



Salt Lake County
Cultural Facilities Support
Program Application



Downtown South Salt Lake Arts Hub
Feasibility Study

Submitted by the City of South Salt Lake
April 14, 2015



APPLICATION FORM

Project Title	Downtown South Salt Lake Arts Hub Feasibility Study
Project Address	Downtown South Salt Lake (see map) South Salt Lake City, UT 84115
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Organization Website	www.southsaltlakecity.com

A. Project Eligibility

1. Project Location

Project is located in southeast corner of County Council District # 1

2. Artistic/Cultural Discipline

- x Performing arts
- x Visual arts
Literature
- x Film/mixed media
Cultural history
- x Other: Youth arts

3. Project Sponsorship

- x Local government entity within Salt Lake County – The City of South Salt Lake is the primary applicant and project sponsor. The South Salt Lake Arts Council is the secondary sponsor and is a ZAP funded organization.

B. Financial Information

1. Project Budget

Total Project Budget	Amount \$ 40,000
County Funding Requested	Amount \$ 20,000
Funding Currently in Place	Amount \$ 20,000

2. Type of Funding

Consulting	Amount \$ 40,000
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3. Project Funds Raised To-Date

• Cash	Amount \$ 0
• Unrestricted Pledges	Amount \$ 0
• Restricted Pledges	Amount \$ 20,000
• Other:	Amount \$ 5,000

4. Financial History

1. Attach three years of your organization's budget to this application, including your current budget year.

The City of South Salt Lake operates on a budget of approximately \$26 million per year. This project will be funded as a part of the Downtown Master Plan. The prior year's Downtown Master Plan funds were funded through the RDA (shown in Appendix). The in-kind staff support will be funded through the Mayor's Office staff and the South Salt Lake Arts Council staff. The Arts Council budget was increased last year to \$28,000 fund the Arts Council Coordinator position (shown in Appendix). A four-year budget summary is available upon request.

Salt Lake County Cultural Facilities Support Program
Downtown South Salt Lake Art Hub – Feasibility Study

Project Financial Information Details

Total Project Budget	40,000	
Applicant Match	20,000	
	AMOUNT	NOTES
Funding Sources Attach details on separate sheet including individual pledge amounts, pledge restrictions, in-kind donor details.		
Cash on-hand		
Pledges – Unrestricted		
Pledges – Restricted	20,000	From the South Salt Lake General Funds, requested in the 2015-16 budget. This is subject to budget adoption in June 2016.
Pending or Projected Pledges		
In-kind Donations Must be from qualified, professional organization	5,000	SSL Arts Council Coordinator will be the project coordinator and liaison between the planning team and local artists and the Arts Council.
General Obligation Debt Structure		
Assessed Valuation		
G.O. Debt Capacity		
Outstanding G.O. Debt		
Remaining G. O. Debt Capacity		
Bonded Debt Summary		
Bond Issue		
Purpose		
\$ Issued		
Interest Rate		
Date Issued		
Due Date		
Bond Holder		
Bond Issue		
Purpose		
\$ Issued		
Interest Rate		
Date Issued		
Due Date		
Bond Holder		
Capital Reserve Amount How will you pay for cost overruns?		The project team will request additional funding from South Salt Lake City in the 2016-17 budget if necessary.

C. Project Narrative

1. Organization overview

a. History

Many people in South Salt Lake have always wanted a true city center. City, community and business leaders are working to build a downtown district, complete with arts and entertainment, shopping, restaurants, civic buildings and other destination attractions. This also includes new housing and offices. The location is bounded by I-80 north to 2100 South and from State Street west to I-15. This neighborhood has the elements of a successful project:

- A vibrant scene of local, independent artists, makers, and entrepreneurs
- The best transit and roadway access in Utah
- A wide variety of buildings and sites for adaptive reuse and new construction, available at competitive prices
- A tradition of supporting creative people and helping them build their dreams;
- A vision for a different kind of walkable, urban place that is vibrant, affordable and connected
- Commitment from city leaders, developers and community partners to invest in building not just a city center, but a true community

The Downtown Master Plan proposes new pedestrian, bike and transit infrastructure; parks and open space; an arts district; a nightlife area; and a business district. We are considering relocating our City Hall in this neighborhood and attracting other civic and educational uses. We are also exploring the potential for an Innovation District with Mayor Ben McAdam's office. We envision 1.5 million square feet of retail and office space, 2,500 new residential units and a new civic center. But more importantly, we envision a place where people want to spend time, connect, be inspired and be a part of their community. The arts are a critical ingredient to success.

