

Cedar City Arts RAP Tax Advisory
Committee Action Meeting
June 28th, 2023

The Cedar City Arts RAP Tax Advisory Committee held its action meeting on Wednesday, June 28, 2023, at 9:00 a.m., in the City Council Chambers, 10 North Main Street, Cedar City, Utah.

PRESENT: Chairperson Joanne Brattain; Linda Benson; Randy Allen; Neal Smith; Wendy Green; Donna Law; Councilmen Tyler Melling; City Manager Paul Bittmenn; Ex. Assistant Natasha Nava.

EXCUSED:

OTHERS PRESENT: Mayor Green; Festival Hall Manager Jason Clark, Councilmen Scott Phillips; Steve Shirts; Tamera Merkley; Beth Foley; Jewly Krause; Rebekah Hughes; Sara Penny; Julie Griffin; Dallen Olcott; Brandon Burk; Amy Gold.

CALL TO ORDER: Joanne welcomed everyone. Paul RAP tax was established in fiscal year 2007-2008. This is its 15th year in existence. (Exhibit 1, RAP – Art’s spreadsheet) This spreadsheet tracks the arts disbursements over the years. The total amount awarded to the arts since its creation is a little over \$3 million. You can see the award history for all the groups. You can see when new groups came in and others dropped out. When the City sets its operating budget each year, we estimate the tax revenues we will receive. All our budgets for all our operations are set from an estimate. RAP tax is different. We collect the tax for a year and then we spend it. We have a know amount of money to spend. We set those budgets in April May, because they must be adopted by June. That last fiscal quarter is unknown to us. Which we do estimate. We budget what we know we have, we are close, but not exact. For that estimated quarter, we put those monies in a fund for the arts. You can see how it’s accrued over the years. You can see that some years we were off, some years we spent more than we had. In 2016 the City Council changed our ordinances requiring 10% of RAP funds to be set aside for preservation and restoration. In the ordinance it says the advisory board has the discretion to recommend the spending of that money or any money in that fund on a yearly basis. You don’t see a clean 10% every year, 2016 and 2017 we spent money that was not there. The amount of RAP tax we collected this year exceeds what was allocated last year. This year we are asking to set aside 10% for preservation and restoration. That amount is \$37,000. The City has also asked to allocate \$35,000 to the Heritage Theater’s sound board. It appears there is less being allocated to arts than in past years. Last year we didn’t set aside the 10% we spent the entire amount. Joanne I was not aware that it was our discretion to ask for the 10%. Donna what is the reserve balance at this point? Paul the total reserve balance is \$160,121. That’s arts money, it will not be used for anything but arts. Donna you just informed us that there are resources available that we were unaware of. Can this body meet again to discuss that? Can this body meet and discuss this further? Paul yes, you could schedule another meeting to discuss this further if you would like. Tyler the Heritage needs a great deal of restoration and improvements. The Council wants to allocate as much as possible to those updates. Donna these are our monies to recommend, this board should make those recommendations as we see fit. Paul this committee is structured to take requests from the organizations, to hold a separate meeting outside that structure is a little weird, because there are no requests before you for that spending. Donna the requests are underfunded per the wish. Paul every year I have been involved with RAP, the requests have exceeded the means. Donna but we have information here that we previously didn’t have. Linda can the preservation and restoration funds be used for all the groups? Joanne it’s for the City’s facilities only. Sara Penny does Parks and Recreation also have a preservation fund? Paul yes, however they spent it on Pickle Ball Courts. This year they have decided to spend that preservation money on acquiring parks at the North end of town.

DISCUSSION AND VOTE ON RAP TAX RECOMMENDATIONS

Joanne let’s go through each group and discuss those with wide disparities, otherwise we take the average until we agree.

- a. **CEDAR CHEST QUILTER’S GUILD \$12,000**
Joanne the recommendations all seem to be within \$7,500 to \$8,000. Tyler they use this money to rent the Heritage and I don’t want to reduce it any further.
- b. **CEDAR CITY ARTS COUNCIL \$9,000**
Joanne everyone’s numbers are in line except Wendy’s. Wendy I gave lower amounts to not exceed the available amount. I cut here and did not go back and review my amounts. This, and all these organizations are very important to the community. It’s hard to not be able to give them what they ask for. Donna the Art’s Council is the official representative for the arts in our county. That’s one of the reasons that I always support it at its full requested amount. Wendy I can change my number. Tyler what if we put \$8,000 tentatively. We have less funding this year than last year. At least with \$8,000 they will receive the same amount as last year. On average we are going to see 10% less for all these groups because of the funding this year.

