



**CULTURAL CORE
BUDGET COMMITTEE MEETING
May 13, 2021**

Committee Members in Attendance: Lia Summers (Salt Lake County Representative), Grace Lin (Committee Co-Chair), Eric Egenolf (Committee Co-Chair), Durga Ekambaram (Salt Lake City Representative), Felicia Baca (Salt Lake City Representative), Virginia Gowski (Salt Lake County Representative), Matthew Castillo (Salt Lake County Representative)

Cultural Core/Downtown Alliance Staff Present: Lucas Goodrich, Cassandra Yerkes, Nancy Kaschmitter, Ryan Mack, Dan Brimhall

Grace Lin welcomed everyone and called the meeting to order at **10:02 a.m.** **Grace Lin** read the covid statement: *I Grace Lin co-chair of the Salt Lake City/County Budget Committee hereby determine that conducting the Cultural Core Budget Committee meeting at the anchor location presents a subsequent risk to the health and safety of those who may be present at the anchor location. Due to the state of emergency caused by the global pandemic I find that conducting a meeting at the anchor location under the current state of public health emergency constitutes sustainable risk to the health and safety of those who may be present at the location.*

Roll call was initiated after the statement.

In response to Grace's request, **Virginia Gowski** made a motion to approve the minutes and **Eric Egenolf** seconded the motion. The minutes from April 8, 2021 were unanimously approved.

Review of Public Comments

No public comments to review.

Current Business:

Monthly Reports: **Lucas Goodrich** the goal of the monthly reports was to send you more information with more frequency, so you had a better sense of our day-to-day and month-to-month activities. **Grace Lin** on the Love Communication presentation in the insight section, they say that there's a rebound in March over February in terms of performance. Specifically they noted that there was a decline in the lookalike audience and the PIR has improved. Were they able to provide insight, are you able to ask how all of our different channels are performing? **Ryan Mack** we meet with Love weekly and talk about our marketing campaigns and stay up to date. The lookalike audience specifically, they didn't say exactly why it's not performing as well as it has, it's never been a strong performer so we're actually going to eliminate the lookalike audience and it's not worth the money that we're paying for. Once we eliminate the lookalike audience we'll get more action on the website through different targeting mechanisms. The reason why March was so much higher than February; we spent more money on our digital advertising. It's a combination of spending money and more events coming online to promote. I think we will continue to see an increase as more events come online that we can

help push. **Grace Lin** as we're thinking of Year 5 where we want to put our money towards, have we been successful with promotions that are being done hand in hand with Love

Communications? Do we have the confidence of that particular campaign and partnership?

Ryan Mack we've seen year over year website increases, I'm confident that Love is doing a good job and targeting the right audience minus the lookalike audience. **Lucas Goodrich** Love is able to pivot very quickly because of the nimbleness of our team and theirs by having regular updates and regular meetings. We'll be the first to say if something isn't working and they will as well and then we can reallocate those dollars to something else. I'm very confident in the work they have done and continue to do, they're very agile and they listen to us if we want to make a change. **Ryan Mack** looking forward to Year 5, we can take the lookalike dollars in conjunction to the demographic studies we've been doing to build out new audiences. **Virginia Gowski** I do think that having the programming update and the report to prepare for this meeting is really helpful. As I look at the events we're planning for, I'm wondering where that fits in our advertising plan beyond social media. I'm worried that we are not putting in the same level of effort and money into the programming we're creating. When I step back and look at our original intentions with the whole reason we're doing this project, yes it's to bring people directly to different organizations but it's also to bring people downtown and to see what connections can be made while they're there and break down the barriers that people have of coming downtown. How does promoting our homegrown events play into our marketing and advertising strategies? **Ryan Mack** we put a little more emphasis on the event side of things (Ballet West, Utah Symphony) in terms of promotion but we have increased promotion of our Blocks events and we've made more of a point with Love to push out our events especially when there wasn't events going on and we're going to continue this trend into Year 5. **Virginia Gowski** where are those being promoted like the mural trails and locally made? **Ryan Mack** those have been digital, programmatic and mobile ads. **Lucas Goodrich** we try to layer our marketing and promotion efforts whether it's an event or program that we created or by other programmers. Where we really hit a sweet spot with our homegrown programs is through our social media efforts where we employ a social media expert that pays attention to our social media channels with a little more curation. We also have a blog writer who dives deeper especially with our own program into more of a story telling. Our Love effort drives people to our pages, where our internal efforts are really trying to capture the essence of the artist, medium, why they're doing what they're doing and why downtown is important for arts, culture and entertainment. **Virginia Gowski** there's a broader audience development that can happen with the outdoor medium and continuing to do the promotion part of 'downtown is an awesome cultural experience' in a more generic way. I'm just not sure how we continue to reach out and find people who are reluctant to come downtown that are not into the traditional art forms. **Ryan Mack** we can discuss that at our next meeting with Love and see what their thoughts are. **Durga Ekambaram** I did see a lot of ads pop-up and I do see the data. When a random person searches for art and culture in Salt Lake how does the Blocks website pop-up and how do we get the website to pop-up first? **Lucas Goodrich** we're constantly looking at ways to optimize language for search optimization. **Ryan Mack** it all comes down to SEO, what keywords you're using on your websites. Some of it takes time, the website has only been around for 3-4 years.

