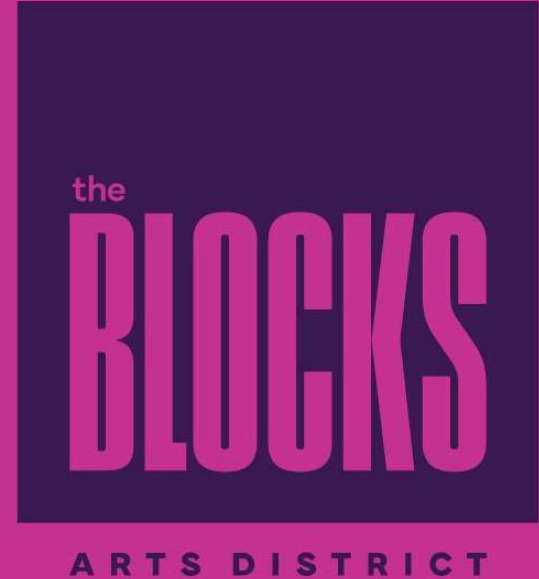


COUNTY COUNCIL PRESENTATION  
THE BLOCKS YEAR-7 REVIEW  
YEAR-8 ACTION PLAN  
JUNE 25, 2024



DEPARTMENT *of*  
**ECONOMIC  
DEVELOPMENT**



# A N D D O L O R E S

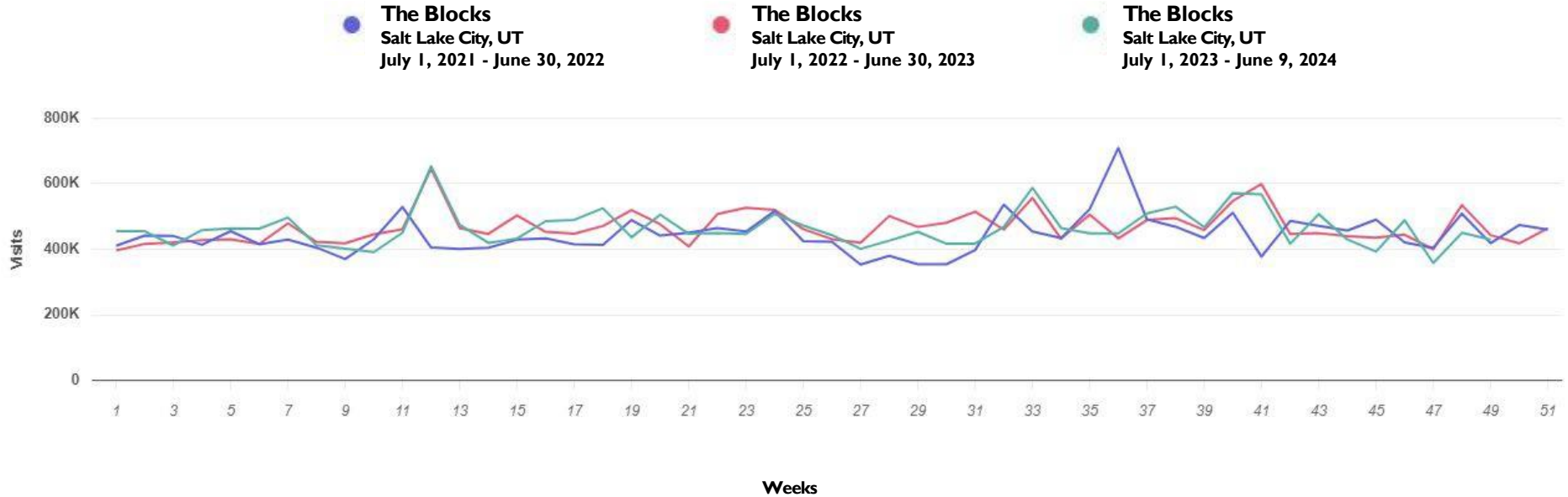
1. Raise awareness of Salt Lake County as a highly vibrant cultural center
2. View the core as a canvas for action
3. Succeed through thoughtful coordination and collaborations
4. Expand audiences by reaching the 75 mile radius outside the core

