



Hale Centre Theatre

— AT THE —

MOUNTAIN AMERICA
PERFORMING ARTS CENTRE



Hale Centre Theatre

Mission: To enrich lives through world-class theatre.

- Entertaining nearly 600,000 *annual* patrons - an increase of over 300,000 from previous location
- Employing 246 FTE Utah artisans annually
- Over 31,000 season tickets
- Ticket purchases from every county in the State
- Proudly operating in Utah for 38 years



Hale Centre Theatre in Sandy City

- Cultural and economic anchor in the Cairns District and Utah - also nationally renowned (buyers from 47 states in 2021)
- Front porch for the community and source of civic pride
- Sandy City is home to one of the most successful live-stage theatres in the world





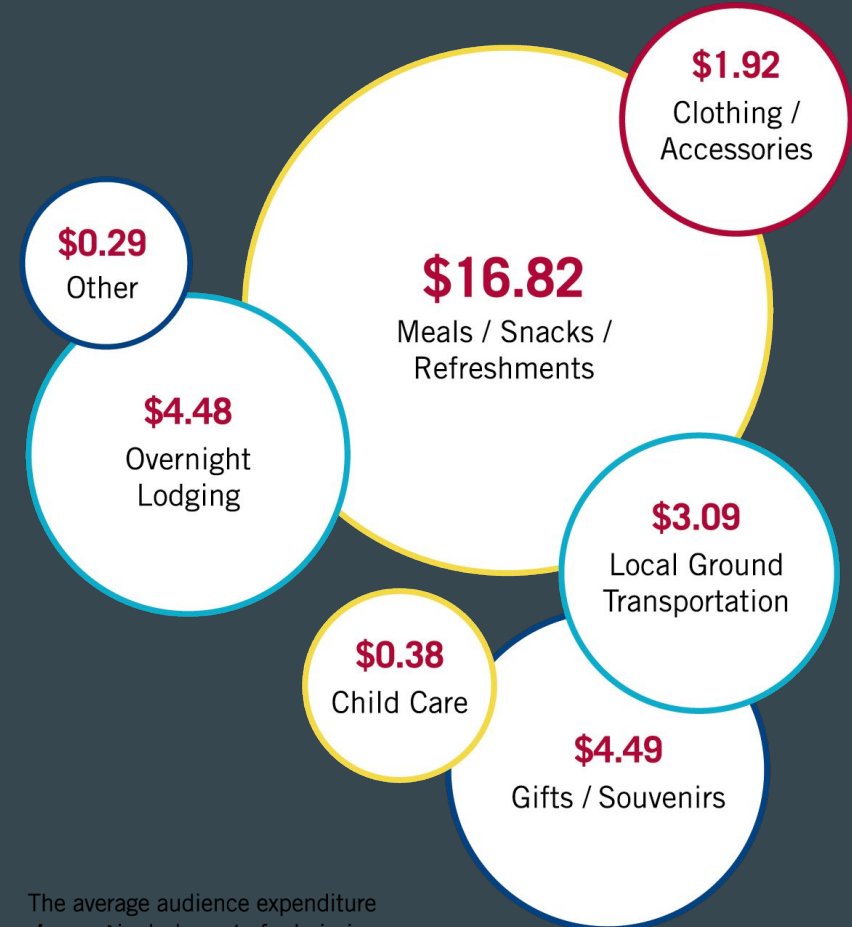


Economic Impact

Based on 212,691 audience-intercept surveys conducted by the Americans for the Arts, the typical arts attendee spends **\$31.47 per person, per event**, beyond the cost of admission. As part of the survey, local attendees were asked about what they would have done if the arts event that they were attending was not taking place: 41 percent said they would have “traveled to a different community to attend a similar cultural event”.

Average Per Person Per Event

Audience Expenditures: \$31.47



The average audience expenditure **does not** include cost of admission.

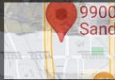
HCT Economic Impact in Sandy City



- \$18,800,000 annual economic impact - (in addition to ticket purchases)
- The new theatre inside the Arts and Education building will result in an additional \$3,000,000 in economic impact
- A combined estimated annual economic impact of \$21,800,000
- Other economic impacts include 20M in ticket sales, 246 FTE, and many local business partnerships