PPP Loan Update: **Lucas Goodrich** as soon as the April books are closed, our net income will reflect an influx of \$36,000, that's our first paycheck protection loan that will bring our net

income YTD up to about \$110,000. With things reactivating and a plethora of events and programs that we promote, support and push out we are confident our spending will be on track. The first and the second loan goes directly toward certain administrative and overhead and some personnel costs. We were able to procure a second loan for the amount of \$21,719 and I'll outline where we will spend those in the Year 5 plan.

Year 5 Proposed Budget **Lucas Goodrich** starting July 1, 2021-June 30, 2022 we will be requesting a disbursement request of \$500,000 in equal portions from Salt Lake City and Salt Lake County. With a carryover of \$35,000 for a total budget of \$535,000. Personnel expenses will be \$200,000, Office & Administrative expenses at \$32,000 and Marketing & Promotion has a slight increase to \$200,000 and a significant investment in digital advertising (display & mobile ads). Programmatic expense at \$103,000. **Matt Castillo** can you talk a bit more about the benchmark report and research survey and what it entails. **Ryan Mack** this is in conjunction with the Downtown Alliance, we split the cost on that but every year we work with Lighthouse media to do a 500+ person statewide survey to direct our marketing and what we need to focus on at a statewide view. **Matt Castillo** I'm curious if there's an opportunity to track audience development. **Lucas Goodrich** I think moving forward if we can identify other partners that are doing something similar and collaborate on this. **Eric Egenolf** What are the agency fees? **Lucas Goodrich** \$5,000 retainer fee each month for Love Communications. **Felicia Baca** for the blog content what is included? **Ryan Mack** that includes two blogs, some photos and SEO language. **Eric Egenolf** we talked about what are more of the permanent things that we're looking at and when I look at these numbers in the programmatic expenses some of those numbers to me feel like they're on the lower end of what we've talked about this past year. Should we be doing some test cases, maybe turning one of the kiosk into blocks, should we be planning to do one of those this year and evaluate the cost and how successful is it, is it increasing our brand. We talked about taking the utility boxes and those becoming blocks and wayfinding. But this identity downtown feels on the more permanent side, feels a little underrepresented here as the budget for marketing and promotion continues to be a big chunk. At some point do we think about shifting some of that into programmatic and placemaking? **Lucas Goodrich** it's always a challenge when everyone who reads the masterplan is going to take something different from it. We did a lot more of our programming this year and identified what's working that fits our mission and goals. We want to be mindful not to compete with others programming and be as supportive as possible. It takes time for these bigger projects you mentioned and the relationships that need to be established so that the City and County trust us. **Felicia Baca** I want to touch on Virginia's comment in the chat about the State of Downtown. Can you recap our role at the State of Downtown event? **Lucas Goodrich** it simply comes down to reaching a major audience that may not know about us. It's establishing and growing the relationships we have with downtown developers, businesses and their stakeholders, especially right now with so many downtown businesses sitting vacant and there are several major developers and property holders downtown where we want to program in their vestibules-activate their spaces. Part of this relationship is letting them know and reminding them that what's good for business is good for the arts & entertainment. We spent \$250 on State of Downtown this year and that was to edit

some videos and audios that we repurposed from our own program Locally Made, Locally Played.

With no further business to discuss, **Grace Lin** adjourned the meeting at **11:12 a.m.**

Eric Egenolf

Eric Egenolf (Jun 14, 2021 15:40 MDT)

Eric Egenolf, CCBC Co-Chair