



2024 YEAR IN REVIEW

ZIONS BANK,
BROADWAY
AT
THE
Eccles

11 Season Titles
122 Performances
246,236 Attendees
272,082 Tickets
16,362 New Ticket Buyers
90.25% Occupancy

LIVE!
AT
THE
Eccles

55 Titles
88 Performances
150,779 Attendees
169,736 Tickets
28,345 New Ticket Buyers
78.88% Occupancy

**REGENT
STREET
BLACK BOX**

32 Season Titles
94 Performances
6,338 Attendees (includes
social events)
5,666 Tickets
235 New Ticket Buyers
45% Occupancy

SUPPORT *for & from* THE COMMUNITY

Arts for All Broadway Engagements

- **1,398** Tickets Issued
- **1,284** Attendees - **92% Utilization** (85% in 2023, 79% in 2022)

Arts for All Live Engagements

- **651** Tickets Issued
- **600** Attendees - **92% Utilization** (87% in 2023, 65% in 2022)



*"Thank you so much for the tickets to see Annie, our family enjoyed the show, it was awesome! **We likely would never have been able to see Broadway at the Eccles without the assistance of the Arts for All program.**"*

- Marsha Tieman

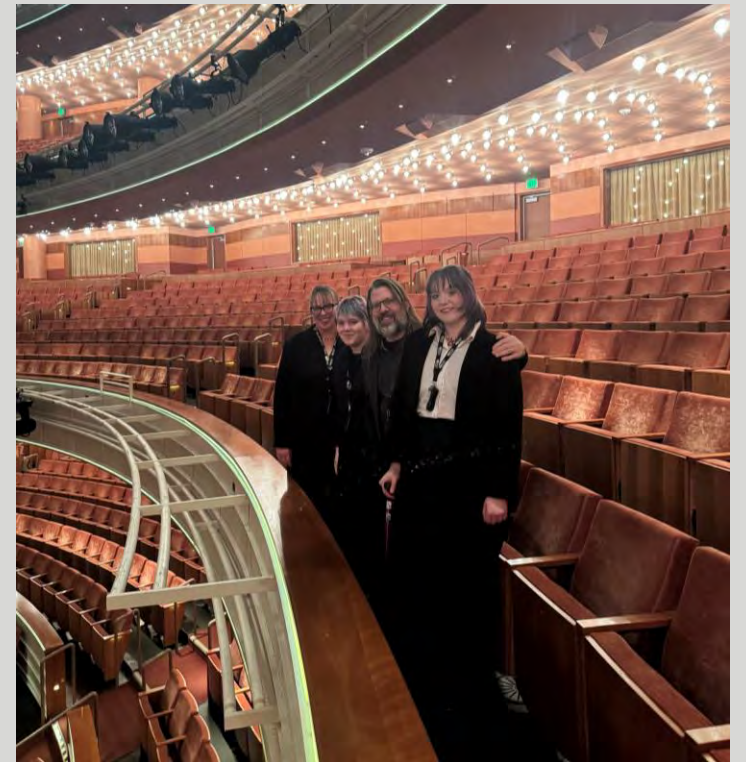
SUPPORT *for & from* THE COMMUNITY

PATRON SERVICES

- **24,987** Patron Services Volunteer hours at Eccles Theater
- Partnered with SLCO's Youth Government to usher ***Hamilton*** last summer, and currently planning to partner again for ***Wicked***.

*"Our teens signed up with the Youth Usher Program last summer and my husband and I joined too! Our family loves the theater. Our kids and my husband are involved in many productions in Central Utah, but there is something magical being at the Eccles for Broadway shows. **It's been great for our teens to learn a high level of professionalism and we love helping patrons have a good experience.**"*