- c. **CEDAR CITY CHILDREN'S MUSICAL THEATER \$25,000**
Joanne the average is \$19,500, can we put \$19,000 and see where we go. **Wendy** I'm good. **Neal** that's a big cut percentage wise for 1 organization. I try to keep it balanced, and I try not to touch the smaller groups, that was my thinking. **Tyler** they got \$24,000 last year, it might need to be closer to \$21,000 or \$22,000. At \$19,000 it would be a 20% cut for this 1 organization. **Donna** can we start with the average. **Joanne** we can go back and adjust.
- d. **CEDAR CITY COMMUNITY BAND \$3,350**
Joanne the average is \$2,500, last year they got \$3000. **Randy** why are we deviating from the averages? **Donna** there are highs and lows among these averages that need to be discussed.
- e. **CEDAR CITY JUNIOR BALLET \$20,000**
Joanne how about \$17,500 for now.
- f. **CEDAR CITY MUSIC ARTS \$22,500**
Joanne we are all in close agreement at \$17,800.
- g. **CEDAR CITY LIVESTOCK AND HERITAGE FESTIVAL \$18,000**
Donna I recommend \$17,000. **Tyler** I like that.
- h. **CEDAR VALLEY MUSICAL THEATRE \$20,000**
Joanne we're all close. **Donna** the average is \$16,250.
- i. **HERITAGE THEATRE \$35,000**
- j. **IN JUBILO \$5,700**
Joanne usually we make sure In Jubilo and Master Singers get the same amounts because they are similar groups. **Wendy** they're asking different amounts though. **Joanne** In Jubilo is commissioning a new piece which is why they're asking for more. **Wendy** if the Master Singers started asking for dues it would get them more in line with In Jubilo. **Joanne** how can we make them the same? **Wendy** I'm not trying to make them the same, if they collect dues it would get them closer. **Tyler** last year In Jubilo received \$2,200 more than Master Singers. If we round to \$3000 it might be hard for In Jubilo. I would like \$3,500 for In Jubilo. What were the expected costs of commissioning that piece? **Donna** could we do \$3,500 to In Jubilo and \$3,000 to Master Singers. **Tyler** that's a significant cut for In Jubilo from last year. **Neal** \$5,200 down to \$3,500 is significant. **Donna** \$4,000 to In Jubilo and \$3,000 to Master Singers.
- k. **IRON COUNTY ACOUSTIC MUSIC ASSOCIATION (ICAMA) \$15,000**
Tyler how about \$10,500.
- l. **JAZZ ALLIANCE \$2,500**
Joanne \$2,000. **Tyler** I think that's good.
- m. **JOHNSON ARTS CENTER \$20,000**
Joanne the average is \$13,000 if we round up, and \$12,000 if we round down. **Wendy** the reason I gave them so much is because they take the bulk of what doesn't fit in the Heritage. They provide a resource to our community. **Donna** how about \$12,500 for now.
- n. **MASTER SINGERS \$4,000**
Joanne \$3,000.
- o. **ORCHESTRA OF SOUTHERN UTAH \$20,000**
Joanne \$18,000. **Randy** I always think about how many people will be involved. And they do a lot with very little. They have performances with huge audiences. They have guest performers. **Donna** I would like to get them as close to \$20,000 as possible. **Tyler** let's do \$18,900 and I will personally give them \$100 to get them to \$19,000.

