

Rep. Gibson

Request Name: Utah Annual Multi-Genre Pop Culture Expo

Description: Economic incentive to expand the Utah Annual Multi-Genre Pop Culture Expo to increase out-of-state economic drivers. The incentive funds will be used to produce and market the 2020 convention to out of state customers.

Agency: Economic Development

Funding Amount: General Fund - \$200,000 – 2021 (One-time)

Utah Annual Multi-Genre Pop Culture Expo Estimated Budget

Event Income	\$	1,600,000.00
Facility Rentals	\$	582,241.17
Equipment & Operations	\$	264,505.00
Travel & Lodging	\$	252,628.00
Salaries & Labor	\$	1,032,000.00
Marketing	\$	22,766.00
Total Budget	\$	3,754,140.17

The expo will be required to meet certain thresholds, similar to other incentives for tourism related events.

- 1) A minimum of \$200,000 in sales tax based on ticket revenues
- 2) A minimum of 1000 pre-booked hotel rooms
- 3) A minimum of 15% of ticket sales made electronically from attendees with a zip code outside of a 75-mile radius of the convention center.

ATTACHMENT B: REPORTING REQUIREMENTS

1. **PUBLIC FUNDS:** Grantee shall comply with applicable state statutes on reporting and expenditure of public funds. Specifically, UCA 63J-1-220(2)(b) requires the recipient entity to provide the state agency with annual reports and a final report.
2. **ANNUAL REPORT:** Grantee shall provide annually a written report to the State on or before the Friday of the last full week of April. The report must respond to each of the items below in the order specified.
 - a. The actual amount spent and the time frame this amount was spent;
 - b. The projected spending by fiscal year-end (June 30 of each year);
 - c. The difference between the appropriated (contracted) and actual amount used;
 - d. An explanation of why the funding was requested or granted and how it was expected to solve or ameliorate an issue;
 - e. An assessment of implementation which includes: (i) what month and year the project, program, or bill was fully implemented, (ii) whether the project or program encountered any factors that caused a delay in implementation and explanation of these factors, and (iii) whether the project or program encountered any factors that caused a change in scope and an explanation of these factors;
 - f. An assessment of accuracy which includes: (i) how much of the appropriation was spent as of the last reporting period, (ii) the date of the last reporting period, and (iii) how much of the appropriation is expected to be spent by fiscal year-end (June 30 of each year); and
 - g. An assessment of performance which includes: (i) how the success of the project or program is being measured, and (ii) how successful the project or program has been according to those metrics.
3. **FINAL REPORT:** With request for final payment Grantee shall submit a Final Report to the State. The Final Report must address the following:
 - a. Each topic outlined in the Scope of Work, included as attachment D;
 - b. How Grantee used funds or will use funds; and
 - c. The anticipated date that the project or program will be completed.

DA
X Grantee certifies that Grantee shall provide an itemized report at least annually and a final written report detailing the expenditure of the state money as described in UCA 63J-1-220.

ATTACHMENT C: CERTIFICATION

Grantee certifies that Grantee will comply with state and federal statutes, regulations, policies, guidelines, and requirements for a non-profit entity. Specifically, Utah Code Annotated 51-2a-102(6)(f) and 51-2a-201.5 require a nonprofit organization (NGO) to disclose annually, whether the NGO received a minimum of \$25,000 in combined federal pass-through, state, and local money in both the previous year and the current fiscal year, to the State Agency which provided state or federal pass-through money. Additional reporting is required law to the State Auditor and will vary, depending on the amount of total federal, state and local funding received from all sources during an NGO's fiscal year.

The type of report required to the State Auditor is based on the following thresholds: more than \$25,000 but less than \$100,000 requires a fiscal report to the Auditor, more than \$100,000 but less than \$350,000 requires a compilation of its accounts by an independent CPA, more than \$350,000 but less than \$1,000,000 requires a review of its accounts by an independent CPA, more than \$1,000,000 requires an audit by an independent CPA. Definitions of each of these reports are found in UCA 51-2a-102.

Grantee certifies that Grantee met or exceeded or anticipates meeting or exceeding the following dollar threshold in combined revenues of federal pass-through, state or local money for the state fiscal year July 1 – June 30.

- \$25,000 or more but less than \$100,000
- \$100,000 or more but less than \$350,000
- \$350,000 or more but less than \$1,000,000
- \$1,000,000 or more

OR

- Grantee certifies that Grantee will not or does not expect to meet or exceed the \$25,000 threshold in combined revenues of federal pass-through, state or local money for the fiscal year.

The reporting requirements can be found on the Utah State Auditor website.
[<http://auditor.utah.gov/audit-resources/report-grants-to-non-profits/>].

Choose Reporting Requirements for State Entities.[<http://auditor.utah.gov/wp-content/uploads/sites/6/2014/08/REPORTING-REQUIREMENTS-FOR-STATE-ENTITIES-2015-05-28.pdf>].

ATTACHMENT D: SCOPE OF WORK

Objective / Purpose Statement (provide a detailed description of the project, including how the funds will benefit the state and community):

Funds will be used to help produce and market out of state for the FanX 2020 event.

Key Activities / Commitments (identify the work that will be completed throughout the project):

The event brings in vendors and attendees from in and out of state due to work we are putting together a successful and appealing event.

Deliverables / Performance Measures (identify key metrics that will be used to measure project's success):

Our goal is to have over 10000 out of state tickets purchased and out of state vendors

Budget (identify all funding sources and total project costs):

We spend over 3 million dollars producing our fall event annually to cover facility rental, A.V., decorator, marketing, talent costs, staffing, etc.

Payment Schedule (identify how funds are expected to be disbursed):

50% Q4 2019 and 50% Q1 2020

Grantee acknowledges Grantee's responsibility to submit audit reports, respond to legislative or Governor Inquiries, and comply with other reporting rules to receive Final payment.