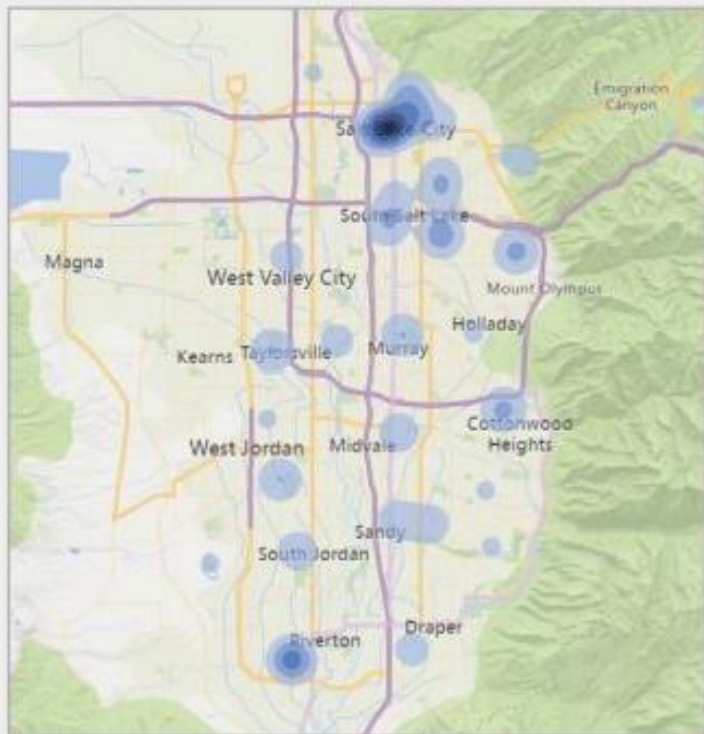


# Cultural Core Visitation

(Past 12 months)

Visits Trend

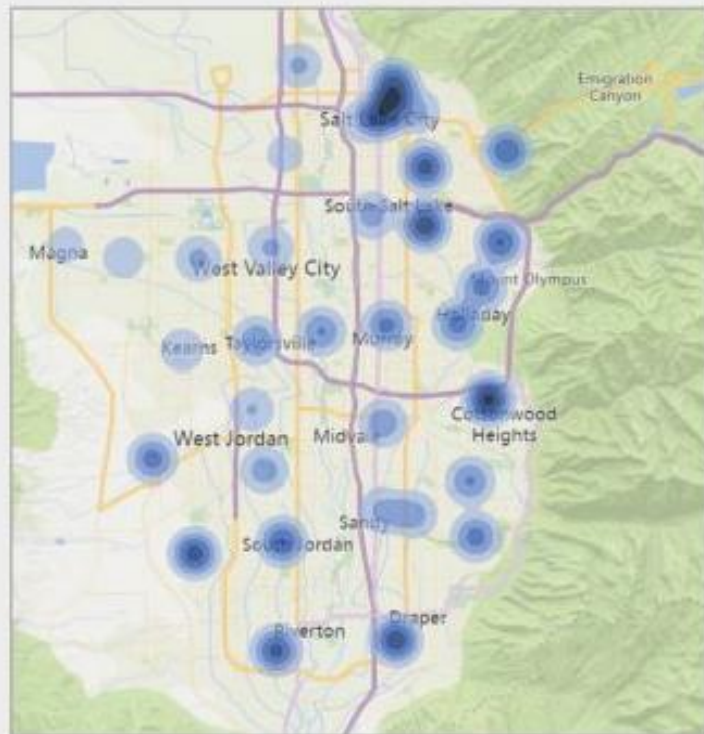




Organizations Using Arts & Culture Venues, by Salt Lake County Zip Code.



