


**Mayor's Office: Council Agenda Item Request Form**  
*This form and supporting documents (if applicable) are due the Wednesday  
before the COW meeting by noon.*

<b>Date Received</b> (office use)	
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<b>Date of Request</b>	03/07/2018
<b>Requesting Staff Member</b>	Carlton Christensen 87032 Jackie Nicholl 87098
<b>Requested Council Date</b>	03/13/2018
<b>Topic/Discussion Title</b>	Mountain America Expo Center Rental Fee Waiver for Utah Prepare Conference and Expo.
<b>Description</b>	Salt Lake County will partner with Utah Division of Emergency Management (UDEM) for the Utah Prepare Conference and Expo taking place September 28-29, 2018 at the Mountain America Expo Center. Emergency Services is requesting a fee waiver of \$9,000 for one day of rent at the Expo Center.
<b>Requested Action<sup>1</sup></b>	Approval of fee waiver on Consent Agenda
<b>Presenter(s)</b>	Carlton Christensen, Jackie Nicholl
<b>Time Needed<sup>2</sup></b>	NA
<b>Time Sensitive<sup>3</sup></b>	Yes
<b>Specific Time(s)<sup>4</sup></b>	
Please attach the supporting documentation you plan to provide for the packets to this form. While not ideal, if supporting documents are not yet ready, you can still submit them by 10 am the Friday morning prior to the COW agenda. Items without documentation may be taken off for consideration at that COW meeting.	

**Mayor or Designee approval:** \_\_\_\_\_



<sup>1</sup> What you will ask the Council to do (e.g., discussion only, appropriate money, adopt policy/ordinance) – in specific terms.

<sup>2</sup> Assumed to be 10 minutes unless otherwise specified.

<sup>3</sup> Urgency that the topic to scheduled on the requested date.

<sup>4</sup> If important to schedule at a specific time, list a few preferred times.



**Ben McAdams**  
*Salt Lake County Mayor*

**Regional Transportation,  
Housing & Economic  
Development**

**Carlton J. Christensen**  
*Department Director*

**Stuart Clason**  
*Associate Director*

**Samantha Sedivec**  
*Communications Manager*

**Robert Trujillo**  
*Administrative & Fiscal Manager*

**Erika Fihaki**  
*Office Coordinator*



March 6, 2018

Council Chair Aimee Winder Newton  
Salt Lake County  
2001 South State St. Ste. N2 200  
Salt Lake City, UT 84190

Dear Council Chair Newton:

Salt Lake County Emergency Services and the Utah Division of Emergency Management (UEM) would like to request a fee waiver of \$9,000 for the use of the Mountain America Expo Center for the 2018 Utah Prepare Conference and Expo scheduled for September 28-29, 2018.

As background, the Conference is a public educational event to help people learn more about emergency preparedness and encourage them to take steps to mitigate the impacts of a disaster. It provides dozens of emergency preparedness classes for attendees that are taught by local and national subject matter experts. It is coordinated through a partnership of government and quasi-government agencies, all of which share the same goal and vision of a public that is better prepared for, and self-reliant in, times of emergencies and disasters.

Commercial vendors will be solicited to exhibit their products and services. This helps to attract the public to the Conference and allows UDEM to charge booth fees to help offset the costs of conducting the Conference. Products available for purchase by attendees include supply kits, water storage containers and other emergency preparedness items. This conference will also be sponsored by the Deseret News in the amount of \$7,000. This amount will not fully cover operational expenses for the event. UDEM also uses grant funding to help pay for the remaining expenses not covered by the aforementioned funding sources. A copy of last year's financials is attached to this letter.

The Conference is growing in recognition and popularity and serves as an important part of community disaster preparedness. Thank you of considering this fee waiver request. We appreciate all your past support for these important projects.

Sincerely,

A handwritten signature in blue ink that reads 'Carlton Christensen'.

