



**CULTURAL CORE  
BUDGET COMMITTEE MEETING  
Tuesday, May 14, 2024**

**Committee Members in Attendance:** Felicia Baca, Matt Castillo, Durga Ekambaram, Isaac Gonzalez, Spencer Lawson, Grace Lin, Lia Summers

**Committee Members Not in Attendance:** Kathryn Carlisle-Kesling

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

**Lia Summers** welcomed everyone and called the meeting to order at **9:02 am**. **Lia Summers** initiated the roll. **Spencer Lawson** made a motion to approve the minutes from May 14, 2024 and **Durga Ekambaram** seconded the motion.

**Review of Public Comments**

No public comments to review.

**Current Business**

**ACTION Vote Board Member Vote for Official Vice Chair Position**

**Lia Summers** Okay, so I forgot that we couldn't do this last time, so this feels a little overdue. In case anybody has forgotten our bylaws do say that we need a chair of the budget committee and a co-chair or vice chair. We put out a call for the vice chair position and Spencer very graciously didn't volunteer but agreed to be the vice chair. So I would like to ask for a motion to officially award Spencer the title of vice chair of the Budget Committee. **Grace Lin** I'll make a motion. **Lia Summers** Thank you Grace. **Durga Ekambaram** I second it. **Lia Summers** Thank you Durga. Alright, all in favor say "aye". Any opposed? The motion passes. Okay great, thank you.

**ACTION Vote Future Board Meetings**

Okay, our next action item and we can go ahead and vote on this is Brittany has selected dates for our fiscal year 25 meetings so that we can have them set in advance, we can put calendar

holds. Just at a glance, does anybody have any conflicts with these dates that we can address now? Of course we understand things can come up in an entire fiscal year, but we can just take a look. You know, it's somebody's birthday or wedding or you're gonna be out of town. **Britney Helmers** I also have them on the board. So what we did over the past year is we lined up each of our quarters with the second month of each quarter. What we'd like to do this year is actually line them up with the quarter end to make it a little bit easier on our reporting because we were reporting midway through or halfway through our quarter and then making all of these updates to every single change. So with that, our quarter one meeting would not be until October. I propose that we should have an additional meeting before then in August to discuss the final fiscal year 24 budget. Also, meeting from June to October would be an extremely long time for us not to meet and discuss things that we have going on. And then between October and January we wouldn't have a lot to report on. We'd have probably two or three programs to report on. So just looking at that, we threw out some dates just kind of thinking about it and wanted to get your opinions as well as if any work or don't work. **Lia Summers** Okay, great. Well then we'll go ahead and do you want to put it to a vote to just adopt these meeting dates and then we'll ask Brittany and Merinda to just send out all the calendar holds for the year so that we just have 'em and the next time someone says "Are you free on March 25th", you can pull up your calendar and say "Not at 9:00 AM I'm not". **Merinda Christensen** There are two dates per meeting that's why we want to make sure which one is better, if you guys wanted us to choose we can just choose since they are pretty far out. There are some where only one works best, January for example just because that's how it was lining up with the quarter and holidays around that time but some of them have options. **Lia Summers** Well I mean while we're here, and there are no conflicts, let's just choose the 25th of March for that one. And then does anybody else have, you know, particularly busy first weeks of months or anything like that? Because that looks like the difference. **Durga Ekambaram** I just have a question. They're all about an hour long. Is there any sense that you might want to do one meeting, slightly longer strategic discussion or do you feel like that can be a decision that's made? **Britney Helmers** We've had them at least set at an hour and a half every single time. So today goes till 10:30. But I would propose that last meeting, the one on June 3rd, which will be similar to our upcoming meeting on June 11th, would only need to be an hour. Because we're gonna review the budget today and we'll adopt that budget in June. So it will be quite a quick meeting. **Lia Summers** It's a good ask though, Grace, because we have in the past had kind of a longer retreat style for strategic planning meetings and if we wanted to do something like that next fiscal year we can just pick one of these other dates. **Britney Helmers** If we went to do a strategic planning meeting next year I would propose the quarter three meeting and then agreed March 25th would be an ideal strategic planning process. If that works for you guys and we could do a two hour meeting. **Lia Summers** So we'll plan on March 25th at 9:00 AM have that go 9am-11am for two hours for strategic planning. And then, is it easy to just across the board say the first date? So October 1st, okay great. Merinda Christensen Be aware that it's not always on that first one. The January one for example. I'll send out calendar invites. **Lia Summers** Okay, that makes sense. I'm sure we're all happy to not have to come in on New Year's Day. We do have this listed as an action item on our agenda so does anyone want to motion and second? **Isaac Gonzalez** I'll motion **Spencer Lawson** Second. **Lia Summers** Thank you. All in favor, aye. I do not hear any opposed. Alright, great.

### DISCUSSION - Future Board Positions

**Matt Castillo** Very sadly, Lia's second board term will be ending at the end of this year. So we still have lots of time to soak it in everyone. So we've started to look at our list, we kind of keep just a running list of potential board folks. These aren't folks that we've necessarily reached out to or had conversations with. They're just folks that you know, through various conversations and at various times have come up as being potential board members. So we, Felicia and I and the executive committee and Britney met and kind of just went through the list really quickly a couple weeks ago. So I'm gonna start reaching out to a few folks, some of the things we're prioritizing right now. But I'd love to hear any other thoughts from any of you or solutions prioritize or other recommendations. But we do want to have maybe a little bit more geographic representation of Southwest and southeastern parts of the county. I think we're largely concentrated mostly around downtown. I think you (Durga) might be our only member that's in Sandy, so we'd love to have a board member that can kind of help represent that perspective. We've talked about maybe bringing in someone with a little bit of a finance background although that's not a requirement, but otherwise just someone that's a passionate community member. So again, I have just a short list that I'll be reaching out to and then we'll bring maybe a shorter list for everyone. My hope is to get something to the Salt Lake County Mayor and Salt Lake County Council for them to consider by this fall, like maybe August or September if they can take a little bit of time. Isaac knows this very well, being the most recent one to go through it at the county side for them to be formally appointed by the county council. So hoping to get that in the queue around September so we avoid too much of a gap. So any other thoughts on areas that we should focus on or if you all have any references, people that we should be considering? We'd love to hear those. Is this the time to also discuss Durga? **Felicia Baca** Sure. So Durga has a move coming up. Tell us about it. **Durga Ekambaram** Yeah, I'm moving to Baltimore before 1st of June due to my husband's job and it's been a tough decision because he's been working with them for five months now. We tried to, you know, make it work with the kids and everything and then finally we decided to be temporary for like a year or two. We still have our house in Sandy that we'll be renting. So I am hoping to come back sometime because I have a strong base in arts here and it's very difficult for me to just leave it and go and reestablish myself and I work at a different place as well. So I don't know how you want me to do meetings, I can do the online meeting and if you want me to fly in I can do that too. **Felicia Baca** I think there would be a residency requirement and an interim until the vacancy is filled we would love that so we'll have another kind of city representative process. **Durga Ekambaram** Sure, I can spread the word around too with the arts connections I have. **Felicia Baca** And thank you just so much for your service. It's been so nice to have you and thanks for offering to fly out and fill the gaps, but it's been great to have you. **Durga Ekambaram** Thank you so much.

