

Request for Appropriation (2020 General Session)

(See instructions on reverse side and JR4-3-101 through 201)

SECTION I - To be completed by requesting legislator

Name: Senator/Representative Ralph Okerlund Date 1-23-2020

Funding Request Name Utah Symphony & Utah Opera Rural TOUR

Description of Funding Item Funding to allow the Symphony and Opera to do concerts and education events in rural areas of the state.

Agency through which funds would be administered Utah Symphony and Opera

What is the statewide public purpose?* To bring cultural events to rural schools and parks.

What type of organization(s) will receive this funding? (check all that apply)

Government Gov't Not for Profit Private for Profit Private Not for Profit

Amount Requested: \$ 150,000

General Fund Educ. Fund Transp. Fund Other:
 FY20 (One-time) FY21 (One-time) FY21 (Ongoing) Nonlapsing

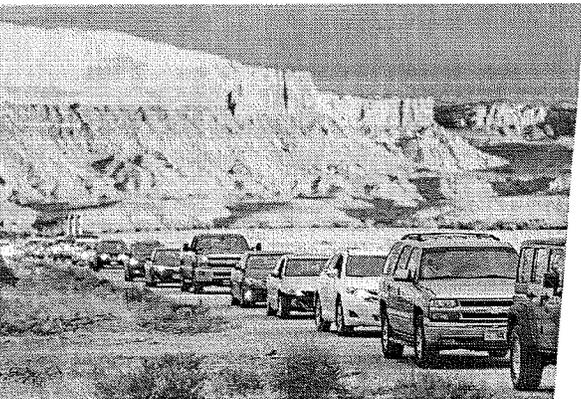
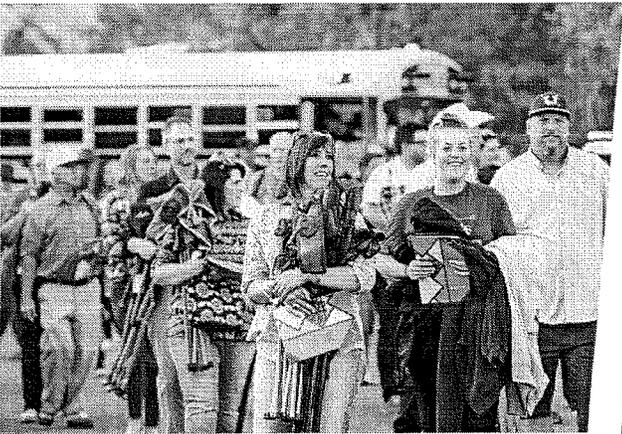
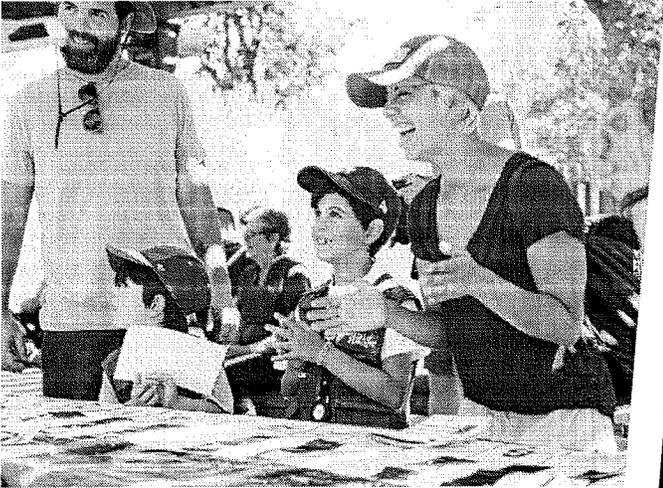
Project Contact Information: Name Patricia A. Richards
Title Interim President & CEO of Utah Symphony & Opera
Organization _____
Phone # 801-533-5126
Email prichards@usuo.org

Attach Supporting Documentation (Required)

Itemized Budget
 Deliverables and/or Performance Measures
 Does this organization receive other State financing? Yes No If yes, attach explanation.
 Please attach any other supporting documentation

Appropriations Committee Recommendation Business, Economic Development, and Labor

***All appropriations must be made to state agencies. State agencies must follow state procurement laws which require competitive bids, requests for proposal, or sole source determination. (Over)**



UTAH SYMPHONY
THIERRY FISCHER, MUSIC DIRECTOR

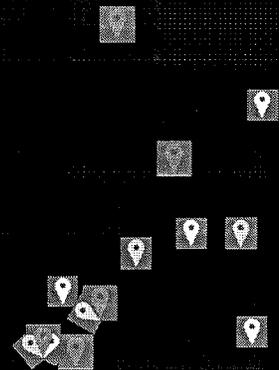
UTAH PERA
CHRISTOPHER McBETH
ARTISTIC DIRECTOR

State Tour Summer 2020 August 18-22, 2020

Utah Symphony's 2020 state tour will present one of the state's cultural gems against the backdrop of some incredible communities that are strengthened by the intersection of art, culture, landscape, and nature.