-Ann Stucki

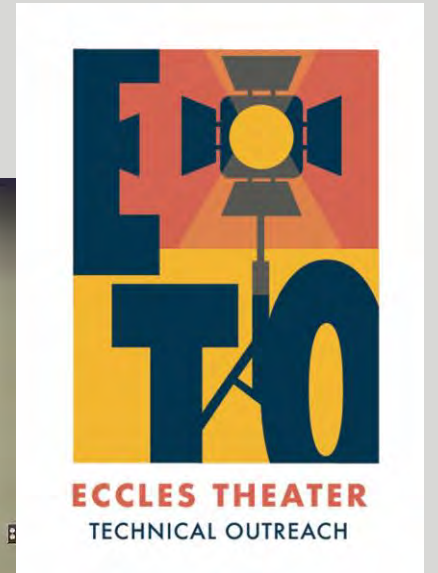


COMMUNITY ENGAGEMENT

Technical Outreach

- Jan. 17 Lighting & Audio Roundtable Discussion with *SIX*
- Mar. 1 Stage Management Workshop with *MJ The Musical*
- Mar. 14 Venue Tour with students from Weber State University
- Jun. 25 Eccles Backstage Technical Tour - Catwalk Climb
- July 16 & 17 Show Shadow of Eccles Lead Sound Technician for *Ben Platt* Performance
- Aug. 9 Advanced Lighting Workshop with *Hamilton*
- Sep. 7 Venue Tour with Students from Syracuse High School
- Sep. 20 Delta Hall Lighting Tour
- Oct. 11 Wig and Make-up Workshop with *Funny Girl*
- Nov. 21 Audio Workshop
- Nov. 27 & 30 Show Shadow of Eccles Lead Sound Technician for *Gentri* Performance
- Dec. 8 Show Shadow of Eccles Lead Sound Technician for *Leslie Odom Jr.* Performance

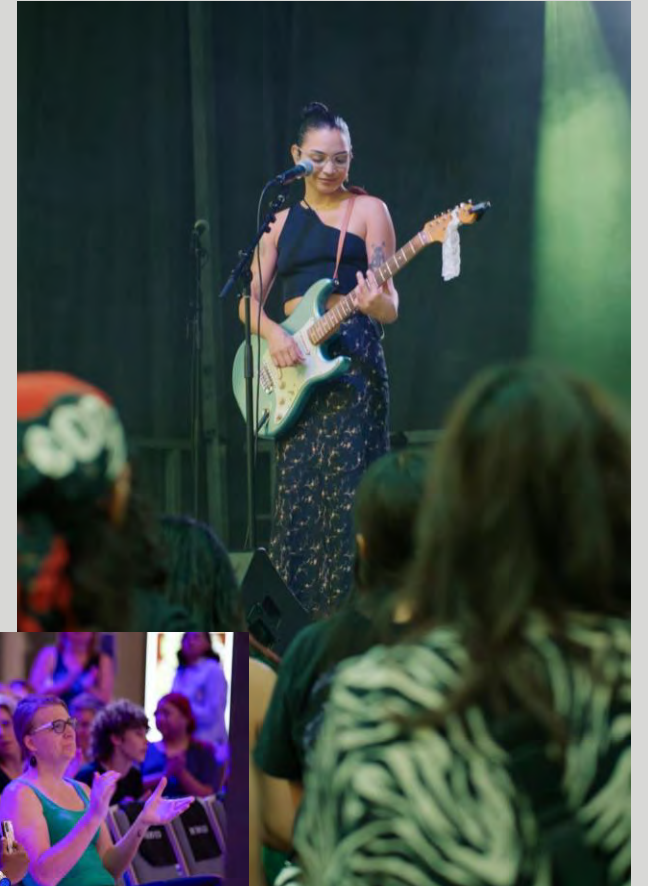
Total Attendance: 175



COMMUNITY ENGAGEMENT

Eccles Presents Community Activation

- **Steppin' On Main:** 10 performances from June to September
- **Salt Lake Beats Live Local Indie Bands:** June 22
- **Salt Lake Speaks Heart & Sol:** July 2
- **Salt Lake Speaks Slam Poetry Exhibition:** September 6
- **Voces en Bloom:** September 22
- **Lights On! at the Eccles:** November 25
- **Total Attendance: 4,985**
- **Number of Artists/Groups: 50**





BUILDING FINANCES & ACTIVITY

(Delta Hall, Miller Lounge, Rehearsal Room)

BUILDING OPERATING BUDGET

* Operating Results do not include capital contribution revenue for transfer of building assets, depreciation, expense, or long-term payroll expense.