A number of thriving artists and arts organizations are located in the Downtown South Salt Lake neighborhood (see Arts District Map). These arts leaders have begun to define an arts district and to infuse their talent into our South Salt Lake Arts Council. With funding from ZAP's Local Arts Agency Advancement, we have a new Arts Council Coordinator, Lesly Allen, to help lead these efforts. Over the last few months, we have discovered a strong desire to build a cultural destination in downtown and have garnered support from working artists and arts entrepreneurs to make it happen. They have identified a number of components they would like included in this cultural destination:

- An "Arts Hub" - a widely-recognized arts destination with multiple attractions and purposes
- Rehearsal and performance space for artists at all levels of expertise
- Creative placemaking and public art
- A movie theatre or film center
- Outdoor space for arts and cultural events
- Rentable event space
- Space for artists to live and work

South Salt Lake City is committed to retaining a unique character for the neighborhood by helping the arts flourish and remain in their home base. This is also the core of a proposed innovation district, as a draw for creative people from all disciplines. The interaction between creators, innovators and craftspeople will create a cultural destination, a desirable workplace location, and a unique neighborhood to live in. This project would be a tremendous force for doing so.

b. Programs & services offered

Current Offerings

Numerous arts organizations and creative businesses call this neighborhood home (see the Arts District map). There are also a number of experienced arts entrepreneurs in this district, who are eager to continue building projects and programs for the arts. Existing local businesses, programs and services would have great synergy with an arts hub and arts district. These include:

- Working artist studios
- Arts services, including framing, welding, and supplies
- Restaurants
- Food and beverage manufacturing (brewery, winery, specialty foods)
- Live music venues
- Recording studio
- Small, local manufacturers (outdoor products, custom furniture, eye wear)
- Design services (architects, engineers, interior design)
- Construction and remodeling services (contractors, tile, flooring, appliances)

Proposed Offerings

With the South Salt Lake Arts Council and members of the Arts District working group, we have identified additional desirable programming elements for the arts hub and arts district:

- Rehearsal and performance space
- Space for youth programs to foster future artists
- Gallery space and gallery strolls
- Public art and placemaking
- Networking and collaboration opportunities for working artists
- Indoor and outdoor concerts, movies and cultural performances

South Salt Lake is working on fundraising through our Arts Council to offer city-funded arts/cultural programs in downtown. Targeted projects include after-school youth arts programming and public art installations. This feasibility study will help identify the best projects and programs to support.



c. Audiences served

This neighborhood currently attracts artists and an arts-aware population to its local businesses and attractions. We wish to expand the offerings and appeal of the neighborhood by creating the arts hub and arts district to engage more people both in creating and experiencing the arts. This arts hub would serve as the primary arts destination for Downtown South Salt Lake, as well as for the Sugar House neighborhood. People we envision living in, working in and visiting the arts hub and district include:

- Professional artists and performers
- Arts organizations who provide programs, classes and events
- Youth in after-school programs and arts classes
- People seeking artistic forms of entertainment for an evening or a day out
- People enjoying public art, outdoor performances, gallery strolls and arts events
- Meeting groups, conferences, and special events

2. Project description

We believe that the people will make this arts district. The artists will make their mark in the arts district and in our downtown with the projects and programs they build. We need to support artists continuing to live, work and display in the places that they have created. By putting it into their hands first, this neighborhood will reflect the genuine characteristics of the community and local artists. We need to make space for creativity to flourish.

Our vision for a cultural destination and an arts hub is still a small seed of an idea, and our goal is to complete a feasibility study to uncover the best strategies for doing so. We anticipate this leading to a plan for a particular arts hub facility, as well as recommendations for synergistic facilities and businesses in the surrounding arts district. We also expect this will spark the interest in the artists and organizations involved to lead the artistic programming and investments. We anticipate fostering spaces for the programs and services outlined in the preceding “*Programs and Services*” section.

