



**CULTURAL CORE
BUDGET COMMITTEE MEETING
Tuesday, November 14, 2023**

Committee Members in Attendance: Lia Summers, (Salt Lake County Representative) Durga Ekambaram (Salt Lake City Representative), Felicia Baca (Contract Manager, Salt Lake City Representative), Isaac Gonzalez (Salt Lake County Representative), Spencer Lawson (Salt Lake City Representative), Grace Lin (Salt Lake County Representative), Matthew Castillo (Contract Manager, Salt Lake County Representative), Kathryn Carlisle-Kesling (Salt Lake City Representative)

Committee Members Not in Attendance: Isaac Gonzalez (Salt Lake County Representative)

Cultural Core/Downtown Alliance Staff Present: Merinda Christensen, Britney Helmers, Kai Henriksen, Jessica Thesing

Britney Helmers welcomed everyone and called the meeting to order at **9:09 am**. **Lia Summers** initiated the roll. **Durga Ekambaram** made a motion to approve the minutes from August 15, 2023 and **Spencer Lawson** seconded the motion.

Review of Public Comments

No public comments to review.

Current Business:

Lia Summers welcomed Kathryn Carlisle-Kesling to the Committee as the new Salt Lake City Representative.

Felicia Baca Lia Summers has graciously offered to step into the chair role for the committee. She has been with the cultural core since the program started and is a long time committee member. **Felicia Baca** made a motion to approve Lia Summers as the official chair of the committee. **Durga Ekambaram** approved and **Spencer Lawson** seconded the motion.

Lia Summers please think about whether you'd be interested in taking on that additional leadership responsibility as a Vice Chair and email Felicia, Matt, Britney, and Merinda. **Felicia**

Baca our bylaws do require a chair and a vice chair. For the process, it then requires an election by the board. **Lia Summers** with that, I will turn it over for a budget report.

Cultural Core Budget Reporting

Britney Helmers what we're showing is our Q1 and Q2 budget for this fiscal year. It does have your budget goals that were approved in June or July and our actual to date. Then, we have our Q1 and Q2 spends. We are actually underspending right now as we have spent 32.7% of the overall spending budget and about 49% of our overall marketing budget. That number is due to the fact that we're still building our Co-Create program where we have \$180,000 tied up which we will talk about shortly.

Previously we reported spending 54% of our marketing budget. I have to apologize as my math was not adding up correctly. We were only spending 22% of our marketing budget in Q1. I was adding up all four quarters previously. So, we are actually right on track to where we should be spending. The other change that we did when we went back to do our actual-to-date is additional dollars brought into the core. We previously reported \$47,500, however we went back and we moved \$20,000 that we had for a different project in Q2. So, our overall number for bringing into the core between Q1 and Q2 is around \$52,000. **Matthew Castillo** with other grants and contributions, I see \$45,000 for Glow and \$10,000 for LMLP. Are those like sponsorship revenues or what's the revenue source? Are those budget goals for potentially corporate sponsorships or other grant writing opportunities for those programs? **Britney Helmers** correct. And that's where the overall goal of raising \$210,000 for the year came from. **Lia Summers** it looks like we've got more partnerships. **Britney Helmers** we have continued our partnership with Visit Salt Lake in providing performers and musicians for multiple conventions around town. Originally, our partnership with Struck was for Glow. They are actually providing us with a \$20,000 sponsorship to do a media campaign for us. We decided to take that out of Glow because we just raised the additional funds and we decided to move that into doing a brand campaign for the Blocks relaunch in February or March. **Matthew Castillo** then for office and administration costs I see the actual matches the budget for a lot of these items. Can you talk about that a little more? **Britney Helmers** what we did is we took the reporting from the very beginning and said these numbers are an actual constant and these numbers will not change. We worked with accounting to provide those numbers upfront. The only numbers that you'll see that will change will be stakeholder engagement meetings and travel. **Matthew Castillo** so for internet, are you front loading that cost or is it paid for by the Downtown Alliance and you reimburse them? **Britney Helmers** they are prepaid but split up by each quarter. I need to do an actual-to-date for that column to just say Q1 and Q2 equal X. Not actual-to-date equals all four quarters. **Felicia Baca** is there any value in separating, other than in title, in-kind versus cash? Or do you feel good about this kind of structure? **Matthew Castillo** are the associated expenses included in one of the expense categories? **Britney Helmers** in the in-kind or cash? **Matthew Castillo** the in-kind. So, if we recognize \$20,000 in in-kind revenue is there an offsetting expense? **Britney Helmers** I have not done any of that. I'm just notating \$20,000 back into the core. I have not separated that out. But, I think that is a great idea to separate in-kind and cash because we are bringing the dollars in, we are just not reporting the actual on the

