



March 12, 2024

Salt Lake County Council
2001 S. State St.
Salt Lake City, UT 84190

RE: Requesting Approval of 2024 Promotional Discount Budget

Dear Councilmembers,

Clark Planetarium requests approval of \$87,301.27 in promotional fee waivers and discounts for 2024.

These discounts include A) incentives aimed at driving attendance and up-sells; B) donations to support science education-focused fundraisers; C) community partnerships that support programs such as the Salt Lake County Library Community Exploration Card; and D) customer experience issue resolutions.

These promotional discounts ensure that Clark Planetarium offers unique incentives to support marketing campaigns, as well as act as a good community partner by supporting programs that are aligned with the Planetarium's mission.

In our annual budget process, our fee schedule for ticket and rental rates is included in our increased revenue projections, vetted by the revenue committee, and approved by the Council. These promotional discounts are planned forgone revenue and are not listed in our budget. They are integral to our marketing strategy aimed at helping us reach our programming goals and achieve our overall impact objectives.

Thank you for your review and attention to this matter.

Sincerely,

Durand Johnson, Director
Clark Planetarium





Clark Planetarium Promotion Definitions

Clark Planetarium engages in several different marketing strategies to generate name recognition, earn media, and drive attendance to achieve our programmatic and outreach goals. The following list outlines the various methods we employ and the intended purpose.

Vouchers – These are distributed as a promotional tool to bring visitors to our shows. They are hard-copy vouchers that can be redeemed for one film ticket. The value per voucher is \$8 child ages 3-12 and \$10 for general admission ages 13+. Based on historical data, less than 50% of distributed vouchers are redeemed. The following are the different types of vouchers offered:

- Ticket Voucher for Schools – Distributed to schools by request for science-focused fundraisers. Schools or PTAs submit a request that is vetted by the Planetarium leadership. All distribution is tracked and recorded with supporting documentation. We typically issue 6 tickets per request. The voucher is valid for the Hansen Dome or Northrop Grumman IMAX Theatre.
- Ticket Voucher for Ads or Promotions – These vouchers are advertising tools that we distribute through promotional relationships, including KUED, KUER, City Weekly, and Fox 13. Distribution is determined on a case-by-case basis by the Planetarium marketing team based on advertising strategy and desired audience reach. We typically issue 6-10 tickets per request. The voucher is valid for the Hansen Dome or Northrop Grumman IMAX Theatre.
- Media Voucher – When we are promoting a new film in our theatres we offer a restricted press voucher. The marketing team issues these vouchers directly to members of the press to generate earned media. Valid for the Hansen Dome or Northrop Grumman IMAX Theatre.
- Membership Voucher – Certificate that can be redeemed for one family membership.
 - Fundraising – In conjunction with our annual gala we partner with our peer institutions to support our respective fundraising. These reciprocal membership voucher donations include Thanksgiving Point, Discovery Gateway, The Natural History Museum of Utah, Christa McAuliffe Space Center, Tracy Aviary, Children’s Treehouse, Little Beakers, and Hogle Zoo.
 - Guest speakers – In lieu of a speaking fee for local guest speakers, we offer a membership voucher. These guest speakers are vetted, and their topics align with the marketing plan and event schedule. We issue approximately 24 per year.





Special Discount Days – Clark Planetarium offers \$5 film tickets during special events that we host or co-host with mission-aligned partners. Discounted ticket prices incentivize visitation and help ensure strong attendance at our special events. In collaboration with the Planetarium leadership team, the marketing team identifies events that further build our brand, promote our mission, and build our base.

May the Fourth be with You Celebration - Clark Planetarium celebrates science fiction with an annual *May the Fourth be with You* celebration. We partner with local groups to bring Star Wars to life with a costume contest and fun decorations. As part of the celebration, general adult admission tickets are discounted by \$6.00 and children are discounted by \$4.00, bringing each ticket to a \$4.00 price for marketing purposes.

Reciprocal/Community Discounts – The following promotions are offered year-round. These are evaluated and renewed on an annual basis. The promotions fit within our annual marketing and communications strategy.

- **ASTC Reciprocal Discount** – It is mandated that members of the Association of Science and Technology Centers (ASTC) must offer discounted admission to the members of other ASTC museums. Restricted to ASTC museum members who reside more than 90 miles from Clark Planetarium. Eligible for 5 Hansen Dome Theatre tickets per visit and once per year. Issued at the ticket counter by the staff member when an ASTC membership card and identification is provided. Usage is tracked by customer and frequency.
- **Community Exploration Card** - Partnership with the Salt Lake County and City Libraries to offer discounted admission for up to 4 people. Participating in this program allows Clark Planetarium to reach audiences in a community-specific location that may not otherwise be impacted by our paid advertising. The card is checked out of the libraries and redeemed at the Planetarium and other community organizations.
- **Reciprocal Community Partnerships** – Clark Planetarium partners with other Utah informal science centers during special traveling exhibits. We offer guests incentives to attend Clark Planetarium shows at a \$2.00 discount per ticket if they present their proof of purchase from the partner institution.





Customer Experience - Clark Planetarium provides discounted tickets to customers to improve the customer experience:

- Floor Supervisor Override - Free ticket to resolve customer service issues. Supervisors are given the authority to immediately address a concern and are required to document the transaction. They are limited to one ticket per customer per event. The Planetarium reviews these transactions to evaluate frequency and cause.
- Survey incentives – 30 gift cards are given away at random to participants in our customer satisfaction surveys. This provides an incentive for our guests to complete our satisfaction surveys throughout the year.
- Focus group incentives – 100 tickets in total to use as incentives for focus groups conducted throughout the year. Two (2) tickets will be provided to each participant as an incentive.

