

**CULTURAL CORE
BUDGET COMMITTEE MEETING
MONDAY, JULY 18, 2022**

Committee Members in Attendance: Matt Castillo (Salt Lake County Representative), Durga Ekambaram (Salt Lake City Representative), Eric Egenolf (Committee Co-Chair), Felicia Baca (Salt Lake City Representative), Grace Lin (Committee Co-Chair), Shaleane Gee (Salt Lake City Representative)

Cultural Core/Downtown Alliance Staff Present: Lucas Goodrich, Merinda Christensen, Josh Jones, Dee Brewer

Eric Egenolf welcomed everyone and called the meeting to order at **2:04pm**. **Eric Egenolf** initiated the roll and welcomed everyone in attendance. **Durga Ekambaram** made the motion to approve the minutes and **Eric Egenolf** seconded the motion. The minutes from February 10, 2022 were unanimously approved. **Felicia Baca** introduced and welcomed Shaleane Gee, Salt Lake City Representative.

Review of Public Comments

No public comments to review.

Current Business:

Cultural Core Action Plan Implementation Manager Contract Announcement:

Matthew Castillo officially announced that Downtown SLC Presents will continue to be the Cultural Core implementation manager for the next contract period into June 2027.

Cultural core 2022-2023 Proposed Budget and Plan:

Lucas Goodrich presented the Cultural Core 2022-2023 Proposed Budget and Plan. The proposed operating budget for the 2022-2023 fiscal year is \$500,000: \$250,000 requested from the County and \$250,00 requested from the City. Of that, approximately \$60,000 goes to administrative costs and \$440,000 goes to programmatic.

Lucas Goodrich discussed payroll expenses, administrative costs and programmatic expenses. Marketing and Promotion expenses is one of the larger line items in our budget but is one of the biggest ways we make impact. We are tasked with driving and building audiences to the Cultural Core as well as creating economic vibrancy. We reach 261,000 people across all social media platforms combined and continue to grow our following. Love Communications is our current large scale media buyer and we continue to see a lot of value with them.

Lucas Goodrich shared that the total marketing expenses are \$200,000. Contracted services are the bulk of our artists, makers, and creators expenditures. Right now, we are busy with Open Streets and during the first month we allocated payments to 165 artists that activated our streets on Friday, Saturday and Sunday. Open Streets is a very powerful tool to put meaningful dollars into the hands of local artists. Additionally, visual art and installations increase the quality and quantity of visual art downtown. This is done through our kiosks, murals, putting up temporary, semi-permanent or permanent installations. Additional event expenditures of \$12,500 include assets, painting supplies, vinyl wraps for our box truck, as well as box truck maintenance. Total expenses come in at \$501,730.

Lucas Goodrich we've continued to partner with and support arts coverage through the Salt Lake Tribune. We are excited that Shawn Means and Palak Jayswal are committed to ensure that the 40+ creators within the downtown area have the coverage from the Salt Lake Tribune.

Durga Ekambaram asked if our marketing expenses have gone up since previous years.

Lucas Goodrich responded that the budget has remained about the same amount since the brand was created, around that \$200,000 threshold. **Matt Castillo** asked if the \$12,000 budget for surveys and studies is for the Placer.ai software. **Lucas Goodrich** confirmed that it is. **Eric Egenolf** asked what the distinction between Cultural and Downtown Alliance under payroll expenses is. **Lucas Goodrich** explained that the percentages relate to the work allocated to each department.

Grace Lin asked if our occupancy and rent has gone up since our relocation space from prior years and how has occupancy been for the organization in terms of space. **Lucas Goodrich** responded stating that we have more space for storage for assets to be kept on site rather than at our warehouse to deploy more quickly. This is a cost we share with all 9 business units across the Chamber and the Downtown Alliance. It would cost us a lot more if we were on our own or in a smaller location. **Grace Lin** also asked if there are further details of what channels of distribution make up the \$75,000 for the social media budget. **Josh Jones** responded that it includes our contract with Love Communications, media buying, and promoted and boosted posts on Instagram and Facebook. **Lucas Goodrich** followed up stating that we continue to see an 18-23% increase in website and social media traffic when we advertise through broadcast media.

