



March 12, 2024

Salt Lake County Council Chair Laurie Stringham
2001 South State Street, N2-200
Salt Lake City, UT 84114

Dear Council Chair Stringham,

Salt Lake County Arts & Culture respectfully requests approval to enter into the attached partnership agreement with Utah Arts Alliance (UAA), a non-profit organization, to facilitate the second year of the Westside Arts Festival, this year renamed to *Westside CultureFest*, at Mid-Valley Performing Arts Center on August 9 & 10, 2024. This contract is for a one-year period with three optional one-year renewal periods for a maximum four year contract term.

Westside CultureFest was developed to better meet the mission of Arts & Culture to enrich the lives of all County residents through the arts by engaging artists and community members that Arts & Culture has not served before.

As a free event for the Salt Lake County community, the festival will:

- Highlight the depth of talent of westside communities through performances, food, and art.
- Celebrate both contemporary and traditional performances, arts, and crafts from artists representative of our westside communities.
- Elevate emerging artists and art forms through paid performance opportunities.
- Showcase Mid-Valley Performing Arts Center as a regional asset, thereby increasing utilization through targeted Community Engagement efforts.

Last year's festival was extremely successful. It was attended by over 1200 guests and featured 152 artists between 27 unique performances and a robust artist market. 54 of the artists, groups, and organizations featured in the festival had never worked with Arts & Culture before. Our 2024 festival will be planned with the same festival features, with plans for festival growth to draw in more westside Salt Lake County communities.

As outlined in the attached partnership agreement, Salt Lake County Arts & Culture and UAA will each be responsible for assigned event duties and expenses. Both organizations will contribute funding, staffing, and resources. The event is free to the public to ensure community accessibility, revenues are not expected to exceed event costs. Any revenues generated will be split equally between UAA and Salt Lake County Arts & Culture.

To ensure an equitable partner selection process and that all applicable rules and regulations have been met in the planning of this event, Salt Lake County Arts & Culture issued an RFP in December 2023 for a festival production partner. UAA was selected as this year's partner through that competitive procurement process. County funds used to support this event were approved in the 2024 Arts & Culture operating budget. Through this partnership, Salt Lake County Arts & Culture will be able to greatly expand the impact and reach of this event to benefit the surrounding community and residents.

Thank you for your consideration of our request for this important project.

Matt Castillo
Division Director, Salt Lake County Arts & Culture

Attachments: Westside Arts Festival Agreement; Resolution Approving Westside Arts festival Agreement

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