



Red Butte Garden
THE UNIVERSITY OF UTAH
Red Butte Garden Advisory Board Meeting
Wednesday September 12, 2018, 3:30 PM
Classroom

Present: Greg Lee, Tim Welsh, Tory Magleby, Erin Armstrong, Byron Barkley, Thomas Brickey, Kym Buttschardt, David Gee, Cindy Kindred, Kristy Larsen, Ron Motzkus, Kevin Murphy, David Reymann, Stephen Urquhart.

Absent: Sandi Behnken, David Classen, Fred Esplin, Jeff Herring, Chuck Horman, Nancy Martin, Steve Price, Susan Speer.

Staff in Attendance: Derrek Hanson, Roxanne Kulakowski, Angela Wilcox.

- I. Approval of Advisory Board minutes from May 9, 2018.
A motion was made, seconded, and passed to approve the minutes.
- II. Announcements
Nature Connects exhibit closes on Sunday, September 16. Board members are encouraged to see it before it closes if they haven't already. We will have a report of the final numbers from the exhibit next meeting.

Roxanne will be retiring at the end of the month. Tim and the Board congratulated her. Roxanne thanked Greg for his encouragement and support over the years.

- III. Concert Season Wrap-Up
 - a. Ticket Sales and Revenue
As of today, we have sold 95% of the whole season, which averages out to 2,850 tickets per concert. This translates to a little over \$4.1 million in ticket sales. Twenty of our 28 concerts sold out. The only show that did not sell well was Femi Kuti & Angelique Kidjo, which only sold about 1,400 tickets. Derrek surmised that it was a mismatch of artist and market. Greg stressed the important role Derrek plays in booking and managing concerts, acknowledged his long hours and hard work, and thanked him.

Following up last meeting's discussion about LiveNation entering the live music market in Salt Lake City, Derrek said LiveNation's presence did make booking artists harder, but did not seem to affect our ticket sales.

Derrek thanked Tom Brickey and his office for twice this year performing last-minute dental work on artists or band members playing at Red Butte Garden – one of which was this morning.

b. Sponsorships

Total revenue for concert sponsorships came to \$2,254,000, of which \$1,390,000 is the gift portion. This is an increase of \$175,000 from last year. Prices were tweaked on partial- and full-season packages to encourage sponsors to purchase a full-season package for only \$1,000 more than a partial-season package. Unreserved package sales account for \$100,000 of the total sponsorship increase with the remaining \$75,000 coming from an increase in the number of packages and sponsorships sold. Total donors increased from 195 last year to 212 this year. This year, Angela rearranged the terrace lawn chair section so that every reserved seat was front-row, which sponsors responded to very well. We are in negotiations with both Wells Fargo and Toyota regarding their sponsorships for next season.

For some sold out concerts, the sponsor terrace can seem empty and there are several reasons for this. Some sponsors who purchase unreserved packages don't sit on the terrace and instead use the donor entrance to get into the venue faster than general admission patrons and sit in the first few rows. Some sponsors simply don't attend every concert they get tickets for, especially when they have bought a full season package. Concerts that draw a younger crowd will often see sponsors giving their tickets to their children or grandchildren who generally prefer to sit closer to the stage. And finally, full season packages only have 22 concerts in them. The additional concerts, which are peppered throughout the season, sell about half the number of sponsor tickets that other concerts do.

c. Board Feedback

Tom Brickey suggested that Angela give away prime sponsor seating if the owners haven't taken their seats by a certain time on concert days. Some argued in favor of this idea and some were against. If this idea were implemented, working out the logistics may take some time. Derrek suggested changing the reserved sponsor section in the main lawn from a block in the middle to a thin strip of blankets stretching from aisle to aisle. Both of these suggestions are in response to comments from artists about the "black hole" of empty seats in the middle of the lawn where the reserved sponsor section is. Angela agreed to try to find a solution during the off-season.

Tory Magleby brought to the Board her concerns about children at concerts. She has witnessed unattended children on several occasions which may pose a liability issue for the Garden. She suggested that small children, under the age of five or three, not be allowed at concerts. In

addition, many children are not wearing hearing protection. Greg will speak with University Counsel regarding official University policies. Some were concerned that barring children from concerts would not align with the overall message that the Garden conveys. Some suggested requiring that all attendees, small children included, must have a ticket to attend. This cost may prevent some parents from bringing their small children to concerts. We will investigate what other University entities and local concert venues have in their policies.

IV. Nominating Committee

Several Board members will be leaving the Board this meeting, including Susan Bollinger, Nancy Martin, Lyle Summers, Tom Brickey, David Classen, and Steve Urquhart. Board members are encouraged to submit nominations before the next board meeting, when voting on nominees will occur.

V. Finance Committee Budget Report

This fiscal year, we had three fewer concerts than last year in the 4th quarter as well as a lower average ticket price, which resulted in a decrease of income by \$1.1 million. Contributed income, including memberships and sponsorships, increased \$400,000 since this time last year. This means that total revenue is down \$600,000, as a result of the timing of the concerts. Expenses increased, as forecasted, due to an increase in staff positions, salaries, and the addition of the Water Conservation Garden. Kevin Murphy analyzed the number of staff we employ against revenue over several years and found that revenue-per-headcount continues to increase. ZAP funding increased to just over \$1 million.

VI. Staff Report

There were no questions on the Staff Report.

Adjournment 5:00 pm