



## **Cultural Core Action Plan Implementation and Management Services**

**Contract No. 08-1-17-9279**

Downtown SLC Presents Year Four Contractor Services for: July 1, 2020 - June 30, 2021

---

**TOTAL DISBURSEMENT REQUEST: \$250,000 Salt Lake City**

**YEAR 3 CARRYOVER: \$284,000 (Salt Lake City and Salt Lake County)**

**APPROVED YEAR-4 BUDGET: \$534,000**

### **PERSONNEL & OVERHEAD EXPENSES: \$214,000**

Staff salaries and wages are for program development, placemaking, arts group engagement, promotions, and administration.

*PROGRAM DEVELOPMENT & ARTS GROUP ENGAGEMENT: 47%*  
(Planning, placemaking, events operations)

*PROMOTIONS: 33%*  
(Advertising, Website, social media, ad agency management)

*ADMINISTRATION: 20%*  
(Accounting, budget preparation, meeting management, compliance and contractor management)

### **MARKETING & PROMOTION EXPENSES: \$195,000**

Marketing expenses July 1, 2020 - June 30, 2021 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) - \$40,000
- B. Social Media - \$8,000
- C. Reactivation Projects-Emphasis on Placemaking - \$12,500
- D. Broadcast Media - \$10,000
- E. Outdoor/Transit Advertising - \$10,000
- F. Arts Coverage: Previews, Reviews and Articles - \$20,000

CONTENT PRODUCTION:

- G. Photographic and Video assets - \$22,500
  - a. \$12,500 earmarked for Reactivation Projects-Emphasis on Placemaking
- H. Benchmark Report and Research Survey - \$12,000
- I. Agency Fees - \$60,000

**PROGRAMMATIC EXPENSES: \$125,000**

Programmatic expenses July 1, 2020 - June 30, 2021 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: \$21,500.00

- A. NBA Playoffs 2021
- B. Flash Mob
- C. Last Hurrah
- D. Urban Plein Air

PROGRAMS: \$32,500.00

- A. Main Street Kiosks
- B. Supplemental Support for Artists and Arts Groups
- C. Artist Payment Assistance Fund

PROJECTS: \$56,400.00

- A. Reactivation Projects-Emphasis on Placemaking
- B. Public Art and Mural Trail
- C. Busker/Spontaneous Activation
- D. KUAA Partnership
- E. Social Antidote Partnership

OTHER SPENDING: \$14,600.00

- A. THE BLOCKS Truck
- B. Cube Activations
- C. Other expenses