

SALT LAKE'S CULTURA



SALT LAKE
COUNTY



Cultural Core

Year 4 Overview & Year 5 Budget and Plan

**The Cultural Core Budget Committee
has reviewed and approved the plans and budget for year-five
of the Cultural Core Initiative.**

Year 5 Cultural Core Operating Budget: \$535,000

Personnel: \$200,000*

Marketing and Promotion: \$200,000

Programming: \$103,000

Office & Administrative: \$32,000

***80 percent of personnel expenses are programmatic**

Personnel, Office & Administration \$232,000

PROGRAM DEVELOPMENT & ARTS GROUP ENGAGEMENT: 47%
(Planning, placemaking, events operations)

PROMOTIONS: 33%
(Advertising, Website, social media, ad agency management)

ADMINISTRATION: 20%
(Accounting, meeting management, compliance and contractor management)

Marketing and Promotion: \$200,000

Program Advertising \$96,000

Web and mobile ads, social media, broadcast media, outdoor advertising

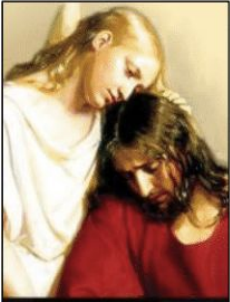
Content Production \$104,000

Photographic and video assets, blogs, social media content

**24.8 million campaign impressions
since July 2020**

525,000 increase over same period in 2019!





DRAPER PHILHARMONIC
& CHORAL SOCIETY
PRESENTS
THE LAMB OF GOD
AT ABRAVANEL HALL

MAY 10-12

[GET TICKETS](#)



BALLET WEST PRESENTS
CHOREOGRAPHIC FESTIVAL 2021
AT CAPITOL THEATRE

MAY 12-15

[GET TICKETS](#)



SALT LAKE AMERICAN MUSLIM
PRESENTS **MULTIETHNIC
PERFORMING ARTS FESTIVAL**
AT THE GATEWAY MALL LEGACY PLAZA

MAY 22

[GET TICKETS](#)



SALT LAKE CITY ARTS COUNCIL PRESENTS
2021 LIVING TRADITIONS FESTIVAL
AT THE GATEWAY

MAY 15, 22, 23, 29, & JUNE 26

[GET TICKETS](#)



SALT LAKE CITY
ARTS COUNCIL
PRESENTS
BUSKER FEST 2021
AT SLC'S MAIN STREET

MAY 27-29

[GET TICKETS](#)

Open Streets

DOWNTOWN SLC

Safely experience downtown Salt Lake City's historic Main Street with open-air dining, artists, performers, and reduced vehicle traffic.

6-10pm
Thursday-Saturday

EVERY WEEKEND

THROUGH

OCTOBER 10th

[GET DETAILS](#)



**YOUR LIVING ROOM IS NOW
CENTER STAGE.**

THE NUTCRACKER
VIRTUAL PERFORMANCE

THEBLOCKSSLC.COM

WATCH ON KSL 12/24,
12/25, AND 1/1



**A FIRST-OF-ITS-KIND FOR
THE LAST HURRAH.**

JOIN OUR NEW YEAR'S EVE
VIRTUAL EXTRAVAGANZA

THEBLOCKSSLC.COM

[GET DETAILS](#)

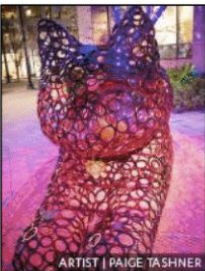
UTAH
pride
WEEK™



UTAH PRIDE CENTER
PRESENTS
UTAH PRIDE WEEK
AT WASHINGTON SQUARE

JUNE 1-7

[LEARN MORE](#)



ARTIST | PAIGE TASHNER



SEE THEM FUR REAL.
A TAIL OF THREE KITTIES:
PAIGE TASHNER'S
JOURNEY IN CREATING
THE PURR PODS

THEBLOCKSSLC.COM

[READ HER JOURNEY](#)



ARTIST | GINA RIBAUDO



THE GIFT OF AWE.
FIND THE MURAL TRAIL
ON LIINGO TO TOUR SLC'S
EXTRAORDINARY STREET ART

THEBLOCKSSLC.COM

[DOWNLOAD LIINGO](#)



LOCALLY MADE,
LOCALLY PLAYED.
TUNE IN TO THE
NEXT BIG STARS

THEBLOCKSSLC.COM

MONDAYS & FRIDAYS
@12PM ON 99.9FM



ARTIST | SHAE PETERSEN (SRL)



THE GIFT OF AWE.
FIND THE MURAL TRAIL
ON LIINGO TO TOUR SLC'S
EXTRAORDINARY STREET ART

THEBLOCKSSLC.COM

[DOWNLOAD LIINGO](#)