### Cultural Core Budget Reporting

**Britney Helmers** Thank you all for being here in person. It's so much easier for us to talk about our budget in person and look at these papers. And also, although I printed off two pieces of paper for you, I will bring these up in our Excel documents so it's much easier for you to read. I'm not expecting you to read this tiny print here. First off the document that you have in front of

here, this is our, this is our format that we have been using for the past fiscal year. I wanted to share with you just a couple budget updates that we had from quarter three. A lot of them are actually within our marketing and programming budget and we'll get to the reasons why. But I hope I have been able to share with you a couple of the numbers that are different from the budget that was approved last year. So number one was our Placer AI budget. We had budgeted \$8,000. It's really \$9,101. So I just added that additional \$1001 back into our quarter 3 dollars. So you'll see that number in red. Now Playing Utah is who we are actually using for our events calendar for our new website. So we have to set it to move forward and sign a new contract with them. The way now playing Utah has worked in the past is it is either \$3,000, \$5,000 or \$10,000. We have decided to negotiate a contract with them for \$7,500 per year for five years. So that \$7,500 has already come into effect and we have signed and updated that contract to use their calendar. It is the most comprehensive calendar across Salt Lake City to use for events and what's happening downtown and within the blocks. The reason being is anybody who receives Zap funding must upload their events and their calendars onto Now Playing Utah. So other than that, we did quite a bit of research on what it would be to build our own calendar, how we would use City Weekly's calendar, Volume Utah's calendar and multiple others. And the developer fees to build our own calendar was going to be about triple that number. So we did find that to be the best and most effective dollars used. We are working on updating some merchandise with our new brand. We do not have that number yet, but I just wanted to put that that was not a budget or line item that was approved previously. So once we get that number I will share that with you. The other number that you'll see in red that is a bit over budget is our kiosk program. And we'll talk a little bit about that kiosk program in a minute with our exhibitions on Main. But you'll see that in the beginning of the year we budgeted \$10,000. We are actually sitting at \$15,720, for that kiosk program. And that is due to again, to our exhibitions on Main and the artistry that we are now showcasing on our updated kiosks. Is that effective? Is that helpful? Helpful for going back and updating you on some of those budget numbers? **Spencer Lawson** I have a question. So why was the Placer AI, was it just used more? **Britney Helmers** That's a good question. I had budgeted \$8,000 based on last year's numbers and actually the dollar amount went up this year. So that's a shared number between us and the DTA. And so that was my mistake that I did not know that actual number. **Spencer Lawson** And sorry, can you just remind us of what that is? **Josh Jones** It's how we count how many people are in the district or how many people are on a block or how many people came to Keys on Main. It's a software platform that is secretly recording your location on your phone. **Britney Helmers** So this has given you these quarter three updates. One thing that we are not going to review today is our quarter four updates and where we're sitting. And the reason being is because we still have two months going forward within our budget to keep spending the dollars based off of this. Our projections right now are sitting that we will have around 70,000 leftover dollars, which is a lot. Now, a reminder that we did up our dollars from \$500,000 to \$600,000 within the past year. However, the other big thing is we opened our Co-Create program and we're realizing that it takes a lot of time when we partner with these organizations to put on eight activations this past year. And for the two of us it's quite a bit of work. So we may have overestimated how much time it would be to partner on activations with other teams. So you'll see that here. One thing while we're looking at this, you'll notice when we get into our upcoming budget is you will see the Liiingo app on here. You will not see it on our updated

budget. You will also see that we have eight Co-Create on here and in our future activation budget we have three. So we have diminished a little bit of this and you'll see a couple reasons why. But any questions on these updates or on these changes on this recording? **Felicia Baca** Will you just tell me a little bit more about the eight co-create to three. Is that in terms of a target number to execute in the future? **Britney Helmers** We most likely are working yes to target three of them. And we had so many people actually apply for the \$30,000 and when we were working with activations, most people were only wanting the 30,000 and so three \$30,000 activations actually also takes up a lot of our time. **Matt Castillo** I was gonna ask about the grants section. That you all set a really ambitious goal of \$10,000 and you brought in, it looks like about \$55,000. I'm wondering if you can just kind of speak to kind of how that's gone and kind of what you've learned over that process. Because I think this is the first year that I've seen that that goal was really high. **Britney Helmers** I appreciate that too. When I came in a year ago, it was just my first time in a nonprofit. I thought it was extremely easy to make that much. I was unaware of how difficult it was to raise those sorts of funds. I will say we also broke out the in kind donations so that in kind donation of \$20,000, we originally had that in that grants and contributors. But since that is now separated out, if we did an overall, we're sitting around \$75,000 that we've really truly raised and or had in kind donations. We have another extremely ambitious goal this upcoming year and we have hopes that we could do some additional grant writing for us to raise some more funds. I gave it the old college try, Matt Castillo, we did not succeed on \$210,000. We did however, succeed on all the programs that we set out to do. **Felicia Baca** I also just wanna highlight that before you started Brittany, this goal I think was annually just about \$10,000. So kudos to you for upping the game because this is like a substantial increase from it. **Matt Castillo** Yeah don't feel like I'm calling you out by any means this is just really great. I really appreciate the effort and placing that ambitious goal. I think we should definitely continue to look out and see out these types of revenue opportunities. I think this is really helpful information to kind of rightsize that a little bit into the future so this is great. **Isaac Gonzalez** I have another question. Could you talk a little bit about continuing education/marketing for The Blocks? What does that entail as opposed to your media placement? **Britney Helmers** So I look at our continuing education for things for Merinda, Josh and myself. What can we advance our things on? How can we look at our social media in a little bit different way? How can we take classes on grant writing? Again, not my forte, not my specialty, but I should probably learn how to do those sort of things. Conferences that we can attend. Merinda attended the Music Cities conference and was a panel speaker last year. So how can we push ourselves forward on that national level, but how can we also participate in events, conferences that advance us and advance our mission. And I've always considered that continuing education. Some people just simply call those conferences and or strategies or stakeholder engagement meetings. But I truly believe it's for us advancing our careers to advance the mission of what we're working on. Any other questions on fiscal year 24 and the updates that we're just presented? Would we like to get right into the fiscal year 25 budget? Great. So as we met previously with Lia, Spencer, Matt and Felicia to talk about what we're working on this upcoming year and how our meetings are starting to flow, I would like to present to you, we have a different format that has been presented to our accounting team and as internally we are working to promote our accounting team work better with them and clean up all of our accounting and our reporting. So we have this in two different formats. One for you, we



