

## Monthly Investment Performance Report

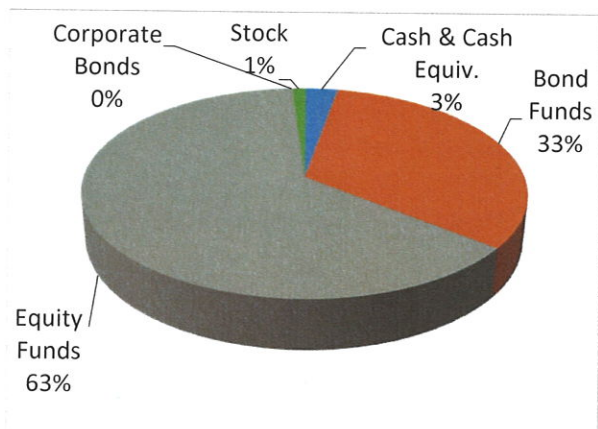
### OVERVIEW

Snow College's Endowment Pool grows with support by Snow College friends and alumni. Distributions from the Endowment Pool play a significant role in funding scholarships for Snow College students and help the College achieve its core mission themes of: Tradition of Excellence, Culture of Innovation, and Atmosphere of Engagement.

The investment management of endowment assets requires balancing portfolio risks and expected returns to meet long-term objectives. The goal of the Endowment is to provide a steady stream of income to fund scholarships for Snow College students while preserving the purchasing power of the assets for the benefit of future generations.

### INVESTMENT ALLOCATION

The asset allocation includes a diverse mix of investments with the following target allocation: 58% fixed income, 40% global marketable equities, and 2% cash and cash equivalents. Actual holdings for the current period ended are:

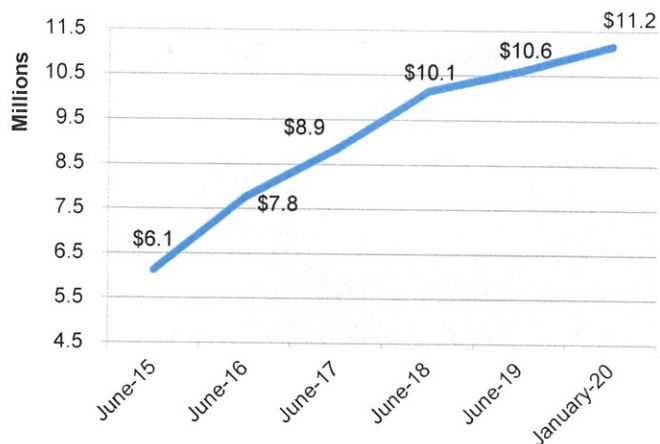


Cash & Cash Equiv.	2.7%	301,747
Bond Funds	32.8%	3,658,594
Equity Funds	63.4%	7,075,489
Corporate Bonds	0.0%	-
Stock	1.1%	123,805
<b>Endowment</b>		<b>8,916,792</b>
<b>Quasi-Endowment</b>		<b>2,242,843</b>
<b>Total Endowment</b>		<b>11,159,635</b>

### ACTIVITY

No Activity

### RETURNS



### Market over Book Value:

	Jan-20	FY '19	FY '18
Book Value	9,989,138	9,737,182	9,389,770
Market Value	11,159,635	10,601,725	10,141,955
Unrealized Gain/(Loss)	11.7%	8.9%	8.0%

As the global economy enters its tenth year of expansion following the global financial crisis, concerns are growing that a recession may be imminent. Although several factors will raise the risk of recession in 2019, a slowdown in growth—led by the United States and China—with periodic “growth scares” is the most likely outcome. In short, economic growth should shift down but not out. – Vanguard

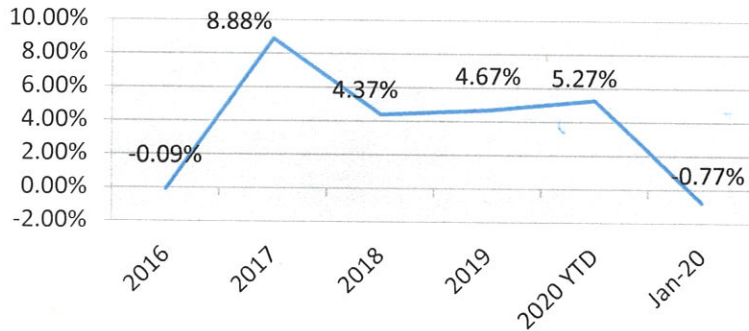
### Endowment Returns:

