

Midway City Council
16 November 2021
Regular Meeting

Performing Arts /
Letter of Support

[City Letterhead]

[Date]

To Whom It May Concern:

Midway City has long been known for its support of the arts and our cultural heritage. Midway is a community that values those events and activities that benefit our citizens, citizens of Wasatch County and our visitors. Midway has enjoyed a variety of live performing arts events including orchestra and dance performances, choruses, cowboy music, bell ringers, and theater productions for both kids and adults, among other events. These activities bring our community together.

Many of Midway's citizens have expressed their appreciation of such activities and their desire to have them continue. This letter is presented to express our support of a private, nonprofit organization which will continue hosting performing arts in Midway, including theater, dance and musical performances as well as art competitions and displays and cultural activities such as quilting, cowboy poetry, etc. We anticipate those activities would help support our retail and resort businesses and provide our citizens and visitors an opportunity to enjoy our rich cultural heritage.

We understand that a group called the Midway Arts Center Foundation is searching for and planning a venue for those purposes and we welcome the opportunity to engage in discussions with that group for the benefit of our community. This letter has the approval of all (a majority) of the Midway City Council members.



817 Double Eagle Drive, Midway, Utah, 84049

Honorable Mayor Johnson and Members of the City Council

Thank you all for your expression of support for the arts in Midway at the recent City Council meeting, and for your devoted work on behalf of all of us who live here.

Based upon the comments at the meeting, we are requesting a letter of support for the Midway Arts Center project in the same spirit as was the case for the Heber project a short while ago.

We have included some proposed language for the letter as a starting point for your review.

As you know, there is very broad support for the concept of an arts center in Midway, as evidenced by the 500+ Midway citizen petition signatures and the letters from leading citizens that were in the binders you received.

We hope you will act on this request promptly, as we are anxious to move ahead to "Bring the MAC to Midway."

Thank you.

The Midway Arts Center Foundation
Board of Directors

Sue Waldrip, President
Marvin Rust
Mindy McMaster
Randon Wilson
Stuart Waldrip
Laura Wardle
Kamie Hardy
Kay Rust, Secretary



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[Date]

To Whom It May Concern:

Midway City has long been known for its support of the arts and our cultural heritage.

This letter is presented to give our support in concept for the proposed Midway Arts Center project. When completed, it will bring a state-of-the-art 450-seat performing arts center to Midway that will provide a performance venue for High Valley Arts Foundation programs for youth and adults as well as a performance venue for other community arts groups.

We see the proposed arts center as a positive addition to our community. It will not only serve theatrical arts but will serve as a display site for Midway visual arts including quilters. It will also be used for conventions, product presentations, receptions, and etc.

The arts center will greatly benefit the two resorts in our town and bring needed revenues to Midway.

We understand that the project is to be privately funded and will not require public funds.

This letter has the approval of all / a majority of the Midway City Council members.

Celeste Johnson, Mayor

Midway Arts Center Highlights

- **450 Seat Main Stage** – Slightly less than the number of patrons who, every night, attended our recent “Seven Brides for Seven Brothers’ performances. Though Main Street Midway was closed and the cars routed throughout Midway, traffic caused no known issues.
- **Youth Program** performers are already rehearsing and performing in Midway in the same general numbers as will rehearse and perform in the Midway Arts Center.
- **Youth Show Audiences** are already attending the Town Hall for youth productions in the same general numbers that will attend the Midway Arts Center.
- **Superb Audience/Cast Experience** - The Midway Arts Center will provide a superb experience for casts and audiences with:
 - stadium seating;
 - a full-size stage for professional sets;
 - professional sound and lighting;
 - unique LED scenery backwall instead of a 70-foot fly;
 - seasons tickets to develop an ongoing clientele who will participate in regular fundraisers, helping assure that The MAC will be a viable business venture.
- **Community Use** – The MAC Main Stage will be available approximately 90 days/year for use by community arts organizations. The youth theater venue will be available more than 90 days/year.
- **Frequency of Performances** – The frequency of performances will increase, but the **per performance traffic load** will not increase to numbers any greater than is currently operational in Midway with the exception of the Christmas show. This show is sometimes lower in total numbers than the summer show. We expect it to ultimately increase to equal the attendance of "Seven Brides", an event which caused no traffic issues.
- Increased frequency of performances will allow resorts and restaurants to host year-long, ongoing clientele instead of the sporadic, seasonal clientele they now experience, which will help them achieve financial success.