Number of Organizations by Zip Code

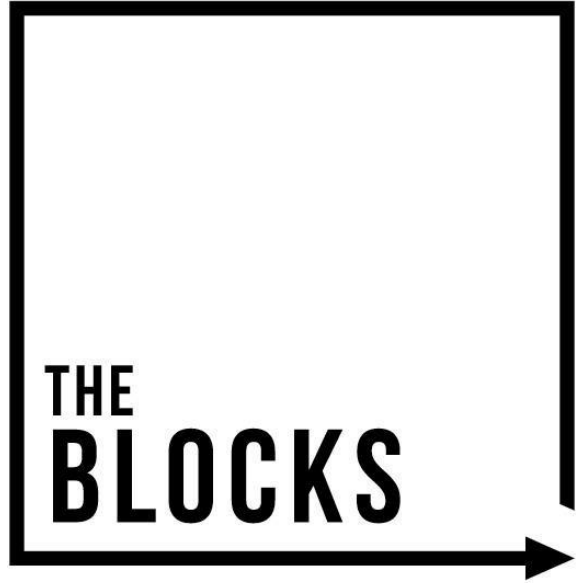


Patrons of Ticketed Performances at Arts & Culture Venues, by Salt Lake County Zip Code.

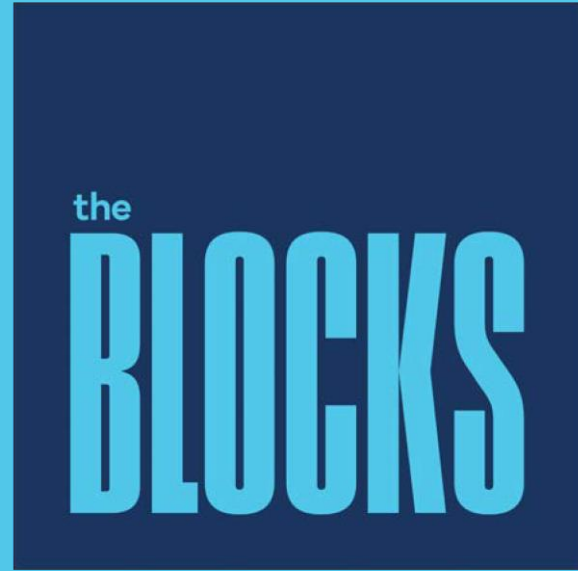


Number of Patrons by Zip Code

**SOURCE: SALT LAKE COUNTY ARTS AND CULTURE YEARLY REPORT**



SALT LAKE'S CULTURAL CORE



ARTS DISTRICT



- PROMOTION
- PLACEMAKING
- PROGRAMMING
- PARTNERSHIPS

**\$600,000**

TOTAL BUDGET

**20%**

OF OVERALL BUDGET TOWARDS  
PROMOTION AND MARKETING

**5**

GOAL TO SEED NEW  
PROGRAMS

**\$170,000**

AMOUNT TOWARDS CO-CREATE (8)

**1,000,000**

GOAL FOR SOCIAL MEDIA REACH

**75**

MILE RADIUS FOR  
REACH AND  
PARTNERSHIPS

**\$462,088**

TOTAL PROGRAMMING AND MARKETING  
BUDGET

**\$5,000,000**

GOAL FOR EARNED MEDIA

# GREEN LOOP

200 E IN BETWEEN 300S AND 400S



LITTLE  
CITY



the  
BLOCKS  
ARTS DISTRICT



# STEPPIN' ON MAIN

ECCLES LOBBY AND FRONT STEPS





## Fashion and hip-hop join forces at Eccles Theater, and spill over into Main Street

The free show, called "A Fashion and Music Experience," paired local designers with musicians.



(Francisco Kjolseth | The Salt Lake Tribune) Designer Sage Nelson, right, prepares model Arach Okulilu backstage at the Eccles Theater before taking the runway at Main Street: A Fashion and Music Experience on Friday, July 22, 2023.



Look Ahead is supported by



Find information on Downtown Salt Lake events at [theblocksslc.com](http://theblocksslc.com)

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# The Salt Lake Tribune

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## Look Ahead: Local events and things to do this week, February 4-10

Comedian Steve Treviño at the Capitol Theatre, 'Casablanca' with Utah Symphony, and Ballet West's 'Swan Lake'



