

Lens of Magna Main

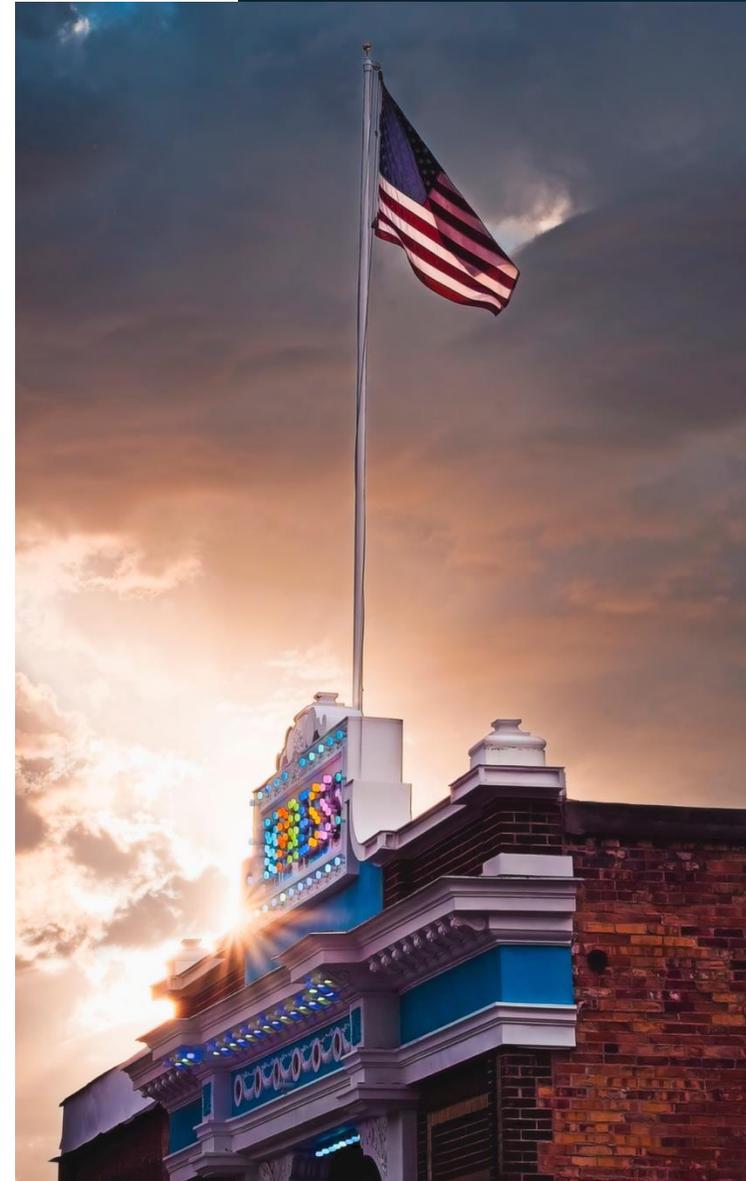


# Background



# Purpose

- Inspire photographers of all ages and capabilities as they celebrate and capture the unique architecture, history, stories, and richness of life on Historic Magna Main Street.



# Components

- Online submissions and print submissions for professionals
- Judging
- Exhibit event with opportunities for judge feedback
- People's Choice voting
- Survey
- Winners displayed at the library





- Youth, Amateur, and Professional categories
- Professionals submit prints and digitals
- Youth and amateurs just submit digitals

# What are photographers looking for?

- Recognition
  - Social media announcements
  - Library display
- Financial incentives
- Opportunities to improve skills
  - Judge feedback



# What does Magna get from LMM?

- Rights to use all pictures submitted
- Community connection to Main Street
- Change perception
- Foster a sense of place
- Curate nostalgia
- Encourage redevelopment



# Judges

## Ted York

- Gold medal winner in the 2022 World Photographic Cup
- PPA Master

## Trent Nelson

- Head of photography department at the Salt Lake Tribune

## Eric Adams

- Owner of the busiest photography studio in the country
- Trained over 2,000 photographers



