



Sandy City Council Office

Memorandum

April 16, 2021 - Hale Center Theatre Cultural Celebration Series – Sponsorship Request

Request:

Hale Center Theatre is requesting that Sandy City sponsor the Cultural Celebration Series to be held this summer in the Cairns Plaza in front of HCT. The funding amount requested is \$33,120 additional expenses will be covered by HCT or additional sponsors. Event details will be provided in the presentation from Conlon Bonner, Director of Diversity and Outreach at HCT.

Information:

- Sandy City & Salt Lake County have approved the event permit.
- This event would promote cultural diversity in Sandy as previously brought forward by Councilmember Nicholl in the Utah Compact on Racial Equity, Diversity, and Inclusion. (<https://slchamber.com/utahcompact>)
- This event would promote positive relationships between Sandy City Police and culturally diverse communities. Chief Severson & Chief Cline will use this as recruiting event and as a way to build community relationships.
- This event would indirectly affect Sales Tax Revenue
- This event would help bring to life the intended community building that the Cairns was meant for. The cultural series will be the first event in the Cairns Plaza since it was built.

Sandy Community Funded Projects:

- Hale Center Theatre
 - \$0 Annually from General Fund
 - Non-Profit – Sandy owns the land & leases it to HCT
 - Sandy backs the bond for the building – HCT pays the lease payment that covers the bond payment & has a rainy day fund the city holds for them. HCT also pay \$1.50 per ticket that goes toward a capital repair fund.
 - Brings in Sales Tax Revenue
- REAL Salt Lake
 - \$0 Annually from General Fund
 - Sandy backs the bond for the land and infrastructure Sandy pays the bonds from mostly County diverted TRT and some City TRT revenue intended for that purpose and Tax Increment from the 94th CDA Project Area
 - RDA owns the land. This was a condition of using public dollars on the land purchase and infrastructure.
 - Brings in Sales Tax Revenue and TRT
- Sandy Boys & Girls Club
 - \$113,000 Annually General Fund
 - Additional funding via CDBG Funds were requested this year

- Non-Profit – Sandy owns the land & leases it to the Club (the lease payment is about \$8,500)
- Shops at South Towne
 - \$85,000 one-time matching funds from the RDA for the artwork on the outside of the mall
- South Valley Chamber of Commerce
 - \$60,000 Annually General Fund (plus 0.5% of City TRT revenue less amount for fund balance policy)
 - Non-Profit
 - Promotes or indirectly brings in Sales Tax Revenue & Supports all Businesses
- America Symphony
 - \$24,000 Annually General Fund
 - Non-Profit
- Mountain West Ballet
 - \$24,000 Annually General Fund
 - Non-Profit
- Sandy Museum
 - \$22,000 Annually General Fund
 - Non-Profit
- Healthy Sandy
 - \$10,000 Annually General Fund
- Healing Fields
 - \$10,000 Annually General Fund
 - Provide Parking, Police for Color Guard & Flag Ceremony / Security
- Sister Cities
 - \$1,500 Annually General Fund

Recommended Action:

1. Motion to Approve HCT Cultural Series Sponsorship Request for the amount of \$33,120 and direct Administration to notify the Council if any budget amendments are required.
2. Motion to Deny HCT Cultural Series Sponsorship Request.