have it in our format for accounting. We are working again to better how we write invoices with the exact classification numbers. So we don't have to continuously go back to our P&L to report to you. So just for today, I have it in the accounting format. I hope that is easy for you. I can, we also have it in our previous format if you would like to see it that way. But would you like to just go through this line item by line item? Is that helpful? Okay. So as you see up in the blue categories, these are our classifications for each program that we will be classifying all of our dollars spent in the upcoming year. So we have office and admin, general programming and marketing, we have our co-create, we have Glow, Locally Made Locally Played, our kiosk program, we have a mural maintenance program, Steppin' on Main, a vacant lot program, and our Visit Salt Lake partnership. So again, these are all of the things that you saw last year within our programming document that we are now classifying those with our accounting team to make it extremely easy. So within office and admin you will see a portion of our government grants, which are this city and county funding. You will see salaries and wages for office and admin wages. You will see our office and administrative expenses, our occupancy, our rent, our internet, our telephone. So everything that you used to see in yellow on our dock here. You will see some of our meetings, entertainment and travel. You will see other administrative expenses such as depreciation. So our total expense there for office and admin is about \$102,000. **Matt Castillo** Question. In the sources. Well I might be jumping ahead a little bit here, but you mentioned that you're, I can't remember if you said you're currently at or anticipating or both about \$75,000. Has that been carried forward and reflected in those numbers? **Britney Helmers** It has not been carried forward, but that's a good question is how would we like to use those additional dollars. I may have those, when we talk about the vacant lot program, we could utilize those on merchandising, we could utilize those on marketing for the new brand. So there are ways that we can update that, but no, it does not include that in this budget. **Matt Castillo** Yeah, I think holding some time for that because I think we'll want to at least have a plan. I mean I think if you're managing your budget right, it's usually good to have a little bit of money that carries forward. Bringing a little bit more revenue, spending a little bit less. But making sure we have a plan for that money so we continue to grow next year. **Britney Helmers** Love that. We could talk about that when we get to the vacant lot program and we could definitely put that forward. **Felicia Baca** And just on that note, like where is that in this? And maybe this is also a question for you. Where is that fund balance reflected or where should it be reflected when we have that? **Britney Helmers** It is not reflected in this, but yes. If we want to talk about that, I would propose we talk about that in our August meeting. When we do our full review of fiscal year 24 to understand the actual dollar amount that was left over. Getting into it a little bit deeper, our general programming and marketing. So our general programming and marketing is what you saw previously within the marketing dollars here within our programming events funding and our programming sponsorship. Again, this was how do we classify this for our accounting team and where do we actually keep that. So if we were to look at that in the past year we had \$121,000 total within marketing, plus our \$30,000 in premier events funding, plus our \$20,000 in programming and sponsorship, plus our programming personnel. So we are, this is our catchall for everything. Does that make sense? That is a large number that we are holding. So \$319,000 is quite a large number, right? Almost half of our budget. So what is covered under that, let's kind of go through that. Our salaries and wages. So that is just our full programmatic personnel to carry on all of the programs that you have in addition to the right

here. I can definitely break that down if you'd like as well. Marketing expenses again, so we just kind of put some budget numbers in here. We have \$600 for photography. We have \$25,000 in broadcast media. We have \$5,000 in here for social media. \$81,300 for web design and support. So some of these numbers are the similar numbers that you saw with Love. Our contract with love communications are work that Josh does in house for social media and marketing. And then our web design support. So how are we keeping our website, our developer and then our Now Playing Utah contract? **Lia Summers** Do we have a way of measuring the return on investment for broadcast media? I know they can tell us like, oh this would have played to X number of people, but do we know if they take any action as a result? I just wonder if it's just radio, like live radio or are they prerecorded ads that go in front of podcasts and stuff like that too? **Josh Jones** To put it bluntly, no. I mean yeah they can give us impressions and reach and all that data, but measuring if someone came downtown is really just how big are our crowds. Right? As far as I know, I can talk a little about that. We did move away from, you know, a yearly feed to them to project based. So we are using them a lot less and I'm doing a lot more social media boosting and promoting them. I think we'll be doing some digital ads with them, but we've adjusted that strategy quite a bit. **Lia Summers** Okay. I was just curious if it was just radio. I might be alone in thinking radio's a little bit outdated. **Josh Jones** No I think that's exactly why we've moved away. We've continued to use Spanish language radio through them which is really cost effective, but yeah I agree with you. What we have found effective is the morning shows with Broadway Media. Like when Brittany's on there or I'm on there, we get a lot of people saying, oh I heard you. Which is maybe the best feedback you can get, right? **Lia Summers** Totally. Well, I think a lot of those morning shows are also podcasts. Right, so even if you don't hear it live, I might go back and listen to a Tuesday episode and catch Britney even if I didn't hear it on Tuesday. **Matt Castillo** I was going to say I think it'd be interesting to understand, especially for the digital marketing that we're doing, kind of like what tracking in terms of that ROI is happening. I know we've moved away from doing a lot of like really heavy reporting so definitely you want to be careful about not not pushing us back in that direction. But I don't know if you're doing any sort of like pixel tracking, look at me using like fancy media terms, but things like are we seeing conversions of people seeing our ads or clicking through emails and actually going in and buying tickets? And I don't know if you have that capability because you're not necessarily on the side where people are purchasing stuff so you don't have access to that data. But you know, but I'm just kind of curious what information you might have there. And sorry if I'm jumping ahead. **Josh Jones** No, it wasn't on my agenda, but I do believe that with the new website we will be able to invest in that kind of technology. I think I'm really bullish about the new website. It's going to be great. It's modern looking, it's functional. I think we're going over it in a minute so I don't need to go into too much. But it's going to unleash a lot of potential for us. **Matt Castillo** Well and I guess just to like plant a little seed, I mean we do a lot of that stuff with the ArtTix website but particularly it's like for our big shows, like the ballet does it a lot, which you probably know some of that. Symphony and Opera and of course Broadway and like a lot more popular entertainment shows where we don't see it as much as the smaller presenters. And I don't know if we're going to talk about kind of the ticket and the zip code stuff, but that is where we're seeing a lot more opportunity for selling tickets. And so it might be interesting to look at maybe with your website and looking at ArtTix, there's a way to plug some of that in so we can really start to get a better sense of what the data path is

