



**CULTURAL CORE  
BUDGET COMMITTEE MEETING  
Tuesday, September 16th, 2025**

**Committee Members in Attendance:** Spencer Lawson, Isaac Gonzalez, Seth Brown, Felicia Baca, Matt Castillo, Claudia Lyoaza

**Committee Members Not in Attendance:** Kathryn Carlisle-Kesling, Mohan Sudabattula

**Cultural Core/Downtown Alliance Staff Present:** Britney Helmers, Merinda Starnes

**Guests Present:** Laurel Cannon Alder, Jill Kirsling

The meeting was called to order at **9:05am**. **Britney Helmers** initiated the roll. **Claudia Lyoaza** made a motion to approve the minutes from May 6th, 2025 and **Isaac Gonzalez** seconded the motion.

**Review of Public Comments**

No public comments to review.

**Current Business**

**DISCUSSION: 2 Board Outings and thoughts on the events**

- **Britney Helmers** led a discussion around board members thoughts and opinions on:

- **The Mariachi Festival**
  - **Claudi Lyoaza** mentioned that the Mariachi Festival is the most lively event she's attended at Eccles Theater
  - The night started in the lobby with the first performance and then moved into Delta Hall for the rest of the performances
  - Between 2200-2500 people attended this year
- **SB Dance Curbside Theater Performance**

- **Britney Helmers** spoke about how these performances create opportunity for audience development and how they get more people thinking about and physically into the theater
- **Steppin' on Main Performances**
  - New unreleased promotional videos have been created for Steppin' on Main using content from performances that occurred this year
    - The Blocks is creating a spectacle on Main Street through this program
- **Abslty Amzng AnmIs (Co-Create)**
  - **Seth Brown** and **Britney Helmers** talked about how incredible and emotional the unveiling was
  - Unveiling was in partnership with [Creative Mornings SLC](#) (the topic of the talk was “[Blossom](#)”)
  - **Britney Helmers** discussed details about the project, the partnership with Dallas Graham, and The Blocks’ *Creative Mornings* sponsorship
- **SonderSLC (Co-Create)**
  - **Britney Helmers** discussed the upcoming activation/program that will be unveiled and live in the Vasilios Priskos Walkway called SonderSLC
    - 4’x6’ steel frames that attach to planter boxes and hold vinyl graphics with imagery of the people of Salt Lake City (scannable QR codes bring you to their stories)

#### **DISCUSSION: Budget - FY25 Actual Reporting**

- **Britney Helmers** discussed the key takeaways from the FY25 budget including:
  - The Blocks has raised \$111,000 this year through grants, partnerships, building programs, etc.
    - Almost a 20% addition to the Cultural Core budget
  - \$25,000 for GLOW sponsors
  - ~\$18,000 from Smith Entertainment Group to build the Plein Air event at the Delta Center
  - \$21,000 from Visit Salt Lake to continue the partnership around activating downtown with buskers on convention days
  - Allocated \$10,000 mid-year and raised an additional \$30,000 in outside contributions in order to build Frame by Frame during Sundance last year
  - Overages in high-impact programs were balanced out, and overall spending held steady at the \$600,000 allocation level
  - Net result: No overspend of the Cultural Core budget
  - Net income: \$43,611
- **Merinda Starnes** spoke about key takeaways based on programming in FY25 including:

- Top 3 attended events:
  - Live Music at the Farmers Market Launch: June - October 2024 (10,000 attendance each Saturday)
  - 2nd Annual Mariachi Festival: July 19, 2024 (1,700 attendance)
  - En Plein Air at the Delta Center: March 19 & 20, 2025 (~9,000 attendance each game)
- Top 3 activations/events with most days of programming
  - Co-CREATE: Hidden Waters Unveiling by Seven Canyons Trust: April 11 (365 days of Programming)
  - Exhibitions on Main: April 1, 2024 - April 1 2025 (365 days of programming)
  - Co-CREATE: Key Changes: May - September 2025 (117 days of programming)
- **Britney Helmers** discussed key takeaways from FY25 based on marketing including:
  - Reach: 179.2k with 3.6k content interactions
  - 9719 Instagram followers
    - Up 1541 followers since the end of FY24
    - 63% Women and 38% Men
    - Main demographic age: 25-44
    - 30% from Salt Lake City
      - Millcreek, Sandy, West Valley and Murray trailing behind with 3-4.5% of followers each
  - Top content by views is En Plein Air at the Delta Center with 53.8k views
  - Top post by views:
    - Exhibitions on Main: Eddy Ekpo with 653 interactions (7,700 views) and 507 likes
    - Busker Fest: 526 interactions (13,974 views) and 283 likes
    - Frame by Frame with 497 interactions and 303 likes
  - LinkedIn
    - Began in September 2024
    - 3,500 impressions
  - Mural Maintenance Program
    - Ended relationship with current mural maintainer
    - Currently a goal to develop this as a program

#### **DISCUSSION: Marketing and Dashboard Reporting for FY26**

- **Britney Helmers** introduced the new dashboard that was created to track metrics for The Blocks
  - KPI metrics (quarter over quarter and year over year)
- **Spencer Lawson** recommended generating specific goals that will help determine what the important metrics to track are

- ***Britney Helmers*** shared an aspect of the dashboard that will be used to track audience demographics and attendance at Blocks events and programming

#### **Arts & Culture Update**

- ***Felicia Baca*** updated the group on current arts and culture headlines including:
  - Project support grants are open at the arts council
  - Big Wake the Great Salt Lake announcement coming soon

With no other business to discuss, the meeting was adjourned at **10:02am**.

The next meeting will be November 20th, 2025 at 9:00am