** Financial information is presented on a budget year basis and includes revenues & expenses paid, accrued, or encumbered against the applicable budget year but does not reflect expenses paid against prior year encumbrances.

2024 ECCLES BUILDING OPERATING BUDGET REPORT (UNAUDITED)*

PERCENT OF YEAR ELAPSED: 100%

	2023 Actual	2024 Adopted Budget*	2024 Actual as of 12/31/2024**	2024 Actual Budget	2024 % Budget Realized
Broadway at the Eccles Profit Share	1,706,681	1,550,000	2,549,622	(999,622)	164%
LIVE! at the Eccles Profit Share	664,639	420,000	875,202	(455,202)	208%
Sponsorships & Memberships	176,450	171,000	131,860	39,140	77%
Facility & Service Ticket Fees	2,763,899	2,589,786	4,104,460	(1,514,674)	158%
Event Setup, Cleaning, Front of House & Equip Rent	77,063	215,576	137,095	78,481	64%
Local Contracts	10,435	53,094	25,706	27,388	48%
Rent, Merch and Catering	1,060,865	1,161,821	1,562,916	(401,095)	135%
Concessions	283,881	200,000	465,338	(265,338)	233%
Misc Revenue	17,450	15,000	32,476	(17,476)	217%
Interest Revenue	442,234	200,000	1,153,516	(953,516)	577%
Insurance Recoveries	-	-	15,540	(15,540)	0%
Total Revenue	7,203,597	6,576,277	11,053,730	(4,477,453)	168%
Salary, Wages & Benefits	2,531,909	3,217,917	3,067,512	150,405	95%
Building Maintenance, Cleaning & Operations	686,144	865,347	697,848	167,499	81%
Subscriptions, Memberships & Training	9,239	15,180	9,711	5,469	64%
Printing & Advertising	60,592	167,261	144,648	22,613	86%
Supplies, Software & Equipment Purchase	91,029	224,302	143,788	80,514	64%
Credit Card Processing Fees	387,329	377,801	659,156	(281,355)	174%
Equipment & Software Maintenance	3,896	17,700	2,143	15,557	12%
Transportation Expenses	17,239	15,019	11,509	3,510	77%
Utilities	381,531	376,729	338,769	37,960	90%
Professional Services & Contract Labor	16,827	59,080	18,530	40,550	31%
Centralized Service	451,302	512,222	512,222	-	100%
Insurance	3,060	2,920	3,819	(899)	131%
Intrafund Charges	3,933	2,325	12,487	(10,162)	537%
Equipment Replacement Funds	104,601	150,000	134,845	15,155	90%
Capital Asset Purchases from Operations	26,700	115,000	111,977	3,023	97%
Depreciation	-	-	225	(225)	0%
Total Expenses	4,775,329	6,118,803	5,869,188	249,615	96%
Revenue Less Expense	2,428,268	457,474	5,184,542	(4,727,068)	1133%

BUILDING INCOME DISTRIBUTION

* Operating Results do not include capital contribution revenue for transfer of building assets, depreciation, expense, or long-term payroll expense.

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2024 UTAH PERFORMING ARTS CENTER AGENCY NET OPERATING INCOME DISTRIBUTION TO OWNERS (UNAUDITED)

	2023 Actual	2024 Actuals as of 12/31/24
Net Operating Results	2,417,833	5,184,542
Reserve Unused Donor/Sponsor Fulfillment Funds	(10,435)	17,589
Expenses Paid from Prior Year Encumbrance	(125,349)	-
Reserve Change In Outstanding Encumbrance	(88,252)	-
Release Prior Year Outstanding Encumbrance		40,118
Adjustment for prior year remaining balance	180	-
Operating Reserve	-	-
Transfer in	-	-
Capital Reserve	(1,000,000)	(1,000,000)
Total Available to Distribute	1,193,977	4,242,249
I. County	600,000	600,000
II. City/CRD	350,000	350,000
III. Next 1 Million:		
City/CRD 50%	121,989	500,000
County 50%	121,989	500,000
IV. Remaining Funds:		
City/CDA 75%		1,719,187
County 25%		573,062
Total Distributed	1,193,977	4,242,249
Total County Distribution	721,989	1,673,062
Total City/RDA Distribution	471,989	2,569,187

BUILDING ACTIVITY REPORT

Operating Results do not include capital contribution revenue for transfer of building assets, depreciation expense, or long-term payroll expense.

