

Cultural Tourism Stabilization

[Edit Request](#)

Requester Information

Legislator: Vickers, Evan J.

Creation Date: 2024-01-16

Submission Date: 2024-01-17

Section 1: Request Details

Description:

Southern Utah University and the Utah Shakespeare Festival request \$1,420,300 to fund existing full-time administrative personnel to help securing the Festival's long-term sustainability, ensuring its continued annual multi-million economic contribution to the region and the state. This funding would support approximately 58% of the Festivals' full-time year-round personnel which administer the Festival's \$8.7 mil budget, 350 part-time and/or seasonal employees, and 350 volunteers. The Festival's economic contribution to Iron County, southern Utah, and the state exceeds \$42 million annually. This ongoing funding would sustain 17 FTE crucial to maintaining operational success and securing the economic impact to the region.

Legislative designee contact information:

- Name: John Fonseca
 - Organization: Southern Utah University
 - Position: Community and Government Relations Coordinator
-

Section 2: Funding Information

How will the appropriation be used?

	One-time	Ongoing
Personnel Services	2024: \$0.00 2025: \$0.00	\$1,420,300.00
In-State Travel	2024: \$0.00 2025: \$0.00	\$0.00
Out-of-state Travel	2024: \$0.00 2025: \$0.00	\$0.00
Supplies and Equipment	2024: \$0.00 2025: \$0.00	\$0.00
Technology Purchases	2024: \$0.00 2025: \$0.00	\$0.00
Infrastructure/Capital Investments	2024: \$0.00 2025: \$0.00	\$0.00
Other Charges/Pass Thru	2024: \$0.00 2025: \$0.00	\$0.00

Expenditure Total

One-time 2024	One-time 2025	Ongoing 2025
\$0.00	\$0.00	\$1,420,300.00

Funding Sources:

Income Tax Fund

- Amount Requested 2024 (One-time) \$0.00
- Amount Requested 2025 (One-time) \$0.00
- Amount Requested 2025 (Ongoing) \$1,420,300.00

Revenue Total

One-time 2024	One-time 2025	Ongoing 2025
\$0.00	\$0.00	\$1,420,300.00

Should unused funding be returned to the state at the end of the fiscal year?

No

Is this project scalable if the Legislature does not fund the full requested amount?

Yes

A short explanation describing how the project might be scaled

The monies will be used to fund as many full-time year-round FTE as possible to secure the operational capacity and excellence of the Festival.

Section 3: Agency Information**Subjects:**

Arts
Economy

Agency:

710 / Cultural and Community Engagement

Type of entity to receive pass-through funding

- State Government

Section 4: Performance Outcome Measurement**Who would benefit from this request (who is the target audience)?**

he stabilization of funding for these positions would help secure the Festival's continued economic impact to Cedar City, Iron County and the state of Utah. The Shakespeare Festival is a critical economic engine for the community generating wages, property income, and significant tourism impact for six months of each year with nearly 100,000 ticket buyers renting rooms, eating in local restaurants. Nearly 30% of attendees come from out of state bring new dollars to the southern Utah economy.

What is this project or program intended to accomplish?

For 63 years the Festival has operated almost entirely on one-time funding. As professional theatres all over the country are closing their doors and facing uncertain futures, these ongoing funds would secure the Festival's future and continued economic impact. Objectives include: Stabilizing 58% of the full-time year-round administrative personnel. This represents 16% of the total budget and presents an ROI nearly 30:1. Recipient of the 2000 Tony Award for Outstanding Regional Theatre, the Festival is recognized and respected world wide for quality theatre in an extraordinary location in scenic southern Utah.

How will the Legislature know whether the project or program achieved its intended purpose?

Increased attendance, economic contribution to the region and employee retention will indicate success of this investment in Festival personnel. The Festival and Southern Utah University will report each year, upon request, the financial impact of this investment including participation from in-state and out-of-state visitors, education programming that is made available across the state, jobs, volunteers, and other economic indicators. The Festival is presently engaged in an updated economic contribution report which will be available spring of 2024.

Section 5: Other Supporting Documents**Intent Language****Previous State Funding**