Request for Ivins City RAP Funds Designated for the Arts

In 2014, Washington County voters approved a County-wide Recreation, Arts and Parks ("RAP") tax imposed as a one-tenth of one percent (0.1%) sales tax. By Resolution 2015-03R, Ivins City Council determined that the City's share of the County RAP tax revenues generally would be distributed in equal one-third shares between recreation, arts, and parks.

To apply to the City for RAP tax funds for the arts[1], an eligible applicant must complete and submit this application, including all delineated attachments, to Ivins City Arts Commission 55 North Main Street, Ivins, Utah 43728 by **December 31st** of each year. **Tax-exempt organizations proposing projects within Ivins City and Ivins City are eligible to apply for City RAP funds designated for the arts.**

Applicant's

Name: Tuacahn Center for the Arts

Physical Address: 1100 Tuacahn Dr. Ivins, UT 84738

Mailing Address: 1100 Tuacahn Dr. Ivins, UT 84738

Contact's Name: Lindsay Garfias

Contact's Phone Number: 435-652-3205 Fax Number: 435-652-3227

E-mail Address: lgarfias@tuacahn.org

How long has the applicant been in existence: Since 1995

Amount of RAP tax funds requested: $10,000

Describe the project (i.e. "proposed project") for which RAP tax funds are requested.

Tuacahn requests Ivins City RAP Tax funding to provide essential support for our 2021 Spring Concert Series. Tuacahn continues to work closely with the Southwest Utah Public Health Department to implement safety guidelines and procedures that facilitated our partial reopening in Fall 2020. With these measures in place, Tuacahn plans to host 11 events between March 12th and April 17th. Tuacahn has 9 scheduled concerts in Spring 2021, including: *Zeppelin USA, Elton John's Greatest Hits – Live!, Bill Engvall, Free Fallin: A Tribute to Tom Petty, Colbie Caillat, Starship Featuring Mickey Thomas, The*

Carpenters Tribute, Scotty McCreery, and *The Oak Ridge Boys*. Tuacahn is also scheduled to host *Professional Bull Riders* on April 2nd and 3rd. Ivins City RAP Tax funding would provide needed support for Tuacahn's live events during a time period in 2021 considered the most vulnerable for live performances.

Describe the proposed qualified project expenses to be paid for with RAP tax funds.

Ivins City RAP Tax support will strengthen Tuacahn's 2021 Spring/Fall Concert Series by providing additional resources needed for regional marketing for Spring Concerts. Funding will also offset increased costs associated with COVID-19 safety measures for hospitality and production.

IF applicant has received RAP tax funds within the past three years, provide an accounting of how prior RAP tax funds were spent.

Gratefully, Tuacahn has received Ivins City RAP Tax support that made the completion of the Zions Bank Arts Center addition to our Campus possible. The Tuacahn Arts Center houses Tuacahn's Café, Retail Gift Shop, Show Care facility, and the Entrada Dance Studio. These $10,000 contributions have been received each year since 2016 and are used to pay down Tuacahn's debt on this essential facility.

An additional $4,000 contribution from the 2020 Ivins City RAP Tax supported the construction of the George S. & Dolores Doré Eccles Creative Center which opened in September 2020. Tuacahn's Creative Center includes a new Box Office and Elevator used by our guests. In 2019, $10,000 in Ivins City RAP Tax funding supported enhancements to Tuacahn's Festival of Lights and Christmas in the Canyon experience.

Provide other information reasonably related to determining how RAP tax funds will be spent by the applicant, including, but not limited necessarily to:

Brief description of the applicant organization with examples of arts projects the applicant has organized/conducted that are substantially similar in nature to the proposed project:

Over the last 25 years, Tuacahn has sustained the arts and grown live performance in Washington County. As one of the Utah's largest nonprofits, Tuacahn employs nearly 300 during the summer season. Since opening our doors in 1995, Tuacahn has produced 60 major Musical Theatre productions as well as Concerts and Events. Tuacahn's mission is to edify and inspire the human spirit through professional world-class family entertainment and an unparalleled artistic and academic experience that matches the majesty of our canyon.

