Requester Information

Legislator Name: McKell, Michael K.

Created Date: January 26th 2026 **Submitted Date:** January 27th 2026

Section 1: Requester Details

Description:

Funds will be used for continued sustainability of the State of Utah's USHOF Museum operations (rent, utilities, O&M, insurance, personnel costs, updates and upgrades, technology, etc.) to ensure the Museum is up to date and fully functioning.

Legislative designee contact information:

Name: Norma Carr

Organization: Utah Sports Hall of Fame Foundation (USHOFF)

Position: Past President

Section 2: Funding Information

How will the appropriation be used?

Category	One-time		Ongoing
Personnel Services	2026: 2027:	$0.00 $0.00	$0.00
In-State Travel	2026: 2027:	$0.00 $0.00	$0.00
Out-of-State Travel	2026: 2027:	$0.00 $0.00	$0.00
Supplies and Equipment	2026: 2027:	$0.00 $0.00	$0.00
Technology Purchases	2026: 2027:	$0.00 $0.00	$0.00

Category	One-time		Ongoing
Infrastructure/Capital Investments	2026: 2027:	$0.00 $0.00	$0.00
Other Charges/Pass Thru	2026: 2027:	$0.00 $0.00	$200,000.00

Expenditure Total

One-time 2026	One-time 2027	Ongoing 2027
$0.00	**$0.00**	**$200,000.00**

Funding Sources:

General Fund

Amount Requested:

2026 (One-time)	$0.00
2027 (One-time)	$0.00
2027 (Ongoing)	$200,000.00

Revenue Total

One-time 2026	One-time 2027	Ongoing 2027
$0.00	**$0.00**	**$200,000.00**

Is this a multi-year project?

Yes

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?

Original budget amount allocated was 250,000. Last year the budget was reduced by 20% <50,000> to 200,000. Because of the 20% reduction last year, we are asking to restore/ retain our budget at 200,000 . If a reduction is still needed, 5% reduction would be190,000 budget.

Section 3: Agency Information

Subjects:

Education and Research

TOUREC

Agency:

710 / Cultural and Community Engagement

Type of entity to receive pass-through funding:

Private Not for Profit

Grant recipient

No

Requested Direct Award Grant Recipient

Section 4: Performance Outcome Measurement

Who would benefit the most from this request (who is the target audience)?

Two target audiences benefit from the Utah Sports Hall of Fame Foundation (USHOFF)/ Museum: 1. Sports enthusiasts and participants throughout Utah, the USA and Worldwide. This includes fans, supporters, organizers, sports historians, sports reporters and all people interested in the world of sports.

What is this project or program intended to accomplish?

USHOFF is the premier sports organization of Utah dedicated to preserving Utah's sports heritage and history. Established in 1967, the organization has honored 837 elite level athletes, coaches, distinguished contributors and officials. Driving tourism, the organization proudly opened its USHOF Museum in 2019 at City Creek. It brings to life the state's rich sports history by preserving the legacies of heroes and role models from Utah. It is a living archive where artifacts, memorabilia and pictures are displayed amidst an innovative technological presentation. The Hall of Fame Gallery features inspirational video stories of each of 262 Hall of Fame Inductees, whereby, adding an educational component for current and future generations.

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

Continue to sustain the operations of the Museum. Increase attendance in the Museum to at least an average of 1000/month. Keep the Museum updated with current honorees information. Complete the "Stories from the Vault" for all Hall of Fame Inductees. Increase marketing by targeting convention groups, tour groups, "Hope on/Hope Off" visitors, work with "Visit Salt Lake" publications. Get Google reviews. Increase social media visibility.

Section 5: Other Supporting Documents

Intent Language Documents

Previous Funding Documents

Full Time Employees

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