Financial information is presented on a budget year basis and includes revenues & expenses paid, accrued, or encumbered against the applicable budget year but does not reflect expenses paid.

2024 ANNUAL BUILDING ACTIVITY REPORT						
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Bookings for Calendar Year
DELTA HALL 2024 Total Utilization 56% - 2023 41% - 2022 53%						
Performances						
	Co-promoter: Broadway	24	26	48	24	122
	Co-promoter: Popular/Other	18	17	8	45	88
	Commercial	3	2	0	0	5
	Not-for-profit	8	3	0	2	13
	Subtotal	53	48	56	71	228
Non-Performance Use						
	Co-promoter: Broadway	5	3	9	7	24
	Co-promoter: Popular/Other	1	0	2	5	8
	Commercial	2	0	0	0	2
	Not-for-profit	0	6	0	2	8
	Subtotal	8	9	11	14	42
Total Activities		61	57	67	85	270
REHEARSAL ROOM						
	Co-promoter: Popular/Other	9	4	9	3	25
	Commercial	13	12	4	10	39
	Not-for-profit	6	3	0	3	12
	Resident	0	1	0	0	1
	Subtotal	28	20	13	16	77
Total Activities		28	20	13	16	77
MILLER LOUNGE						
	Commercial	23	23	34	19	99
	Not-for-profit	0	1	2	1	4
	Subtotal	23	24	36	20	103
Total Activities		23	24	36	20	103

A low-angle, upward-looking photograph of a modern building's interior lobby. The ceiling is high and features a large, colorful sculpture of a person holding a large umbrella. The person is wearing a pink coat and blue pants. The umbrella is multi-colored with shades of red, orange, and yellow. The lobby has glass railings and a grid-like ceiling structure. The text "SITE FINANCES & ACTIVITY" is overlaid in large, bold, yellow capital letters. Below the title, there is a horizontal line and a subtitle in a smaller, italicized font.

SITE FINANCES & ACTIVITY

*(Regent Street Black Box, McCarthy Plaza,
O.C. Tanner Lounge, and North Lobby)*

SITE OPERATING BUDGET



**Financial information is presented on a budget year basis and includes revenues & expenses paid, accrued, or encumbered against the applicable budget year but does not reflect expenses paid against prior year encumbrances.

2024 ECCLES SITE OPERATING BUDGET REPORT					
PERCENT OF YEAR ELAPSED: 100%					
	2023 Actual	2024 Adopted Budget*	2024 Actual as of 12/31/2024**	2024 Budget Actual	2024 % Budget Realized
Sponsorships & Memberships	-	5,000	24,950	-19,950	500%
Facility & Service Ticket Fees	18,250	26,975	21,208	5,767	79%
Cleaning, Front of House & Equip Rental	29,681	38,865	32,061	6,804	82%
Local Contracts	28,057	13,500	18,726	-5,226	140%
Rent, Merch and Catering	44,896	80,266	52,602	27,664	66%
Concessions	2,668	2,000	8,266	-6,266	410%
Misc Revenue	-	-	50	-50	0%
Intrafund Revenue	-	15,000	15,000	-	100%
Total Revenue	123,552	181,606	172,864	8,742	95%
Salary and Wages	254,000	332,640	323,320	9,320	97%
Building Maintenance & Operations	24,650	38,985	27,635	11,350	71%
Subscriptions, Memberships & Training	30	-	22	-22	0%
Printing & Advertising	23,854	51,500	67,232	-15,732	130%
Supplies & Equipment Purchase	2,367	7,097	4,935	2,162	70%
Credit Card Processing Fees	1,827	2,000	1,978	22	99%
Equipment Maintenance	-	2,500	-	2,500	0%
Utilities	110,898	92,730	96,773	-4,043	100%
Centralized Service	106,455	112,365	112,365	-	100%
Insurance	1,020	973	1,273	-300	130%
Equipment Replacement Funds	42,040	50,000	45,068	4,932	90%
Total Expenses	567,142	690,790	680,601	10,189	99%
Revenue Less Expense	-443,590.61	-509,184	-507,737	-1,447	100%

