



**Cultural Core Action Plan Implementation and Management Services**  
**Contract No. 13-1-22-3861**  
**Salt Lake County Year 7**

Downtown SLC Presents Year-7 Contractor Services for: July 1, 2023 - June 30, 2024

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**YEAR-7 TOTAL DISBURSEMENT REQUEST: \$300,000**

*Invoiced Biannually on July 1, 2023 (\$150,000) and January 1, 2024 (\$150,000)*

**PAYROLL EXPENSES: \$53,001**

**Payroll expenses July 1, 2023 - June 30, 2024**

Cultural Core Payroll, Taxes and Benefits: \$42,749

Downtown Alliance Allocated Payroll Taxes and Benefits: \$10,252

**OFFICE AND ADMINISTRATIVE EXPENSES: \$17,155**

**Office and Administrative expenses July 1, 2023 - June 30, 2024:** Occupancy/ Rent, Office Expenses, Meetings, Travel, Seminars, Bank Fees, Equipment, Payroll Services/Accounting

**MARKETING AND PROMOTION EXPENSES: \$58,842.50**

**Marketing expenses July 1, 2023 - June 30, 2024** are focused on promoting existing arts organization programming through the continuation of digital, broadcast, social media and print, environmental and outdoor/transit advertising. Marketing and promotion efforts include a broad mix of internal and external efforts with a variety of partners. The continuation of an innovative arts coverage program with the Salt Lake Tribune is also planned and budgeted. There are also investments for the continuation of capturing photographic and video assets to build a rich asset bank for use in our ongoing promotions and marketing efforts. In addition to all of this, we have budgeted for a brand refresher along with building a more interactive website.

**PROGRAMS, PROJECTS, EVENTS AND EVENT SERVICES: \$171,002**

**Programmatic expenses July 1, 2023 - June 30, 2024** are focused on creating programs that initiate more unique and one-of-a-kind activations in Downtown SLC. With the addition of the Co-Create Program, the efforts are focused on audience development, economic development and raising awareness of the many and varied artists and organizations that make up the Cultural Core. Funding for direct artist payments, program development, allocated personnel and audience development are prioritized.

\*The Cultural Core Budget Committee has reviewed and approved the budget and plan for Year-6 of the Cultural Core Initiative.