



**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
- **Absltly Amzng Anmls (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