 *DeseretNews.*



# SB Dance: Tarotville

223 PEOPLE IN ATTENDANCE  
(Compared to 170 in 2022)



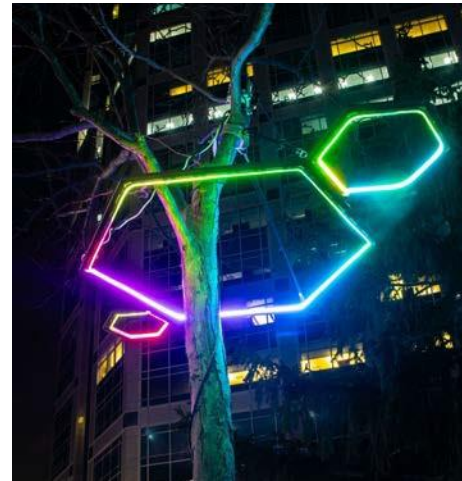
MUSIC CITIES  
**CONVENTION**

by MUSIC CITIES EVENTS





**GLOW AT GALLIVAN**



**KIDS OUT  
and ABOUT**.com

The Salt Lake Tribune

**saltlake**



the

BLOCKS

ARTS DISTRICT

CO-CREATE



BAG | HA | UER





**SCHEDULE - September 7, 2024**

6:00 AM

**LOAD IN**

9:45 AM

10:00 AM

**MUSICIAN 1  
10:00 - 10:30**

10:15 AM

10:30 AM

Transition

10:45 AM

**MUSICIAN 2  
10:45 - 11:15**

11:00 AM

11:15 AM

Transition

11:30 AM

**MUSICIAN 3  
11:30 - 12:00**

11:45 AM

12:00 AM

Transition

12:15 PM

**MUSICIAN 4  
12:15 - 12:45**

12:30 PM

12:45 PM

Transition

1:00 PM

**MUSICIAN 5  
1:00 - 1:30**

1:15 PM

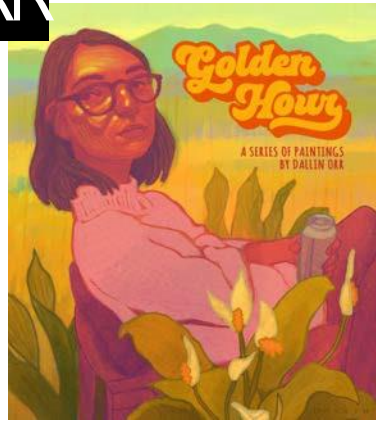
1:30 PM

4:00 PM

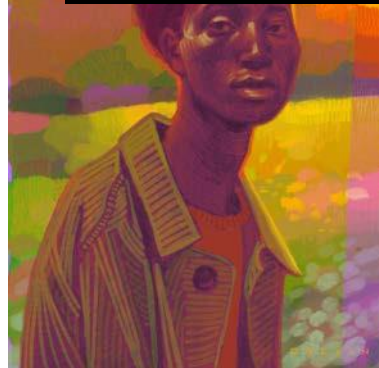
**LOAD OUT**



# DALLIN ORR



# EXHIBITIONS ON MAIN



“ONCE PEOPLE ARE EDUCATED, THEY ARE MORE ACCEPTING AND EMPATHETIC.”  
 “THE KEY IS ALWAYS EDUCATION, AND THE GOAL IS THAT THE LGBT COMMUNITY CONTINUES TO BECOME MORE AND MORE MAINSTREAM.”



“IT WOULD BE GREAT TO START MERGING THE AMERICAN FLAG WITH OUR OTHER FLAGS, AND HAVE IT BE A PRICE OF THE MANY FLAGS WE HAVE. WE ARE NOT ONE IDENTITY, AND NONE OF OUR IDENTITIES ARE ALL OF WHO WE ARE.”



“WHO CARES WHAT OTHER PEOPLE SAY? WE’RE TRANS, NOTHING PEOPLE SAY IS GOING TO CHANGE THAT. WE KNOW WHO WE ARE. DON’T BE SCARED, JUST COME OUT BECAUSE LIFE IS VERY SHORT.”



