

Request Name: 2019 United Nations Civil Society Conference

Description: Utah has been selected as the site for the 2019 United Nations Civil Society Conference.

This is a historic event as it is the first time the United Nations has left their New York City headquarters to hold a conference on U.S. soil. The UN Host Committee is requesting funds as enhancements for the event.

Agency: Economic Development

Funding for: \$755,000 One time

Private Not-for-Profit

February 1, 2019

Request name: 2019 United Nations Civil Society Conference

Brief description of funding: Utah has been selected as the site for the 2019 United Nations Civil Society Conference. This is a historic event as it is the first time the United Nations has left their New York City headquarters to hold a conference on U.S. soil. The event convenes civil society and non-profits from around the world. The theme of this conference is surrounding the United Nations Sustainable Development Goal #11 – sustainable communities.

The UN Host Committee is requesting these funds through Salt Lake City as enhancements for the event in order to show that Utah knows how to host the world. The two enhancements to the event that are being requested for state funding are for food and refreshments during breakouts as well as live stream webcasting for those who will not be able to attend the event in person.

The Church of Jesus Christ of Latter Day Saints is also a major stakeholder and supporter of this event. Latter Day Saint Charities is a certified associated member organization with the United Nations and have been instrumental in securing this opportunity. Many other prominent members of our community have expressed their interest and financial support to bring the conference to Utah. Funding for the event is targeted at half public support and half private support. Any additional funds left over after the event will go towards a legacy fund that will support continued engagement with the event beyond 2019.

Agency by which funds are administered: Governor's Office of Economic Development

Statewide public purpose: The high level benefits to the State are tourism dollars and branding. The financial impact from the estimated 5,000 attendees will equate to nearly \$5m in direct visitor spending.

This event will further show how Utah and Salt Lake City can host the world and supplement the global and Olympic legacy of the City and the State.

Type of organization that will receive the funding: Visit Salt Lake, a 501c6 non-profit organization tasked with the recruitment and servicing of visitors to Salt Lake.

Type of funding: One time

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Itemized Budget: The request is for \$755,000 for event costs. See attachment containing the full budget for additional details.

Local governments have committed the following:

- Support staff \$100,000 (Salt Lake City)
- Appropriation \$100,000 (Salt Lake City)
- Administrative costs for police and event support \$90,000 (Salt Lake City)
- Salt Palace Venue (Salt Lake County)

- Private sector support verbally committed as of 1/24: \$550,000

Performance Measures:

- **Tourism:** The event will have a maximum of 5,000 attendees and should equate to nearly \$5 million in direct visitor spending.
- **Branding:** The sustainable development goals are of high value to the United States Olympic Committee and the International Olympic Committee. This Conference will undoubtedly contribute to the Olympic legacy as well as the global brand of Utah and Salt Lake City, in addition to being a standalone image of Utah for global engagement. The event will bring well recognized figures to Utah. Some names that have been mentioned and are pending include Stevie Wonder, Leonardo DiCaprio, and the Secretary General of the United Nations. Over 100 countries around the world will likely be in attendance.

Current State Support: This is a onetime funding request to Visit Salt Lake. Visit Salt Lake is a regular funding administrator for events such as these and chairs the logistics committee for the event.

Attachments:

- One pager
- Full budget

ITEM	Budget
Registration	\$ 40,000.00
On Site-Registration	\$ 22,000.00
Conference App/Microsite	\$ 10,000.00
Salt Palace Convention Center Rental (estimated)	\$ 350,000.00
Opening Reception	\$262,500.00
Breaks	\$380,000.00
Webcast - General Session	\$ 275,000.00
Webcast - Roundtables	\$ 100,000.00
Hearing Impaired Services - General Sessions	\$ 7,500.00
Media Facilities	\$ 2,500.00
Office Space	\$ -
Internet Café	\$ 15,000.00
IT Support - Registration On-Site	\$ 6,500.00
PR/Communication Support	\$ 40,000.00
Shipping/Printing (of conference materials)	\$ 10,000.00
Funding & Travel for UN Staff	
3 technical missions, 3-4 staff, 2-3 days	\$ 32,400.00
possible security mission (unknown)	\$ 14,400.00
Misc Travel (unknown)	\$ 20,000.00
Exhibit Hall (booths & carpet)	\$ 11,700.00
Translators & Equipment	\$ 25,000.00
Increased police for event	\$ 50,000.00
Arts Council event	\$ 40,000.00
Sundance event (sponsor contributing)	\$ 250,000.00
15% Contingency	\$ 198,675.00
Total Expenses 5,000* attendees	\$ 2,163,175.00