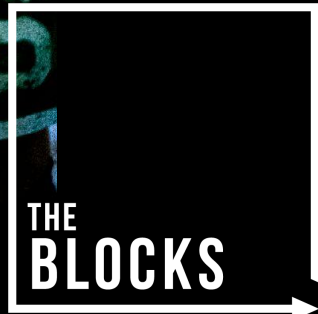




Cultural Core

Year-6 Overview &
Year-7 (Fiscal Year 2024) Budget and Plan

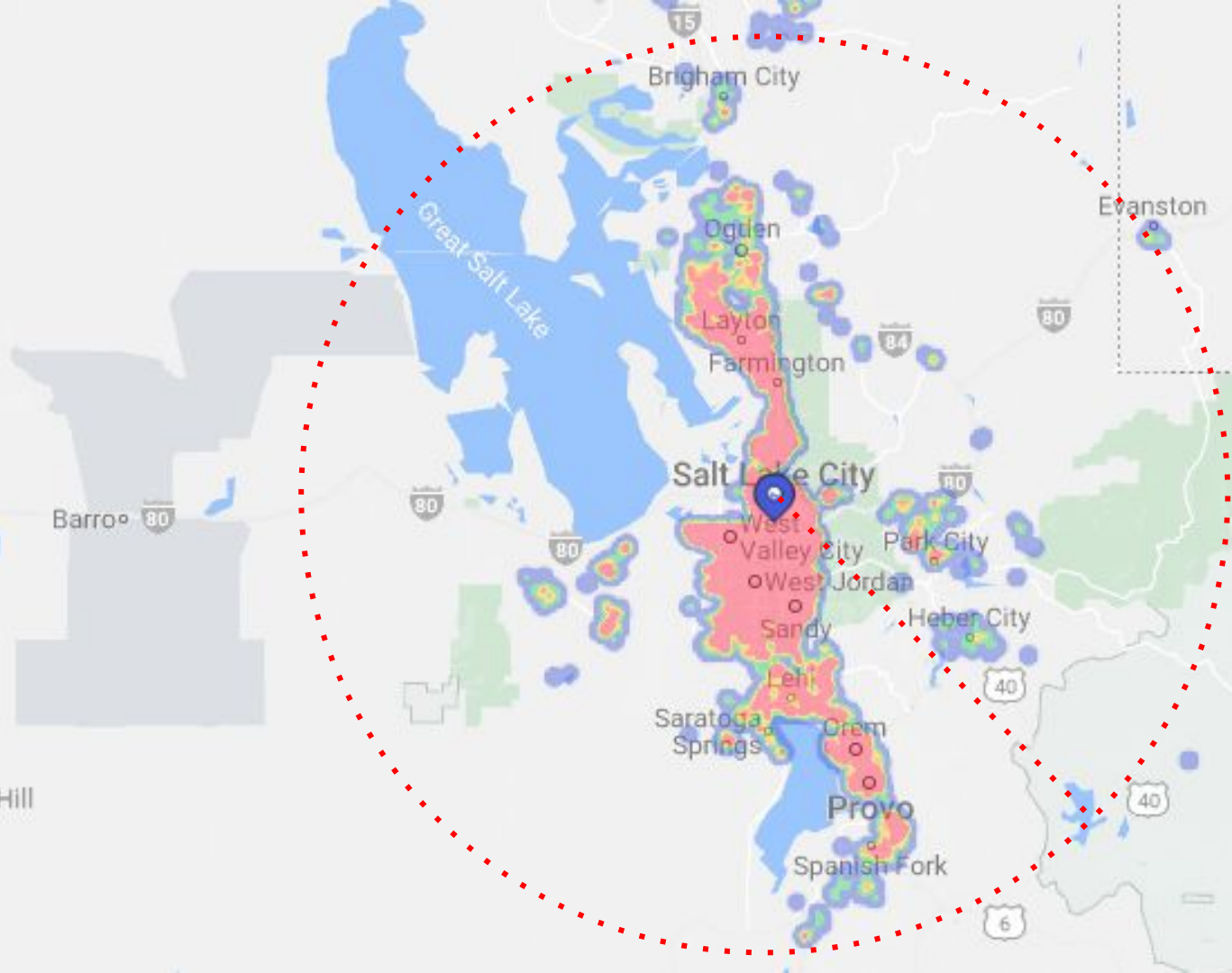


FY 2023 RECAP

TOP 25 VISITATION DAYS DOWNTOWN LAST YEAR

1. 76% had Vivint Arena events.
2. 72% had conventions in town.
3. 48% had 8 or more arts and entertainment events.
4. 32% were holiday shopping days
(Nov, Dec, Feb)