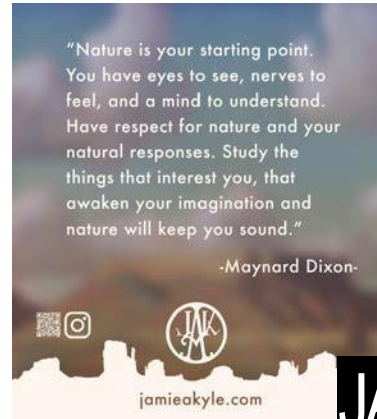
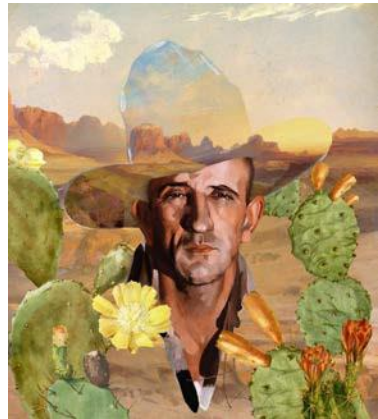
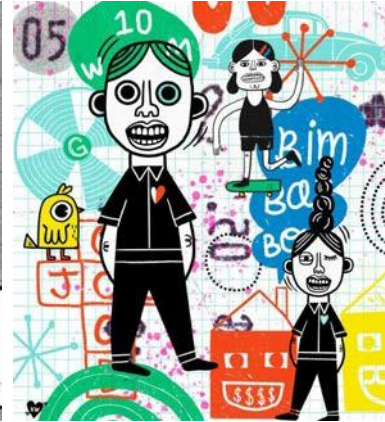
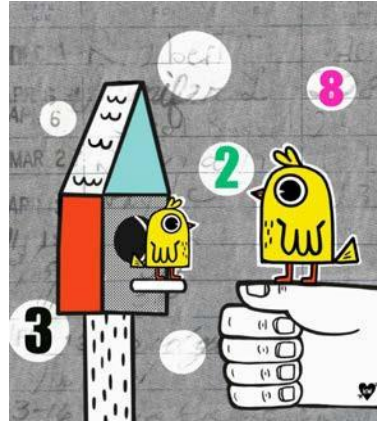
“WE HAVE A LOT OF LGBT COMMUNITY GENERATIONS.”



“THE WORDS JUST DIDN'T DO YOU ARE.”

# ROSA BANDEIRINHA

# KATE WOLSEY



# JAMIE KYLE



FY24 YEAR TO DATE

KEY PERFORMANCE INDICATORS

- PROMOTION
- PLACEMAKING
- PROGRAMMING
- PARTNERSHIPS

\*\*as of February 22, 2024

**59%**

PERCENTAGE OF OVERALL BUDGET  
(SPENT TO DATE)

**51%**

OF MARKETING BUDGET  
(SPENT TO DATE)

**67,700**

TOTAL WEBSITE AUDIENCE  
(THIS YEAR TO DATE)

**\$115,000**

TOWARDS THE CO-CREATE PARTNERSHIP  
PROGRAM (TO DATE)

**128**

ARTISTS HIRED  
(THIS YEAR TO DATE)

**1,623,051**

AMOUNT OF SOCIAL MEDIA  
REACH  
(THIS YEAR TO DATE)

**105+**

PARTNERSHIPS  
CREATED

**\$37,135**

AMOUNT OF DOLLARS SPENT ON HIRING  
PERFORMERS & ARTISTS

**56**

LEGACY ARTS PROMOTIONS  
(THIS YEAR TO DATE)

A LOOK INTO FISCAL YEAR 25

YEAR 8



the

BLOCKS

ARTS DISTRICT

**The Cultural Core Budget Committee has reviewed and approved the plans and budget for year-8 of the Cultural Core Initiative.**

**Salt Lake County:**

Lia Summers (Chair)

Grace Lin

Isaac Gonzalez

Matt Castillo: County Contract  
Manager

**Salt Lake City:**

Spencer Lawson (Vice Chair)

Durga Ekambaram

Kathryn Carlisle- Kesling

Felicia Baca: City Contract  
Manager



# SALT LAKE FILM SOCIETY

## PARTNERSHIP

(LOCALLY MADE LOCALLY PLAYED)