like. Anyway, just putting that out there. **Lia Summers** Is there any way to track social media impressions with Placer? So we could say like, oh X number of people saw our social media and happened to go downtown. Obviously we can't say they came downtown because they saw our impression, but if there is a connection. **Josh Jones** They track it really effectively. It's a software platform but it's really expensive. Love has access to it and we've used it for Delta Center events in the past to track people and where they came from and if they saw our digital ad, but it does get to do that kind of research. **Lia Summers** Just a question on that. I think that's fine. I don't necessarily think we need to allocate dollars to that, but it would be cool to think about reallocating maybe a little bit of that 70,000 carry through to whatever channel, especially as we're launching the website we've seen is most effective. So that was why I was asking all the questions about the radio and stuff. But I do like that it's Spanish radio too because that reaches a different group of people. **Britney Helmers** I'd love to carry that conversation into when we show you some of the new things with the brand relaunch just to understand. So just keep track of that. Let's say that \$43,100, think of that as we go through the brand refresh and how we're thinking about brand refresh and how we get that word out. So hold that. **Matt Castillo** One other thing really quickly, that's one way that we could think about tracking those impressions. It's really hard with broadcast obviously, but you could think about if you're promoting a specific program or a specific event, creating some kind of landing page specific to that program on your website. Back slash whatever it is and tell people to go to it and you can track the questions that way. It's not always perfect because other people are going to that. But yeah, if you have one major event and you created a few days before you go live on KSL or whatever. It's just one way to think about it though. **Grace Lin** Can I ask a quick question? On the, the mural maintenance program, the 49,000, that's a pretty significant dollar amount. What's the long range strategy with how you guys are thinking about maintaining that? Is that we're going to continue to grow significantly? Who's going to fund it past the tenure year that quarter? **Britney Helmers** That's a good question. So just before we get right into that, so you'll see as the other government grants right here. So line item eight, we have the 599,000, so almost \$600,000 that we have from the cultural court budget. So that is how we're using all \$600,000. The \$94,000 is foundation grants. So funds that we would need to raise to actually have those programs. So the mural maintenance program is a part of, if we raise enough funds, we would like to create a mural maintenance program. What that is, is the Edison Street mural has been defaced. We have a quote right now in our hands for \$18,000 to fix it. The mural that was painted five years ago, the second West underpass mural was also defaced. We have a quote in hand for \$23,000 to fix it. So whenever we do a mural, we need to make sure we have the funds for the next five years to actually maintain that mural and who will maintain it. How do we build that program, how do we kind of take that on? So we've been working with the Downtown Ambassadors to actually build a program with supplies, water vanguard substances to actually apply to all of the murals just to get that moving and rolling. It's about \$13,000. So if we wanted to, if we are able to start grant writing to build that and maintain all of these murals, that's where that fund would go. **Felicia Baca** And we've talked a little bit about this, these costs are not totally unusual and we've talked about maybe some methods of, because some of the quotes are from original artists and they are high dollar amounts and there's implications for not having the original artists restore things even though the cost could be less. We're doing a mural restoration right now to the tune of like \$70,000 for an underpass. And so it can be really costly.



Those numbers don't totally shock me. But we have talked about some ways to kind of like mitigate those costs and plan for the future. **Britney Helmers** So again, general programming is our full catchall. Co-Create program, I think everyone is familiar with that. And again, we had a total of \$170,000 last year. So we went down to \$90,000 this upcoming year. That \$90,000 fits in contributions and grants given. So line item 92 Glow, everyone is familiar with Glow going from November to March every single year. We've been working with In Theory Art Collective. And last year if you guys made it down, Glow was absolutely beautiful. So we would love to make it just as big this upcoming year. So \$48,000 five \$48,500 will be used from the cultural core budget. The additional \$45,000 will be grant writing and a thousand dollars in corporate sponsors. We had hopes last year to have about \$30,000 in corporate sponsors. Again, extremely difficult to get some corporate sponsors. So if you know anybody, we're looking.

**Durga Ekambaram** Who was the foundation for that? **Britney Helmers** We had \$10,000 from Eccles last year. Locally Made, Locally Played; we are excited for what we have going on and we'll get to quite a bit of it within the reporting here for Locally Made, Locally Played this upcoming year. This 13,700 is a budget that we put together to produce five nights of programming. The corporate sponsorship, the 13,700 is a match that we've been working with businesses and art organizations to actually match that to house this program at their site. So for instance, our upcoming one is at Salt Lake Film Society outside of the Broadway Cinemas, Salt Lake Film Society put in \$6,800, the blocks put in \$6,800. So that's how we are kind of matching that. So this would allow us to produce two to three Locally Made, Locally Played events. So that is 10 to 15 nights of activation for that. Our kiosk program, as you all know that we maintain the four kiosks on Main Street and we have produced Exhibitions on Main, we'll get into that as well. Reminder, I shared with you that we went over budget in our fiscal year 24. So we have up that number from \$10,000 to \$15,000 this year. We just went over the mural maintenance program. Stepping on Main is our partnership program with the Eccles team, Salt Lake County Arts and Culture and Tin Angel. So we have a budget of \$10,500 there. We'll get into it, but there are I believe 11 nights of programming. And we will actually pay for three nights of programming. But we will pay for three large events that will happen on the front steps of Eccles. So that breakdown actually is produced into marketing dollars and then entertainers and speakers for that \$10,500. Our vacant lot program, so this is where again you'll see we do not have any of the cultural core budget being used for this. We do not have any foundation grants, but we are looking for corporate sponsors to produce this. This is, if we were to actually be able to produce the 144 South Main Street program where the old Utah Theater site was, we'll get into how and where we stand with that project. But if we were to produce this and maintain this, we would look for all corporate sponsors. And the reason being is that it would be private property. So we would not be able to use our Cultural Core budget or funds. **Grace Lin** What's the probability that this is going to happen? **Britney Helmers** Let's just say Grace, they keep coming back and forth and right now we're sitting as they are, they want us to produce it now, but they now are asking us to produce it by July. And we are into our busy season and we don't think that we could produce that by July. However, there are three other opportunities on under activated spaces and land that have come to us and said, Hey, would you be able to do something like this? So we need to figure out our funding source before we can say yes. I'm gonna say 50/50. **Matt Castillo** Another question, have you all looked at the, it's between 100 and 200 South right across from the Salt Palace on West Temple. So there's that little grassy lot