Period Ending: 1/31/2020

	Jan-20	FY '20 YTD	FY '19
Income	26,878	261,985	397,643
Unrealized Gain/(Loss)	(113,625)	296,922	76,300
Rate of Return	-0.77%	5.27%	4.67%

	FY '18	FY '17	FY '16
Income	160,616	173,383	151,988
Unrealized Gain/(Loss)	226,595	516,339	(157,488)
Rate of Return	4.37%	8.88%	-0.09%

**Monthly Investment Performance Report**
**RETURNS (continued)**
**Rate of Return**

**MARKET OUTLOOK**

The central bank easing of 2019 may prolong the aged cycle, but this could be the final "mini-cycle" before the turning point of the "major cycle", potentially in 2021. The main reason for the longevity of this cycle has been the persistence of economic slack. This has allowed the U.S. and other developed economies to grow without generating significant inflation pressure. This has deterred the Fed from lifting interest rates by enough to cause a recession.

The trade war has been a cycle-extending global deflationary shock, in that it forced the Fed and other central banks to reverse previous tightening before monetary policy became restrictive.

Economic slack, however, is limited at this advanced stage of the cycle. Nowhere is this more apparent than in the United States, where the 3.5% unemployment rate for November 2019 is at levels last seen in the 1960s and wage pressures are building. It's likely that central bankers, worried about "secular stagnation" and "Japanification", will take a cautious approach to the next tightening phase and wait until inflation is clearly lifting before acting.

Tighter monetary policy will eventually be required, either by late 2020 or early 2021, which we believe should ultimately push the global economy into recession. – Russell Investments

	AVERAGE ANNUAL RETURN				
	Month	Fiscal YTD	FY '19	FY 3 Years	FY 5 Years
<b>Total Endowment</b>	-0.77%	5.27%	4.67%	17.15%	30.93%
<i>S&amp;P 500</i>	-0.16%	9.65%	8.22%	40.16%	50.07%
<i>ACWI Index</i>	-1.44%	5.97%	3.64%	31.09%	22.32%
<i>Dow Jones Industrial /</i>	-0.99%	6.23%	9.59%	48.35%	58.08%

**UNITS**

To be added.

**DONATIONS**

	January # of Donations	Jan-20	FY '20 YTD	Total Balances
<b>Restricted Donations</b>				
<i>Endowment Donations</i>	9	670	127,607	11,159,635
<i>Scholarship Donations</i>	82	217,069	324,362	1,587,292
<i>Other Donations</i>	34	3,898	41,492	*
<b>Unrestricted Donations</b>				
<i>Donations to Foundation</i>	15	1,258	59,601	383,929
<b>Total Restricted &amp; Unrestricted</b>	<b>140</b>	<b>222,894</b>	<b>553,062</b>	<b>13,130,856</b>

\* These donations are donated to various fund budgets and are mingled and spent with other sources of those fund budgets

<b>Total Donations</b>				
<i>External Donations</i>	34	221,222	541,357	
<i>Employee Donations</i>	106	1,672	11,706	
<b>Total Donations</b>	<b>140</b>	<b>222,894</b>	<b>553,062</b>	

