

UAA UTAH ARTS ALLIANCE

23-year track record
creative industries incubator
6 cultural facilities
12 statewide art encounters

WWW.UTAHARTS.ORG
915 W 100 S SLC
COBI # S.A.R. 86

RFA: VETERAN AFFORDABLE HOUSING +
PTSD ART THERAPY PILOT (SEN WEILER)

ART CASTLE DISTRICT



Ask: \$1,397,500

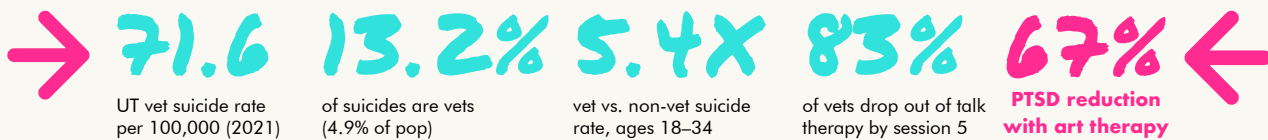
Launches Utah's 1st veteran affordable housing & art therapy pilot, located at the Art Castle. The pilot aims to become a model statewide in municipalities with high veteran populations and near military installations.

Art Castle: the historic, 15th Ward Chapel—and its grounds—will become a mixed-use campus that combines art center, housing, therapy, and a public sculpture park.

Located w/i the blighted, transitional corridor between MLB, NHL/NBA Arenas



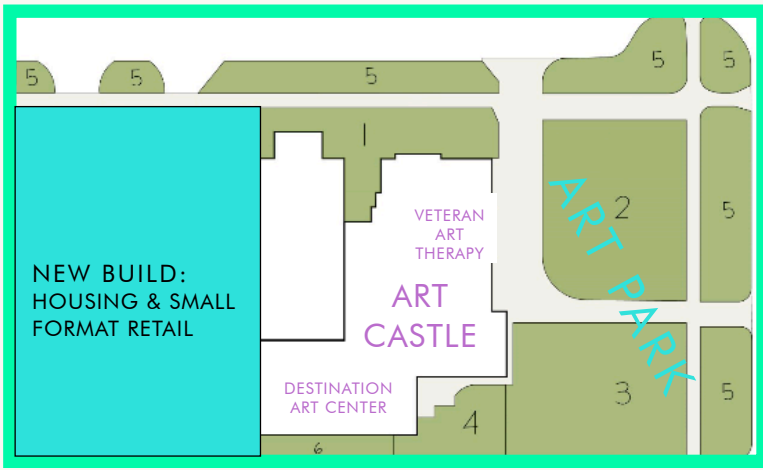
WHAT WE DO: BRING OUT THE ARTIST IN EVERYONE
MANTRA: LIVE COLORFULLY, CREATE FEARLESSLY



THE HOME: ART CASTLE

- Family-friendly **destination art center** (think Meow Wolf Sante Fe)
- **55 affordable housing units** — 30% set-aside for veterans, active duty
- **Public Park:** sculpture garden + veterans memorial
- Small format retail & convenience
- Owned + operated by Utah Arts Alliance
- Architect: Assist Inc





REQUEST	
Personnel	\$125,000
Supplies & Equipment	\$20,000
Technology	\$2,500
Infrastructure: Housing & ADA	\$1,000,000
Other (Providers)	\$250,000
ART PARK TOTAL	18,917 SF
TOTAL	1,397,500



WHY HERE

WHY NOW

- Roughly **two-thirds** of Utah veteran suicides weren't in the VA system
- UT vets 18–34: 136.8 per 100k = **5.4x the non-veteran rate**
- UT vets 35–54: 68.5 per 100,000 — **2.35x non-vet rate**
- 25% of UT vet suicides had a **PTSD diagnosis** — vs. **only 2.4% of non-veteran suicides**
- Source: UT Dept. of Health & Human Services / VIPP, 2017–2021 data, CDC-funded

LOCATION, LOCATION, IMPACT

Positioned at the crossroads of the Delta Center, incoming MLB/NHL, and Olympics stadiums, the Art Castle District transforms a key blighted area into a high-growth zone matched by high humanitarian impact.

- Utah lacks a dedicated, community-based art therapy program — NEA's Creative Forces **is concentrated in blue states**
- **4,159 veterans** live within 15 miles of the district (US Census)
- 15th Ward is **1 of just 5 pioneer churches left** (on the National Register)
- 1 of 5 Tom Hedley Recording Studios remaining
- 15th ward was a Hollywood production 7 recording studio from 1969-2018
- Dolly Parton slept and recorded here
- Census Tract: 80% below AMI, 20% in poverty, SBA HUD Zone
- Medical & USDA Food Desert, Brownfield Site
- New model for the art attraction captures all markets: family-friendly during day, 21+ at night
- 18-hour activation drives steady footfall
- Tourist attraction: ~160k annual visitors (based on Dreamscapes' current visitorship)

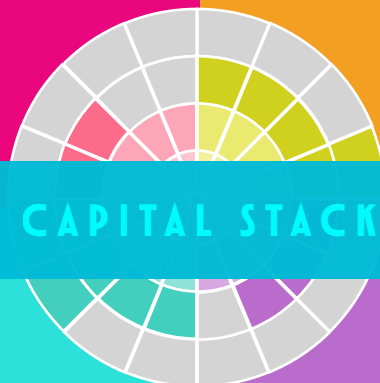
\$3.613 MILLION
12.51% - EARNED INCOME

ticket & gallery sales
housing & recording studios
lease: retail, bar, dining,
rent: facility & workshop space
gift shop & concessions
advertising sales

\$11.621 MILLION
40.24% - PHILANTHROPY

10 bespoke sponsorships
private foundation grants
corporate giving
crowdfund / grassroots
public radio underwriting

CAPITAL STACK



\$4.048 MILLION
15.4% - PUBLIC FUNDING

CDBG (secured) & NEA grants
state & local arts council grants
SL Co capital facilities grant
SLC CIP, RDA

\$9.6 MILLION
33.24% - SYNDICATION

syndicated tax credits credits:
HPTC, NMTC, LIHTC, REITC, sales tax
rebate, historic easement
developer(s) buy-in (profit-share)
concert producer(s) buy-in (profit-share)

CRYSTAL YOUNG / CY@STERLINGPINK.WIN / 801.652.0757
DEREK DYER / DEREK@UTAHARTS.ORG / 801.651.3937