SITE ACTIVITY REPORT

2024 ANNUAL SITE ACTIVITY REPORT						
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Bookings for Calendar Year
REGENT STREET BLACK BOX 2024 Utilization 48% - 2023 45% - 2022 25%						
Performances						
	Commercial	0	5	0	2	7
	Not-for-profit	2	0	0	11	13
	Resident	5	16	25	14	60
	Subtotal	7	21	25	27	80
Non-Performance Use						
	Co-promoter: Broadway	1	0	0	0	1
	Co-promoter: Popular/Other	1	1	0	6	8
	Commercial	1	3	0	4	8
	Not-for-profit	1	5	0	8	14
	Resident	20	9	39	12	80
	Subtotal	24	18	39	30	111
Total Activities		31	39	64	57	191
MCCARTHEY PLAZA						
	Not-for-profit	0	3	1	0	4
	Subtotal	0	3	1	0	4
Total Activities		0	3	1	0	4

2024 ANNUAL SITE ACTIVITY REPORT						
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Bookings for Calendar Year
GRAND LOBBY						
	Commercial	2	1	0	0	3
	Not-for-profit	2	3	11	1	17
	Subtotal	4	4	11	1	20
Total Activities		4	4	11	1	20
NORTH LOBBY						
	Co-promoter: Popular/Other	0	1	0	0	1
	Commercial	0	1	0	0	1
	Not-for-profit	0	1	0	1	2
	Subtotal	0	3	0	1	4
Total Activities		0	3	0	1	4
TANNER LOUNGE						
	Commercial	0	4	3	0	7
	Not-for-profit	1	3	0	3	7
	Subtotal	1	7	3	3	14
Total Activities		1	7	3	3	14

Report Date: 2/14/2025



ATTENDANCE, TICKET SALES, AND ECONOMIC IMPACT

ATTENDANCE

*Based on research conducted as part of the Americans for the Arts' Arts & Economic Prosperity Study from 2023, attendees represent approximately 60% local and 40% nonlocal, with an average \$42.27 per attendee spent in the local economy through this event. **This results in approximately \$18.5M in spending for our local economy.***