**IN-KIND DONATIONS**

January Donations: \$838

FY '20 YTD: \$838



## **About Our Current Floor:**

- + **UNSAFE** "For ballroom, it is too slick with shoes on, making it a hazard for us."  
- Robert Cox, Assistant Professor
- + **SLIPPERY** "The current floor is a safety hazard. With smooth metal taps on the bottom of our shoes, it's like ice skating"  
- Jennifer Peterson, Clogging Instructor
- + **SILENT** "In a weight room you need a floor that will absorb sound and shock upon impact. The opposite is true for tapping and clogging where you want the sound to resonate off the floor."  
- Janae Miller, Tap and Jazz Instructor
- + **SMELLS** "The former weight room floor has a distinct odor, that of rubber. The smell is noticeable when you first enter the room. It remains as long as you are in there due to poor ventilation. I found it gave me headaches and made me nauseous whenever I taught a class in that space." - Chris Rhylick, Yoga Instructor
- + **NOT SPRUNG** "Because the floor is not sprung, dancers tend to tap heavier trying to make their sounds louder. This is not healthy for the dancers joints and body."  
- Janae Miller, Tap and Jazz Instructor

The Snow College Dance Department needs a new floor to promote healthy learning

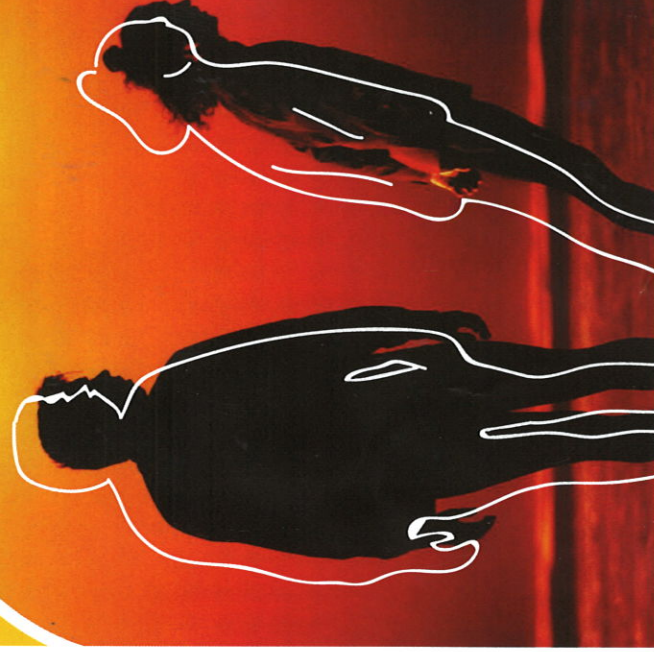
A New Floor would be beneficial because it will secure safety of students, make cleaner conditions for students to feel comfortable in, and create a more creative environment that is better suited for dancing.

But most of all, a new floor would show that Snow College cares about its student's well-being, and their success



## **Why Our Diverse Program Deserves This Floor:**

- + From 2017 through 2019 our works have been regularly selected for the Gala Performances at the Regional and National American College Dance Association Conferences. In 2018 our dancers appeared at the Kennedy Center in Washington DC and were praised for one of the "most daring performances of the festival" by the Dance Magazine.
- + The Snow College Dance Department frequently invites some of today's most important national dance artists who visit our campus to set new works on the students of our program.
- + We have a very dedicated and diverse staff, thus presenting our students with a wide range of approaches to movement.
- + The Snow College Dance Department is at the fore-front of interdisciplinary education at Snow College with course offerings that combine dance with biology, philosophy, music, theatre, mathematics and martial arts.





## The Horne School of Music at



### Fundraising and Resource Priorities 2020

#### Overview

Snow College has been an accredited member of the National Association of Schools of Music (NASM) since 1997. The Horne School of Music is proud to be the home of the first baccalaureate degree approved at Snow College—the Bachelor of Music with Emphasis in Commercial Music degree, approved by the Utah State Board of Regents in May of 2012. Since the approval of the degree, the music department has grown significantly, from serving 105 music majors in 2012 to approximately 230 music majors today.

In 2019, Snow College graduated 32 students with Bachelor of Music with Emphasis in Commercial Music degrees. Some of these graduates are working in the music industry as free-lance performers and composers. Others are working as sound engineers, either in Utah or in the US military. Still more are pursuing K-12 music education teaching licenses via the Snow College/Weber State University partnership, and a number of students were awarded scholarships and assistantships to pursue advanced degrees at Baylor, Brigham Young University, Berklee College of Music, and the University of North Texas.

