\$1,308,400	\$1,320,000
Interest, dividends	\$4,613	\$6,705	\$7,000	\$6,000
Fund-raising events	\$4,555	\$4,989	\$5,000	\$5,000
Other (specify):	\$16,195	\$46,088	\$30,000	\$30,000
*Building & Equipment Rental, Merchandise Sales, Sundry Revenue, Food & Beverage Sales				
Total earned income:	\$1,049,557	\$1,081,554	\$1,350,400	\$1,361,000
Public support				
Federal	\$0	\$0	\$0	\$0
State	\$0	\$0	\$0	\$0
City	\$477,011	\$456,971	\$508,246	\$500,000
County	\$0	\$0	\$0	\$0
ZAP, RAP taxes etc.	\$80,750	\$77,000	\$80,000	\$80,000
United Way	\$0	\$0	\$0	\$0
Other (specify):	\$0	\$0	\$0	\$0
Total public support:	\$557,761	\$533,971	\$588,246	\$580,000
Private support				
Foundations (cash)	\$2,000	\$6,000	\$10,000	\$12,000
Corporations (cash)	\$81,964	\$50,005	\$75,000	\$75,000
Individuals (cash)	\$1,111	\$10	\$2,000	\$1,500
In-kind	\$0	\$0	\$0	\$0
Other (specify): Carryover funds	\$0	\$0	\$0	\$0
Total private support:	\$85,075	\$56,015	\$87,000	\$88,500
Grand Total Revenues:	\$1,692,393	\$1,671,540	\$2,025,646	\$2,029,500
EXPENSES				
Salaries and benefits	\$380,225	\$377,930	\$457,304	\$465,000
Building rent/mortgage	\$2,089	\$1,222	\$2,000	\$3,000
Building maintenance/repairs	\$0	\$0	\$0	\$0
Utilities	\$38,147	\$36,189	\$36,309	\$37,000
Office supplies	\$3,725	\$2,870	\$8,000	\$12,500
Depreciation	\$0	\$0	\$0	\$0
Advertising/Pulic Relations	\$75,334	\$64,658	\$70,000	\$70,000
Fund-raising activities	\$1,500	\$1,523	\$1,800	\$1,800
Consultant fees/services	\$723,659	\$757,107	\$1,000,000	\$1,020,000
Legal/Accounting services	\$14,047	\$14,749	\$15,486	\$15,500
Travel/Lodging	\$11,942	\$7,126	\$7,000	\$7,000
In-kind	\$0	\$0	\$0	\$0
Other (specify):	\$354,680	\$390,558	\$426,193	\$387,750
*see "Other Expenses Detail" below				
Grand Total Expenses:	\$1,605,348	\$1,653,932	\$2,024,092	\$2,019,550
Net Income/Deficit:	\$87,045	\$17,608	\$1,554	\$9,950
Amount of reserves:	\$157,370	\$174,978	\$176,532	\$186,482

Sandy Arts Guild Other Expenses Detail

	FY 16-17	FY 17-18	FY 18-19	FY 19-20
Description	Actual	Actual	Projected	Projected
Books, Subscriptions & Memberships	\$ 2,057	\$ 6,177	\$ 6,000	\$ 6,000
Meetings and Public Notices	204	903	100	100
Training	724	-	100	250
Postage	491	4	200	200
Printing	889	510	8,500	8,500
Special Programs	17,374	19,389	15,200	15,200
Plays & Musicals	104,065	129,246	110,000	110,000
Equipment O&M	4,077	-	4,000	4,000
Equipment Rental	52,615	76,608	64,500	65,000
Credit Card Processing	15,491	7,472	8,000	8,000
Security	11,532	12,062	13,000	13,000
Technical Support	27,373	39,270	36,000	36,000
Hospitality	13,362	10,172	17,000	17,000
Transportation	3,168	2,628	3,500	4,000
Hotel Accommodations	20,211	21,578	26,000	26,000
IT Charges	12,224	9,946	14,147	14,500
Grants	48,000	48,000	48,000	48,000
Equipment	20,823	6,593	45,421	12,000
Food and Beverage Expense	-	-	-	-
Contingency	-	-	6,525	-
Total Other	\$ 354,680	\$ 390,558	\$ 426,193	\$ 387,750

Sandy Arts Guild: Performance Measures

The Sandy Arts Guild is a 501(c)(3) non-profit organization dedicated to providing artistic experiences for individuals and families within the Salt Lake Valley. The Guild has over 60,000 program participants and audience members every year, producing nearly 40 artistic programs, ranging from musical performances to visual arts shows. These programs have a significant social and economic impact on Utah residents. The Guild uses systematic evaluation measures to ensure that it will continue to have a positive impact.

Economic and Social Impact

The Sandy Arts Guild has significant economic and social impact in Utah. The Guild serves over **60,000 individuals**, with over 52,000 attendees, about 1740 artists, and about 1250 volunteers. There are approximately 10,000 attendees that receive free admission, scholarships, and other financial aid for Guild programs. Over 1000 students participate in the Guild's youth programs, including Youth Theater, the Youth Showcase, and the Elementary School Art Show. The Sandy Amphitheater is a common tourist attraction, attracting many individuals from out of state to see the various summer concerts and musical performances that the Guild has to offer. The Sandy Arts Guild also provides sponsorship and advertising opportunities for many local Utah businesses.

Evaluation Measures

The Sandy Arts Guild has specific evaluation measures to ensure maximum economic and social impact of each Guild program. The Guild uses the results of these measures to adjust and adapt programs accordingly.

Attendance

One of the main indicators of program effectiveness used by the Guild is attendance. It becomes the paramount tool for evaluation of all programs. Overall, attendance for Sandy Arts Guild programs has increased every year.

Patron Surveys

After every theater production or Sandy Amphitheater concert, attendees are sent a satisfaction survey asking for feedback and suggestions for improvement. Year over year, programming receives high satisfaction ratings - in 2018, the **average score was 4.64 / 5** and **97% of patrons** indicated they wanted more concerts and arts events produced by the Sandy Arts Guild.

Selection Committee

The Guild's Selection Committee, part of the Board of Directors, evaluates feedback from attendees, participants, technical and production teams, volunteers and vendors to determine if the shows were financially viable, if they were a popular choice, and what the market value trends are indicating. The Committee is always trying to provide shows that give as many opportunities as possible to performers to shine while at the same time meeting the tastes and needs of the audiences attending the performances.

Fiscal Year Report

In addition to internal evaluation after each event, the Sandy Arts Guild provides an in-depth report to Sandy City at the end of each fiscal year showing the results of their programming. This evaluation includes income to expense ratio, changes in attendance, patron and participation satisfaction, and volunteers' evaluation of the season.