



June 14, 2023

Salt Lake County Council Chair Aimee Winder Newton  
2001 South State Street, N2-200  
Salt Lake City, UT 84114

Dear Council Chair Winder Newton,

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 create and facilitate the *Wild Wild Westside Arts Fest* at Mid-Valley Performing Arts Center on August 11 & 12, 2023. *Wild Wild Westside* 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 west side communities through performances, food, and art.
- Celebrate contemporary artistic expressions of diverse cultures from the west side.
- Elevate emerging artists and art forms through paid performance opportunities.
- Showcase Mid-Valley Performing Arts Center as a cultural resource, thereby increasing utilization through targeted Community Engagement efforts.

To do so, the festival will feature two days of culturally and genre-diverse performances, an Artist Market, culturally diverse food trucks, and children's activities. *Wild Westside* is being planned with the intention of replicating and growing in future years, to represent and draw in more west-side 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, which have been negotiated based on capacity and expertise. Both organizations will contribute funding, staffing, and resources. The event is free to the public to ensure community accessibility, so revenues are not expected to exceed event costs. Any revenues generated will be split equally between UAA and Salt Lake County Arts & Culture.

Salt Lake County Arts & Culture has worked with Contracts & Procurement and the District Attorney's office to ensure all applicable rules and regulations have been met in the planning of this event. County funds used to support this event were approved in the 2023 Arts & Culture operating budget. UAA was selected as a partner based on their unique and extensive work incubating individual artists and arts groups, planning large and inclusive arts festivals across the County, and especially in west-side communities. 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: Wild Wild Westside Arts Fest Agreement; Resolution Approving Wild Wild West Arts Fest Agreement

**JENNIFER WILSON**  
Mayor

**ERIN LITVACK**  
Deputy Mayor &  
Chief Administrative Officer

**ROBIN CHALHOUB**  
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