KAYENTA ARTS FOUNDATION

September 27, 2019

Ivins City Council
Attn: Dale Coulam, City Manager
Ivins City Hall
55 North Main St.

RE: $10,000 Memorandum of Understanding (MOU) for City RAP funds

Dear Council Members:

We are asking that the City award Kayenta Arts Foundation the full amount of our Memorandum of Understanding for the distribution of 2019 RAP funds.

Kayenta Arts Foundation is now beginning its third season of festivals, performances in the Center For The Arts, and our latest program we plan to offer next summer, The Kayenta Arts Academy. During our second season, the number of productions at the Center almost doubled (60 individual productions vs 33 in our first season) and the number of individual performances increased to 115. Our attendance during the year increased to 10,000, a 53% increase over the first season. We expect an additional 20% increase this season.

Last year we completed comprehensive surveys of the audiences attending performances in the Center For The Arts. We found that only 48% of our audiences actually live within the boundaries of Ivins. 37% live within Washington County but outside of Ivins. The remainder, a full 15%, are being drawn from locations beyond the County. We also found that when asked whether this was the first time they had attended a performance at the Center, on average, a full 38% responded “Yes”.

These surveys have demonstrated to us the need for our marketing efforts to be broadened. Although we are beginning to be see some recognition of the development of performing arts in Ivins, we are continuously challenged by the number of people in the community who do not know us or of the wonderful facilities that are developing in Ivins.

We have established a goal for this season to build capacity within our staff and to extend and professionalize our marketing program. This will require some staff additions including filling a Developing Director position.

We have also set in motion the development of a summer program, a period when most community theaters go dormant. We intend to enlarge a youth enrichment program we tested this summer which consisted of two 2 week camps consisting of 60 students. This summer we intend to build on its success by creating a 6 week Kayenta Arts Academy, during which students will have the opportunity to develop life skills through formal training in the performing arts. During the latter part of the summer we have reached an agreement with the Simonfest Theater Co., a professional acting team from Cedar City who have agreed to bring a 3-play series to the Center For The Arts each summer. We anticipate a complete summer season of activities for the community to take advantage of.

We believe we are making a significant contribution in establishing Ivins City as the geographical center for the arts in Southwest Utah. We ask that the City award a $10,000 grant in accordance with our Memorandum of Understanding.

Sincerely

Roger Head
Funding Committee Chair

cc: Mike Scott, Chair
Ivins City Arts Commission