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January 1, 2022

Salt Lake County Council
2001 S. State Street
Salt Lake City, UT 84190

RE: *Requesting Approval of 2022 Promotional Discount Budget*

Dear Councilmembers,

I am requesting approval of \$78,923.60 in promotional fee waivers and discounts to raise awareness and drive attendance during 2022.

These discounts include items listed below.

- A. Incentives aimed at driving attendance and up-sells
- B. Donations to support education-focused fundraisers
- C. Community partnerships that support programs such as the Salt Lake County Library Community Exploration Card
- D. Customer experience issue resolutions
- E. Incentives for participating in regular customer satisfaction surveys

These promotional discounts ensure that Clark Planetarium offers unique incentives to support marketing campaigns as well as act as a good community partner by supporting programs that are aligned with the Planetarium's mission.

Thank you for your review and attention to this matter.

Sincerely,

A handwritten signature in black ink that reads "L.A. Smith".

Lindsie A. Smith
Director, Clark Planetarium



Clark Planetarium Promotion Definitions

Clark Planetarium utilizes various marketing strategies to generate name recognition, earn media, and drive attendance. The Items listed below describe methods we utilize.

Ticket Vouchers – These are distributed as a promotional tool to bring visitors to our shows. They are hard-copy vouchers that may be redeemed for one film ticket. Retail value is \$7 child/matinee or \$9, after 5 p.m. (Donation value used is \$7.30)

Typically, 50 percent of vouchers are redeemed. Voucher types are listed below.

- **Ticket Voucher for Schools** – Distributed to schools in Salt Lake County, by request, for education-focused fundraisers. Requests are vetted by Clark Planetarium leadership. Distribution is tracked and documented. Typically, four tickets per request are issued. Vouchers are valid for either the Hansen Dome or Northrop Grumman IMAX Theatre.
- **Ticket Voucher for Ads or Promotions** – These are used as part of advertising contracts and promotional relationships. Some of these vouchers are also used to host peers from other planetariums or science centers or community opinion leaders. Distribution is determined on a case-by-case basis by the marketing team based on advertising strategy and desired audience reach. Typically, 6 to 10 tickets are issued per request. The voucher is valid for either the Hansen Dome or Northrop Grumman IMAX Theatre.
- **Ticket Voucher for Media** – When promoting new films, programs, or the Planetarium in general, we offer a restricted press voucher. The marketing team offers these to the press to generate earned media. Valid for either the Hansen Dome or Northrop Grumman IMAX Theatre.
- **Membership Voucher** – Certificate that may be redeemed for one-year membership bundle with two Rocket and two Boosters. Free memberships are only used in fundraising trades and as guest speaker fees.
 1. **Fundraising trades** – In conjunction the annual fundraising gala Clark Planetarium creates reciprocal relationships with peer institutions – making various kinds of trade to support each other’s fundraising. Among these institutions are Thanksgiving Point, Discovery Gateway, The Natural History Museum of Utah, and Hogle Zoo.



2. **Guest speaker fees** – In lieu of a speaking fee for local guest speakers, we offer a membership voucher. Speakers are vetted, and their topics must align with the marketing plan and event schedule. We issue approximately three of these per year.

Discount Days – Clark Planetarium offers reduced-price film tickets as part of annual promotions and partnerships. These days ensure strong attendance for special in-venue events and also increase access for the community to experience a show in the theatres as the cost of a ticket can still present barriers for many individuals and families. This year, we are requesting eight dates and have tentatively planned for the following dates:

1. **Women in STEM**; March 8th, 2022; \$5 tickets
2. **May the Fourth be with You**; May 4, 2022; \$4 tickets.
3. **Pride Day**; June 2022 (specific date TBD); \$5 tickets.
4. **Patriot Day**; September 11th, 2022; First responders are free.
5. **Fall Equinox**; Sept. 22, 2022; \$5 tickets.
6. **Astronomy Day**; Oct. 1, 2022; \$5 tickets.
7. **National STEM Day**; Nov. 8th, 2022; Free tickets.
8. **Veteran's Day**; Thursday, Nov. 11, 2022; \$5 tickets; all Veterans are free.

Promotional Discounts – The following promotions are offered year-round as part of the annual advertising evaluation and resultant advertising strategy.

- **ASTC Reciprocal Discount** – It is mandated that members of the Association of Science and Technology Centers (ASTC) must offer discounted admission to the members of other ASTC museums. These are restricted to ASTC museum members who reside more than 90 miles from Clark Planetarium. Eligible for five Hansen Dome Theatre tickets per visit, once a year. Issued at the ticket counter by the staff member when an ASTC membership card and identification is provided. Usage is tracked by customer and frequency.
- **Community Exploration Card** – This is a partnership with the Salt Lake County and City Libraries to offer discounted admission for up to four people. Participating in this program allows Clark Planetarium to reach audiences in a community-specific location. The card is checked out of the libraries and redeemed at the Planetarium and other community organizations.

Customer Experience and Quality Assurance – To ensure a positive customer experience and resolve concerns, floor supervisors are given discretion to override the purchase and grant a complimentary ticket. The operations department reviews transactions to evaluate frequency and cause.

To evaluate the customer experience, the planetarium is organizing quarterly surveys on various topics. To incentive participation, randomly selected participants are given gift cards.

Building Rentals for annual fundraising gala – This year, we would like to include event packages in our annual fundraising gala. The intent is to further engage the friends of the organization and promote our building rental opportunities while raising money.

Description	Budgeted	Unit Value	Total Discount Value
Fundraiser Donations: free tickets	500	\$ 7.30	\$ 3,650.00
Advertising trades as part of contracts: free tickets	1000	\$ 7.30	\$ 7,300.00
Advertising/partner donations/trades without contracts	250	\$ 7.30	\$ 1,825.00
Media tickets	100	\$ 7.30	\$ 730.00
Free one-year family membership (2R, 2B)	10	\$ 100.00	\$ 1,000.00
Promo Day discounts			
Women in STEM (March 8th, discount)	580	\$ 5.00	\$ 1,334.00
May the Fourth (May 4th, discount)	580	\$ 4.00	\$ 1,914.00
Pride (June, discount)	580	\$ 5.00	\$ 1,334.00
Patriot Day (September 11th, First responders FREE)	100	\$ 7.30	\$ 730.00
Fall Equinox (September 22, discount)	580	\$ 5.00	\$ 1,334.00
Astronomy Day (October 1, discount)	580	\$ 5.00	\$ 1,334.00
National STEM Day (Nov. 8th, FREE)	580	\$ 7.30	\$ 4,234.00
Veterans Day Discount (Nov. 11)	580	\$ 5.00	\$ 1,334.00
Veterans Day (Vets FREE)	100	\$ 7.30	\$ 730.00
ASTC, up to five per patron redemption (~600)	3000	\$ 7.30	\$ 21,900.00
SLCO Library programs partnership (Community Exploration Card)	2500	\$ 7.30	\$ 18,250.00
Floor supervisor ticket overrides	300	\$7.30	\$2,190.00
Gift cards to encourage participation in quarterly surveys	6	\$50.00	\$ 300.00
Item for our annual fundraiser (rental)	1	\$7,000	\$ 7,000.00
Birthday package classroom rental, show, concessions packages to auction at annual fundraiser, good for 10 guests	2	\$ 250.30	\$ 500.60
			\$ 78,923.60