#### Music Department Needs

##### 1. West Campus Music Center Sound Isolation

**Projected Cost: \$50,000.00**

Snow College is accredited by the National Association of Schools of Music (NASM). During an accreditation visit in March of 2019, the NASM visitors noted the following:

*Sound bleed in the West Campus facilities is impeding effective instruction and should be addressed immediately. Because of the lack of adequate sound isolation, it is unclear how the institution meets the standard that “Facilities, equipment, and technology shall be adequate to support teaching and learning in all curricular offerings and for all faculty and students engaged in them, and be appropriately specialized for advanced work” and that “Acoustical treatments appropriate to music facilities shall be provided” (see NASM Handbook 2018-19, Standards for Accreditation II.F.1.d. and h.).*

**2. The Snow College Institute for Contemporary Commercial Music**  
**Projected Cost: \$100,000.00 per year**

From 2004-2014, Snow College benefited from an affiliation with the Juilliard School. Faculty from New York regularly visited our campus, and the annual Juilliard Jazz Workshop became one of the premier summer jazz camps in the world for high school age musicians. Changes in personnel at the Juilliard School, along with financial constraints caused the Horne School of Music at Snow College to discontinue this affiliation in 2014.

The discontinuation of the Juilliard affiliation made it possible for Snow to seek talented artists in residence from many prestigious music institutions, including the Juilliard School. However, the marketing appeal of the Juilliard name has been difficult to replace. The proposed Institute for Contemporary Commercial Music would establish an Advisory Board comprised of noted musicians from prestigious institutions across the world, as well as the music industry. This board would advise the Horne School of Music to ensure that the curriculum of the Bachelor of Music with Emphasis in Commercial Music stays aligned with the demands of the music industry. Furthermore, the institute would facilitate the faculty in residence and workshop opportunities needed to provide Snow College students with unparalleled access to world class artists. Finally, the institute would give the college a “brandable” entity to replace the Juilliard School affiliation. Please see appendix A of this document for more detail.

**3. West Campus Practice Rooms** **Projected Cost \$50,000**

The doubling in size of our music major population has strained the capacity of our facilities to meet the needs of our students, particularly with respect to practice rooms. Often, when students have time to practice, there are no practice rooms available because they are all in use. Repurposing under-utilized space into 8-10 practice rooms at West Campus would expand practice room availability by 720 hours per week, or 15 hours per week for 48 students.

**4. Music Scholarships** **Projected Cost \$15,000.00**

The Horne School of Music operates in an increasingly competitive student recruitment climate. Three years ago, the music department scholarship waiver budget was cut by 15%. This budget had once been tied to a specified number of tuition waivers, but a decade ago, was adjusted to a specified dollar amount. This meant that every time tuition was raised, the scholarship budget was effectively cut. The 15% cut three years ago compounded the problem and has made it difficult for the music department to compete for the best music students.

# *The Institute for Contemporary Commercial Music At Snow College*

## Proposal

### Mission

The Horne School of Music at Snow College defines Commercial Music broadly as any musical endeavor that can lead to professional remuneration. Consequently, the Institute for Contemporary Commercial Music (ICCM) serves the needs of all students enrolled in the Bachelor of Music with Emphasis in Commercial Music degree, whether they are primarily classically trained, jazz trained, or focused on popular music. The mission of the Institute for Contemporary Commercial Music is fivefold: (1) to ensure that music students who choose to attend Snow College have access to a relevant, 21<sup>st</sup> Century music education that will provide them with non-perishable skills, leading to success in the music industry; (2) to provide Snow College music students with access to world-class faculty in residence and guest artists to a degree that it is advantageous for prospective students to choose Snow College; (3) to provide Snow College music students with resume quality internship opportunities in the music industry; (4) to create a network between the Horne School of Music at Snow College and other prestigious institutions of music education across the world; and (5) to aid the school in developing scholarship resources for promising music students.

### Goals

The Institute for Contemporary Commercial Music accomplishes its mission by

1. Regular curricular review and reform conducted by the HSM faculty and the ICCM Advisory Board.
2. Developing resources to ensure a robust artist in residence program
3. Identifying and scheduling guest artists and artists in residence
4. Identifying and allocating resume quality internship opportunities for students
5. Facilitating networking between the Horne School of Music and affiliated institutions.