# 2025 Stats



# Submissions

Category	Number of Submissions
Professional	15
Amateur	54
Youth	11
<b>Total</b>	<b>80</b>

# Comparison with 2024 Submissions?

250% increase

- Amateur: 3.6x increase
- Professional: 66% increase
- Youth: 35% increase



# Percentage of Submissions per City

City	Percentage
Magna	42%
Holladay	15%
West Valley	15%
Salt Lake City	6%
Taylorsville	4%
Sandy	4%

# People's Choice Voting



# 2025 People's Choice

Category	Votes
Professional	56
Amateur	96
Youth	31
<b>Total</b>	<b>183</b>

Event





- Held at the Magna Library
- Over 40 attendees
- Judges were available to provide feedback

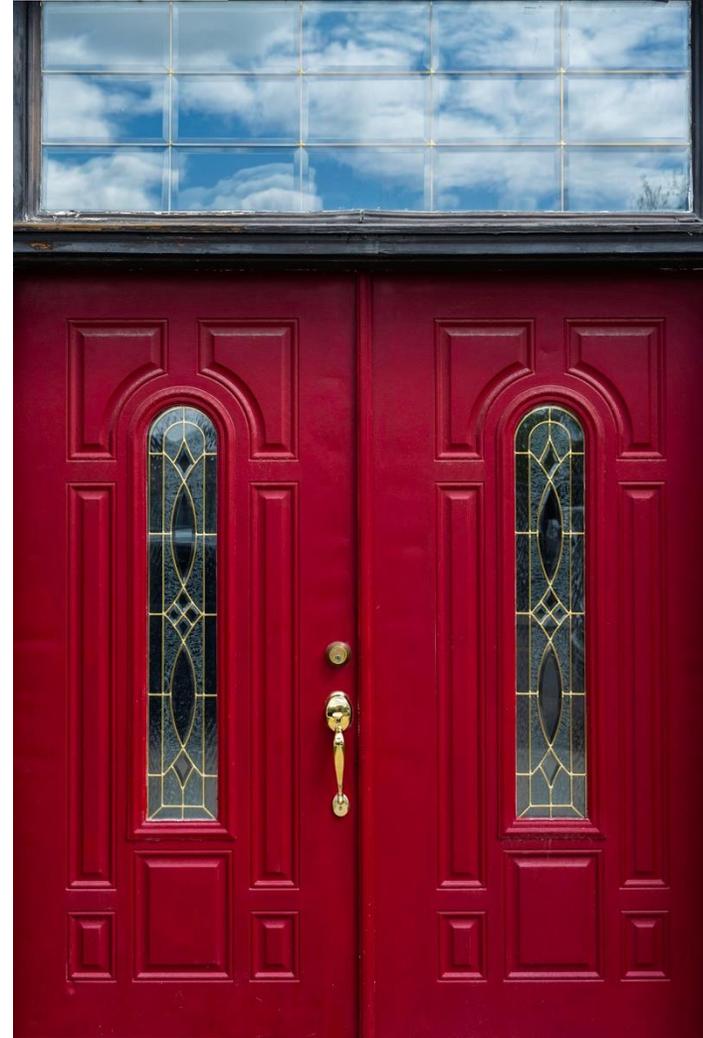


# Survey Responses



# What did you like about LMM?

- Fun
- Family activity
- Challenge
- Lots of unique ways to capture a small area
- Old buildings
- Receiving feedback
- Positive perspectives on Magna
- Community appreciation





*“It made me look at  
Magna Main Street with  
new eyes.”*

*“It was fun to get out  
and stroll down Magna  
Main with my family.”*

*“I love that it brings  
members of our  
community together to  
appreciate art and  
community- both  
things that are great  
about Magna. Please  
keep doing this.”*

# Ask of Magna





- \$2,875 for prize money
- Social media/marketing support
- Legal documentation

Thank you!