Lucas Goodrich then presented the year-6 work plan and timeline. We will continue to revise and refine our goals for creative placemaking, marketing and promotion, and audience development. We also want to revisit with our stakeholders and evaluate the cost and benefits of a destination brand for the Cultural Core. We recognize that THE BLOCKS brand has not

been fully embraced. The next step would be to determine, over a period of time, if a destination brand is needed at all. And if it is needed, is THE BLOCKS that brand? Additionally, we have talked a lot about Love Communications. We feel it's time to revisit who we choose to be our large media buyer and ask ourselves if we are with the right agency.

Lucas Goodrich then touched on Now Playing Utah. They continue to be a large resource but we are looking at other options and working with them to make sure that the average 100 events happening within the Cultural Core are being fed onto our website calendar. Josh continues to comb through those events and ensure they are being put on our social media platforms and other media outlets. **Matthew Castillo** asked if certain venues or certain promoters were not being put on Now Playing Utah. **Lucas Goodrich** followed up saying that there are many parameters on NPU's side as well as certain filters on our side that can be tweaked. We want to be open to what we pull on our website and ensure that any event that brings people to the Cultural Core is being fed onto our site regardless if it is a larger legacy organization or a smaller pop-up event.

Lucas Goodrich current creative placemaking initiatives: Open Streets is currently happening. We are currently working with Matt and his team to help celebrate the new mural that was just finished at the Rose Wagner Performing Arts Center for their 25th anniversary. Additionally we are seeking additional opportunities for community engagement artwork and murals are a great conduit for connecting people. We will pursue other opportunities to create more public artwork and artwork to get the community involved as funding and opportunities come about. We are preparing for Pie and Beer Day where we will showcase the Locally Made Locally Played live music stage. Looking ahead, we hope to activate Pioneer Park with our Locally Made Locally Played platform.

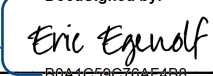
Lucas Goodrich shared additional information about evaluating the cost and benefits of the destination brand as well as a media agency. One of the biggest ways we make our impact is through social media. Facebook and Instagram continue to be an effective avenue to build audiences. If you're within 75 miles, we are serving you ads. We are working closely with the Utah Jazz to get THE BLOCKS brand and THE BLOCKS truck back at the arena for the upcoming season and for the All-Star game happening next year. Developing, driving, and building new audiences is a big piece of what we do. We've made some big investments in Spanish language radio and social media and will continue to do that. Of course, we also want to understand what the other legacy arts organizations are doing and ensure that we are putting boots on the ground so we understand their calendars and audiences so that we can assist them in their efforts. How are we going to measure this all? **Lucas Goodrich** shares the use of Placer.ai and other visitation data. One of the biggest things we're hoping to work with is the County and S&S productions to make some inroads with those that are ticketing/selling tickets. We're hoping to communicate with them and get some data to use in conjunction with the data we're collecting.

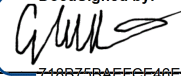
Lucas Goodrich shared additional information regarding the activation and events budget. **Matthew Castillo** brought up the interest in the idea of reevaluating the brand in the first and second quarter and asking ourselves if we have the resources to commit to establishing a brand or is it better for us to pivot and focus those resources somewhere else. **Eric Egenolf** asked about Love Communications' vision of THE BLOCKS? They know your resources, what can we do with little money and high impact and what is their opinion on this? We are putting social media out there, what is their opinion of a brand and brand reputation in accomplishing these goals?

Durga Ekambaram made a motion to approve the year-6 budget per the committee's discussion and **Shaleane Gee** seconded the motion. The year-6 budget was unanimously approved.

Matthew Castillo shared that the county vacancy is still pending.

The meeting was adjourned at **3:08pm**.

Eric Egenolf DocuSigned by:

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Grace Lin DocuSigned by:

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