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March 2, 2021

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

RE: *Requesting Approval of March 2021 – December 2021 Promotional Discount Budget*

Dear Councilmembers,

Clark Planetarium reopens its theatres and exhibits to the public on March 2, 2021. We are requesting approval of \$45,465.10 in promotional fee waivers and discounts to support operations March through December 2021. This amount represents approximately 60% of past requests due to a COVID-related closure in January and February, as well as a limited operating capacity anticipated throughout most of 2021.

These discounts include items listed below.

- A. Incentives aimed at driving attendance and up-sells
- B. Donations to support education-focused fundraisers
- C. Community partnerships that support programs such as the Salt Lake County Library Community Exploration Card
- 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,

A handwritten signature in black ink that reads "L.A. Smith".

Lindsie A. Smith
Director, Clark Planetarium



**Clark Planetarium
2021 Discounts and Promotions**

Item	Description	Quantity	Average Redemption Rate	Total Discount Value
Ticket Vouchers: donations to other nonprofits	Free ticket to Hansen Dome or Northrop Gumman IMAX	250	\$ 7.30	\$ 1,825.00
Ticket Vouchers for advertising and promotions with partners, influencers and opinion leaders	Free ticket to Hansen Dome or Northrop Gumman IMAX	450	\$ 7.30	\$ 3,285.00
Premiere/Film review vouchers: media attendance	Free ticket to Hansen Dome or Northrop Gumman IMAX	15	\$ 7.30	\$ 109.50
Membership Vouchers for fundraising partners and speakers	Free one-year membership bundle with Two Rocket and Two Boosters	7	\$ 110.00	\$ 770.00
Discount Days	All-day price reduction for six promotional days (listed below)			
	May the Fourth Be with You May 2021 (Tentative 13% capacity)	200	\$ 4.00	\$ 800.00
	Annular Solar Eclipse June 2021 (Tentative 25% capacity)	375	\$ 5.00	\$ 1,875.00
	Perseid Meteor Shower August 2021 (Tentative 25% capacity)	375	\$ 5.00	\$ 1,875.00
	Patriot Day September 2021 (Tentative 50% capacity)	700	\$ 5.00	\$ 3,500.00
	Veterans Day November 2021 (Tentative 50% capacity)	700	\$ 5.00	\$ 3,500.00
	New Years Eve December 2021 (Tentative 75% capacity)	375	\$ 5.00	\$ 1,875.00
ASTC Reciprocal Discounts	Free Hansen Dome tickets, up to five per patron redemption	1500	\$ 7.30	\$ 10,950.00
City Creek Promotion	Buy one-get on Hansen Dome show tickets	100	\$ 7.30	\$ 730.00
Community Exploration Card	County/City Library Partnership that offers Hansen Dome show tickets, up to four per card	600	\$ 7.30	\$ 4,380.00
Customer Experience and Comps	Ticket price overrides from floor supervisors	300	\$ 7.30	\$ 2,190.00
Customer Experience Survey Incentive*	Gift cards to encourage participation in quarterly surveys	6	\$ 50.00	\$ 300.00
Full building rental*	As part of a live auction item for our annual fundraiser	1	\$ 7,000.00	\$ 7,000.00
Classroom rental with tickets and concessions*	Birthday package classroom rental, show, concessions packages to auction at annual fundraiser, good for 10 guests	2	\$ 250.30	\$ 500.60
				\$ 45,465.10

* New Requests for 2021

Item	Description	2020 Quantity Redeemed	Average Redemption Rate	Total Discounted Value
Ticket Vouchers: Donation to schools and other nonprofits	One free ticket, Hansen Dome or Northrop Grumman IMAX	102	\$ 7.68	\$ 783.36
Ticket Vouchers: Advertising and promotions with partners, influencers and opinion leaders	One free ticket, Hansen Dome or Northrop Grumman IMAX	134	\$ 7.68	\$ 1,029.12
Premiere/Film review vouchers: Media Attendance	One free ticket, Hansen Dome or Northrop Grumman IMAX	4	\$ 7.30	\$ 29.20
Membership Vouchers for fundraising partners and speakers	Free one-year family membership	0	\$ 110.00	\$ -
Discount Days	All-day price reduction for six promotional days (listed below)			
	Pi Day; March 14th	0	\$ 3.14	\$ -
	May the Fourth be With you; May 4th	0	\$ 4.00	\$ -
	Summer; Date TBD	0	\$ 5.00	\$ -
	Summer; Date TBD	0	\$ 5.00	\$ -
	Halloween; October 31st	0	\$ 5.00	\$ -
	New Year's Eve; December 31st	0	\$ 5.00	\$ -
ASTC Reciprocal Discount	Up to 5 Hansen Dome Theatre tickets	429	\$ 8.14	\$ 3,492.06
KUED Super Reader Program*	Buy one-get on Hansen Dome show tickets	279	\$ 7.00	\$ 1,953.00
City Creek Promotion	Buy one-get on Hansen Dome show tickets	8	\$ 7.25	\$ 58.00
Community Exploration Card	County/City Library Partnership that offers Hansen Dome show tickets, up to four per card	201	\$ 7.29	\$ 1,465.29
Customer Experience and Comps	Ticket price overrides from floor supervisors	210	\$ 7.30	\$ 1,533.00
			Total Promotional Value Used	\$ 10,343
			Total Promotional Value Requested	\$ 76,398
			Total % of Promotional Value Requested Redeemed	14%

*Super Reader Program not requested in 2021 because the program is not running due to COVID.