and then it's kind of behind Ivy, on the same block as Capitol [Theater]. **Britney Helmers** Oh yeah, Rocky Mountain Power owns it. **Matt Castillo** The reason I ask is the county leases what's called the Rocky Mountain Plaza which is like a little grassy area and then a parking lot and it's mostly used for drop off for Ballet students going to the academy. But that grassy area, we actually just had a conversation with Rocky Mountain Power about can we activate this and things like that. And we were working with the ballet but that might be an interesting space to be activating. And then there's that space to the north that I don't really know who owns that or who's managing that. And like I said, I think right now it's kind of used as a parking lot. But I was just curious if that's on your radar, if you've had any conversations about those spaces. **Britney Helmers** I believe Heinz owns that parking lot, but we would love to activate that and I'd love to look at that for potentially Locally Made, Locally Played next year for some additional work. **Matt Castillo** I'll reach out to you offline and maybe we can have some discussions about that. **Josh Jones** I think that space would be really good for our VSL sponsorship because you can capture a lot of conventioners. **Matt Castillo** Yeah it's very prominent and if you've got a lot of people in town for conventions then it's very visible. **Britney Helmers** Awesome. Getting right into it then. Our Visit Salt Lake partnership as well. So you'll see we're not using any dollars from our Cultural Core budget, but we are actually looking to raise about \$20,000 for that. Update: as of Thursday, that number is \$27,000. So we have created a partnership with Visit Salt Lake to put five buskers per convention on the street every time. When is the first one Merinda? Next week? **Merinda Christensen** Saturday. **Britney Helmers** Awesome. Questions on format or how this is laid out. **Grace Lin** So I have two questions. One, do you guys capture In-Kind at all here in this? **Britney Helmers** Not in this format, but I do actually have it in this format that matches everything. So I will update that and I can add that here. **Grace Lin** Do you have a back of the envelope now? **Britney Helmers** For up this upcoming year, I do not have a goal or a budget that we were working for that In-Kind. But last year it was \$20,000 that we had of In-Kind donations. **Grace Lin** And the second thing is, just a brief comment is that the way it's set up, it does kind of imply a level of maybe specificity that okay you guys probably don't really have. I mean, as an example if you take column T which is the mural maintenance I'm sure there's administrative work that goes into that and I think that P&Ls usually have an indirect expense associated with that particular program but that probably isn't always captured here. So it seems like a lot more specific and you might run into reporting questions that say, hey, what was your return on investment in this particular project? And then you're like well it doesn't actually capture everything so then it's not as useful in that sense. **Britney Helmers** Right. And the reason we don't is because the way we have it set out is that our \$600,000 pays for the personnel. It has to capture it, has to collect it. And then our programs, anything that we have left over is how we're breaking out all of our programs. So then what is just the program cost and we're not including that programmatic personnel per program. So however, Grace, just to kind of clarify and build on that conversation, we do have it broken out. So if you were to, again going back to our original format, the way we shared everything last year, I do have it broken out similar to that. So general programming and marketing \$319,000 and 15 cents I believe is what the total number is. The way we work internally, just to give you this, this is where we're capturing all of it. What are those things? What is captured within that 319,000? So our, again, our programmatic personnel, every single individual piece. So we have that budgetary and we have that actual, we have a contingency here of 12 two because we don't know when all of

these things are gonna pop up. When is SB Dance going to ask us for money, mix tape, things like this. How do we start to sponsor all of these different events that are happening here? We have every single one broken out between actual and budgetary. **Merinda Christensen** And those all connect back to that bigger budget on the main page. So this is how we can go back and identify exactly where it's going. **Matt Castillo** And that kind of opportunity fund, like you mentioned with SB Dance or you know, as things come up throughout the year, where is that budgeted? **Britney Helmers** It's under general, programming and marketing and then the dollars are actually underneath contributions and grants given. Just to even go a little bit further. So for a mural maintenance program we have visual art installations \$34,000, general labor \$15,000. And I just wanna share everything on how we go in depth into it. So we actually write out a scope of work per event or per program that we're working on. So what does that scope of work actually come to? So 200 West underpass, again Internet Properties, the Trevor Dahl mural that we painted during Open Streets, Edison Street mural. And then we receive quotes upon each one of those, the scope that we would have the Ambassadors work through, and then what do we want that program to be in the future and how do we build upon it. So we have this per every program too. And happy to share that with you if necessary. **Matt Castillo** I'll just say generally I appreciate your comments. I think those points are well made and it's always something to be thinking about. I do think this is a really great format generally. It's a great improvement I think. You know, we've gone through a lot of trial and error when it comes to the budget. But at least for me this is really clear. Easy to review and then this kind of tracking document as well is great. I know we talked about this a little bit in a smaller group, but when you actually go into next year, is this just for the budget and then this is kind of for tracking actuals throughout the year? **Britney Helmers** I would love to ask you guys that one, how would you like to see the format for the future? Would you like to see actuals next to this column per program or would you like to see it broken out per quarter in a document like this? What is your preference? **Durga Ekambaram** I'm leaning towards the actuals. **Isaac Gonzalez** I do think the quarterly is nice though. So maybe both if you're doing it anyway. **Grace Lin** I really like this format a lot and on some level and I think what's nice is, it's your best forecast as to how things are gonna match up. Because when you say actuals, that of course goes into cash and timing becomes an issue right? But it's great to say, oh well this is our best guess as to how the rest of the year is gonna plan out. And we are trending higher or or lower relative to that. Like that to me is a relatively good use. But I do like this format. And I also really like the message here is like we are getting \$600,000 from city and county, but look, we're working towards getting community investment of up to \$800,000 and that's saying hey this program is really resonating with our community. **Felicia Baca** I'd say in reporting just always, because this doesn't show it as much, continuing to think about those spaces that are outside of Main Street. And I know you're thinking about that in the vacant lot programs, but if we could keep an eye on that. **Britney Helmers** So the goal with this was to present this, go over this today and actually within our June meeting adopt this. So I will leave it up to you Lia, if we want that to be a Zoom meeting in June, if we would like to meet in person if there are going to be additional questions or is it going to be as simple as approved in June, things like that. **Lia Summers** Does anyone want to throw their 2 cents in? **Spencer Lawson** I mean I hate Zoom meetings but it's going to be quick so might as well do it. **Lia Summers** That's kind of where I was leaning. I do think we can all be in the document at the same time looking at different stuff, zooming in and you know, I

think I prefer if we're all going to be looking at our computers anyway to be on Zoom because it just makes it look like we're multitasking and not paying attention to the meeting when we do that in real time. So we can sort of make that an annual thing. Because I saw that you had it that way for FY25. So I think it makes sense to make our annual budget adoption virtual if we come into any issues with that, like the public wants to be here, we've never had that before, but if it happens, we can reevaluate. And then I'm noticing we're quite a bit behind in our agenda and I don't want to have to skip a bunch of things. So does anyone have any final thoughts on FY25 budget? There will be an opportunity next month when we meet to actually adopt it to ask any questions. So if you want to keep sitting with it until then and bring your questions to the next meeting, that's fine. But if you have them now, we might as well while we're here. Okay, time to see the brand.

### *The Blocks Arts District Brand Update*

**Britney Helmers** We have been working endlessly on this. So as you can see we have a lot of use of color now and you'll start to see that quite a bit on the streets. So again, with our in-kind donations, Struck put together some amazing work for two campaigns for us. And this is actually the second campaign that I believe we're going to go with. Not formally yet, but I think we're going to. So just to kind of talk about that place making initiative, right? So how do we start to drive people to our new website? What is our messaging? And this was part of their campaign that was the best of, so what is the best date night? What is the best family day? We are going to change some of these words so we understand what's going on. For instance, performance, encore, we love that. But again, having a QR code to drive to our website to track those impressions and also state that you are within the Blocks Arts District with this banner program is something we're super excited about. So any thoughts, ideas? Do you like this initiative? Is it different than anything that we've done in the past as far as a banner and or program? **Durga Ekambaram** Did we have the QR code before? **Britney Helmers** We did not. **Matt Castillo** I love this. I think it's great. I'm wondering if on this one that has all the different examples, if maybe adding in some multilingual phrases, especially Spanish. **Lia Summers** That's a great idea. Yeah, I really like this. It's pretty different from anything we've done before but I mean it's so clear. Like come from somewhere else to downtown. It speaks well to our audience. **Britney Helmers** And how does that work with our campaign is really creating some motion, some movement on our social media. **Lia Summers** I also really like the use of color. It's very eye-catching. **Britney Helmers** I'm gonna say this and I know it's being recorded, but our use of color has already drowned me. And Struck had mentioned to us, if it is drowning you, that's okay because people have not seen it yet. So for the 900 times that we have seen it, somebody else has only ever seen it once. So I need to remind myself of that and think about it because the pink and purple is not always my forte, but it's very fascinating. So more initiatives is how can we start some wheat, wheat paste and how do we take that initiative from our banner program to our social media all the way through to again, that place making initiative. And this is something that put forth that we, again, were extremely excited about to look at. So your excitement also gets us very excited. **Spencer Lawson** That saturation is really fun. Love it. **Lia Summers** Also just putting "Arts District" underneath, I'm like why didn't we start with that. **Britney Helmers** And then I want to play this, but I also want to send this out. So I just want to