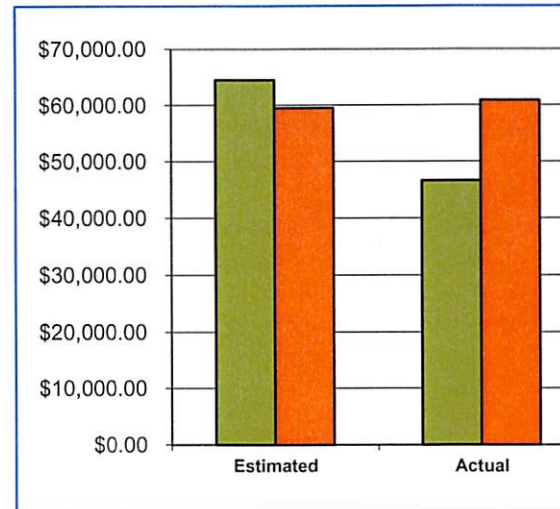
Carlton Christensen  
Director Office of Regional Transportation, Housing, and Economic  
Development

**Salt Lake County Regional Transportation, Housing & Economic Development**  
2001 South State Street, Suite S2-100 | P.O. Box 144575 | Salt Lake City, UT 84114-4575  
TTY 7-1-1 | [www.slco.org/regional-development](http://www.slco.org/regional-development)

## Event Budget for 7th Annual Utah Prepare Conference & Expo 2

### Profit - Loss Summary

	Estimated	Actual
Total income	\$64,475.00	\$46,682.00
Total expenses	\$59,503.50	\$60,857.81
<b>Total profit (or loss)</b>	<b>\$4,971.50</b>	<b>(\$14,175.81)</b>





# Event Budget for 7th Annual Utah Prepare Conference & Expo

## Income

	Estimate
<b>Total income</b>	<b>\$64,475.00</b>

### Admissions

Estimated	Actual		Estimate
1500	723	Cash walkins	\$10.00
1000	627	Credit walkins	\$10.00
500	44	Preorder Online Reg	\$8.00
150	83	Online General Admission	\$10.00
0	2	Group Discount	\$500.00
			<b>\$30,500.00</b>

### Sponsors

1	2	(\$5000 in-kind advertising) Fox 13, KBYU	\$0.00	\$0.0
1	1	Water Pure Tech	\$1,000.00	\$1,000.0
1	1	Motorola	\$600.00	\$600.0
1	1	Stage Sponsor	\$300.00	\$300.0
1	5	energy, TerraAmerica, Emer Essentials, Water Prepared	\$500.00	\$500.0
				<b>\$2,400.00</b>

### Exhibitors/vendors

30	14	Large booths @	\$350.00	\$10,500.0
20	9	Med. booths @	\$275.00	\$5,500.0
5	8	Double booth w/discount @	\$675.00	\$3,375.0
1	1	Triple Booth	\$1,000.00	\$1,000.0
1	1	Quad Booth	\$1,325.00	\$1,325.0
1	1	QuadQuad Booth w/Discount	\$1,200.00	\$1,200.0
1	1		\$525.00	\$525.0
1	2	Other odd size booths	\$250.00	\$250.0
				<b>\$19,375.00</b>

### Grant Funds

1	1	Be Ready Utah	\$7,000.00	\$7,000.0
1	0	USU	\$3,000.00	\$3,000.0

1	1
	1

SL Co Emergency Management	\$2,200.00
EventBrite Discrepancy	\$75.00

\$2,200.0
\$0.0
<hr/>
<b>\$12,200.00</b>

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# Event Budget for 7th Annual Utah Prepare Conference & Expenses

<b>Total Expenses</b>	<b>Estimated</b>	<b>Actual</b>	<b>Estimated</b>
			<b>\$59,500</b>

	<b>Estimated</b>	<b>Actual</b>
<b>Site</b>		
STEC Space Rental -- SLCo	\$9,018.00	\$9,341.25
STEC Fees	\$1,987.00	\$3,067.25
Staging Exhibit Hall	\$1,000.00	\$0.00
A/V Service -- PSAV	\$5,000.00	\$6,582.26
Furniture/Elec -- JP Display	\$8,000.00	\$9,145.00
Entranch Arch - JP Display	\$0.00	\$0.00
<b>Totals</b>	<b>\$25,005.00</b>	<b>\$28,135.76</b>

