



Cultural Core Action Plan Implementation and Management Services

Contract No. 08-1-17-9279

Downtown SLC Presents Contractor Services for: July 1, 2022 - June 30, 2023

FUNDING

Year-6 Disbursement approved by Cultural Core Budget Committee: \$500,000

\$250,000 Salt Lake County Investment

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It is important to note that the current inflation rate is 7.9% in the U.S. This will directly impact future program and production costs. Downtown Alliance/Downtown SLC Presents has added a fundraising staff member to the Cultural Core team to raise funds to augment the \$500,000 budget of the interlocal agreement and the costs of existing and new programming.

EXPENSES

PROGRAMS & EVENTS: \$242,700

Programmatic expenses are focused on producing arts and entertainment content to develop audiences and raise awareness of all arts and entertainment offerings in the Cultural Core. Funding for direct artist payments are also funded under this programming. Programmatic payroll, taxes and benefits = \$209,530.

MARKETING & PROMOTION: \$198,270

Marketing expenses are focused on promoting 40 Cultural Core arts organization programming via social media, print, outdoor, broadcast and digital advertising. An innovative arts coverage program with the Salt Lake Tribune is budgeted here and will generate 50 articles on Cultural Core content. There are also investments budgeted to capture photographic and video assets to use in ongoing promotions and marketing campaigns.

ADMINISTRATIVE EXPENSES: \$59,030

Office & Administrative expenses: rent, office expenses, meetings, travel, seminars, bank fees, equipment, payroll services, accounting

The Cultural Core management contract allows for annual administration costs, not to exceed \$215,000 or 43% of the overall budget. Under Downtown SLC Presents management of the Cultural Core Action Plan, **our 2022-2023 fiscal year administration costs are estimated to be just 12% of the overall budget or \$59,030.00.** This is one of many efficiencies and economies that we provide as the contractor.

Budget follows on pages 2 and 3.

Year-6 Cultural Core budget 2022-2023

	Admin	Program	Total
Estimated Revenue			
Cultural Core Allocation: City and County	60,000.00	440,000.00	500,000.00
Grants	0	5,000.00	5,000.00
Sponsorships	0	5,000.00	5,000.00
TOTAL REVENUE	\$60,000.00	\$450,000.00	\$510,000.00
Payroll Expenses			
Cultural Core Payroll, Taxes, & Benefits	10,600.00	128,730.00	139,330.00
Downtown Alliance Allocated Payroll Taxes, & Benefits	13,830.00	56,370.00	70,200.00
TOTAL	\$24,430.00	\$185,100.00	\$209,530.00
Office/Admin			
Occupancy/Rent	21,830.00	0	21,830.00
Office Expenses	7,420.00	0	7,420.00
Meetings.Travel, Seminars	2,250.00	0	2,250.00
Bank Fees	100	0	100
Equipment	2,500.00	0	2,500.00
Payroll Services/Accounting	500	0	500
TOTAL	\$34,600.00	\$0.00	\$34,600.00
Marketing Expenses			
Printing	0	10,000.00	10,000.00
Graphic design	0	500	500
Broadcast Media	0	30,000.00	30,000.00
Social Media	0	75,000.00	75,000.00
Outdoor Advertising	0	4,000.00	4,000.00
Web design & support	0	1,000.00	1,000.00
Marketing & Public relations	0	60,000.00	60,000.00
Studies and Survey	0	12,000.00	12,000.00
Video Production	0	5,770	5,770
TOTAL	\$0.00	\$198,270.00	\$198,270.00

Year-6 Cultural Core budget 2022-2023

Contracted Services			
Entertainers, Bands, Speakers	0	15,000.00	15,000.00
Visual arts/installations	0	30,000.00	30,000.00
TOTAL	\$0.00	\$45,000.00	\$45,000.00
Events			
Venue Rental	0	750	750
Equipment Rental	0	250	250
Vehicle Expenses	0	1,000.00	1,000.00
Permits	0	250	250
Contributions & Grants Given	0	5,000.00	5,000.00
Event Parking	0	250	250
Event Supplies	0	5,000.00	5,000.00
Event Planning	0	100	100
TOTAL	\$0.00	\$12,600.00	\$12,600.00
TOTAL EXPENSES	\$59,030.00	\$440,970.00	\$500,000.00

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