give you guys, this is our sneak peek at our new website. We are still working on this. It has taken us quite a bit of time to get to this point and I still think we have a lot of work to do. But we are keeping with that initial video, because it shows so much, it really does show the vibrancy of what we do and how we do it. It shows the people, it shows the crowds, but you'll notice obviously English and Spanish downtown Salt Lakes Arts District, what we do, bringing those colors into everything, having the events that we put on front and center. Our arts resources such as all of our assets that we still have which is also on our budget, venues, and murals. So really highlighting the things that are within the neighborhood. Some of the photos still need to be updated, but having, again, having that movement and having some of that additional work here, this is something I'm gonna also show you in a second that we've been working on. Attaching our Instagram to our website. So have just really integrating everything that we're doing to tell that story and to strategize things moving forward. We're still working through our program so I'm glad you brought up the point of how do we start to outline every program and how do we have a website header page for everything and we will have that. So for every Co-Create program that we award, we will have a document on the website about them and we will also have a link to their website as well. So Seven Canyons Trusts as a part of the Hidden Waters installation has actually already updated their website mentioning that they have received \$30,000 through our Co-Create program and we're still continuing that partnership. So again, we're getting our word out partnership by partnership and program by program. **Grace Lin** And this isn't live yet is it? **Britney Helmers** It isn't live yet. **Grace Lin** Do you have an estimated time? **Britney Helmers** We are hoping for a kickoff date and a brand relaunch to have the banners up the website out, have some wheat paste and have everything live by July 26th. We will launch that in partnership with our Steppin' on Main in which on July 26th we have the Trash Panda group performing on the front steps of the Eccles Theater. I will share this out. This is just a four minute video for you guys to see where we sit with all of it. But again, you can see the updates from our previous website, highlighting and creating some vibrancy and bringing some color into the neighborhood, saying that we're a district, saying what we do, promoting arts organizations, and bringing people from all over the county into downtown. **Isaac Gonzalez** On this website do you have any accessibility info? **Britney Helmers** Yes. And we also just went through the Breaking Barriers program with Art Access and it was amazing. I'm gonna keep scooting through because we do have a lot, but again, I will share this out with everyone.

#### Report on recent Programs and Activations

**Britney Helmers** I'm gonna report on some recent programs. I know it says 25 minutes, but please ask questions and I'm gonna go as fast as I can. We presented to the Women in Travel Summit in partnership with Visit Salt Lake in the Utah Office of Tourism. This is a woman who was on our tour, absolutely amazing. We had 35 women from across the country. We visited eight murals, we had three artists presentations, one from Jann Haworth, Kate Ithuralde met with us and then Chuck Landvatter and we visited Fice Gallery. So we did a two hour tour throughout the blocks with all of these women, all bloggers, all influencers. Again promoting ourselves and giving ourselves on a national level. We're working with the Lexington Chamber of Commerce to also provide the same tour in June to about 150 people. So super exciting. Our partnership on Locally Made, Locally Played with Salt Lake Film Society. We were supposed to



start on Friday, April 26th, but April showers bring may flowers. So our rain out date is for Friday, May 24th featuring Grayson and Melissa. Melissa Chilinski by the way if you don't know her, she's actually performing at the State Room this week. So pretty cool for her to also play for us for Locally Made, Locally Played. And then Mel Sol, who we're extremely excited for, Timmy The Teeth, Sycamore Slim and Sarah and Aiden. We will also be performing a Locally Made, Locally Played on a larger stage at the Downtown Farmer's Market. So the Farmer's Market brings about 10,000 people to Pioneer Park every Saturday. So what better way to also gain some additional recognition for The Blocks and for our artists. So this will start on Saturday, June 8th from 11:30 to 1:00 PM starting with Vinyl Koala, another one of our favorites. The Farmer's Market has partnered with Level Crossing, and so they will be doing a beer garden for that as well. One thing that Felicia brought up previously that we have been working on is how do we start to display some of the work that we're doing and how do we make sure we are focusing on the entire district and in the entire neighborhood. So we created just a quick little Google map, but it has art venues in The Blocks, murals within The Blocks. We have arts organizations in The Blocks and then music venues. And then we also added our Co-Create project locations just to note that we are working to focus on the whole neighborhood. So if I uncheck some of these, I just want to share with you our co-create programs and where we currently have the programs. This is this is our Hidden Waters installation. So from State Street really focusing on that north border we have our Bachauer presents Key Changes. We have the Slam Youth Music Festival, which we'll talk about. And then we have the Volume Jukebox, which we're working on right over here. So again, focusing on the whole neighborhood. **Felicia Baca** Britney can I ask a question? Are the artists all credited on the map? **Britney Helmers** Yes they are. So we actually, we put a picture, there are some that have "artists unknown". **Grace Lin** So is it going to be publicly available? **Britney Helmers** Yes it is. And they will also live on our website. So just additional things to our Co-Create awardees, these are things that we have been working on and planning with everyone. This is our Slam Music Festival September 7th, 2024. This is our overall schedule with musicians. Right now there is a signup sheet on the Slam website for the music festival, how to submit if you're a band or an artist and how to upload your files, all of that. Our Bachauer Key Changes program, which I don't think you've seen this yet. We have been working with the artists and we have doing a bit of content creation and videography, but this is one of the pianos that will be featured on Abravanel Hall Plaza starting May 31st at the unveiling date, there will be five pianos and five different artists who designed each of the pianos. And those pianos will live there until October 31st. This year we will do an event once a month with Bachauer promoting and playing the pianos on Abravanel Hall Plaza. So super fun. Our third Co-Create is the Volume Jukebox. This will be actually a projection mapping on the side of a building that is similar to a vinyl music wall. So song entries can be displayed and submitted through the physical popup jukebox experience and digitally submitted through socials. We actually are just getting started on this co-create program, but we are very excited about this one and we're excited to award them with this. Moving right along. Our exhibitions on Main, you want to talk about this one Merinda? **Merinda Christensen** Yeah, so just really quick, we have those four kiosks on Main Street. Previously we used to put artwork on the bottoms of two of them and the other two were more branding advertising on those bottoms for our mural trail app and logo and other things. So I kind of recreated this and we did a call for artists to do artwork on all four of them on the bottom. We got some really great submissions and then we

