



March 21, 2025

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

RE: Requesting Approval of 2025 Promotional Discount Budget

Dear Councilmembers,

Clark Planetarium requests approval of **\$89,972.00** in promotional fee waivers and discounts for 2025.

These discounts include A) incentives aimed at driving attendance and up-sells; B) donations to support science education-focused fundraisers; C) community partnerships that support programs such as the Salt Lake County Library Community Exploration Card; and D) customer experience issue resolutions.

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,

Durand Johnson, Director
Clark Planetarium





Clark Planetarium Promotion Definitions

Clark Planetarium engages in several different marketing strategies to generate name recognition, earn media, and drive attendance. The following list outlines the various methods we employ and intended purpose.

Vouchers – These are distributed as a promotional tool to bring visitors to our shows. They are hard copy vouchers that can be redeemed for one film ticket. The value per voucher is \$8 child ages 3-12 and \$10 plus tax for general admission ages 13+. Based on historical data, less than 50% of distributed vouchers are redeemed. The following are the different types of vouchers offered:

- Ticket Voucher for Schools – Distributed to schools by request for science focused fundraisers. Schools or PTAs submit a request that is vetted by the Planetarium leadership. All distribution is tracked and recorded with supporting documentation. We typically issue 6 tickets per request. The voucher is valid for the Hansen Dome or Northrop Grumman IMAX Theatre.
- Ticket Voucher for Ads or Promotions – These vouchers are advertising tools that we distribute through promotional relationships, including KUED, KUER, City Weekly and Fox 13 and others. Distribution is determined on a case-by-case basis by the Planetarium marketing team based on advertising strategy and desired audience reach. We typically issue 6-10 tickets per request. The voucher is valid for the Hansen Dome or Northrop Grumman IMAX Theatre.
- Media Voucher – When we are promoting a new film in our theatres we offer a restricted press voucher. The marketing team issues these vouchers directly to members of the press to generate earned media. Valid for the Hansen Dome or Northrop Grumman IMAX Theatre.
- Ticket Vouchers for Radio Station Promotions – Clark Planetarium partners with local radio stations for ticket giveaways to expand community engagement, increase brand awareness, and attract new visitors. By leveraging the radio stations’ established audiences, we can reach a broader audience and generate excitement about our *free* exhibits, new shows, and special events. These partnerships create a win-win opportunity—listeners receive a fun and educational experience, while the planetarium gains valuable promotional exposure. Additionally, ticket giveaways help reinforce our mission to make science accessible and inspire curiosity in the community.





- Vouchers for Utah Science Teachers Association (UtSTA) – We promote Clark Planetarium and its educational offerings to Utah school teachers through UtSTA. Educators will receive one complimentary voucher with the purchase of one ticket to the Hansen Dome Theater or Northrup Grumman IMAX Theater by visiting the planetarium in person and presenting proof of teacher status. This promotion can only be redeemed once per guest per visit. This promotion will run for one month following the Utah Science Teachers Association (UtSTA) Fall Conference on September 19, 2025. This will allow teachers to attend a film at Clark Planetarium and gain hands-on experience prior to booking their field trips.
- Membership Voucher – Certificate that can be redeemed for one family membership.
 - Fundraising – In conjunction with our fundraisers we partner with our peer institutions to support our respective fundraising. These reciprocal membership voucher donations include Thanksgiving Point, Discovery Gateway, The Natural History Museum of Utah, Christa McAuliffe Space Center, Tracy Aviary, Children’s Treehouse, Little Beakers, and Hogle Zoo.
 - Guest speakers – In lieu of a speaking fee for local guest speakers, we offer a membership voucher. These guest speakers are vetted, and their topics align with the marketing plan and event schedule. We issue approximately 24 per year.

Kids Camps Scholarships – Clark Planetarium offers full scholarships for one participant in each camp to ensure that all children, regardless of financial circumstances, have the opportunity to explore science in a fun and engaging environment. By providing these scholarships, we remove barriers to participation and open the door for more students to experience hands-on learning. This initiative supports our mission to make science accessible to everyone, inspiring the next generation of explorers, innovators, and problem-solvers. Through these scholarships, we aim to foster curiosity, creativity, and a lifelong love of learning.

Special Discount Periods, days, and events – Clark Planetarium offers \$5 or 50% off film tickets during special events that we host or co-host with mission-aligned partners. Discounted ticket prices incentivize visitation and help ensure strong attendance at our special events. In collaboration with the Planetarium leadership team, the marketing team identifies events that further build our brand, promote our mission, and build our base.

May the Fourth be with You Celebration – Clark Planetarium celebrates science fiction with an annual *May the Fourth be with You* celebration. We partner with local groups to bring Star Wars to life with a costume contest and fun decorations. As part of the celebration, general adult admission tickets are discounted \$6.00 and children are discounted \$4.00.





Reciprocal/Community Discounts – The following promotions are offered year-round. These are evaluated and renewed on an annual basis. The promotions fit within our annual marketing and communications 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. Restricted to ASTC museum members who reside more than 90 miles from Clark Planetarium. Eligible for 5 Hansen Dome Theatre tickets per visit and once per 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** - Partnership with the Salt Lake County and City Libraries to offer discounted admission for up to 4 people. Participating in this program allows Clark Planetarium to reach audiences in a community-specific location that may not otherwise be impacted by our paid advertising. The card is checked out of the libraries and redeemed at the Planetarium and other community organizations.
- **Reciprocal Community Partnerships** – Clark Planetarium partners with other Utah informal science centers during special traveling exhibits. We offer guests incentives to attend Clark Planetarium shows at a \$2.00 discount per ticket if they present their proof of purchase from the partner institution.

Customer Experience - Clark Planetarium provides discounted tickets to customers to improve the customer experience:

- **Floor Supervisor Override** - Free ticket to resolve customer service issues. Supervisors are given authority to immediately address a concern and are required to document the transaction. They are limited to one ticket per customer per event. The Planetarium reviews these transactions to evaluate frequency and cause.
- **Survey incentives** – 30 gift cards are given away at random to participants in our customer satisfaction surveys. This provides an incentive for our guests to complete our satisfaction surveys throughout the year.
- **Focus group incentives** – 100 tickets in total to use as incentives for focus groups conducted throughout the year. Two (2) tickets will be provided to each participant as an incentive.