### Structure

1. Executive Director
2. Part-Time Administrative Assistant
3. Advisory Board

The ICCM Advisory Board will be comprised of music industry professionals, faculty of affiliated institutions, professional performing artists, record producers, and individuals with expertise in resource development.



Advisory Board members (as of November 11, 2019)

Carl Allen, Former Director, Juilliard Jazz, Consultant to Horne School of Music  
Ron Blake, Faculty Member, The Juilliard School  
Gordon Kennedy, Nashville Songwriter and Guitarist  
David Sears, Grammy Awards Education Director

Budget

Artists in Residence: 5 per semester at approximately \$3K each (Includes Travel Expenses)	\$37,000.00
Support for Summer Workshop	\$35,000.00
Logistical Support for Annual Board Meetings	\$7,000.00
Part Time Administrative Support (salary 15 hours per week, \$12/hr. 50 weeks)	\$10,000.00
Travel Costs for Networking with Partner Institutions	\$4,000.00
Publicity/Marketing	\$4,000.00
Annual Total	\$,97,000.00

Projected Return on Investment

The Institute for Contemporary Commercial Music (ICCM) will provide the Horne School of Music at Snow College with the ability to better brand and market connections with prestigious institutions of music around the world, and important artists and music industry professionals who are currently doing the work for which we are preparing our students. The aim of the ICCM is to provide Snow with a means to replace and surpass in the minds of the Snow's various constituencies, the positive influence of our past affiliation with the Juilliard School. Cultivating affiliations with a number of prestigious institutions and individuals has been a goal of the Horne School of Music since the Juilliard relationship terminated, however, our attempts at communicating our goal have been hampered by the lack of an understandable, and easy to explain marketing message. This institute will be that message. This initiative gives the college a chance to reclaim the marketing "sizzle" that the Juilliard affiliation provided.



# SNOW COLLEGE

CENTER FOR GLOBAL ENGAGEMENT

The Snow College Center for Global Engagement (previously the International Center) was founded in 1978 with about 15 international students.

- Rich tradition
- Same staffing and model since 1978, more or less.

## What could we do with \$500,000?

- Establish a global learning (high impact learning practice) branch of CGE with emphasis on:
  - Study abroad
  - Increased global partnerships/exchange programs
  - Global scholars/learning program
  - Increased comprehensive internationalization of campus
  - Resources for grant writing for rural global programs (currently less than 1% of international students in the US study in a rural location)
  - These additions will increase Snow's global engagement and institutional recognition (i.e.: Aspen Institute) and help with accreditation gap analysis.
- Add to international student scholarship fund.
  - \$37,000 currently generates about \$2-3K annually for scholarships
- Increase marketing and recruiting budget and resources.
- Funds to host scholars, exchange students and visiting professors and global faculty development.
- Provide professional development opportunities, conferences for CGE staff and faculty to stay up-to-date on current practices.
- Provide for an on-campus health center to help with all Snow College students, but especially with international student health needs since they lack transportation.
- Provide resources for more Snow international alumni contact, events, reunions, fund raising.







## Global Learning Boosts Student Success



Students who study abroad have

**HIGHER** Retentions rates  
GPAs  
Transfer rates

<http://globaled.us/CCCSOAR/project-report.asp#results>



Student Involvement and Student

Development theory suggests that students  
who are involved in co-curricular activity

on campus are **more likely to be successful.**

## Global Learning Prepares Students for the Local and Global Workforce

80% 

of companies surveyed  
believe **business would increase if staff  
had more international experience.**

<http://www.p2.harvard.edu/sites/default/files/Educating%20for%20Global%20Competence%20Short%20HHJ.pdf>

23 

million jobs in the US  
are tied to **international trade.**

*Making the Case: Why Study Abroad is So Crucial.*  
IE Nov+Dec 2017

78% 

of employers agree that  
students need **intercultural skills  
and understanding of societies** and  
countries outside the United States  
as a condition for career readiness.