selected four and we put them on the first week in May and they'll run for an entire year. We paid those four artists. So they're all up. They will again run for an entire year. We are going to start promoting them on our social media and on our website in the next couple of weeks, which we're really excited about. And then we are also looking for our Ambassadors to clean them weekly. So anytime we get any tagging or graffiti or any kind of damage, they're out there working on them. So really good, really vibrant. **Josh Jones** This looks so good. If you get a chance, go check it out. It's like free fine art on the street and it pops because it's also got the Blocks Arts District logo surrounding it so it really connects the brand with art. **Merinda Christensen** I was really excited because out of all four, three are female, two are part of the LGBTQ+ community, and two are BIPOC. **Durga Ekambaram** Do you still have a jury process for this? **Merinda Christensen** We just kept it internal this year since it's new, it was just our entire team, the DTA team. **Matt Castillo** And you said how many artists had submitted? **Merinda Christensen** I would say about 11 or 12. So a good pool. **Britney Helmers** Our Steppin' on Main Program starts, it's every Friday from July 12th to September 27th, starting July 12th with Eccles Presents Speaks. And then July 19th we will be producing a mariachi festival from 6:00pm to 10:00pm featuring four local mariachi bands and one musician who is actually coming from Colombo, Mexico. And we have, thank you Matt Castillo. This was also in partnership with the Mexican consulate and we have been having a blast with their team on working and producing this festival with them. I'm gonna mention one thing. They had a thousand people show up last year to their mariachi competition. This year we're calling it a mariachi festival. So we are a little nervous of how many people are going to show up. That's a great thing to be nervous about though. And then July 26th we have the Trash Pandas drum group performing from 7:00pm to 9:00pm on the front steps of Eccles. And then in the future September 20th we have the Salt Lake Synth Alliance from 8:00pm to 10:00pm. The reason for that large gap is Hamilton will be playing at the Eccles all summer. We want to give you an update on Open Streets. Jess, do you want me to do this or do you want to do this? **Jessica Thesing** We are not doing Open Streets this year. We were not able to get the, basically the funding and the process to work in a way that was conducive to our team being able to produce it. But we are planning to continue the dialogue with Salt Lake City. The pedestrian study was just published I think yesterday or last week that the city has been working on to actually look at Main Street. So I urge you to take a look at that. We can send a link out to that study. More of a conceptual design plan and I think there's still an appetite in the community to produce something but we are already doing that through The Blocks. We are already programming more than 50 days of programming downtown, which is really what we were trying to accomplish with the launch of that event during the pandemic. So I think there's again, still dialogue happening about should the street be closed, should it stay open, closing the street, especially with the world being open is a very difficult process. It's very expensive and so we really just need to be continuing to ask the question why are we doing it and what is it serving? So all of those things are still being discussed. We're still partnering with the city and we're, you know, really interested in your, your thoughts on this event as well. So think about it and work with Brittany so we can get some of that feedback. Happy to answer any questions. **Lia Summers** I love Open Streets but I appreciate that this team says no to things that they can't do very well. I'm on another board that I will not name, but I feel like that organization says yes to everything and sometimes to their detriment they don't build their brand with every single event

because some things are kind of put together so last minute that it's not branded or it's just not showcasing the best work. And so I appreciate that there are clear boundaries about what you can and can't do with funding or timeline presented to you. I think that is all just steps in building a great brand. **Britney Helmers** I appreciate you saying that as well because as we push for all of these new programs and as we push to create this place thinking initiative, as we push for this new brand, our strategy is allowing us to say no. **Lia Summers** It's hard to say no to cool ideas and funding and I think it's important to know a line to stick to in your strategy. **Britney Helmers** Yeah, on that same note, we had already mentioned that 144 South Main Street property updates. Conversations are still being had, a week ago they said it was not happening and then they came back to us on Thursday and said we'd like for you to produce this. Again in order for us to produce this by July, we would have to put all of our resources into fundraising now and have our small team start putting on activations here. Unfortunately as you see our list of activations and programs that we're trying to achieve and push forth, this would be an extremely large lift. Do we want to see it? Do we want to activate Main Street? Do we want to build this arts district? Yes. But unfortunately when someone is coming to us and saying "can you produce this by July" and we need to raise around \$75,000, it's extremely difficult. So we're looking at our timeline, is there a potential for this to happen in September? Is there a potential for this to happen in October? Then maybe. Isaac, thank you for all your help that you've also contributed on this, I much appreciate it. I don't have a slide for this next one but for the Liiingo mural app trail now called Vision, you will see that this is not on our budget. This has been on your budget for the past four years. I believe we have decided to let this go. The team from Liiingo is going in a different direction and we just have not seen the numbers that I think we should be seeing from a Mural App Trail. So if we are able to build a QR code and start driving people to our website to see some of where those murals are in downtown, I think I find it a bit more effective than paying the \$6,000 for an app that had 30 people using it. **Grace Lin** Yeah, I think apps can be tricky because the last thing anybody wants to do is download another app. It could be driven to somewhere like with the QR code. **Britney Helmers** So those funds which are shown in our general programming and marketing are now used to update and build our brand. I'm gonna turn it over to Josh Jones for some media reporting.

### Media Reporting

**Josh Jones** Just going back to what Struck created with "the best date night". I think it's so intuitive it connects our brand to what we want people to do downtown. But I think there's a third piece to those panels or carousel or however we use that on social media, which is "the best date night", and then you show a beautiful ballerina or a festival out in Gallivan. So it connects our brand with the legacy arts partner, which is exciting. That's something we really haven't had in the past. And I'll just say the new branding is, it's funny, adding that "Arts District" has really invigorated the brand and is again intuitive. It is shown in the next slide Brittany, the number one social media piece in the last few months was our Exhibitions on Main call for artists. Which you know, it's really not that interesting, it's colorful but you know, as far as social media goes, it's just a tile. But that's 16,000 views and the second most looked at social media title was a legacy arts promotion for Joan Woodbury, which got I think 5,000 views. And just coming up, we'll be focused on the Living Traditions Festival this week. We're doing a lot of translation work to try and get the Spanish market downtown. We're excited about that. It's gonna be a great weekend.

