



CITY OF OREM

SUMMER 2013



CITY OF OREM
CARE
CULTURAL ARTS & RECREATION ENRICHMENT

What is the CARE Program?

In November 2005, voters in Orem approved a 1/10th of 1% local sales and use tax for the purpose of enhancing recreation and cultural arts in the City of Orem. With this funding, the Cultural Arts and Recreation Enrichment (CARE) Grant Program was created.

Who receives CARE funds?

Under state law, CARE funds can be used by private non-profit cultural organizations for programs and operations, or by government entities (including the City of Orem) for

construction or operation of government-owned recreational and cultural facilities.

Organizations can apply to receive CARE Grants of three kinds: Mini Grants (\$4,999 or less to a nonprofit organization), Major Grants (\$5,000 or more to a nonprofit organization), and Facilities Grants (available for government facilities).



Who pays for CARE?

Because the CARE Program is supported through a local sales tax, everyone who shops in Orem contributes to our cultural and recreational opportunities. This includes those who don't live within city boundaries. Because Orem is a shopping destination for non-residents, this means more money for CARE recipients.

Did you know that for every \$10 spent in Orem, just \$.01 is collected for the CARE Program? This one cent pays for numerous recreation and arts experiences enjoyed by residents throughout the city.



JUST \$.01 OF EVERY \$10 SPENT PAYS FOR...

- Recreation Amenities
- Theater Experiences
- Music Performances
- Children's Education Programs
- Dance Performances

Who benefits from CARE?

Since CARE was authorized, the community has benefitted from the CARE Program. Funding has been used to offer new cultural opportunities for Orem residents, to increase the quality of local programs, and to provide for new city-owned facilities.

Many CARE Programs also reach out to youth, providing them with formative experiences in the arts. In fact, 43 percent of those served by major grants are under the age of 18.

RECIPIENTS INCLUDE...

- SCERA
- Hale Center Theater
- Orem Recreation
- Utah Regional Ballet
- The Center for Story
- The Orem Chorale
- Utah Valley Symphony
- Utah Lyric Opera Society

2012–2013 CARE HIGHLIGHTS

SCERA Classes Reaching Orem Youth

Many people know the SCERA for their movies and stage performances but aren't aware that SCERA also teaches classes in photography, opera, drama, art, singing, dance, filmmaking, and even the ukulele. SCERA has also increased their daytime offerings for home-school families, including drama, playwriting, art, puppetry, and ballroom dancing.

Children, teens, and adults are participating in large numbers, too. During the first half of the current budget year, SCERA saw a 38 percent increase in class enrollment, with attendance of 5,627. Over 42,000 children attended SCERA programs or events, including 6,500 students from 57 schools that were able to attend a musical through the Theatre for Young Audiences program.

Adam Robertson, SCERA President, has said, "SCERA's goals for serving the Orem community are to produce, present, and provide a wide variety of opportunities for citizens of all ages to be enriched, entertained, and educated, whether it be as an audience member, a student, an artist, a performer, or a volunteer."



Hale Serves Children with Autism

Because of the support that CARE provides, the Hale Center Foundation for the Arts and Education has been able to double their outreach to Orem youth over the past year. Recently, the Hale Center also partnered with Clear Horizons Academy to create a new program called the Connections Theatre Project. This project creates opportunities for children with autism to create relationships, improve their social skills, and recognize their self-worth. With the help of youth mentors and volunteers, the theater conducted a nine-week after-school theater class, which culminated in two full-capacity performances for family, friends, and the community.

Hale Center Theater had 168,000 audience members and participants during the first half of this budget year alone, and over 50 percent of those participants were under 18. "We are truly grateful to live in a community that supports the arts to such a great extent and are honored to be able to use CARE funds to better the arts in Orem," said Swenson.



Recreation Amenties Planned with CARE

The City of Orem has received several CARE grants over the past few years with the plan to purchase more land for sports fields, but land is hard to come by in Orem these days. Instead, the money will be used to construct several recreational features throughout the city. These include a remodeled/expanded Fitness Center pool, parking improvements, upgrades to select baseball diamonds, and shade canopies for bleachers at city ball fields.

The Fitness Center in particular will be receiving a lot of attention. The city currently has plans to expand the pool. The expansion includes a zero entry area, exercise/swim lesson area, play structures, and a slide. The remodeled pool will also have new windows, new paint, improved lighting, and remodeled bathrooms and showers. These exciting and much-needed enhancements will benefit the public for years to come.