This project must also include creative placemaking that brings the artistic character of this arts district to the forefront. These are essential elements that become the welcome mat for an arts hub and a reason to spend time in the neighborhood before, after and during arts events. They may be integrated into the arts hub, or may be independent endeavors. Placemaking elements may include:

- Public event spaces, including plazas, parks or amphitheaters
- Public spaces for informal gatherings and art performances
- Festival streets that can be regularly closed for events
- A street or strolling route with a high concentration of arts businesses
- Public art installations
- A place for pop up businesses, food trucks
- Streetscape improvements such as lighting and benches
- Branding, banners, mural or signage

Our arts hub should be on the leading edge of modern cultural destinations. It should be much more than solely a place for the arts. It should be leveraged into a driver of our economy and a tool for community change. It should be:

- A multi-use hub that integrates arts, culture, media and education
- An incubator that enables connection, production and networking among creators and the public

*Salt Lake County Cultural Facilities Support Program
Downtown South Salt Lake Art Hub – Feasibility Study*

- A place that fosters socializing, networking and casual interactions between a diversity of business sectors
- A place where strategic partnerships are started and strengthened
- A place where artists and others can live, work and hang out in galleries, rehearsal space, retail and cafes
- A place that supports cultural, environmental and social innovation.

The city’s intent is to support formulating and implementing of one or more of these projects and programs. This feasibility study should identify the priorities, and explore potential sites and properties in the downtown to locate these elements. This may be an adaptive use project, an enhancement, or new construction / installation. We anticipate one outcome to be an “arts hub” with rehearsal, performance and exhibition space. This would lead to further discussions with the County and other partners on a capital project. Other elements and programs identified would be folded into our Downtown Master Plan and into our Arts Council Strategic Plan for implementation. This feasibility study may point to a solution that is a public-private partnership, or to a hybrid project that is not exclusively an arts hub. This is a benefit and strategy for greater sustainability and success.

Coordination with other arts projects in South Salt Lake

Downtown South Salt Lake is one of the two final applications being considered for the location of the Salt Lake County Film and Digital Media Center. We believe that there is a demand for additional arts space in this neighborhood, with or without the Film and Digital Media Center. If we are successful in landing the Film and Digital Media Center, we still believe a feasibility study for an arts hub is still an important investment. It will help analyze the assets and opportunities of this particular site and identify ways to serve the needs of the existing local audience and artists, in addition to those connected to film and digital media.

This downtown arts hub is a complement to the Historic Scott School Community Arts Center, located approximately 2 miles away, in a residential neighborhood of South Salt Lake. The Historic Scott School center has an emphasis on teaching and a focus on visual arts, crafts and culture, and literature and writing. It serves an established audience of older adults, veterans, youth in after-school programs, and refugees and is expanding/renovating to serve a larger and broader audience. In contrast, the desire for the downtown arts hub is to support and attract working artists, performing arts, creative businesses and entertainment draws.



3. Supporting the SL County Cultural Facilities Vision & Principles

- **To value professional arts organizations, community arts organizations, and community participation.**

The downtown neighborhood is home to several for-profit and non-profit arts entities and is being looked at by several others as a potential relocation site. Involved arts organizations are listed in the “Community Need” section. At this moment, several groups associated with the Film and Digital Media Center are considering starting programs or locating a facility here.

This is a prime opportunity to involve the South Salt Lake community of residents and businesses in an arts hub and district. For the many creative businesses located in our downtown, this reinforces their value and creates opportunity for them. For our residents, it delivers on a promise to build an exciting, unique city center. Through our Downtown Master Plan, we identified a community desire for a place to hang out, meet people, express themselves and simply have fun. We also know we will need places to host community programs in this new neighborhood of approximately 5,000 future residents. We believe an arts hub will help fulfill this.

- **To enable and enhance the development of local arts communities**

South Salt Lake is has welcomed many artists and creative businesses as rents have risen in Salt Lake City. This project meets and urgent and important need— keeping arts a part of our community by security affordable places for artists to work. This project will support their needs, and unify them into a community that can share resources, build synergy and grow together. We seek to build a sustainable, permanent arts district.

- **To reflect and address the current and future needs of communities throughout the County**

This project supports South Salt Lake’s need for community development and desire for the arts to be the foundation of it. Our community has the highest diversity, lowest incomes, lowest educational attainment, and highest health risk in Utah. Our community has made tremendous gains recently by providing a variety of social services and opportunities to residents. This has been done through our Promise South Salt Lake programs and through many community partners, including several of the entities involved here.

This downtown neighborhood will offer many opportunities for education, advancement, community collaboration, and coming together through the arts. But it must be done strategically. The proposed project has a grassroots approach because this is a proven way to unify a community and share the opportunity with the many people in South Salt Lake seeking a better life. This is a critical part of our city’s story. We believe the arts are a great unifier and equalizer to uplift our community. And, the arts are a unifier that will endure and evolve as our community changes.

