



Jennifer Wilson  
Salt Lake County Mayor

Erin Litvak  
Deputy Mayor and Chief  
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Clark Planetarium Director

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## MEMO

**TO:** Robin Chalhoub  
**FROM:** Duke Johnson  
**DATE:** 11/13/2023  
**RE:** Mesmerica Contract

### OVERVIEW:

MOODSWINGS, LLC (Distributor) represents content entitled "Mesmerica" and requires a special contract/pricing agreement for the Clark Planetarium IMAX Theatre.

About four years ago, the Planetarium had a financially successful run of dome shows (dome theatre rentals) with Mesmerica content. Unfortunately, this displaced normal dome programming and caused confusion among patrons.

MOODSWINGS, LLC has now modified its content for the IMAX screen. We have negotiated a contract to use our IMAX theatre on Friday and Saturday nights when it would normally be dark, so no shows or patrons will be displaced.

### The contract highlights are:

- 1) MOODSWINGS, LLC agrees to pay a guaranteed minimum per evening of \$1,250 for up to 3 showings in the IMAX theatre.
- 2) MOODSWINGS, LLC will pay the planetarium \$5.00 for each person attending the shows. Estimated revenue is between \$1,250 and \$4,350 per evening. Our costs to IMAX are \$0.15 per ticket (the standard 3%).
- 3) MOODSWINGS, LLC will cover all advertising and ticket costs with the planetarium providing staff to sell and take tickets.
- 4) MOODSWINGS, LLC will provide a representative onsite for each performance.
- 5) The partnership supports our strategic plan to engage new audiences and develop new revenue streams.
- 6) The DA has reviewed the contract and approved it to form and needs Council approval as the contract is not reflective of any currently established pricing.
- 7) We are hoping you can support this agreement.
- 8) If so, the Mayor's signatures are required in the document entitled "2023 Salt Lake City DEC (11.07.23).pdf" on:
  - a. Bottom Page 2
  - b. Bottom Page 3
  - c. Bottom Page 4

A handwritten signature in black ink that reads "Duke Johnson".