DELTA HALL

TOTAL ATTENDANCE
415,966 | 2024

2023 Delta Hall Attendance: 300,166
2022 Delta Hall Attendance: 363,688

TOTAL BUILDING

ATTENDANCE *Includes Miller Lounge
and Rehearsal Room*
418,794 | 2024

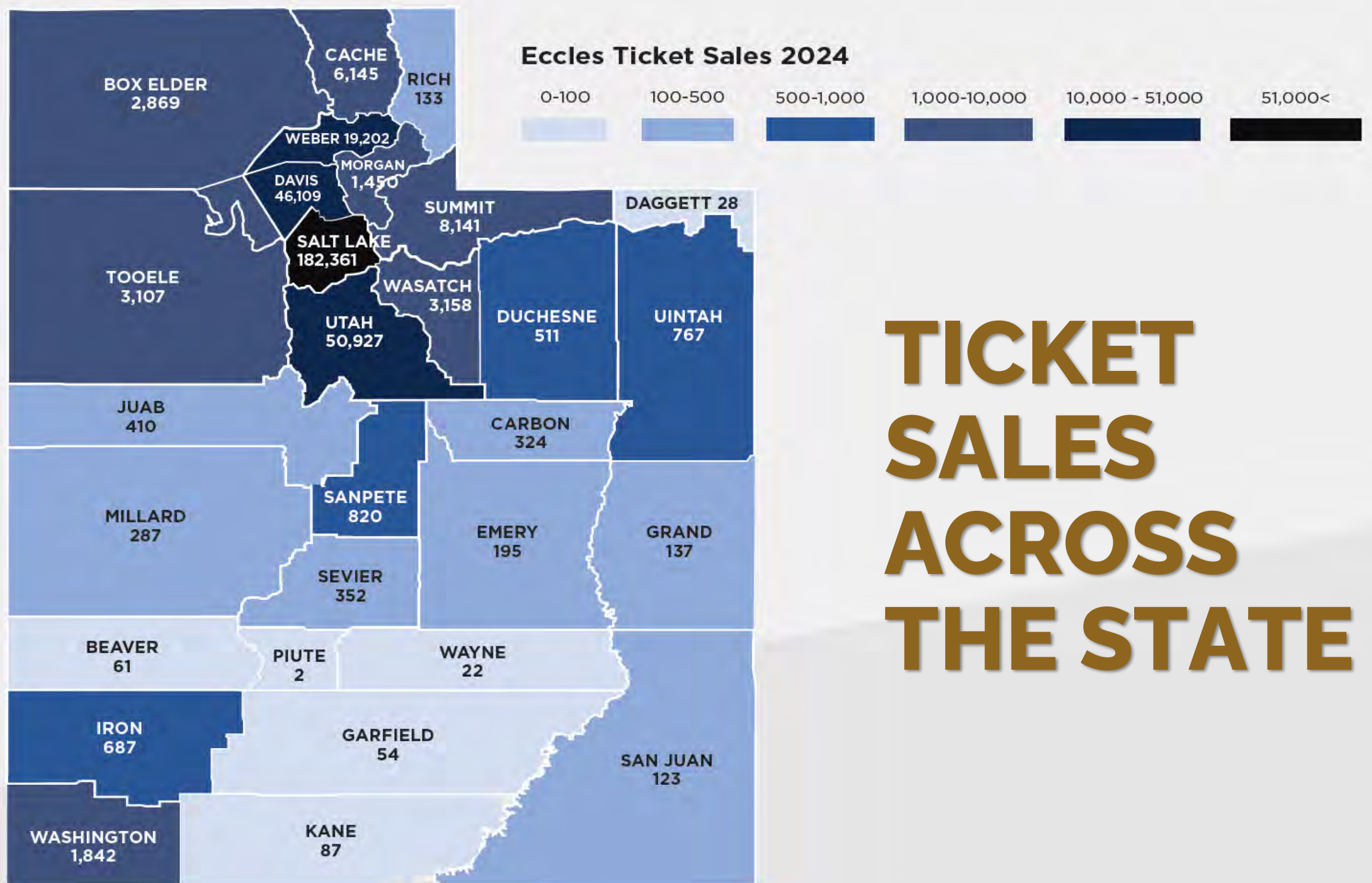
2023 Building Attendance: 300,673
2022 Building Attendance: 363,501

TOTAL SITE *Includes Regent Street Black Box, McCarthy Plaza, O.C. Tanner Lounge, and North Lobby*