- **To value the needs of individual artists and non-profit arts organizations across all disciplines.**

Our project will be driven by artists and artists organizations. We wish to build a permanent project that can serve a changing landscape of people and groups over the years.

- **To only support projects which demonstrate readiness, feasibility, and sustainability.**

This feasibility study is the first step in building an arts destination. South Salt Lake is currently writing a master plan for Downtown, and identifying projects that it will fund as catalysts for

positive redevelopment. This is the right time for this study – while there is still opportunity, and still a vibrant scene of creative businesses to engage and support.

- **To support projects that address the need to maintain and upgrade existing facilities as well as to construct new facilities.**

This feasibility study will propose new projects. However, some of the desired elements could be incorporated into existing buildings, sites or infrastructure.

- **To support projects which enhance the ability of arts and cultural organizations to improve, expand and/or sustain programming.**

Several involved artists and organizations seek to expand and strengthen programming. Many of them have identified a need for more space or a demand for a new type of space or program. All of them desire a greater awareness of this location, and more energy in the neighborhood to attract people to experience the arts here. The proposed ideas will serve many groups who wish to establish a presence in this neighborhood (such as Sugar Space, Spy Hop, B-Boys and Promise South Salt Lake) and will enhance what exists (such as Sugar Post, Signed and Numbered, Pats BBQ, and Counterpoint Studio) and increase their visibility.

- **To utilize cultural facilities as a tool for sustainable cultural and economic development of the County.**

Arts are part of our community development and economic development as we invest in people, their livelihoods, their businesses and their neighborhoods. Arts are also central to our strategy to build a vibrant downtown and to creating an innovation district, which this neighborhood is uniquely poised for. Building an arts hub will help the arts flourish all around South Salt Lake City and expand our arts reputation regionally. It will also help retain creative talent in our region and foster innovation and start-up businesses. Many businesses in this neighborhood are start-ups, creators and innovators— and are ready to build this synergy.

- **To encourage projects that foster collaboration, regional partnerships and shared funding.**

This feasibility study will identify project(s) that serve many different users and needs. These projects will go beyond the arts into creative businesses, start-ups, innovation, education and creating community. We anticipate only a portion of the ideas proposed in the arts hub and arts district being funded and implemented by public entities. We expect many proposed projects and programs to be implemented by the talented and resourceful businesses, artists and non-profits that work in our community and are seeking to do so in this arts district. This project is designed to foster collaboration and partnerships across disciplines to build a truly unique local place and economy.

4. Community Need justifying the project

- **Community need**

Our Arts Council mission is to unify the community through the arts. Downtown South Salt Lake has an ideal opportunity to create a place for this can happen. A destination arts hub and arts district will be the heart of a new downtown, and will give our community a soul. The concern for preserving the unique and creative businesses as the neighborhood grows has emerged from our downtown master planning.

- **Local support**

This arts hub project is the evolution of discussions with numerous local artists and arts businesses. Many conversations started as part of the Film and Digital Media Center proposal, and have migrated into our Downtown master planning. Now is the time for planning and building arts and cultural facilities here, while the local arts scene is expanding, and while plans can be made to secure their place in a changing downtown. This proposal is supported by numerous groups who are already in the neighborhood and who are looking to potentially locate or provide programs here. An asterisk denotes a letters of support included in the Appendix.

- Utah Arts Alliance*
- Spy Hop*
- Utah Film Center*
- Center for the Living City*
- Giv Development*
- Sugar Space*
- The Rock Church*
- South Salt Lake Arts Council*
- Promise South Salt Lake*
- City of South Salt Lake Mayor*
- Westminster College
- 15 Bites
- B-Boy Federation
- Shades of Pale Brewery
- Archer-Beck property owners
- Pat's BBQ
- Vertical Diner
- Kiler Grove Winery
- Sugar House Distillery
- Mountainland Design
- Salt Lake Tile
- Utah Film Commission
- Signed and Numbered Studio
- Poor Yorick Studio
- Friends of the S-Line
- Salt Lake Bicycle Collective



5. Evidence the project is appropriately sized to the capacity and needs of your organization and the community

The scope of projects to be implemented will be determined through our feasibility study. As a grassroots effort we want to stay on track with the capacity and needs of the artists and organizations involved. The local artists and organizations involved have proven track records of success and are keen on proposing projects and programs that they can participate in and sustain. We will strive toward reasonable budgets and timeframes so we can move forward while opportunities are still available.

