



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 (UDEM) 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'.

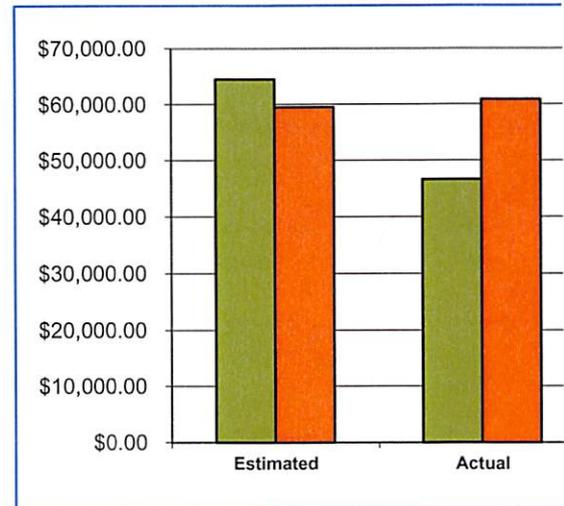
Carlton Christensen
Director Office of Regional Transportation, Housing, and Economic
Development

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

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 |
| Total profit (or loss) | \$4,971.50 | (\$14,175.81) |



Event Budget for 7th Annual Utah Prepare Conference & Ex

Income

| | |
|---------------------|--------------------------------|
| Total income | Estimate \$64,475.00 |
|---------------------|--------------------------------|

Admissions

| Estimated | Actual | | Estimate |
|-----------|--------|--------------------------|--------------------|
| 1500 | 723 | Cash walkins | \$15,000.00 |
| 1000 | 627 | Credit walkins | \$10,000.00 |
| 500 | 44 | Preorder Online Reg | \$4,000.00 |
| 150 | 83 | Online General Admission | \$1,500.00 |
| 0 | 2 | Group Discount | \$0.00 |
| | | | \$30,500.00 |

Sponsors

| Estimated | Actual | | Estimate |
|-----------|--------|--|-------------------|
| 1 | 2 | (\$5000 in-kind advertising) Fox 13, KBYU | \$0.00 |
| 1 | 1 | Water Pure Tech | \$1,000.00 |
| 1 | 1 | Motorola | \$600.00 |
| 1 | 1 | Stage Sponsor | \$300.00 |
| 1 | 5 | Energy, TerrAmerica, Emer Essentials, Water Prepared | \$500.00 |
| | | | \$2,400.00 |

Exhibitors/vendors

| Estimated | Actual | | Estimate |
|-----------|--------|---------------------------|--------------------|
| 30 | 14 | Large booths @ | \$10,500.00 |
| 20 | 9 | Med. booths @ | \$5,500.00 |
| 5 | 8 | Double booth w/discount @ | \$3,375.00 |
| 1 | 1 | Triple Booth | \$1,000.00 |
| 1 | 1 | Quad Booth | \$1,325.00 |
| 1 | 1 | QuadQuad Booth w/Discount | \$1,200.00 |
| 1 | 1 | | \$525.00 |
| 1 | 2 | Other odd size booths | \$250.00 |
| | | | \$19,375.00 |

Grant Funds

| Estimated | Actual | | Estimate |
|-----------|--------|---------------|------------|
| 1 | 1 | Be Ready Utah | \$7,000.00 |
| 1 | 0 | USU | \$3,000.00 |

| | |
|---|---|
| 1 | 1 |
| | 1 |

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

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

Event Budget for 7th Annual Utah Prepare Conference & Expo

Expenses

| | | | |
|-----------------------|------------------|---------------|--------------------|
| Total Expenses | Estimated | Actual | Estimated |
| | | | \$59,500.00 |

| Site | Estimated | Actual |
|------------------------------|--------------------|--------------------|
| 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 |
| Totals | \$25,005.00 | \$28,135.76 |

| Miscellaneous | Estimated |
|-------------------------------|----------------|
| Taping/Recording | \$0.00 |
| ASL Translators | \$0.00 |
| Reg. Website Fee - Eventbrite | \$35.00 |
| Registration Table Banners | \$0.00 |
| Freeway Banner | \$0.00 |
| Sign Service | \$33.00 |
| Totals | \$68.00 |

| Marketing / Media | Estimated | Actual |
|------------------------|--------------------|--------------------|
| 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 | \$0.00 |
| Totals | \$25,276.00 | \$22,539.21 |

| Expo Needs | Estimated |
|--------------------------------|-------------------|
| Team polos - Logo Concepts | \$25.00 |
| Speaker fees | \$50.00 |
| Travel | \$80.00 |
| Attendee Bags | \$2,570.00 |
| Presenter Thanks -- Honeyville | \$30.00 |
| Meals | \$90.00 |
| Totals | \$5,325.00 |

| Supplies/Printing | Estimated | Actual |
|------------------------|-------------------|-------------------|
| 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 |
| Totals | \$3,135.00 | \$3,438.42 |

| Other | Estimated |
|----------------------|---------------|
| SL Health Dept. | \$0.00 |
| USU Credit Card Fees | \$0.00 |
| Totals | \$0.00 |



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 of 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