<b>Marketing / Media</b>		
Save the Date -- UCI	\$500.00	\$505.00
Expo Fliers	\$300.00	\$140.84
KSTU (Fox) TV	\$10,000.00	\$10,000.00
KSL Radio	\$4,260.00	\$4,270.00
KNRS Radio/TTWN	\$5,270.00	\$4,430.00
KBYU	\$0.00	\$0.00
Lamar Bus Tails	\$0.00	\$0.00
Media One (newspapers)	\$4,846.00	\$3,193.37
Daily Herald	\$0.00	\$0.00
Healthy Utah Magazine	\$0.00	\$0.00
Expo Posters - UCI	\$100.00	
<b>Totals</b>	<b>\$25,276.00</b>	<b>\$22,539.21</b>

<b>Supplies/Printing</b>		
Conf. Program -- UCI	\$2,000.00	\$3,039.23
Handouts Printed - UCI	\$735.00	\$0.00
Sponsor Banners - UCI	\$200.00	\$129.69
Classroom Posters	\$200.00	\$269.50
<b>Totals</b>	<b>\$3,135.00</b>	<b>\$3,438.42</b>

<b>Miscellaneous</b>	<b>Estimated</b>
Taping/Recording	\$
ASL Translators	\$
Reg. Website Fee - Eventbrite	\$35
Registration Table Banners	\$
Freeway Banner	\$
Sign Service	\$33
<b>Totals</b>	<b>\$68</b>

<b>Expo Needs</b>	
Team polos - Logo Concepts	\$25
Speaker fees	\$50
Travel	\$80
Attendee Bags	\$2,57
Presenter Thanks -- Honeyville	\$30
Meals	\$90
<b>Totals</b>	<b>\$5,32</b>

<b>Other</b>	
SL Health Dept.	\$8
USU Credit Card Fees	
<b>Totals</b>	<b>\$8</b>





## APPLICATION FOR FEE WAIVER

NAME OF ORGANIZATION: Utah Division of Emergency Management  
ADDRESS: 1110 State Office Building  
CITY: Salt Lake City STATE: UT ZIP CODE: 84114  
CONTACT PERSON: Wade Mathews PHONE NUMBER: 801-538-3702 EMAIL: wmathews@utah.gov

### ORGANIZATION OVERVIEW (which could include mission, history, and demographics served):

The Division coordinates emergency management efforts among State agencies, in collaboration with federal and local government. These efforts include preparedness, response, recovery and mitigation.

Have you previously requested a fee waiver from SLCo? ☒ Yes

If yes, when and for what facility? 09/08/2017 Mountain America Expo Center

What fees are you requesting be waived? Facility Rental Fees

Fee waiver value \$ 9,000.00

Please describe your justification for requesting the fee waiver: The Utah Prepare Conference and Expo is a non-profit event. Utah Div. of Emergency Management covers expenses not paid through event revenues. The Conference is a public educational event to help people learn more about emergency preparedness and encourage them to take steps to mitigate the impacts of a disaster. It provides dozens of emergency preparedness classes for attendees that are taught by local and national subject matter experts. Salt Lake Co. Emergency Services is an organizing partner.

### PLEASE ATTACH:

- ☐ Copy of 501(c)(3)
- ☐ Flyer, invitation or event announcement
- ☐ Copy of independent audit. If you do not have one, please enclose a copy of current financial statements.

The undersigned hereby acknowledges that he or she has authority to bind the organization listed in the applicant. The applicant accepts the following terms and conditions as a condition of receiving and using County funds or the waiver of fees: County funds will be used solely for the purposes approved by the Mayor of Salt Lake County as applied for in this applicant. Any expenditure for purposes other than those approved will require a return of the entire grant amount and may disqualify the applicant from receiving any additional County funds. It is further understood that no grant fund will be made available to any County officer or employee or in violation of the requirements of the Public Employees Ethics Act (67-16-1 et seq.). No grant funds will be used for political or campaign purposes. As a further condition of the grant, all County funds may be subject to an audit as required by Salt Lake County. The grantee is required to complete the Disbursement of Funds Report Form for contributions more than \$2,500.00.

Dated this 7 day of March, 2018

Applicant Wade Mathews