For more than two decades, Tuacahn Center for the Arts has hosted concerts in our outdoor Amphitheatre and indoor Hafen Theater. They are an important dimension of Tuacahn's year-round programming and a necessary revenue source. In 2019, Tuacahn produced both a Spring and Fall Concert series with 14 concert events, including headliners such as *British Rock Royalty, A Whole New World of Alan Menken, Frankie Valli & The Four Seasons, Jeff Foxworthy, Fab Four-The Ultimate Tribute,* and *Gentri: The Gentlemen Trio*. During 2020, Tuacahn successfully hosted 21 Fall Concerts & Events over the 8 weekends between October

2nd and November 21st. In October 2020, Brian Regan performed in front of sold-out crowds on back-to-back nights. Netflix was on-site recording Brian Regan for an upcoming special. Other headliners in 2020 included *Lee Brice, David Archuleta, The Beach Boys, and Odyssey Dance Theatre's Thriller.* Based upon our successful season in Fall 2020, Tuacahn is confident our Spring 2021 Concerts will continue to draw local and regional audiences.

Timeline for completion of the proposed project:

Tuacahn's 2021 Spring Concert Series spans six weekends, beginning March 12th and concluding April 17th. We anticipate continuing to add to our Spring Concert schedule in the coming weeks.

What, if any, maintenance, will the completed proposed project require and who will be responsible:

Tuacahn does not anticipate any maintenance costs associated with our 2021 Spring Concert Series. Tuacahn will assume all responsibility for any maintenance that arises.

How will the general public benefit from the completed proposed project:

Tuacahn Center for the Arts is a regional anchor in Utah's $10 billion tourism economy, infusing more than $100 million annually into Southern Utah's communities and businesses. Tuacahn is the largest professional Theatre in Utah. Each year we welcome more than 300,000 patrons to at least one of our professional Broadway performances.

The Spring Concert Series will kickstart Tuacahn's 2021 programming, celebrating 25 seasons of live performance. These weekend events will occur during one of Southern Utah's peak tourist seasons and are anticipated to draw both local and regional audiences. Tuacahn's outdoor facilities coupled with our implementation of strict safety protocols and the ongoing support of our local partners allowed Tuacahn to be one of the few live performance venues to reopen during 2020. During March and April 2021, Tuacahn will remain one of the only locations where the general public can experience live music.

Submit the following as part of this Application:

- ***Detailed cost estimates of the proposed project**
- ***Proof of applicant's tax-exempt status (i.e. IRS Letter)**
- ***Attachment showing other sources of funding for the proposed project**
- ***Applicant's Financial Statement for its prior year of operation**

NOTE: Applicants are invited to attend the Arts Commission's first meeting in January at which it will discuss each application. Public notice of this meeting will be done in accordance with the City's usual and customary procedures. This will be an opportunity for each applicant to answer questions from the Arts Commission. In consideration of time and fairness, no presentations by applicants will be allowed during this meeting.

Cost Estimates of the Proposed Project:

Tuacahn Budget for 2021 Concerts and Events (Spring and Fall)

Marketing & Advertising	$115,000
COVID-19 Safety Costs	$16,000
Artist Fees	$999,500
Production Costs	$65,000
Hospitality Costs	$35,000
Personnel Costs (House Management, Box Office, etc.)	$42,000
Concert Royalties	$15,000
Christmas in the Canyon	$8,000
TOTAL – CONCERTS & EVENTS	**$1,295,500**

Additional Funding for 2021 Spring Concert Series:

Tuacahn relies on a community of supporters to create our world-class Productions, Concerts, and Events. In addition to revenue generated from ticket sales at our events, Tuacahn receives funding from a collective of public and private partners.

In 2020, 80% of Tuacahn's season ticket holders retained their purchased tickets for the 2021 season. This tremendous donor loyalty, in addition to support received from local, State, and federal CARES Act support, sustained Tuacahn through 2020.

Going into 2021, Tuacahn anticipates a budget shortfall ($1.4 million) created by the large number of 2021 tickets that have already been sold. Tuacahn has created new initiatives to sustain productions in 2021, including our new "Silver Club" which has been founded by a group of major donors. To date, we have raised $225,000 in Silver Club donations. These gifts, in combination with contributions from State and Local governments will provide the additional funding needed for our 2021 Concerts.