



# Spy Hop Productions Youth Media Center

Building a 21<sup>st</sup> Century Creative Workforce in Utah

FY 2019 Funding Request: \$250,000



# Spy Hop

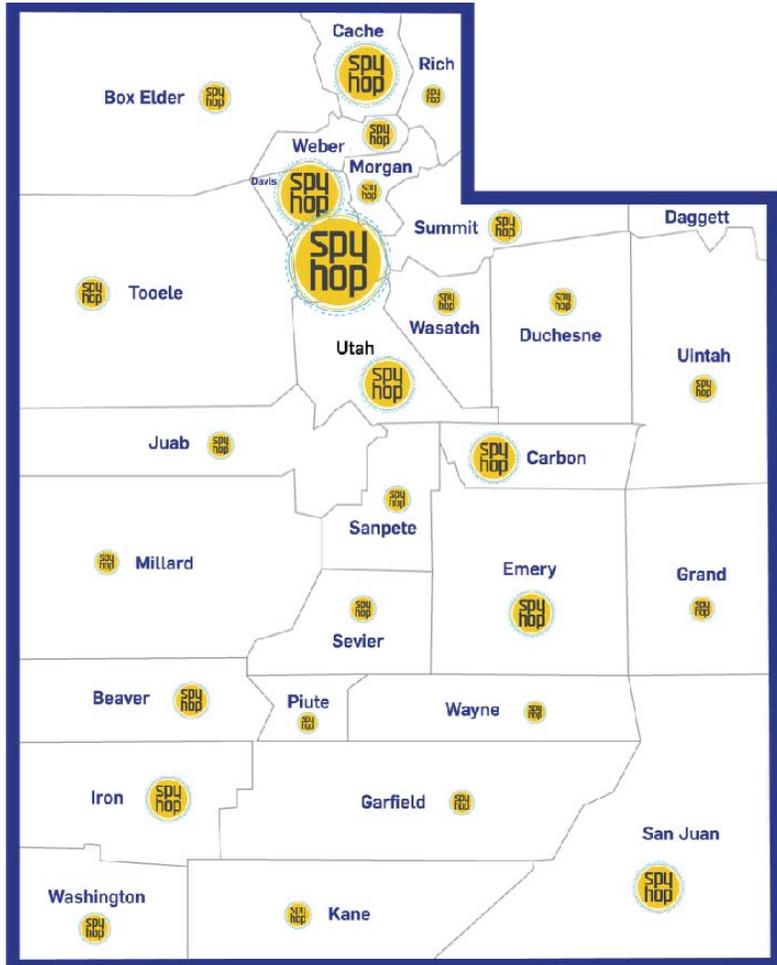
## Statewide Reach

In 2017/2018:

- Project-based **STEAM learning** in film, audio, music, and design
- **14,677** students served in-school, after-school, youth-in-care
- **123** schools visited in **23** districts
- Voices of the West - serving Tooele, San Juan, Uinta Basin counties

*"Jake F. had such a positive experience Friday, it was worth it just to bring him. When he is in school he spends ALL day in self-contained behavior and learning disabled classrooms. I have found him delightful (until the volcano erupts), but he has rarely been spotlighted in a positive way like he was on Friday. Thanks once again for allowing a student to shine!"*

- Jodie, Y.E.S.S. Program, Granite School District



The size of the circle represents the number of students who have experienced a Spy Hop program, per county between 2015-2018.

# Youth Media Arts Center Project Description



**22,000 sq. ft. Youth Media Arts Center**

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**Media Production Facilities**

**900 South, 200 West, SLC**

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**Central 9th Neighborhood**

**In-school | After-school | Youth-in-Care Programs**

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**Community Event and Performance Venue**



# Invest in Spy Hop



## — \$250,000 one-time request

\$250,000 will complete Spy Hop's initial 2018 request of a one-time \$1 million investment

A **one-time** investment will further Spy Hop's mission and its capacity to provide young people across the state of Utah with the skills and dispositions they need to succeed.

**20** SPY  
HOP  
YEARS!

# Spy Hop FY 2019 Request: \$250,000

Project Budget	Actual
<b>Revenue</b>	
Private support	2,000,000
City Support	1,497,000
State Support	750,000
<b>Total Revenue</b>	<b>4,250,000</b>
<b>Expenses</b>	
Land Acquisition	497,000
Construction	8,675,355
Other (FF&E, Contingency)	827,645
<b>Total Expenses</b>	<b>10,000,000</b>

Spy Hop's one-time request is 2.5% of the overall project budget.