bottom line. **Matthew Castillo** I would like to try and have a different section for in-kind. **Felicia Baca** Matt, were you just saying that when those funds are expended we would see them in programming and events? Like, where's the offset or the documentation of them being sent? **Matthew Castillo** usually, you would need to recognize both the revenue and the expense at the same time in your financial statements. So, just putting revenue and expense in a separate category would help. **Grace Lin** regarding the programming expenses, you are showing right now a revenue of \$800,000 and an expense of \$600,000, so you have a surplus of \$200,000. Then you have amounts that are placeholders. So is the idea right now is the \$200,000 not spoken for and you are still trying to figure out what to do with the \$200,000 and is it a different story with the placeholders where you know definitely that you're going to fund programming? **Felicia Baca** it's showing a total of \$210,000 in contributions and in-kind, so that might be that discrepancy where we were saying there's no expenses shown for that money yet. **Grace Lin** so, in terms of cash outflow, it nets out to zero? **Britney Helmers** correct. **Durga Ekambaram** I have a quick question about the kiosk program. In quarter one we have \$2,184 and then for Q2 we have \$416. Is it the same activation and you've changed the artwork or why is the amount for Q2 less? **Britney Helmers** we actually had a lot more kiosk posters that we printed in Q1 and we didn't print as many in Q2. **Merinda Christensen** Q2 also isn't over yet. So, we are still going to print some, it just hasn't been recorded because we record them as we print them. **Durga Ekambaram** so our plan would be to exhaust the \$10,000 that's allocated for the kiosks or how do we plan that? **Britney Helmers** it will most likely exhaust towards the end of the fiscal year. That amount is in the original budget that was approved. **Merinda Christensen** we budgeted that amount because Britney and I want to rethink the kiosks as soon as we relaunch our rebranding. That is why we have budgeted that amount because we are going to be doing some different things that are going to cost a little bit more than just printing kiosk posters.

Britney Helmers we have spent 17% of the overall budget in just Q2 and 27% of the marketing budget. We have spent \$18,950 on hiring performers and artists and have hired over 18 artists this quarter. We have 22 new partnerships that were created and brought in \$24,550 into the core. Looking at some of our social media reporting, we had a total of 31,900 in website audience and 830,000 in social media reach with 24 legacy arts promotions this year. **Lia Summers** it's a pretty big jump in social media from last quarter, right? **Britney Helmers** it is and part of that is due to Open Streets.

The Blocks Brand Update

Britney Helmers we wanted to share with you that we have been working on the Blocks rebrand and you can see that within the marketing dollars that we have spent to date, there will be a little bit more that we'll be spending. We've been working with Y Design at the moment. We have really great options at the table. We should have a solidified design here in the next couple weeks. So, we just wanted to share with you some of the color waves, ideas, revamps with typography and get your thoughts and your ideas or if you have any opinions. **Lia Summers** I like the addition of the Arts District. I know it used to say Salt Lake's Cultural Core. A lot of arts organizations that don't reside in the physical boundaries of the core hated that part. **Britney Helmers** we were very excited about having Arts District on there because it really implies

exactly what we are and who we're promoting. **Spencer Lawson** I love it. I think the colorways are awesome. I think in Utah we see a lot of reds and blues, but I think this particular color of blue, especially with that purple, is really beautiful and I think that hot pink is in right now. One thing about the "K" is that it's hard to determine that it is a "K". As you start to scale it bigger and smaller, you might start to see some issues with some of those internal spacing inside of the actual K. Other than that, it looks awesome.