Our performances in stunning outdoor settings will bring the community together and highlight the importance of preserving the things that make our state a unique and special place to live and visit.

-  2020 Tour Site
-  2017 GART Site
-  2014 Mighty 5 Tour Site



"There is a sort of elevation that comes with hearing fresh music paired with the outdoors... The symphony gave more value to the environment we already love. It's acoustic beauty. We were thrilled that they came."

— Tauna Allen, Vernal Resident

UTAH SYMPHONY
THIERRY FISCHER, MUSIC DIRECTOR



2020 State Tour Deliverables and Performance Measures

Utah Symphony | Utah Opera (USUO) plans to **connect and partner with individuals and organizations** in the communities visited on the tour in an effort to pave the way for future joint endeavors, and **affirm that USUO is an arts organization that belongs to the entire state**. As with previous tours, this tour will provide opportunities for our organization to partner with local businesses, tourism offices, and government officials, **raising awareness of the state's cultural riches alongside its natural treasures**. Utah Symphony's tour will serve as a **milestone event** in the rollout of the Utah Office of Tourism's new brand identity. USUO is poised to engage audiences with the simultaneous experience of breathtaking live music and landscapes in some of the more isolated regions of the state. The concerts and associated events will **bring together residents** who live scattered over rural areas, creating occasions for them to connect with each other, as well as with tourists.

With **three full orchestra concerts and two chamber concerts** planned, USUO will **travel during August of 2020 to outdoor sites** in Utah's northern and southern regions to present concerts and education activities **free of charge**. Concert locations include: American West Heritage Center in Wellsville, Helper, Bryce Canyon National Park, Best Friends Animal Sanctuary in Kanab, and the Zion Amphitheatre in Springdale. Attendance at the concerts will be **ticketed in order to track attendance and build data** about who we are reaching with this tour.

Juxtaposition of orchestral music with Utah's breathtaking natural landscapes has become one of Utah Symphony | Utah Opera's signature performance modes. With each concert, USUO **reaffirms the universal nature of music to appeal to a broad spectrum of audiences and ages**, and to merge into new environments and with different art forms and disciplines to **provide fresh, meaningful experiences**. By presenting contemporary works alongside traditional favorites, concerts become an opportunity to **educate and expand classical music awareness and appreciation**. Education events **build and reinforce elemental music understanding**, and **reinforce the connection between music and the natural land**. At each stop of the tour we will **promote greater understanding of Utah's natural and cultural history through music**.

As one of America's leading performing arts organizations, USUO **will represent Utah at the highest artistic level as a cultural ambassador**. We would recognize the state's investment as a public-private partnership focused on showcasing the state of Utah and creating greater visibility and impact on a global stage as well as in all of our communities. Utah Symphony is poised to continue the positive trajectory of helping **build the stature of the state of Utah and its cultural and natural resources**. This project will continue to connect our communities through great live music, promote the natural beauty of our state, highlight the unique character of partner communities, and enhance the image of Utah both locally and nationally.

UTAH SYMPHONY
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Other State Funding - 2019-20

Utah State Board of Education

- \$1,597,400 for POPS Education Programs in the Public Schools

Utah Division of Arts & Museums

- \$160,000 General Operating Grant

Utah Department of Heritage and Arts

- \$12,000 for "10-Minute Opera" project to celebrate Better Days 2020
- \$350,000 to support Utah Symphony's Summer 2020 State Tour

UTAH SYMPHONY
THIERRY FISCHER, MUSIC DIRECTOR



**Utah Symphony State Tour
August 17-22, 2020
Projected Budget**

Orchestra Allocation	153,596.00
Staff Allocation	80,744.00
Lighting / Staging	80,000.00
Lodging	60,000.00
Conductor Fee	28,650.00
Sound System	22,000.00
Marketing	20,500.00
Orchestra per Diem	14,750.00
Extra Musicians	13,340.00
Transportation - Bus	12,350.00
Guest Artist	10,500.00
Stagehands	10,000.00
Conductor's Travel / Lodging	9,170.00
Concert Audience Logistics	9,000.00
Staff per Diem	8,000.00
Development	6,000.00
Merchandise	5,300.00
Tour Advance Travel/ Research	4,800.00
Transportation - Cars	3,000.00
Printing	2,700.00
Miscellaneous	2,500.00
Rental Trucks	2,000.00
Venue Rental	670.00
Instrument Rental	500.00

TOTAL: 560,070.00