

Draper Parks, Trails, and Recreation Master Plan

Focus Group: Culture – Arts

NOTES



In Attendance

- Vic Carsey – Arts Council
- Lisa Benson – Landmark Design

Summary of Discussion

- Do get good support from city council, president 5-6 years, involved before that
- Kids wanted to be in musicals and plays – odlest is out of the house now
- Most cities this size don't really have a venue
 - We have the amphitheater – good in some ways
 - Not really designed for theater, designed for concerts, value engineered
 - Tried to improve where they could
 - Sandy has great amphitheater – kicked their arts guild out – now just concerts run by a third party
 - Have partial ownership of a theater with the canyons CD
 - Proposed partial ownership of a theater to the city
 - Canyons was building a new JR high, city partnered, fractional ownership Mt. Jordan Middle School, sandy arts guild donated with a matching grant from the county \$1.5 million – has an amazing theater
 - Sandy has a given # of weeks per year they they can use it
 - Here a theater - \$15 - \$30 million is unrealistic – fractional ownership
 - Could use for arts, dance, etc., but partnership is great option
 - American Prep Academy – was going to build a new theater and were interested in partnering – City didn't have interest
- Would love a theater, but want to see upgrades to amph at a minimum
- Draper does big musical every June – record ticket sales, made a decent profit on the show for community theater – demand for outside summer activity, now that Sandy is out, they are one of the few around
- Share resources with other cities – sets, etc.
- Quite location, not enough parking – 1,000 people is a sold-out night
 - City crunches people in
 - People park in the neighborhood – give them tickets
 - Hard stop at 10pm which is always respected

- More to be done at amphiteater
 - Think there was a plan to do indoor theater behind the park – would like an indoor facility
- 4-5 shows per year
 - At least 3 in amph
 - Large show June
 - Kids show in July
 - Rotating show in aug – local performers
 - 1-2 in other local venues
 - Maybe rent Draper historic theater
 - Rent Alta High School (outside of city)
- All volunteers, funding comes from Draper Community Foundation
 - Starting to break even, make small profits
 - Smaller shows don't make money
- Draper Arts Council ONLY does theater – no dance, visual arts, Draper Philharmonic – not supported by the City – just the orchestra – generally don't perform in Draper because no venue – wanted a venue built – but was unrealistic
- Draper has the arts festival – just a city event – not supported by the community council
- Always looking for artists to help with set design – all volunteers is tough
 - Sandy has paid staff, 3 full time, have a set warehouse with an employee to run that, do some rentals of their costumes
- Without paid staff, it's challenging – tends to be friends of friends helping each other, group isn't skilled with visual arts –
- Struggle with getting volunteers – hard to find and retain people
- Draper Historic Theater
 - Kitty corner from old Park School, been there a long time
 - Non-profit – do all of their own fundraising, no city support
 - Building needs a lot of work
 - Have a full schedule – just to make the rent
 - Have a ton of turnover – volunteers plus having financial burden
 - Building is privately owned – family holds the mortgage
 - Site isn't ideal – 100 – 110 seat theater, was a movie theater, not enough parking – all on-street
- Have a summer theater program
 - Workshop/program/camp – 2 week program
 - Kids show – may 80 kids – may double cast that this year, 80-100
 - Camp – had slots for 50 kids this year – amphitheater is hot, and no heat either – venue is challenge – used the rec center – rent was high – trying to figure out something different this year
 - American prep academy has been good partner – use their indoor space for some activities and events though they don't have a theater
- Canyons School District is difficult, expensive, not good communication – \$6,000 to \$8,000 to rent school for performances and rehearsals

- No storage at amphitheater – have a storage unit, underbuilt for anything like that, but there’s tremendous location
- People are surprised the facility exists – assume it’s not much if they haven’t been there
 - Not much of a possibility to upgrade amphitheater
 - No sound booth – sound board on wheels – needs to be able to be secured
 - Sound system needs some upgrades
 - Technical improvements – look at Tahuacan as a model for an outdoor theater, they evolved over 10 years – wasn’t much there technically – was all local performers – now state of the art technology – do auditions in LA and New York
 - Still cheaper than building an indoor theater – could be like nothing else in the valley
 - Lighting system needs upgrades
 - City has been doing fewer concerts – Rhett doesn’t have a dedicated arts person to keep booking the venues – challenge for him
 - Arts Council now has priority and city works around it
 - Not a lot of infrastructure for lines/concessions
 - Well-suited for theater – smaller shows than what concert would have
 - Wider appeal – people like casual outdoor event, people can bring cooler – good alternative to traditional theater
- Draper Community Foundation
 - Funds Draper Days (primary expense), then Arts Council, Historical Society, Draper Scholarship (Miss Draper/Miss Utah), trails
 - City funds the foundation
 - Provide money for annual shows
- Did 2 big shows 2 years ago, but didn’t have volunteer base
- Marketing
 - City helps some, but social media is the key, have some A-frame signs 15-18 around town, but do some local advertising in Draper Journal, big push on social media, have coordinator, work with the City’s social media person, social media is about 80% of people of who attend – do photos of participants in costumes, so individuals can post about the shows they’re in
 - Ticket sales have been great
- Sandy had to do their summer show at indoor venue after they got kicked out of the amphitheater – ticket sales were so poor – so much because of venue change – had a season ticket
- Invest more in the amphitheater as top need – project system
- Partnering on an indoor facility would still be a great opportunity – American Preparatory Academy was good partner – or need an influential large donor to make it happen
- Council is not diverse – need a diverse cast for upcoming show of Hairspray
- Most participants are outside the community, especially the adults, kids are in-community in general
- Higher quality shows and better reputation brings more people from all over
- Give people pride in what we’re doing
- Are year-round, meet monthly – summer is busy season, no one is in amphitheater in the winter, builds the June set in winter

- January show – year-round opportunities
- Meet monthly