There are no other state requests being made for this campaign.



# Return on Investment

Indicator	FY 17-18	Anticipated (Yr. 3)	ROI
# of Employees	20 FTE	25 FTE	25%
Organizational Budget	\$1.8 Million	\$2.5 Million	39%
# of Youth Served	14,677	25,000	42%
# of Schools Served	123	175	30%
# of Districts Served	23	45	48%
# Program Partners	15	20	33%
# Audience/Visitors	1,500	15,000	900%



# Why Digital Media Learning? Why Spy Hop?



**Utah is one of the fastest growing states in the country**

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*Seven of the top ten “in-demand” STEM related jobs are in IT, software development and programming and Utah’s tech and creative industries lack the diversity that reflect the changing cultural and economic landscape of our state.*



**Utah is becoming an increasingly complex, diverse and economically competitive state, especially when it comes to the well being of its youth.**

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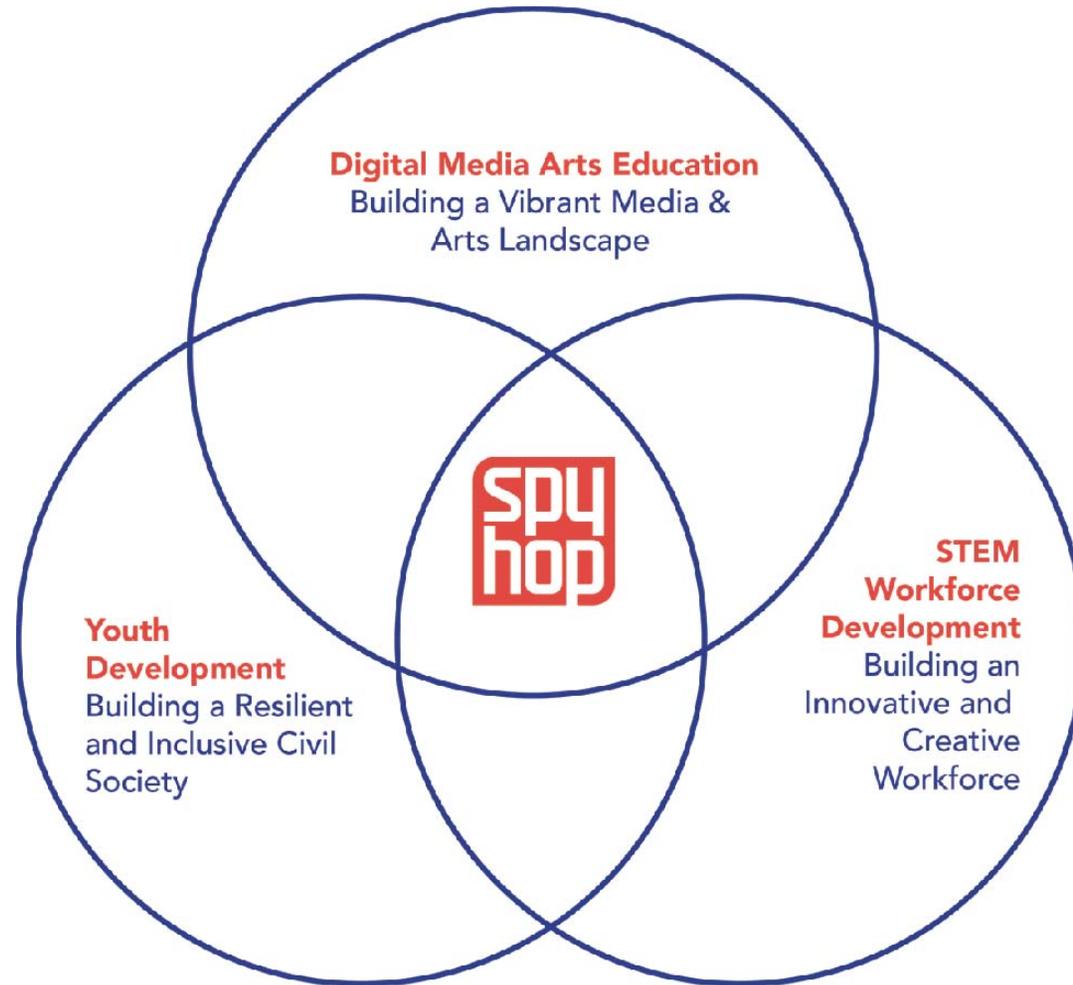
*1 in 3 Utahans are under the age of 18 - a population facing a challenging economic landscape, lack of media literacy, lack of after school programming and safe spaces for teens, few mentors outside the home, and a growing digital divide.*

