Spy Hop Productions Youth Media Center

Building a 21st 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
Youth Media Arts Center Project Description

22,000 sq. ft. Youth Media Arts Center

Media Production Facilities

900 South, 200 West, SLC

Central 9th Neighborhood

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

Community Event and Performance Venue
$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.
Spy Hop FY 2019 Request: $250,000

<table>
<thead>
<tr>
<th>Project Budget</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td></td>
</tr>
<tr>
<td>Private support</td>
<td>2,000,000</td>
</tr>
<tr>
<td>City Support</td>
<td>1,497,000</td>
</tr>
<tr>
<td>State Support</td>
<td>750,000</td>
</tr>
<tr>
<td>Total Revenue</td>
<td><strong>4,250,000</strong></td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
</tr>
<tr>
<td>Land Acquisition</td>
<td>497,000</td>
</tr>
<tr>
<td>Construction</td>
<td>8,675,355</td>
</tr>
<tr>
<td>Other (FF&amp;E, Contingency)</td>
<td>827,645</td>
</tr>
<tr>
<td>Total Expenses</td>
<td><strong>10,000,000</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Indicator</th>
<th>FY 17-18</th>
<th>Anticipated (Yr. 3)</th>
<th>ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Employees</td>
<td>20 FTE</td>
<td>25 FTE</td>
<td>25%</td>
</tr>
<tr>
<td>Organizational Budget</td>
<td>$1.8 Million</td>
<td>$2.5 Million</td>
<td>39%</td>
</tr>
<tr>
<td># of Youth Served</td>
<td>14,677</td>
<td>25,000</td>
<td>42%</td>
</tr>
<tr>
<td># of Schools Served</td>
<td>123</td>
<td>175</td>
<td>30%</td>
</tr>
<tr>
<td># of Districts Served</td>
<td>23</td>
<td>45</td>
<td>48%</td>
</tr>
<tr>
<td># Program Partners</td>
<td>15</td>
<td>20</td>
<td>33%</td>
</tr>
<tr>
<td># Audience/Visitors</td>
<td>1,500</td>
<td>15,000</td>
<td>900%</td>
</tr>
</tbody>
</table>
Why Digital Media Learning? Why Spy Hop?

Utah is one of the fastest growing states in the country

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 increasing complex, diverse and economically competitive state, especially when it comes to the well being of its youth.

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

Digital Media Arts Education
Building a Vibrant Media &
Arts Landscape

Youth Development
Building a Resilient
and Inclusive Civil
Society

STEM Workforce Development
Building an
Innovative and
Creative Workforce
2017-2018 After-School and Community Based Programs

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

Gender:
- Female: 40%
- Male: 57%
- Transgender: 1%
- Unreported: 2%

Ethnicity:
- Hispanic: 16%
- White: 61%
- African American/Black: 9%
- Native American: 3%
- Pacific Islander: 3%
- Asian: 3%
- Multi-Racial: 6%

Qualify for Free & Reduced Lunch:
- Yes: 35%
- No: 48%
- Unreported: 16%
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.
“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.”

Anthony Rodrigues
Spy Hop Student 2012-2018
Thank You

Kassandra VerBruggen
Executive Director

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