<https://asiasociety.org/education/preparing-tomorrows-workforce>

## Global Learning Prepares Students for Civic Engagement

A 2009 study found that


55% of students  
who participated in a  
study abroad program  
felt it **influenced their involvement in  
domestic civic engagement activities.**

R. Michael Paige, Gerald W. Fry, Elizabeth M. Stallman,  
Jasmina Josic & Jae-Eun Jan (2009) Study abroad for global  
engagement: the long-term impact of mobility experiences.  
*Intercultural Education*, 20:supl, S29-S44.

83% 

Americans agree that our  
nation is better off when more of  
our students are **internationally  
educated and understand other  
cultures and languages.**

<https://www.nafsa.org/policy-and-advocacy/policy-resources/seven-important-facts-about-international-education>

90% 

of voters agree that our nation  
needs an education system that  
produces educators, business leaders,  
and diplomats who **understand other  
cultures and languages.**

<https://www.nafsa.org/policy-and-advocacy/policy-resources/public-opinion-supports-international-education>

Global learning is an essential component of higher education. It is critical that community college students have the same access to global learning opportunities available at most universities. Community colleges can bridge this opportunity gap by exploring ways to expand access to global learning for the students and communities they serve.



# SNOW COLLEGE

ATHLETIC DEPARTMENT

## Snow College Athletic Department Fundraising Opportunity

Issue: Travel costs within the department continue to increase. In 2018 we were paying about \$200,000 for busses and airfare. This number has increased to over 290,000 this current year. We are under contract with a coach company and pay about \$4.00 per mile when traveling by coach. With own coach, that cost is around .60 cents per mile.

Request: We have explored several options as listed below:

1. \$250,000 to purchase a 56 passenger coach- a 2014 or 2015 model.
2. \$550,000 to purchase a 56 passenger coach- a 2020 model.
3. \$195,000 to purchase a 36 passenger bus-a 2020 model.

Rationale: With our own coach, the college would reduce the cost associated with team travel. Using the volleyball team as an example, last year the team traveled about 6300 miles and spent \$25,500 on that travel. They were on the road for 20 days. If we had our Snow College branded coach, we would have spent about \$3276 on the same number of miles. Driver cost would have been around \$5000 for a total of \$8276 and a savings of over \$17,000.

**COMPETE • COMPLETE • REPEAT**



Challenges: Snow would hire drivers, scheduling them and keeping them busy could be a challenge. Upkeep and maintenance would be done in Salina with the new truck stops. Schedules won't align for all sports so we will focus on soccer, volleyball, basketball and softball. We will still rent coaches for football and some crossover schedules.

Projected Savings:

Volleyball \$15,000

Soccer \$15,000

Basketball \$20,000

Softball. \$14,000

Total of \$64,000 per year. Discussions with other areas on campus show there could be an additional 15,000-20,000 dollars of savings/income from these areas.

The coach could be leased for summer to Coach company if we needed additional revenue.



# SNOW COLLEGE

ATHLETIC DEPARTMENT

## Snow College Athletic Department Fundraising Opportunity

Issue: Fall athletes (football, soccer and volleyball) begin practice on August 1 each year. Their scholarships and financial aid are released on the first day of school- around August 22. The athletes have had to be responsible for housing and food for this three-week period. During this intense period of training, diet is important in development but many of these athletes are not able to afford a proper diet.

Request: \$25,000 per year for preseason training table.

Rationale: Snow Athletics would like to be able to cover the cost of at least one meal per day during the three-week period. 190 athletes @ \$6 per meal is \$1140 per day. Twenty-two days is \$25,080.

This \$25,000 would provide our athletes with a great start to the new season.

**COMPETE • COMPLETE • REPEAT**





# SNOW COLLEGE

ATHLETIC DEPARTMENT

## Snow College Athletic Department Fundraising Opportunity

Issue: Recruitment of athletes require our coaches to be on the road for thousands of miles per year. We are currently using school cars or using personal cars and being reimbursed for some of the costs associated with the travel. Renting a school car is cost effective for about 120 miles-then renting becomes more of a viable option. Using own cars is most efficient but doesn't consider wear and tear on personal vehicle.