6. Detail how the project is integral to your organization’s mission

Our new downtown area needs cultural and civic draws to make it a vibrant neighborhood and regional destination. We believe creating and preserving places for artists and artistic expression is essential to building a unique, authentic place. Our Arts Council is working to support and promote local artists. This project will enhance their visibility and give the community greater opportunities to participate in the arts.

7. Describe how your current project funding has been secured

The Consulting Funds requested by this application will be provided by a South Salt Lake City General Fund allocation, pending budget adoption in June 2015.

8. Describe ability to the raise required funds

The funding for this consulting project will be secured in a single-year allocation.

Future implementation of projects and programs identified will likely be supported by a combination of funds. This potentially includes South Salt Lake City General Funds or RDA funds, Salt Lake County Cultural Facilities Support Program grant writing, private fundraising and investments from individuals and organizations involved in the project.

The South Salt Lake Arts Council is currently seeking grant funding for programs and projects in the arts district area, which would generate energy and support for an arts hub project.

9. Analysis of the financial impact this project will have on your organization’s future finances

This Feasibility Study will help our city identify the best approach for using arts for creative placemaking in this neighborhood. Our city is not yet certain if we would own or operate any facility, and is open to building partnerships with non-profits, other government entities, and with artists to make a project happen. We do believe an arts hub arts and district has substantial potential to drive economic development, and in turn financially help support cultural infrastructure.

10. Consulting Services

A. Type of consulting services

We are seeking funds to hire a consultant to complete a Feasibility Study.

B. Goals & objectives of consulting services

Our project will advance the establishment of an arts hub as an anchor/catalyst for downtown while identifying creative placemaking strategies for an arts district.

- To explore the unique assets of this Arts District and identify opportunities for growth, expansion and public investment
- To create vision for an Arts Hub facility to support artistic creation, performance and exhibition
- To identify promising projects and sites for creative placemaking in the Arts District
- To generate interest and investment from artists, property owners, arts groups, developers and public entities for projects and programs here, including an Arts Hub.

C. Scope of work

This project will be a hands-on collaboration between the consultant, the City, the Arts Council, and local artists and organizations. While the consultant will lead the tasks of the Feasibility Study, the City and Arts Council will be heavily involved in engaging public participation and in integrating recommendations into future efforts – including downtown master planning, arts programming and events, and economic development.

Consultant Scope *(funded by grant)*

1. Assess needs and opportunities
 - a. Build on the significant work completed to date by the Arts Council, Downtown planning team and the proposal for the Film and Digital Media Center.
 - b. Survey the needs of local artists in this neighborhood and beyond to identify unique opportunities for growth and collaboration.
 - c. Identify the unique characteristics of this neighborhood, location, its buildings, businesses and people.
 - d. Prepare a report on needs and opportunities.
2. Creative Placemaking design charrette
 - a. Host a 2-day design charrette with national experts on building arts facilities (such as Artspace America or D.I.Y. Creative Placemaking)
 - b. Engage community members and local artists in a creative, idea-generating session.
 - c. Draw up ideas for projects and programs
 - d. Brainstorm a concept design for an Arts Hub facility
3. Develop an Arts District master plan
 - a. Highlight projects, programs and policies identified in the design charrette
 - b. Identify potential locations
 - c. Match ideas with opportunities
 - d. Propose phasing and a timeline for priority projects
 - e. Identify potential partners
4. Write a design program for an Arts Hub facility
 - a. Identify key spaces, functions and characteristics of the facility
 - b. Propose potential site(s) and or adaptable building(s) for program elements
 - c. Suggest potential tenants and partners

City / Arts Council Scope (*in-kind contribution*)

1. Convene artists and advisory committee
 - a. Engage the Arts Council, Downtown Exchange and local artists
 - b. Establish and support a project Advisory Committee
2. Direct public engagement, public relations and social media
3. Coordinate with Downtown Master Plan and City Capital Planning
4. Participate as stakeholders in all tasks

D. Deliverables, Schedule and Costs

• Needs and opportunities assessment	\$5,000	May 2016
• Creative Placemaking design charrette	\$15,000	June 2016
• Arts District master plan (projects, programs, and policies)	\$10,000	July 2016
• Arts Hub design program and site selection	\$10,000	August 2016
Total	\$40,000	

Design costs were estimated by Landmark Design.

Appendix:

1. Letters of Support
2. Downtown Concept Master Plan and Arts District Map
3. South Salt Lake City Budget Line Items – Downtown Master Plan and Arts Council
4. Letter of Financial Commitment from City Administration