



Cultural Core Action Plan Implementation and Management Services Contract No. 08-1-17-9279

Downtown SLC Presents Year Five Contractor Services for: July 1, 2021 - June 30, 2022

Year 5 Disbursement Request: \$500,000

\$250,000 Salt Lake City

\$250,000 Salt Lake County

Year 4 Carryover: \$35,000

Year 5 Budget: \$535,000

PERSONNEL EXPENSES: \$200,000

PROGRAM DEVELOPMENT & ARTS GROUP ENGAGEMENT: Planning, placemaking, events operations

PROMOTIONS: Advertising, website, social media, ad agency management, content development

OFFICE & ADMINISTRATIVE EXPENSES: \$32,000

ADMINISTRATION: Rent and shared services, office supplies, accounting, budget preparation, meeting management, compliance and contractor management

MARKETING & PROMOTION EXPENSES: \$200,000

Marketing expenses July 1, 2021 - June 30, 2022 are focused on promoting existing arts organization programming through the continuation of digital, broadcast, print, environmental and outdoor/transit advertising. The continuation of an innovative arts coverage program is also planned and budgeted. There are also investments for the continuation of capturing photographic and video assets to build a rich asset bank for use in our ongoing promotions and marketing campaigns.

PROGRAM ADVERTISING:

- A. Digital Advertising (Display & Mobile) - \$45,000
- B. Social media content-Haley - \$8,500
- C. Reactivation Projects-Emphasis on Placemaking - \$8,000
- D. Broadcast Media - \$12,000
- E. Salt Lake Tribune Arts Coverage: Previews, Reviews and Articles - \$22,500

CONTENT PRODUCTION:

- F. Photographic and Video assets - \$15,000
 - a. \$7,500 earmarked for Reactivation Projects-Emphasis on Placemaking
- G. Benchmark Report and Research Survey - \$8,000
- H. Agency Fees - \$60,000
- I. Blog/Content Production-Melissa- \$16,500
- J. Liiingo Hosting - \$4500

PROGRAMMATIC EXPENSES: \$103,000

Programmatic expenses July 1, 2021 - June 30, 2022 are focused on supplementing existing arts organization programming and audience development and providing opportunities for our creative community to program in THE BLOCKS. Funding for direct artist payments and interactions are prioritized.

EVENTS: \$36,000.00

- A. Urban Plein Air 2022
- B. Open Streets #3
- C. Last Hurrah 2021
- D. State of Downtown 2021

PROGRAMS: \$30,000.00

- A. Supplemental Support for Artists and Arts Groups
- B. Main Street Kiosks - Advertising
- C. Main Street Kiosk Artwork
- D. Exhibitions on Main
- E. Public Art and Mural Trail
- F. Locally Made, Locally Played

PROJECTS: \$20,000.00

- A. Busking initiatives
- B. Temporary Arts Installations

OTHER SPENDING: \$17,000.00

- A. Artist Cubes
- B. THE BLOCKS Truck / Assets
- C. Contractors
- D. Other expenses