ARTIST | EL MAC & RETNA



THE MURAL TRAIL.
TAKE A SELF-GUIDED
STREET ART TOUR
OF SLC

THEBLOCKSSLC.COM

[DOWNLOAD LIINGO](#)



ARTIST | NORBERT BUENO



PERFORMANCES IN A
PANDEMIC WORLD.
A MUSIC-INFUSED CURE
FOR WHAT AILS

THEBLOCKSSLC.COM

[READ ABOUT
SOCIAL ANTIDOTE](#)



**ABRAVANEL
HALL**

**ADAGIO &
ALLEGRO
ARE BACK.**



SALT LAKE'S CULTURAL CORE

THEBLOCKSSLC.COM



**ABRAVANEL
HALL**

UTAH SYMPHONY



DALE CHIHULY
SCULPTURE



SALT LAKE'S CULTURAL CORE

THEBLOCKSSLC.COM



Eccles
THEATER

BROADWAY AT
THE ECCLES



LIVE! AT
THE ECCLES



SALT LAKE'S CULTURAL CORE

THEBLOCKSSLC.COM



THE
ROSE

CONTEMPORARY
DANCE



BLACK BOX
THEATRE



SALT LAKE'S CULTURAL CORE

THEBLOCKSSLC.COM



**CAPITOL
THEATRE**

BALLET WEST



UTAH OPERA



SALT LAKE'S CULTURAL CORE

THEBLOCKSSLC.COM



**CAPITOL
THEATRE**

**DUETS AND
PIROUETTES
ARE BACK.**



SALT LAKE'S CULTURAL CORE

THEBLOCKSSLC.COM

30 blog posts this year

With 7,500 views on average

If you've ever strolled downtown New Orleans, Nashville or San Francisco, you're aware of how street performers—aka buskers—add to the cultural richness of those cities. This weekend, Salt Lake's heart will thrum with a similar energy when more than 60 buskers descend on downtown as part of the third annual [SLC Busker Fest](#).



"The lineup of performers for this year's event is really the best we've had," says Kim Angeli, owner of Primrose Productions, SLC Busker Fest presenter, which was held previously in 2018 and 2019. "I think it will not only be an amazing experience for attendees but a really valuable learning experience for local talent as well."

Singing and/or playing an instrument is probably the most common form of busking. But the really cool part about [this practice](#) is how much more diverse its genres tend to be compared to what you'd typically see in a brick-and-mortar setting. In addition to musicians and vocalists, performers booked for SLC Busker Fest include sword swallowers, puppeteers, aerialists, mimes, jugglers, hula hoopers, lassoists, comedians and magicians.



Radio ads drove an 18.5% increase in website traffic



Locally Made, Locally Played

Partnership with KUAA

52 live shows

52 artists and arts groups

40% of listeners were outside Salt Lake City, but within Salt Lake County



Programmatic Expenses \$103,000

EVENTS: \$36,000

Urban Plein Air, Open Streets, Last Hurrah

PROGRAMS: \$30,000

Main Street Kiosks, Exhibitions on Main, support for artists, Mural Trail, Locally Made, Locally Played

PROJECTS: \$20,000

Busking initiatives, temporary art installations

ADDITIONAL SPENDING: \$17,000

THE BLOCKS truck, cube activations, artist supplies, asset maintenance

Main Street Kiosks

Y4 Overview

- Advertised 20+ events, and programs
= \$80,000 in advertising value

Y5 VISION



- Promote 40+ programs
- Outdoor Exhibition Gallery
- Mural Trail QR code promos



Raptures of India By Durga Ekambaram

I believe that any form of art is an expression of unspoken words. My artistic pursuits started at a young age, admiring and learning from my mother, who is an artist in India. I derive inspiration from anything and everything around me. My work includes drawing, painting, mixed media, and chalk art. I love to express my ethnicity and culture through my art. I believe art evolves as a person evolves in life. Creativity is a parallel universe, where expressions cannot be contained by hurdles of the real world. The harmony I experience between the brush and my fingers while creating my work always gives me joy and satisfaction. As an artist, I feel that there is nothing more gratifying than watching paint dry. In this exhibit, my work captures the art and culture of southern India. The cultural heritage of India is vast and diverse. I was happy to capture the vibrancy and beauty of some of the most famous places and art forms in India.



  [strokes_durga](#)

Bharatanatyam dancer



Bharatanatyam is an ancient dance form native to the state of Tamil Nadu in southern India. It is one of the oldest dance forms in India. The dancers depict religious themes and spiritual ideas, using symbols and facial expressions. The gestures used in Bharatanatyam are called Mudras. The dancers perform to the Carnatic style of music, orchestrated by instruments such as Violin, Veena, and Mirudhangam.