Britney Helmers we will be working with Struck here in the next couple weeks to create that partnership and have them do a relaunch of the overall brand and do a media and strategy campaign for us probably in February or March.

The Blocks Co-Creat Program

Britney Helmers we wanted to give an update to the board. Mentioning that we have that \$180,000 set aside for a new program that we were launching. We have not launched it just yet. What we have been working on is the overall program, the selection criteria, the application process, the eligibility criteria, as well as the agreement for this program. We are looking to launch this here by December 1st. We are super thankful to Lia for helping us on some of the product. We will most likely be able to start awarding those dollars here in December and report back at our next meeting in February about how much we have given away. Some of the conversations we've had with arts organizations for Co-Creat include putting on a mariachi competition downtown and partnering with the Mexican consulate. Another idea would be potentially to partner again with SLAM, the Salt Lake Academy of Music and bring a youth music festival downtown. The director of SLAM, Steve Auerbach, partnered with us on Open Streets and he has a really fun idea to have the very first youth music festival in Salt Lake City. Year one would be local, year two would open it up to kids across the country and year three open it up to kids across the world. We would love your help in getting the word out about this program and having a conversation with them to apply for this. Another conversation we have been having is with Ballet West is putting a monument in front of Capitol Theater to note that this is the location of the longest running Nutcracker. **Matthew Castillo** can you talk a little bit more about the for-profit piece here? Do they have to apply with an arts organization? **Britney Helmers** that would be our hopes and dreams. So, for instance, if a for-profit organization were to apply, we would only be able to hire one of them for all eight activations. If we were to hire one of them, how could they provide dollars back? Maybe it's 10% back to an arts organization in and around Salt Lake City or is there a potential for them to partner with a performer that they brought to Salt Lake City? **Lia Summers** I don't see any issue with allowing for-profit organizations to apply for this as long as we establish the goal, which is to have it be free and accessible to the public. My guess is that for most for-profits, if they don't see how they're making money from it, they are going to self-select out. But, I don't know that we have to tell them they can't apply as long as they meet our goals for the program. **Matthew Castillo** I could definitely see some organizations that would be interested in bringing in an artist, but the performer just doesn't pan out and so maybe this is a source to bring that artist. Another question, this funding is intended to not fund the same program year after year, correct? An organization can't use this as seed funding or ongoing funding? **Britney Helmers** correct. The

thought process would be they can apply every two or three years. If you are a for-profit you can only apply every three years for something like this. **Merinda Christensen** our goal is that we want new ideas, we don't want to fund the same idea. For example, if we were going to do a fashion show again, let's think of a new location or a new idea to modify it. We don't want to fund an event that is going to repeat year after year without any change.

Round Table Discussion - VSL and Legacy Arts Orgs

Britney Helmers one of the conversations as we've sat down with a lot of arts organizations in and around downtown is what can we do to help them? How can we push them forward? And the conversation has been, how can we get them in front of hotel managers and how can they market better to sell more tickets in and around downtown? So, we have partnered with Visit Salt Lake and we're putting on a round table discussion this Friday with arts organizations and hotel managers. We have had about 45 people RSVP. What we are asking is what can we do to get in front of visitors that are coming to Salt Lake City? How do you currently market to visitors and residents in Salt Lake City? **Spencer Lawson** is there any kind of incentivized way that ArTix is incentivizing for hotels to try and get people to come buy tickets that are lodging in Salt Lake? **Matthew Castillo** on the ArTix side, we don't have any sort of official program. **Britney Helmers** and Spencer, just to build on that, we are working with Ryan Mack at Visit Salt Lake and he has an idea to build an arts and culture pass for downtown.

Glow 2023/2024

Britney Helmers we have made Glow larger than life this year. In the past we have had six to eight art pieces. This year we have about twenty-six art pieces. We have worked with In Theory Art Collective to build larger than life pieces. The Blocks team and the budget committee have provided \$10,000 from the cultural core to In Theory Art Collective to build Glow. November 24th is our lights on party and Glow will run from November 24th to March 1st. You will see that in our marketing budget that we will have radio ads, YouTube, spanish radio, and Kiosk posters.