- p. **SIMONFEST \$28,000**
Wendy I think they need more money because they have lost 2 directors, and some actors, and they need something that will bring people to their venues. People love Shakespeare, but people come to see other things. Next year they will be doing more Shakespeare and fewer of the other plays. **Donna** with an average of 100 people in their audience, being a theatre practitioner, that's not a great model. Maybe they need to look at fewer performances so that they can be more financially responsible. With their number of performances and the number of viewers, it's not a great sustainable business model. **Wendy** they are weak in their advertising. **Neal** they have been in business for almost 25 years. So, they must be doing something right. I know when I was at SimonFest we would get 200 people for *Driving Miss Daisey*, and then tour across the country and get 2,000 people. I'm not sure what that answer is, maybe getting the word out will help. **Donna** the fact that the tour subsidizes their performances here lends itself to a question. **Neal** they can't tour anymore because Clearance passed away. **Randy** I think it is wonderful what they do. I was the low because I still feel like \$12,000 is a lot of money. Compared to Children's Musical Theatre, they are bringing hundreds of thousands of people. It's a small cast that puts on a few shows. When you look at the number of people locally that are involved, I can't give them a ton of money. After 25 years they are still drawing only a handful of people to their shows. Give them some money but they are not a top draw to get people interested in the Arts. **Wendy** some years are bigger than others. **Joanne** this year is a rebuilding year. I'm inclined to be a little more generous than in past years. **Sara** I think part of it is play choice. Sometimes they hit it with what people will go to, and sometimes they don't. **Donna** can we go with the average, \$17,500.
- q. **SOUTHERN UTAH MUSEUM OF ART (SUMA) \$50,000**
Joanne average is \$42,500. When you go back to the number of people served. **Neal** it's hard to compete with free. You cannot compare free to a paid performance. **Joanne** let's do \$41,500.
- r. **SUZUKI STRINGS \$5,000**
Joanne average is \$3,750.
- s. **UTAH SHAKESPEARE FESTIVAL \$130,150**
Joanne average is \$117,000. **Donna** when RAP started in 2007, the festival received \$109,000. Every time other groups were brought into the mix, Shakespeare lost money. 12 years later we have finally gotten them back to \$100,000. If we compare our Shakespeare Festival to the other Bard gems; Tuacahn is able to award 3 times the amount of money we are able to award. They are competing with those state entities. I think we need to help them as much as we can. They are bringing people into Cedar to attend their performances. One of the ways we participate is by attending the free Green Show and then purchase a half-price ticket. **Neal** in looking at their history I saw a year at \$90,000, the others were down as low as \$50,000. I'm not saying you're wrong, but to take a year from 10 years ago and say we need to get them back to that sum. I'm worried about how many entities we have, and we keep adding more. And the beauty is that Shakespeare helped create that. **Tyler** I was not around when RAP was created, but I assume some of the big players in the community helped make this happen. And then we have other organizations that want to get people into the arts locally. I think that's the goal, we need to support Shakespeare. **Joanne** if it weren't for Shakespeare, and the University, we would be Beaver. The existence of the Shakespeare Festival was a huge reason I moved here from California. A lot of these groups did not exist before RAP. This is a hard year for theatre. Other theatres are really struggling. Shakespeare is ok from a ticket standpoint. **Wendy** I vote \$119,000 or \$120,000 **Tyler** \$120,000 for now. **Donna** let's do \$118,000.
- t. **IMPAC THEATRE COMPANY \$5,000**
Joanne this is a new group, and we are all pretty in line with \$2,000. We don't give a lot of money in the beginning because we need to see a track record. **Linda** that's fine.
- u. **CROSSROADS MUSIC FESTIVAL \$15,000**
Donna I would echo what was said for IMPAC. **Wendy** I agree. **Joanne** \$2,000.

Tyler motions to approve the numbers as recommended, seconded by Linda, all in favor unanimous decision.

Randy motions to approve the \$35,000 for the sound board, seconded by Donna, all in favor unanimous decision.

Sara I need everyone to get the word out about voting in favor of RAP tax in November. We have people in this organization that do not know what RAP is. **Neal** I know that the Council is looking over the ordinance. Are any of the Art's members assisting with that to make sure it's true to what we want? **Paul** the ballot measure won't set up the division of the RAP tax. The ballot measure is simply asking the public if they authorize the City Council to impose that tax or not. The ordinance controls how that money is split up. I know of no plans with the City, as of today, to change that. If the public votes yes to keep RAP tax, it would then come back to City Council to impose that tax. **Randy** can the ballot language say "reauthorize" or "continue to authorize". **Tyler** I believe our hands are tied regarding the language used. **Joanne** we don't want people to think it is something new. **Randy** please look at it, if it's at all possible.

ADJOURN: The meeting adjourned at 9:50 a.m.


Natasha Nava, Executive Assistant