Veena



This watercolor painting is of the musical instrument called "Veena" played in India. Veena is a plucked string musical instrument. It is a long-necked, pear-shaped lute. It has 24 frets, four melody strings, and three drone strings. It remains as an important and popular string instrument in classical Carnatic music.

Kathakali dancer

"Kathakali" is an Indian dance form that falls under the story play genre. Kathakali originated in the 17th century and has its roots in Hindu mythologies. It is performed predominantly in the beautiful state of Kerala in South India. This art form is uniquely distinguished by the colorful make-up, costumes, and face masks worn by the artists. Typically, a Kathakali troupe takes several hours to prepare for a play. In the olden days, the performances started at dusk and continued through dawn. The modern kathakali performances are much shorter.



The Mysore Palace



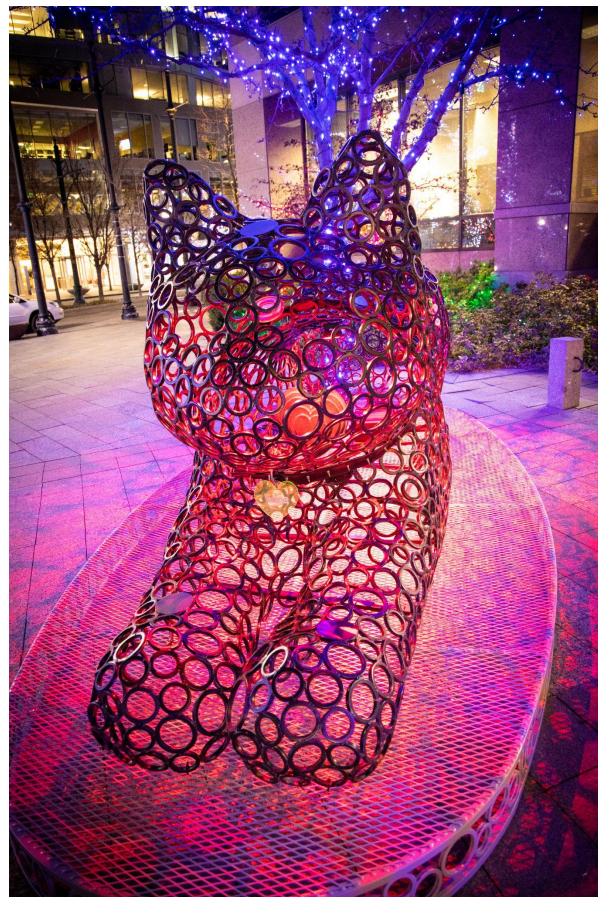
"The Mysore Palace" is one of the most beautiful palaces in India. This palace is located in the city of Mysore. Mysore is popularly known as the "City of Palaces". The domes in the palace are built in the "Indo-Saracenic" style. This is a blend of Indian and Gothic styles. The palace is entirely lit during the Dasara festival each year. The beautiful architecture of this palace draws more than 6 million visitors each year.

The Tanjore Temple



The Tanjore temple is located in the state of Tamil Nadu in India. It was built by the Tamil king "Raja Raja Chola I" between 1003 and 1010 AD. This temple is a part of the UNESCO World Heritage Site. The main temple is built of granite. More than 130,000 tons of granite is said to have been used to build it. What astounds historians is that there was not a single granite quarry in about 100 km radius of the temple. This means that transporting these stones would have been a herculean task during the olden days. The Tanjore temple is said to have more than a hundred underground passages that connect various other places.

Gallivan Installations





Open Streets

DOWNTOWN SLC







Direct Artist Support

Y4 Overview

- 200 artists and arts groups
- 100% year-over-year increase

Y5 VISION

- Maintain direct support
- Increase partnerships and programs



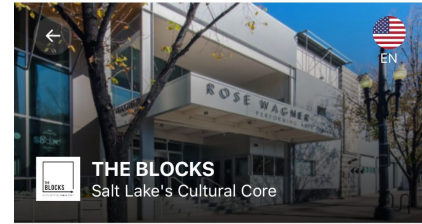
Public Art and Mural Trail

Y4 Overview

- 65 murals featured on app
- 25 % increase in users
- County venue pages added

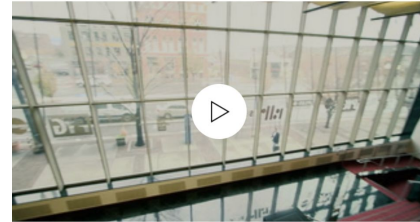
Y5 VISION

- Add new works
- Increase awareness
- QR code stickers in venue windows



East West Central The Gateway County Venues

THE ROSE



The Rose was born from a dream by the Performing Arts Coalition, a group of local arts organizations in 1997. The Rose is a vibrant, active hub for emerging and established artists and arts. Performances range from edgy to elegant and provocative to traditional. In addition, the Rose is an active film venue, hosting [Utah Film](#)

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QUESTIONS?

