



Jennifer Wilson  
Salt Lake County Mayor

Erin Litvak  
Deputy Mayor and Chief  
Administrative Officer

Robin B. Chalhoub  
Community Services  
Department Director

Joey McNamee  
Community Services  
Associate Director

Duke Johnson  
Clark Planetarium Director

**Mailing Address:**  
110 South 400 West  
Salt Lake City, UT 84101  
[www.clarkplanetarium.org](http://www.clarkplanetarium.org)

Main Phone: 385-468-7827  
Fun Store: 385-468-1264  
Membership: 385-468-1242  
Director: 385-468-1222  
[djohnson@slco.org](mailto:djohnson@slco.org)

## MEMO

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

### OVERVIEW:

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

About 4 years ago, the Planetarium had a very 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 normal 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. This constrains revenue to between \$1,250 and \$4,350 per evening and our costs to IMAX are only \$0.15 per ticket (the standard 3%).
- 3) MOODSWINGS, LLC will incur all advertising and ticket costs so that the planetarium need only take tickets for people seeing the show.
- 4) MOODSWINGS, LLC will provide a representative onsite for each performance.
- 5) In short, we see no downside to proceeding with this agreement and a substantial upside from supporting our strategic plan to engage new audiences and continuing developing new revenue streams.
- 6) Craig has already approved as to form and reminded us that this must go before Council as the contract is not reflective of any currently established pricing.
- 7) We are hoping you can support this agreement.
- 8) If so, 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".