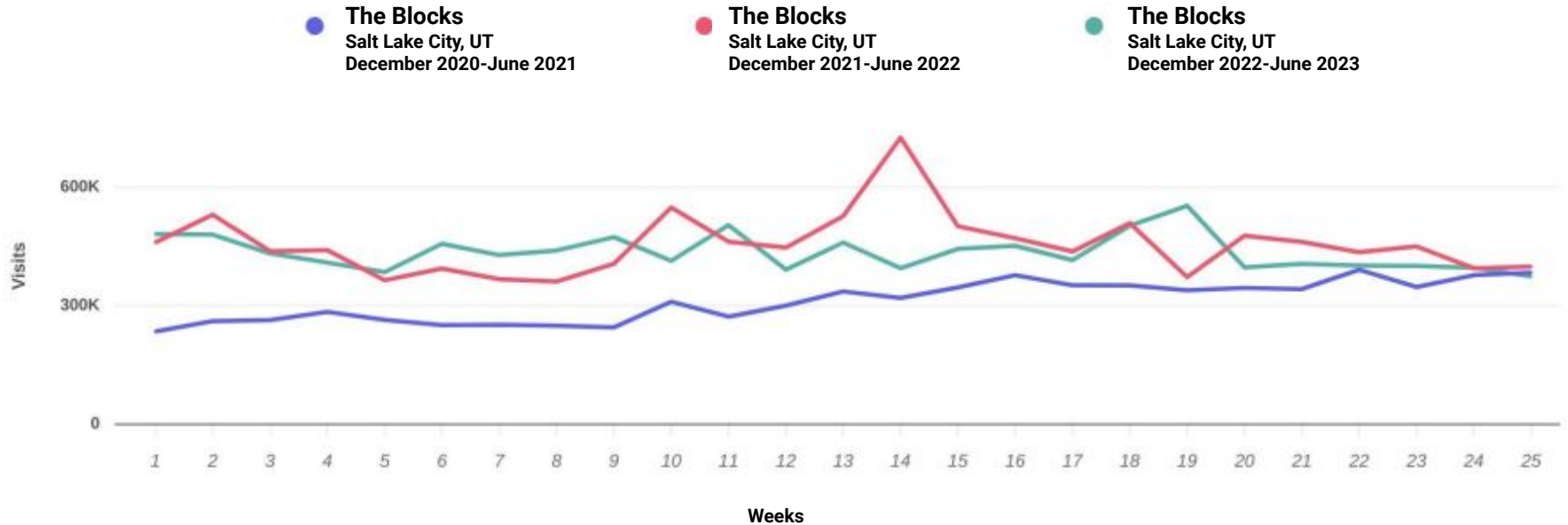
LOCATION ORIGIN OF VISITORS TO THE CULTURAL CORE

1. 75 Mile Radius of the target area
2. Map represents those who visited at least 4 times between Jan 1- May 28, 2023
3. Map does not include people that work downtown
4. The Blocks is Hot!

Cultural Core Visitation

(Past 6 months)