ATTENDANCE
18,181 | 2024

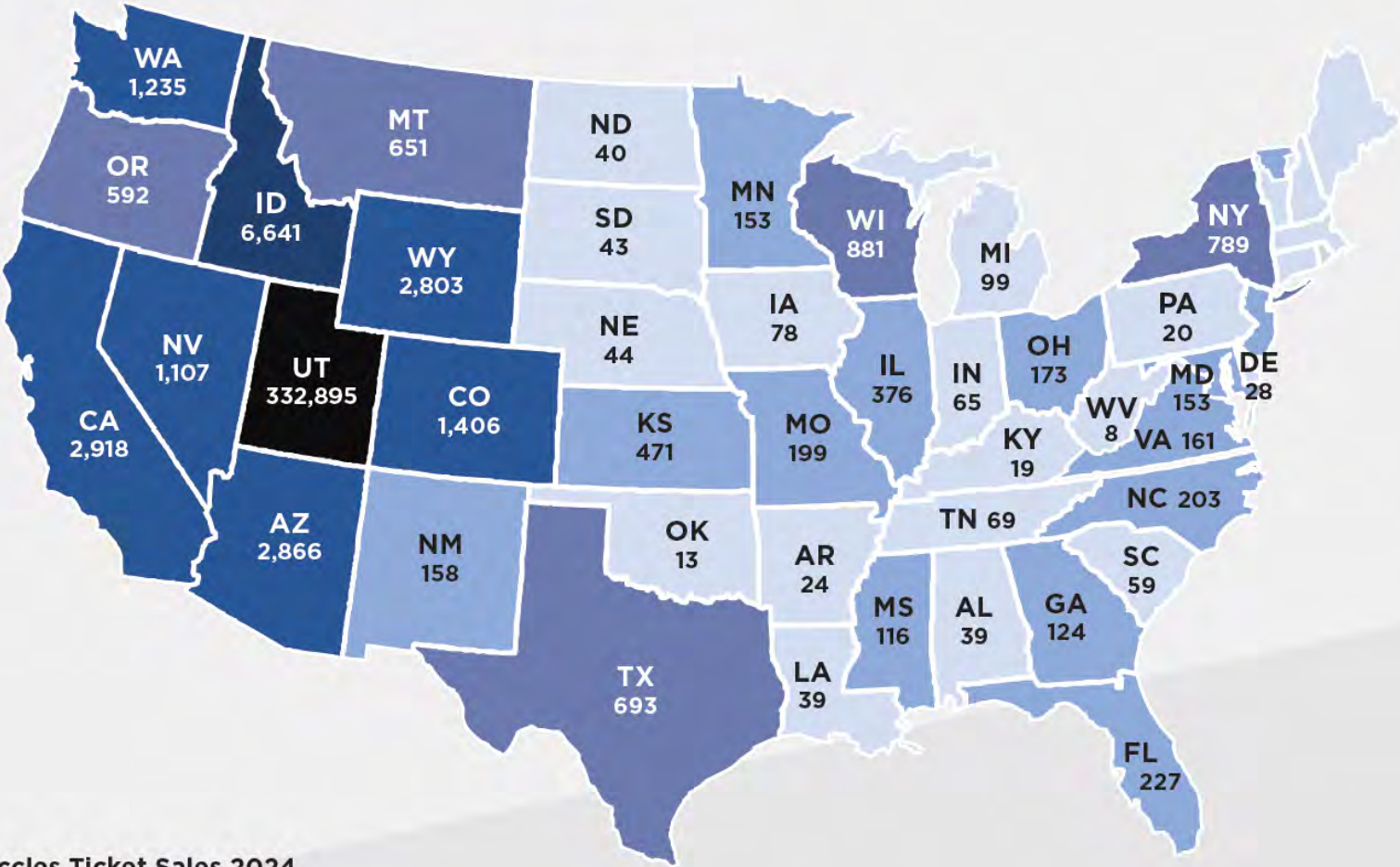
2023 Site Attendance: 13,614
2022 Site Attendance: 11,564

Eccles Ticket Sales 2024

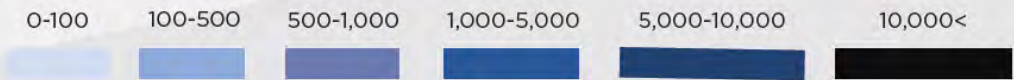


TICKET SALES ACROSS THE STATE

TICKET SALES ACROSS THE COUNTRY



National Eccles Ticket Sales 2024



A woman with long dark hair, wearing a white long-sleeved top and wide-leg jeans, is posing in a modern art gallery. She is sitting on a low white platform, looking back over her shoulder with one hand raised. In the background, a large, tiered sculpture made of many vertical glass rods is illuminated. To the left, another person in a Santa hat is partially visible. Banners for 'LIGHTS ON! AT THE ECCLES' are visible in the background.

THANK YOU & Questions