**Friday, April 26** from

5:30pm - 7:00pm

**Friday, May 31** from

5:30pm - 7:00pm

**Friday, June 28** from

5:30pm - 7:00pm

**Friday, July 26** from

5:30pm - 7:00pm

**Friday, August 30** from

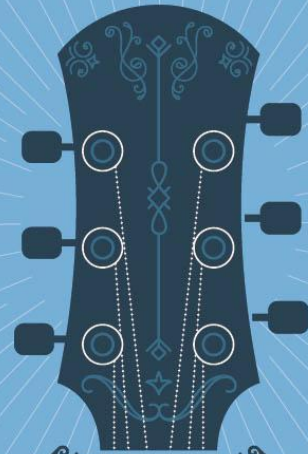
5:30pm - 7:00pm



SALT LAKE FILM SOCIETY + THE BLOCKS PRESENTS  
**LOCALLY MADE LOCALLY PLAYED**

**SLFS**  
salt lake film society

**THE BLOCKS**  
ARTS DISTRICT



HEAR LOCAL MUSIC

EAT LOCAL FOOD

SEE A MOVIE

### LOCATION & TIME:

BROADWAY CENTRE CINEMAS  
300 S 111 E, SLC, UT 84111  
FRIDAY'S FROM 5:30-7PM

### SCHEDULE:

FRIDAY, APRIL 26  
GREYSON & MELISSA

FRIDAY, MAY 31  
MEL SOUL

FRIDAY, JUNE 28  
SYCAMORE SLIM

FRIDAY, JULY 26  
TIMMY THE TEETH

FRIDAY, AUGUST 30  
SARAH DEGRAW &  
AIDAN TRIANTAFILLOU



Begins on Saturday, June 8 from 11:30pm - 1:00pm

## Vinyl Koala

*Psychedelic, Metaphysical  
Surf & Western Landscapes*



## Pompe n' Honey

*Tightly knit  
swing and folk*



## Jon Burgyone

*Smooth Acoustic /  
Electric Dad Rock*



## The Shakes

*Old school soul, blues  
and colorblind grooves.*



## Cory Mon

*Loose groove good  
time family band*







**SL** SALT LAKE COUNTY  
ARTS & CULTURE

**MÉXICO**

CONSULADO DE MÉXICO EN SALT LAKE CITY

**STEPPIN ON MAIN**

**Every Friday**

**July 12 - September 27**

July 12: Eccles Presents Speaks I

**July 19: Mariachi Festival from 6:00 - 10:00pm**

- Featuring: Dossier Artistico, Sergio Fuentes Oseguera, Mariachi Guzman, Mariachi Sol de Jalisco, Mariachi Fuego, and Trio Los Charros

**July 26: Trash Pandas Drum Group from 7:00 - 9:00pm**

August 2: Tin Angel Programming from 6:00 - 8:00pm

August 9: Tin Angel Programming from 6:00-8:00pm

August 16: Tin Angel Programming from 6:00-8:00pm

August 23: Tin Angel Programming from 6:00-8:00pm

August 30: Tin Angel Programming from 6:00-8:00pm

September 6: Eccles Presents Speaks II

September 13: Tin Angel Programming from 6:00-8:00pm

**September 20: SLC Synth Alliance from 8:00 - 10:00pm**

September 27: Tin Angel Programming from 6:00-8:00pm





# MURAL CLEANUP (REPAINT) AND MURAL MAINTENANCE PROGRAM

Repaint a portion of  
the Edison Street Mural

Cleanup and repaint a  
portion of the 200W  
underpass mural

Clean up and repaint  
the mural on Main  
Street

# SB Dance: Tarotville

Scheduled for September 4, 2024



- PROMOTION
- PLACEMAKING
- PROGRAMMING
- PARTNERSHIPS

**\$600,000**

TOTAL BUDGET

**22%**

OF OVERALL BUDGET TOWARDS  
PROMOTION AND MARKETING

**60+**

DAYS OF ACTIVATION

**\$90,000**

AMOUNT TOWARDS CO-CREATE (6)

**\$10,000**

TOWARDS UPDATING ASSET PROGRAM

**75**

MILE RADIUS FOR  
REACH AND  
PARTNERSHIPS

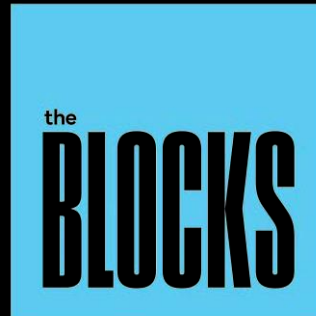
**\$40,000**

TOWARDS MURAL CLEANUP AND MURAL  
MAINTENANCE PROGRAM

**\$7,000,000**

GOAL FOR EARNED MEDIA

**THANK YOU!**



ARTS DISTRICT