HCT Arts and Education Beehive





9900 Monroe St
9900 Monroe St, Sandy...
40.57°N, 111.90°W

erans Memorial Hwy

9900 Monroe St

Sandy City
Business Licensing

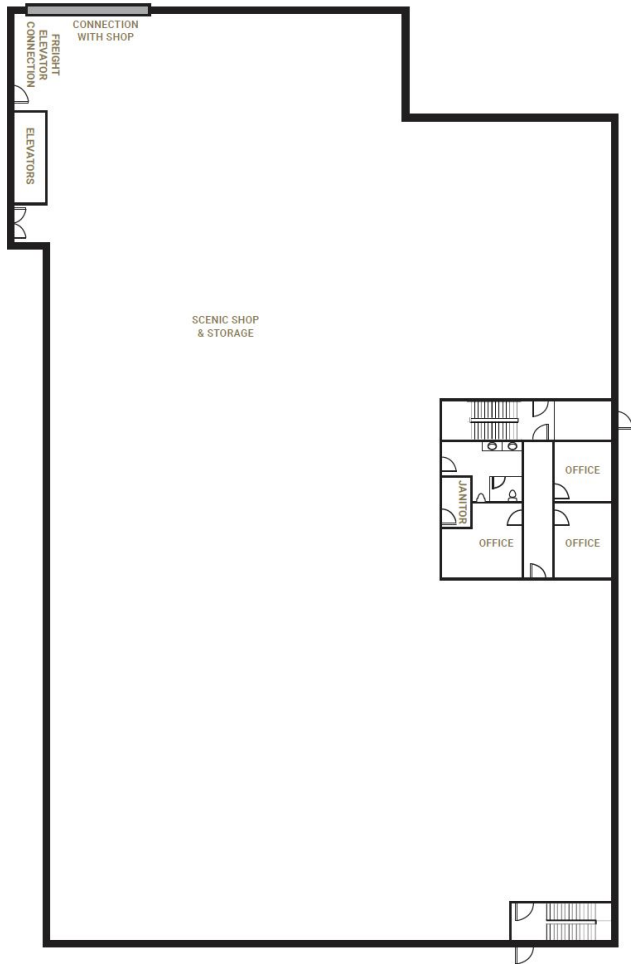
Sandy Justice Court



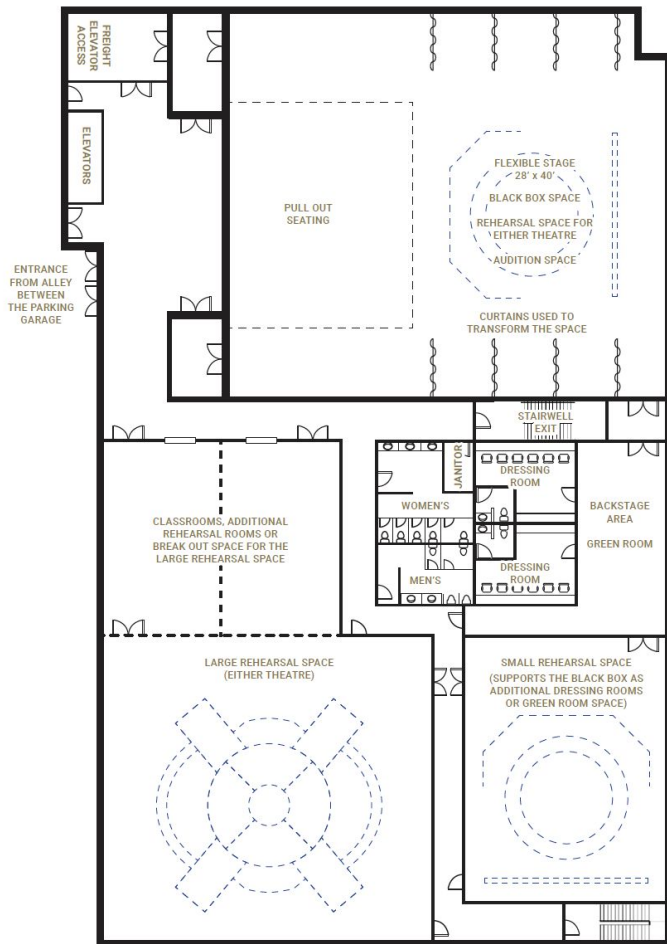
2D



FIRST FLOOR



SECOND FLOOR



THIRD FLOOR



HCT Construction Details for the Beehive

- Projected Cost: \$17 million
- 60,000 sq. ft. with three floors
- Production Facility to be built adjacent to existing Theatre
- Estimated ground breaking in Fall 2022
- Completion in 2024



Proposed Facility Will Ensure Legacy

This building addresses operational opportunities including:

- Proscenium Theatre
- Theatre Education
- Rehearsal Space
- Scenic Build Workshop
- Costume Shop & Storage
- Creative Offices



Community Donors Committed

The projected cost for this building will be \$17 million.

Donors who have committed to this HCT project include:

Mountain America Credit Union

Larry H. and Gail Miller Family Foundation

Hale Centre Theatre (cash reserves)

Gardner Company

Mark and Laura Willes

Flamm Family Foundation

State of Utah

Child Family Foundation

George S. and Dolores Doré Eccles Foundation

Beverly Taylor Sorenson Foundation

Bill and Rociel Low

WCF Insurance

Sorenson Legacy Foundation

Sue Scoresby

Mark and Sally Dietlein

Reed and Charity Quinn

Ron and Kaye Gunnell

In Memory of Jane Stickel



HCT – Moving Forward

- HCT to own the new Arts and Education building and to continue current lease of ground. A lease update would not impact existing capital reserve fund. HCT will be responsible to ensure building remains in excellent condition.
- HCT is not asking for any cash contribution or financing from Sandy City
- HCT increases contribution to the area by providing new and significant arts education programs as well as additional community entertainment offerings and economic impact
- HCT's operational position is strengthened with this asset, which in turn strengthens the partnership with Sandy City







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