And then we'll get the Bachauer press release that will go out early next week for that. We are doing an annual report for all of our nonprofits that we work with at Downtown Alliance. It's called the downtown SLC Vitality Report. I'm excited about this. We've never really showcased what we're doing in house. So we're talking about the Farmer's Market, urban affairs and our Ambassador program and The Blocks. Each one of those gets about a page, and as I started writing it, there was just like The Blocks is doing so much thanks to these two and so there's like four pages dedicated to what you guys have done in the last year and you can see it's gonna be very vibrant and speak to what we do here to promote downtown. And finally, some of you have been on the Urban Exploration trip that we do once a year. We are inviting you to come with us to San Diego in September. We are looking at their entertainment district, Petco Park and how that has transformed downtown. It's brought in a lot of residential, a lot of commercial, retail, really fun neighborhoods And you know, with all of the changes that we're looking forward to downtown, it's a great example of how to create an urban fabric through sports. So September 18th to 21st we start at Petco Park with a ball game in a private area. And then the next three days we'll be looking at a lot of different things including their farmer's market, Little Italy, which is so much fun. And we have a lot of arts programming too. I think we're still kind of nailing that down. But there's a lot of ideas of what we want to look at. One is this old navy base that's been transformed into an arts campus with living and studios and it's a really cool space. **Felicia Baca** We have a former curator at the UMFA too that's at a museum there. I forgot which one but she's contemporary so maybe if you're looking for more I'm happy to make a connection. **Britney Helmers** That would be amazing. I was gonna say the other big thing that we've been having some unbelievable conversations. Merinda has been talking with La Jolla Playhouse and the World Design Capital. We've also been talking with the San Diego Symphony and how they built the Rady Shell. So at the Rady Shell the symphony holds free concerts every Sunday seating about 8,500 people and it's sold out every Sunday. It's wildly enough a partnership between the city and the symphony to activate 115 days a year. So we will be visiting and doing a backstage tour of the Rady Shell as well. So as all of these conversations that have been happening and you'll see in just a second between Abravanel Hall and the symphony and us having conversations with the San Diego Symphony, it is really fascinating to understand what we can do and what we could build here on some of our public parks. **Josh Jones** The shell's built right in the ocean. I was just there on Saturday. So it's really cool. The whole trip is worth it just to go see that. **Lia Summers** I'm noticing our time and we are at 10:30 so if anybody needs to go that's completely fine. I am interested in the Felicia and Matt's update but if every anyone needs to go we could probably add this as like first agenda item unless you have anything super pressing we could just go first next time.

#### Other Art & Culture updates

**Matt Castillo** I'll just speak a little bit to the sports and entertainment, culture and convention district that's been a huge topic of conversation lately. I think this is really an exciting opportunity and you know obviously there's been a lot of press and coverage around specifically what the future of Abravanel Hall looks like. Because of the speed of some of the NHL announcements and some of the other conversations, there are some things that I think happened a little bit of out of order. And in terms of communication, I think the main thing that we want to share right now is that there haven't been any decisions that have been made. We still very much are going



through the community engagement process. We're working very closely with the symphony and the administration there to take a look at this. We're actually just finishing up the the 2024 master plan for Abravanel Hall. Again, because of the speed of other pieces of this, we really didn't have a chance to kind of complete and publish the master plan before we needed to start talking about it in this way. So we're excited to be finalizing and publishing that master plan like next week we'll present it to the county council and that'll be available publicly. And it's a really interesting document, you know as we've seen it is a very much beloved hall. There are a lot of challenges with the hall though accessibility is a huge issue. A lot of the kind of more practical that less sexy design elements of the hall are pretty challenging. And so we're really excited because this really, I think presents kind of a once in a generation opportunity to address a lot of these issues comprehensively. But we're still of course figuring out that looks like. I think another actually really great piece that's come out of this conversation is just how important arts and culture is in this district and in downtown. I think that message has been heard very loud and clear by elected officials and other kind of real leaders in this conversation, including the Smith Entertainment Group. I'm really excited because it used to be the sports and entertainment district and now it's very purposefully the sports, entertainment, culture, and convention districts. I don't know if we're gonna end up adding additional words until it just ends up being "downtown". Of course I also really appreciate Felicia and Mendenhall and that whole team. You know, Abravanel Hall's a big piece of this and UMOCA is also a big piece of this. Also just the entire arts and culture community. We do know that there's a lot of ways that things have been designed and developed over generations that, you know, there are a lot of folks that are being left out. There's a lot of design decisions that were made that we're now seeing are creating a lot of challenges. And so again I think, you know, there's still a lot of decisions to be made but it is exciting to kind of think about how we address a lot of those. There's a lot more questions than answers at this point and I'm feeling that just as much as anyone else. I wish we had more information but we're really just starting this process of what this is going to look like. So that's kind of what it's looking like from, from our side. I would just, you know, I think the cultural core team plays a really key role here in helping to identify and this applies to the team and the whole committee kind of really figuring out how arts and culture can and should be a really key part of this. I'm happy to, I don't know if there's any questions or if you have anything to add, I'd love to hear Felicia if you have anything to add on. **Felicia Baca** I want to echo that there are a lot of conversations happening and more kind of questions than answers, but I've been in meetings with both the mayors and UMOCA there. We're making sure that arts has a seat at the table even though there are a lot of unknowns, especially because there are county facilities and that's kind of the county's wheelhouse, but we just want to keep arts front and center in this district. I think that's the hope. I know Umca has a website right now called UMOCA Matters that has sort of action items for the community as well because I think they are geographically and structurally maybe more at risk than a Abravanel Hall. **Matt Castillo** Yeah, I would say, I mean with UMOCA that's a building that's really suffered from its invisibility over the years. And so the team has actually gone through a really extensive kind of master planning process on their own. And you know, the big asset there is really the location and the proximity. But the building itself, the way it's designed, the way it functions both from a practical perspective and then also just from a street presence, placemaking perspective is really challenging. And so that's where I think we focus, there's a lot of opportunity there because unlike the other buildings, some really



significant changes to its look and feel could really benefit them. **Britney Helmers** Last thing was just giving Awake the Great Salt Lake update if you would like to do that. **Felicia Baca** Yeah, so we had closed applications. I wanna say we got about 167 and, and we're targeting just about 12 projects. So really competitive. I know those have been narrowed down to 40 that are going to a committee of board members and community members. So no decisions have been made yet on those. And then we are barely getting a contract from Bloomberg and working through like what we'll bring in in 2025. So, this is our placeholder website so we'll see some brand refresh and things in coming months. **Britney Helmers** And that is all for you, just kind of having a list of what our next month looks like in future events that we are working on and working with and partnering. So extremely excited for Living Traditions this weekend Busker Fest next weekend. Again, Locally Made, Locally Played on the 24th and 31st of May. Bachauer presents Key Changes, we'll have the unveiling of all five pianos. On June 8th, Locally Made Locally Played Vinyl Koala at the Downtown Farmers Market. the International Artist Piano Competition at Bachauer June 15th through the 25th. And the Utah Blues Festival at Gallivan Plaza June 14th through 15th. **Felicia Baca** Just two really brief things, I think until tomorrow the director job for the Gallivan Center is open. Pretty rare opportunity to get somebody in that position that's really focused on programming, arts and culture. And then our general support and project support grants are open at The Arts Council, spread the word. Thanks.

With no other business to discuss, the meeting was adjourned at 10:40am.

The next meeting will be Tuesday, June 11th 2024 at 9am. It will be virtual.