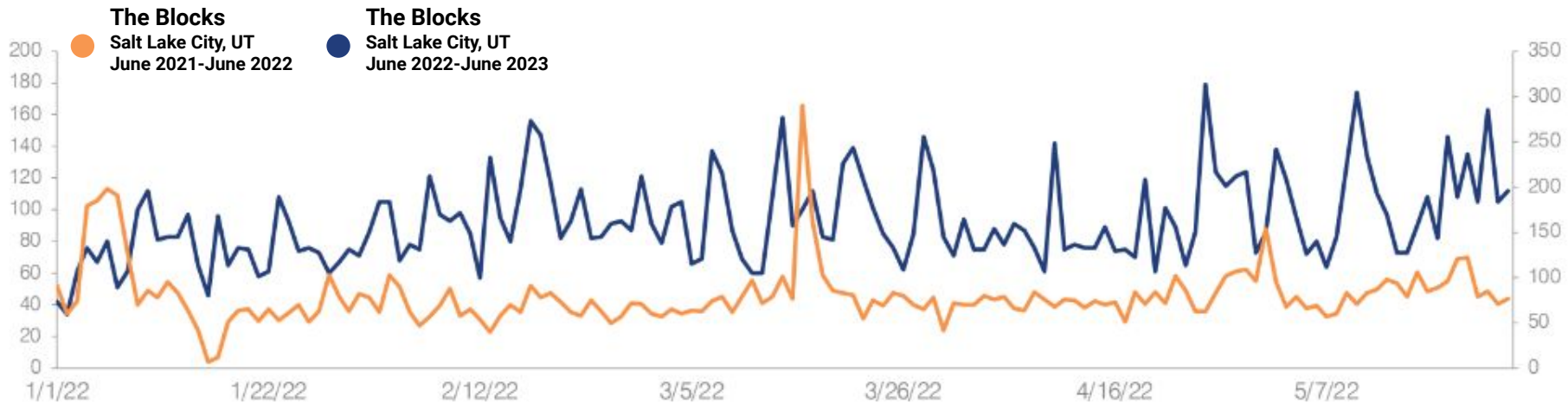
Visits Trend





Website Traffic +23%

53,068 sessions





**MURAL TRAIL APP
LIINGO (LAST 30 DAYS)**

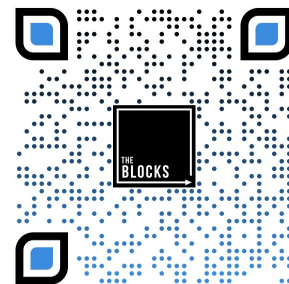
1,767 VISITS

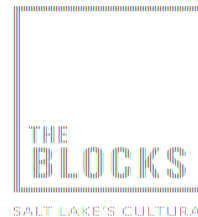
22 NEW DOWNLOADS

AVERAGE USER SESSION: 13 MINUTES

(PREVIOUSLY 3 MINUTES AND 30 SECONDS LAST YEAR AT THIS TIME)

BOUNCE RATE: 2%





SALT LAKE

**Partnership between The Blocks and Visit Salt Lake
promoting local artists for national conventions.**

Brother Chunky from Draper, UT



THE BLOCKS PRESENTS

LOCALLY MADE LOCALLY PLAYED

WEDNESDAYS 5:30-7:00PM
Location: The Green Loop Demonstration Project
200 E in between 300 S and 400 S

MAY 10 Nathan Spenser	MAY 17 Sarah DeGraw
MAY 24 Cory Mon	MAY 31 Michelle Moonshine
JUNE 7 Jon Burgoyne	

WEATHER PERMITTING

FREE ADMISSION
WELCOME TO ALL AGES

IN PARTNERSHIP WITH







ART IS THE HEART OF SALT LAKE

Galleries and museums across Salt Lake are a testament to our art obsession. The [Utah Museum of Fine Art](#) is an excellent jumping off point to see the history of art across the world. For a more contemporary take, the [Urban Arts Gallery](#) and the [Utah Museum of Contemporary Art](#) are both free and open to the public.



FISCAL YEAR 2024
YEAR 7

The Cultural Core Budget Committee has reviewed and approved the plans and budget for year-seven of the Cultural Core Initiative.

Salt Lake County:

Lia Summers (Chair)

Grace Lin

Isaac Gonzalez

Matt Castillo: County Contract
Manager

Salt Lake City:

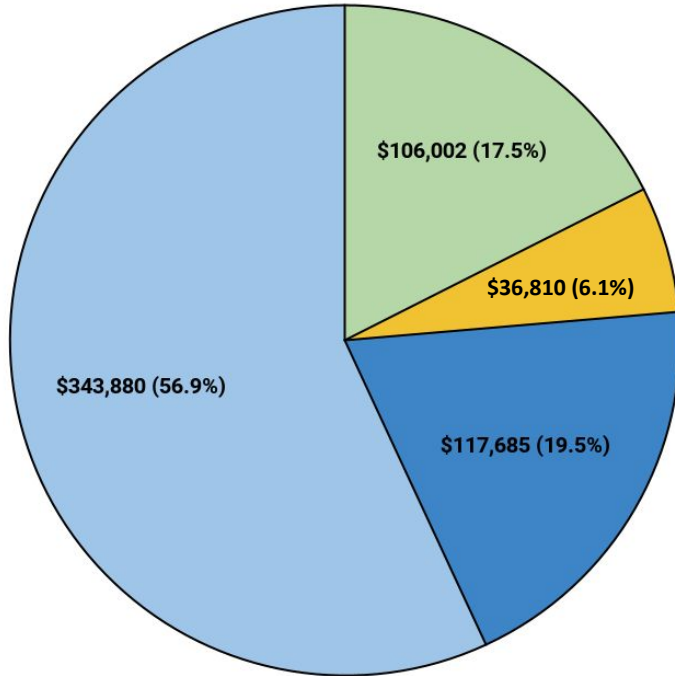
Durga Ekambaram

Felicia Baca: City Contract
Manager



FISCAL YEAR 2024 / YEAR-7 CULTURAL CORE OPERATING BUDGET: \$600,000

+ Numbers Include a \$6,000 Rollover from FY 2023



ADMINISTRATIVE PERSONNEL:

\$106,002

OFFICE & ADMINISTRATIVE:

\$36,810

MARKETING AND PROMOTION:

\$117,685

PROGRAMS, EVENTS AND EVENT SERVICES:

\$343,880

GRANTS & CORPORATE SPONSORSHIP GOALS (OTHER):

\$210,000

CO-CREATE PROGRAM



DEFINING “PLACEMAKING”

(Taken from our Cultural Core Action Plan)

1. **Activate underutilized places and spaces** in the Cultural core through permanent and temporary artistic interventions of various scales
2. **Develop broadly engaging themes** that connect existing and new programming and build on collaboration and collective themes
3. Encourage and **increase community engagement with programming** for families, children and youth
4. **Provide opportunities** to advance and showcase the work of Salt lake’s creative community
5. Encourage and **support culturally inclusive programs** reflecting Salt lake’s diversity - all ages, backgrounds, abilities, ethnicities and interests

Goals of The Program

1. **Attract** National and Local Artists
2. **Bolster** the Community
3. **Provide opportunities** to advance and showcase the work of Salt lake's creative community
4. Encourage and increase community engagement with **programming for families, children and youth**
5. **Activate underutilized places** and spaces in the Cultural core through permanent and temporary artistic interventions of various scales
6. **Encourage and support culturally inclusive programs** reflecting Salt lake's diversity - all ages, backgrounds, abilities, ethnicities and interests





THE AUDIENCE

(for the Program/ Who Qualifies)

1. Artists (National and Local)
2. Students
3. Non-profits
4. Cultural Organizations

THE AUDIENCE

(for the Activations)

1. The 75 Mile Radius around SLC
2. All Ages
3. Residents and Visitors to the Core







https://vimeo.com/6794228?embedded=true&source=vimeo_logo&owner=376266



STEPPIN' ON MAIN

FREE LIVE PERFORMANCES AT ECCLES THEATER

FRIDAYS 7-9PM
at the Eccles front steps
June through Sept

ALL AGES WELCOME

MUSIC ★ DANCING ★ COMEDY ★ POETRY ★ FILM ★ BITES & DRINKS FOR PURCHASE AT TIN ANGEL

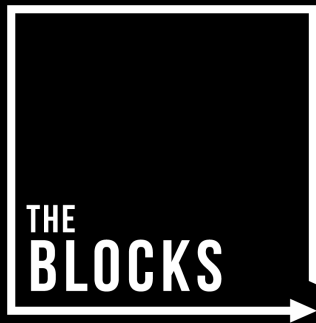
Eccles
GEORGE L. AND DOLORES DUNE
ECCLES THEATER

SLC SALT LAKE COUNTY
ARTS & CULTURE

TIN ANGEL
AT THE
Eccles
THEATER



THANK YOU



SALT LAKE'S CULTURAL CORE