# Spy Hop's Performance Measures

1. Youth increase 21st Century/college and career “future-ready” skills.
2. Participants pursue college pathways and/or career roles in digital media and technology fields.
3. Youth increase capacity to communicate effectively through media arts, technology and design.
4. Youth develop meaningful community, interpersonal and cross-cultural connections.
5. In-state talent retention to support Utah's Creative and Technology Industries.



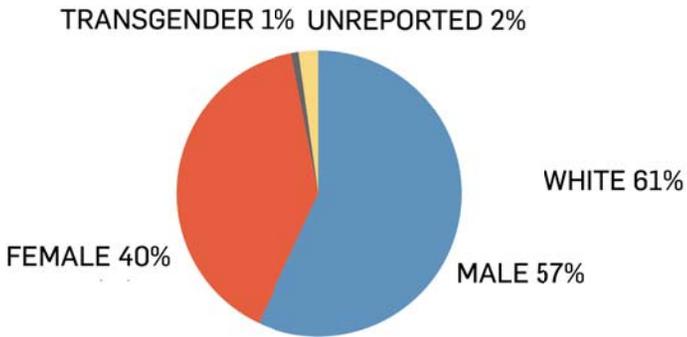
# Spy Hop Model



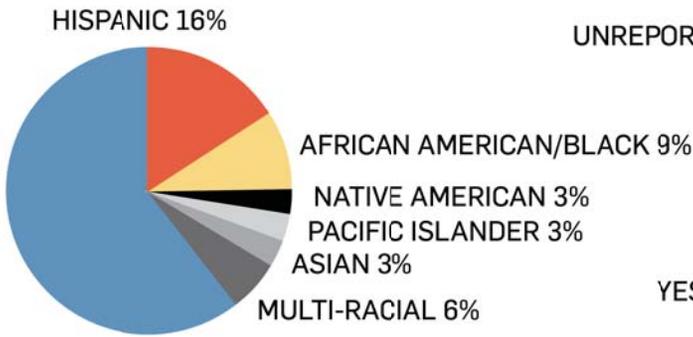
# 2017-2018 After-School and Community Based Programs

Total Students Served: 1,626  
Languages Spoken in the Home: 24

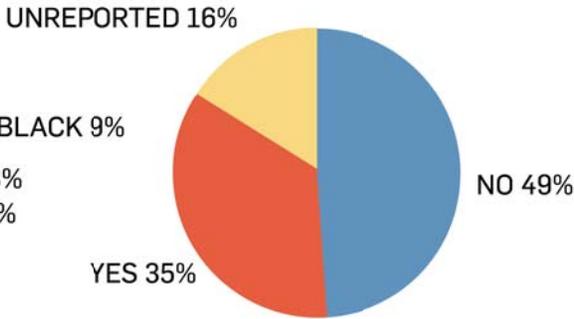
GENDER



ETHNICITY



QUALIFY FOR FREE & REDUCED LUNCH





# Spy Hop Program Outcomes

## *Data from 2017-2018 Program Evaluation Report*

- 70% of Spy Hop students improved their motivation and confidence in their academic performance.
- 81% improved their ability to make choices, take positive risks, and persist through life's challenges.
- 74% improved their internal sense of self worth as they explore who they are.

## *Data from Alumni Study*

- 100% graduated from high school.
- 70% had completed college or a certificate program. Of those, 70% had a degree related to their study at Spy Hop.
- 81% said Spy Hop helped them know how to cope with challenging situations.

**20** SPY  
HOP  
**YEARS!**



# Anthony Rodrigues

Spy Hop Student 2012-2018

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*“Spy Hop gives the young creative minds of our community a place to create and express themselves in a healthy and exciting way. In a way it also gives hope and opens up thought of anything can happen if you put your mind to it.”*

**20** SPY  
HOP  
YEARS!



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# Thank You

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