250 S Main Street Property

Britney Helmers this is another thing we are working on that I want to get your thoughts and opinions on. There is currently a pit on Main Street at 150 S where they demoed the old Utah Theater. We have been working with Hines, the owner and developer, to see if there's a potential for us to activate this site next summer. They have agreed to level the sit and provide us with an 11,000 square foot flat space for us to activate. **Lia Summers** what kind of activations? **Britney Helmers** we've been having conversations with Bandah, Alleyways Amplified, Social Antidote, Fat Fish, etc. Hines may not be building or developing on this site for the next three to five years. So, if we think about the community aspect of this, is a blighted lot or a dirt pit better than an activated one and is this something we would like to be involved in or is there too much convention around this site? **Matthew Castillo** I think the one thing is just being mindful of too much Blocks activation being centralized on main street. **Britney Helmers** yes, we need to spread the love across the district and around the area. **Grace Lin** is there a

financial investment that we're being asked or will be asked to support? **Britney Helmers** at the moment we are not. There are conversations if we could integrate this with the Blocks Co-Create program. Our goal is that we would find sponsorships and or corporate partnerships to activate and fund this project. **Lia Summers** if this becomes a part of Co-Create, I would like to make sure that they are invited to apply. I would hate for anyone to get the sense that the application for Co-Create is nearly a formality. I want to make sure that if this is a part of Co-Create, it is very clear that they need to put together a thoughtful application that is competitive with anything else we might receive. **Felicia Baca** I think one of the potential distinctions here too is that we may be renting the space just like any other space that exists in the core that's public or semi-public or intended to be. Then, external applicants that have an idea for Co-Create would be programming there. I also want to echo what Matt said with the Co-Create application being really intentional about highlighting spaces throughout the core and outside of the immediate downtown for people to give them awareness of what's available and what you hope to see outside of downtown.

Plan Implementation Manager Report

Report on Most Recent Programs and Activations

Britney Helmers we wanted to report on our final Steppin' on Main numbers. In 2023 we had a total of 15 shows, eight of the shows were what The Blocks programmed on the front steps of the Eccles Theater. We had our highest attendance with the Main Street fashion show and our second high attendance with Academia Mis Raices on August 10th with 510 people. So with this program we brought about 3,500 people down to the front steps of the Eccles Theater for free on Fridays. We met with the team from the Eccles and we have already decided that we have five program dates next summer for Steppin' on Main.

Britney Helmers reporting on SB Dance, we had a total of 223 people in attendance. Again, going back to our core mission of activating underutilized spaces on top of the Vestar parking garage over by Pierpont. Last year, we had 170 people attend. Thai year we had 223 and the Blocks funded this with \$1,600. **Lia Summers** is this a free event? **Britney Helmers** this is a free event. I would say next year, I would like to get our entire board together to go to that performance. **Lia Summers** do we have QR codes we offer to donate to these organizations? If people show up to a free event, it would be great to give some of these nonprofits another reason to partner with. It would be great to have a way to leave a tip for performers. **Britney Helmers** just going back to SB Dance, they were the nonprofit recipient form the Wine and Dine SLC event where they had \$13,000 raised for them.

Britney Helmers Dracula at Ballet West sold out eight performances this year with the highest grossing non-Nutcracker Ballet for the first time ever. I heard they had 12,000 - 13,000 people in attendance this year. We also wanted to report on Open Streets. As you all know, we were a big part of the activations for Open Streets that went from September 15th to October 28th. We programmed a Disco Box at Exchange Place every Friday night that was in partnership with Volume Utah and Bandah. We had a lot of great responses on this program and we would like