Request: Recruiting vehicles for the athletic department (25,000 for one car, \$50,000 for two)

Rationale: Coaches are currently limited by budget concerns in recruiting efforts. With the addition of a vehicle that we pay gas and upkeep, our coaches will be able to do a better job in recruiting without feeling they are losing money on each trip. Costs associated with an athletic car are about 12 cents per mile plus maintenance. We are paying 41 cents per mile for reimbursement of own vehicle and 50 cents or more if we rent school vehicles.

**COMPETE • COMPLETE • REPEAT**



*Seven singer/musician/storytellers perform against a video screen backdrop.*

Beginning this May, an ensemble of Snow College Performing Arts students and two Native Americans will make up the cast of singer/musician/storytellers to headline the **Mormon Pioneer Heritage Festival**.

### **Our Request**

\$25,000 to underwrite pre-production costs and secure student salaries through this inaugural year.

### **The Need:**

This festival sprang from the demise of the Manti Mormon Miracle Pageant — a two-week, eight-performance, Church-sponsored event that drew visitors to Sanpete County and, to a great degree, to explore the Snow College campus. The pageant's termination left a void that President Cook sought to fill.

After hearing about this dilemma, Clive Romney of Utah Pioneer Heritage Arts (UPHA) met with President Cook and several representatives from Snow College along with Monte Bona, Director of the Mormon Pioneer National Heritage Area (MPNHA), for which UPHA serves as Interpretive Affiliate. UPHA has been gathering the stories of Utah's pioneering heritage and presenting them using the entertainment arts for over ten years.

Clive suggested that the Mormon Pioneer Heritage Institute at Snow College was uniquely positioned to fulfill its mission by using student performers to tell the many stories of the MPNHA in repertory throughout the summer season (early May through mid-October) both on campus and at various locations throughout the MPNHA.

### **Some of the potential benefits are:**

- The practical educational experience the student performers will receive
- The exposure of people throughout the MPNHA (from which a sizeable percentage of Snow College's student body comes) to the excellence that Snow College performers achieve
- The exposure of out-of-area festival attendees to the stories and beauties of the MPNHA
- The exposure to visitors from all over the world as we incorporate bus tours in 2021
- The boost in tourism for the MPNHA through the Story Road Utah mobile app
- The increased cooperation by all six counties of the MPNHA in collaborative promotion of the heritage area
- The increased community pride as each community experiences its stories interpreted in an immersive audio/video/musical/live storytelling experience
- The opportunity for Snow College to increase its visibility among and service to the Native American community



Snow College Choral Director Dr. Michael Huff is the Festival Director. Clive Romney (UPHA) serves as Artistic Director. Shirlee Silversmith, Former Director/Utah Division of Indian Affairs serves as Native American advisor.

## The Festival

The Mormon Pioneer Heritage Festival is three-part:

**1 – Response/Invitation** — visitors to our website are guided by videos to record a 90-second story on FlipGrid (an easy-to-use video discussion website). These video stories can be from their own life or the life of an ancestor. These videos will be collected and curated by our production team to insert into each ticketed performance. Visitors are also encouraged to download the Story Road Utah mobile app which will entertain them with stories and songs while it guides them to the venue.

**2 – Discovery** — guests walk into the venue and are greeted by a variety of authentic 1800s-era demonstrators and, where possible, traditional Old West food fare (including authentic Native American cuisine). In addition, there will be a video station playing stories and songs that tell of Utah's rich heritage of success, triumph over tragedy, and strength in adversity. There will also be artwork by Utah artists on display. Cast members from the ticketed show will be on hand to host various elements of this part of the festival, including pioneer and Native American games, and teaching guests how to tell their own stories in "story circles".

**3 - The Story Road Utah Experience** — a ticketed event within the festival, it will feature one of three themed programs this year, each beginning with "I Am a Story" (written by Sam Payne). In this opening song, names of some of the audience members, gleaned from their ticket registration, are integrated into the lyrics. Songs and stories presented by our ensemble cast, backed by large-screen video images, are mingled with the audience-generated videos. This converts audience members from spectators into participants, creating an immersive, personal experience that builds a deeper connection with their own ancestors and with those who settled this land.

