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Salt Lake County Mayor

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February 13, 2020

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

RE: Requesting Approval of 2020 Promotional Discount Budget

Dear Councilmembers,

Clark Planetarium requests approval of \$76,398 in promotional fee waivers and discounts for 2020.

These discounts include A) incentives aimed at driving attendance and up-sells; B) donations to support 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.

Thank you for your review and attention to this matter.

Sincerely,

A handwritten signature in black ink that reads "L.A. Smith".

Lindsie A. Smith
Director, Clark Planetarium



**Clark Planetarium
2020 Discounts & Promotions**

Name	Description	2020	Discounted Value
Ticket Vouchers	Schools: One free ticket, Hansen Dome or Northrop Grumman IMAX	650	\$ 4,745
Ticket Vouchers	Ads: One free ticket, Hansen Dome or Northrop Grumman IMAX	1500	\$ 10,950
Media Voucher	One free ticket, Hansen Dome or Northrop Grumman IMAX	25	\$ 183
Membership voucher	Free one-year family membership	10	\$ 1,000
Special Discount Days	6 Discounted Tickets Day-Long Promotions per Calendar Year	3500	\$ 15,400
ASTC Reciprocal Discount	Up to 5 Hansen Dome Theatre tickets	3000	\$ 21,900
KUED Super Reader BOGO	BOGO free Hansen Dome Theatre tickets	150	\$ 1,050
City Creek BOGO	BOGO free Hansen Dome Theatre tickets	100	\$ 730
Community ExplorationCard	Up to 4 free Hansen Dome Theatre tickets	2500	\$ 18,250
Customer Experience	Floor Supervisor override	300	\$ 2,190
			\$ 76,398



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Clark Planetarium Promotion Definitions

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

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. Value per voucher is \$7 child/matinee or \$9 post 5pm. Based on historical data, 50% of distributed vouchers are redeemed. The following are the different types of vouchers offered:

- Ticket Voucher for Schools – Distributed to schools in Salt Lake County by request for education-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 4 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. A portion of these vouchers are also used to host other Planetarium or science center-related staff to promote sales of our dome shows and digital exhibits. 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 offers this promotion 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 a two Rocket + two Boosters membership package.
 - 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, 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 3 per year.

Special Discount Days – Clark Planetarium offers discounted 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. Annually, we choose approximately 6 days to offer discounted admission based on the marketing plan. In collaboration with the Planetarium leadership team, the marketing team identifies events that further build our brand and support our mission. The following events are planned for 2020:



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- 3/4/2020: Pi Day: \$3.14 Discounted Tickets
- 5/4/2020: May the 4th Be with You: \$4 Discounted Tickets
- Two Summer Discount Days TBD: \$5 Discounted Tickets
- Fall Discount Day TBD: \$5 Discounted Tickets
- 12/31/2020: New Year's Celebration: \$5 Discounted Tickets

Promotional 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. These are 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.
- KUED Super Reader Program, By-one, Get-one Free (BOGO) – In support of KUED's youth literacy program and to market to young families, Clark Planetarium participates as a venue to reward children for completing the Super Reader challenge. Upon showing completion of the reading challenge, children and their families are eligible to purchase one full price ticket and receive one free.
- City Creek Buy-one, Get-one Free (BOGO) – City Creek Center's Friends and Family Program is aimed at local residents to encourage them to take visitors to experience our community's cultural institutions. The marketing team works with the mall annually to formalize this advertisement opportunity. A ticket is distributed which includes an ad for Clark Planetarium with a coupon to purchase one ticket at full price and receive one free.
- Community Exploration Card – This is a 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.

Customer Experience:

- Floor Supervisor Override – This provides a free ticket to resolve customer service issues. Supervisors are given authority to immediately address a concern and are required to document the transaction. They are limited to one ticket per customer. The Planetarium reviews these transactions to evaluate frequency and cause.