to figure out if this is something we could do at Hines. We created a lot of density at this location. We also programmed the Tree Hives that will be moved over from Exchange Place to Gallivan for Glow. We also built a pop-up park where we partner with multiple musicians and organizations to program here. We partnered with Nico at Internet Properties to brighten up on the blighted buildings on Main Street. Trevor Dahl, the artist, sent out a google form to the community requesting what the future and growth in Salt Lake City look like. And his doodles on the mural are what the community imputed. We also partnered with Roan Makenna Young to do her first ever mural at the Hines property. We produced urban golf on main street in partnership with Bandah. Partnering with Sweet Streets, we did a bike ride from Murray all the way down to Exchange Place, focusing on that pedestrianization and vibrancy of downtown. We hired over 47 artists and created 62 new partnerships for Open Streets. One weekend, we housed an art market where the vendors provided 10% back to Art Access. We raised \$992 to give back to that organization from the art market on that weekend. Open Streets was solely funded by our partnership with the City. So, we did not have any cultural core dollars utilized for Open Streets.

Music Cities Convention

Merinda Christensen I got asked to be a panelist for the Music Cities Convention in Huntsville, Alabama. I was on the panel “Rethinking the Role of Music and Culture in Urban Development” with a council member from Los Angeles and the founder of Hoodoo Mural Festival in Amarillo, Texas. I was able to meet a lot of really cool organizations and artists nationally and internationally. So, hopefully the next time this convention is in the United States, Britney and I are able to go. **Britney Helmers** I think understanding how organizations have put on their events and build programs is helpful on our Co-Create program to make it successful. **Lia Summers** it would be interesting in learning the mural festival and what their contracts look like, who owns the murals, and who’s responsible for the upkeep. **Merinda Christensen** I spoke with Andrew who is the founder of Hoodoo Mural Festival and he is more than willing to sit down and discuss our call for artists.

Other Art + Culture Updates

Matthew Castillo you have all probably seen the articles that are coming out across the country about how challenging the situation is for many arts organizations in terms of subscribers, single ticket sales, and attendance numbers are not recovering at the rate that Salt Lake County and Salt Lake City are in particular. But, I’d love to get a sense of who’s doing well and who isn’t doing well. We have a lot of great stuff happening. On November 20th we will have our Lights On at the Eccles. This has been a tradition since 2018 and we commissioned a new holiday art installation from Karl Hale. On December 7th we have our Arts and Culture board holiday appreciation event at UMOCA. The County Arts and Culture division partnered with the Salt Lake City Arts Council to participate in the Americans for the Arts 6th Arts and Economic Prosperity Study. We had three different study areas, one of which was the cultural core and it included more than 800 audience intercept surveys. We went to events throughout the core and interviewed patrons about their experience and perceptions with the arts. Then we also did an organizational survey of all arts organizations based in the cultural core. There’s also a similar

study for Salt Lake City as a whole and one for the County as a whole. A lot of really great information that shows, for instance, the percentage of total attendance is almost 40% for non-local attendees. So, people are coming from outside of the core, which is really great. And even, when you look at the County as a whole, 30% of attendance are still outside of Salt Lake County. It also shows some great quantitative information that talks about how 90% agreed that they felt a great sense of loss that the activity or venue is no longer available. This study only happens every five years, so this is the freshest data we have until we do it again in five years.

Lia Summers I also think that we could have some conversations as stewards with some of the core organizations about how to use this information in their grants when they're trying to dip into more corporate partnerships and are still figuring out how to have those conversations for those sponsors. I think we should consider sharing this kind of information and then providing some talking points or things that can benefit them about how to use this information to benefit each individual organization. **Felicia Baca** you may have seen some announcement or press that Salt Lake City Arts Council was the recipient of a million dollar grant from Bloomberg Philanthropies and for temporary public arts specifically. This is a grant that we will work in partnership with the city and the Mayor's office. The performance period is over two different years and these Bloomberg grants are specifically for cities that want to address a critical civic issue. So, we picked the crisis of the shrinking Great Salt Lake. What we anticipate is that over the next year we'll be launching applications for projects in all seven city council districts and doing a run up to 2024 and 2025 where we do one much larger project that could include national and international artists working with local artists.

The next Cultural Core Budget Committee meeting will be Tuesday, February 13 at 9am.

With no other business to discuss, the meeting was adjourned at **10:33 am**.