This year's three themed programs are: "**Pioneers & Indians–The Real Story**", "**Only In Utah**", and "**Real Women of The Old West**".

These programs will be approximately 70-minutes in length. At the end of each program, the ensemble performs, "Don't Let Them Be Forgotten" inspiring audience members to "Be the Link" connecting generations in their own family. They leave with our brochure showing them how to continue *The Story Road Utah Experience* in their families. Our goal is to turn hearts — to tie families together through stories and songs.

## This Inaugural Year

This inaugural year will require much audience-building through grassroots and social media publicity and promotion, and paid print and electronic media advertising. Promotional videos will be featured in PSAs and interviews on Wasatch Front television stations. Part of your funds will go to underwrite these production costs as we gather additional grants.

The ticket price will be \$20 per person, but will be reduced to \$10 with the submission of a

personal or ancestral story through FlipGrid. We will provide scholarships for fourth and seventh grade teachers who teach Utah history, college students studying to become teachers, and other influencers to attend one or more of the programs free of charge.

The majority of your funds will help subsidize the cost of paying the performers over and above ticket receipts or other funds.

Our target audience this first year is Snow College students and their families, and Utah adults over 55 and their families. Because ancestral stories are part of each performance, this latter target audience has an incentive to bring their descendants with them to presentations of *The Story Road Utah Experience*.

We project that we will have 15-20,000 in attendance at the festival this year, with 10,000 of them attending *The Story Road Utah Experience*. We also expect that those numbers will grow significantly in the subsequent years as we add bus tour groups to our audience and build our reputation as a high-quality family experience.

### **Evaluation**

Our first year success will be measured by:

- The number of FlipGrid ancestral videos recorded/submitted
- The number of downloads of the Story Road Utah mobile app
- The number of tickets sold
- The number of guests served at the "Discovery" portion of the festival
- Sales of products sold at the festival
- Post-show surveys measuring the strength of promotional materials and marketing efforts

**Following is a budget for our 2020 year.**

Sincere thanks for your consideration,



**Bob Morphis,**  
*Executive Director*  
Utah Pioneer Heritage Arts  
(909) 519-3188





<b>EXPENSES</b>			
Description	Cost	Quantity	Extension
Cast Artistic Fees	900	90	81,000
Royalties - Utah Pioneer Heritage Publications	50	90	4500
Snow College O/H-lights, sound, a/v equipment	50	90	4500
Venue expense - donated by Snow College or presenter			
6 X 12 Art Exhibit Cargo Trailer + licensing	4,450	1	4,450
Art racks for art display	300	2	600
Trailer exterior paint design & painting	2,200	1	2,200
Travel expenses Gas	50	30	1,500
Logo & brochure design	3,500	1	3,500
Brochure printing	1	20,000	1,500
Artwork for performance videos	100	50	5,000
<b>Marketing/advertising</b>			
Copy writing			1,000
Voiceovers			500
Studio time			1,500
Website/webmaster			2,500
Story writing for live show - <i>The Story Road Utah Experience</i>	300	8	2,400
Story Road Utah Travel App placement of new stories			8,500
Mid-Utah Radio advertisement placement			5,000
Local Newspaper ad/article placement			1,250
Utah Life, LDS Living Magazines ad placements			4,000
<b>Program Development-<i>The Story Road Utah Experience</i></b>			
Find Your Stories, Tell Your Stories, Be The Link takeaway booklet			2,500
Rehearsal coaches-donated by UPHA & Snow College - \$8500			0
Sheet music & mp3 prep-donated by UPHA - \$1200			0
Video recording of performances for product creation, promo			5,000
Postproduction to create DVD products, promo videos			5,000
DVD product manufacturing			3,000
Contingency			5,000
Total expenses			155,900
<b>PROJECTED INCOME</b>			
Anticipated income from prepaid performances (15 @ 1,000)			15,000
Anticipated income from ticket sales			57,730
Merchandise sales-DVDs, cookbooks, art, vendor % over minimum sales			2,000
Anticipated income from Snow College Foundation Board-meets March 4			25,000
Anticipated income from foundation grants			57,000
Total Income Year One			156,730