Name	Description	2019 Redeemed	Redemption Rate	Total Discounted Value
Ticket Vouchers: Donation to schools and other nonprofit	One free ticket, Hansen Dome or Northrop Grumman IMAX	635	\$ 7.44	\$ 4,724
Ticket Vouchers: Advertising and promotions with partners, influencers and opinion leaders	One free ticket, Hansen Dome or Northrop Grumman IMAX	1040	\$ 7.44	\$ 7,738
Premiere/Film review vouchers: Media Attendance	One free ticket, Hansen Dome or Northrop Grumman IMAX	6	\$ 6.83	\$ 41
Membership Vouchers for fundraising partners and speak	Free one-year family membership	11	\$ 110.00	\$ 1,210
Special Discount Days	6 Discounted Tickets Day-Long Promotions per Calendar Year			
	Pi Day; March 14th	35	\$ 3.14	\$ 110
	May the Fourth be With you; May 4th	135	\$ 4.00	\$ 540
	Astronomy Day; May 25th	73	\$ 5.00	\$ 365
	Summer of Learning Celebration; August 24th	91	\$ 5.00	\$ 455
	New Year's Eve; December 31st	102	\$ 5.00	\$ 510
ASTC Reciprocal Discount	Up to 5 Hansen Dome Theatre tickets	2315	\$ 7.17	\$ 16,599
KUED Super Reader Discount	Buy one-get on Hansen Dome show tickets	156	\$ 5.44	\$ 849
City Creek Promotion	Buy one-get on Hansen Dome show tickets	43	\$ 7.07	\$ 304
Community Exploration Card	Up to 4 free Hansen Dome Theatre tickets	1280	\$ 7.42	\$ 9,498
Social Impact Study	One free ticket, Hansen Dome or Northrop Grumman IMAX	2	\$ 9.00	\$ 18
Customer Experience and Comps	Ticket price overrides from floor supervisors	218	\$ 7.24	\$ 1,578
Connect Pass*	ConnectPass Voucher (\$5.93/ticket, long term average)	6075	\$ 3.90	\$ 23,693
			Total Promotional Value	\$ 68,231
			Total Promotional Value Requested	\$ 103,407
			Total % of Promotional Value Requested Redeemed	66%



Clark Planetarium Promotion Definitions

Clark Planetarium utilizes various marketing strategies to generate name recognition, earn media, and drive attendance. The Items listed below describe methods we utilize

Vouchers – These are distributed as a promotional tool to bring visitors to our shows. They are hard-copy vouchers that may be redeemed for one film ticket. Retail value is \$7 child/matinee or \$9, after 5 p.m. (Donation value used is \$7.30)

Typically, 50 percent of vouchers are redeemed. Voucher types are listed below.

- **Ticket Voucher for Schools** – Distributed to schools in Salt Lake County, by request, for education-focused fundraisers. Requests are vetted by Clark Planetarium leadership. Distribution is tracked and documented. Typically, four tickets per request, are issued. Vouchers are valid for either the Hansen Dome or Northrop Grumman IMAX Theatre.
- **Ticket Voucher for Ads or Promotions** – These are used as part of advertising contracts and promotional relationships, including KUED, KUER, City Weekly and Fox 13. Some of these vouchers are also used to host peers from other planetariums or science centers as promotions for dome shows and digital exhibits. Distribution is determined on a case-by-case basis by the planetarium marketing team based on advertising strategy and desired audience reach. Typically, 6 to 10 tickets are issued per request. The voucher is valid for either the Hansen Dome or Northrop Grumman IMAX Theatre.
- **Media Voucher** – When promoting new films, we offer a restricted press voucher. The marketing team offers these to the press to generate earned media. Valid for either the Hansen Dome or Northrop Grumman IMAX Theatre.
- **Membership Voucher** – Certificate that may be redeemed for one-year membership bundle with two Rocket and two Boosters. Free memberships are only used in fundraising trades and as guest speaker fees.
 1. **Fundraising trades** – In conjunction the annual fundraising gala Clark Planetarium creates reciprocal relationships with peer institutions – making various kinds of trade to support each other’s fundraising. Among these institutions are Thanksgiving Point, Discovery Gateway, The Natural History Museum of Utah, and Hogle Zoo.



2. **Guest speaker fees** – In lieu of a speaking fee for local guest speakers, we offer a membership voucher. Speakers are vetted, and their topics must align with the marketing plan and event schedule. We issue approximately three of these per year.

Discount Days – Clark Planetarium offers reduced-price film tickets as part of annual promotions and partnerships. These days ensure strong attendance for special in-venue events. This year, we are requesting six dates for the events tentatively planned this year. These are described below.

1. **May the Fourth be With You**, Tuesday, May 4, 2021, \$4 tickets.
2. **Summer Discount Days**: Thursday, June 10, 2021 (**Annular Solar Eclipse**) and Thursday, Aug. 12, 2021 (**Perseid Meteor Shower**), \$5 tickets.
3. **Fall Discount Day**, Saturday, Sept. 11, 2021 (**Patriot Day**), \$5 tickets. First responders receive a free ticket.
4. **Veteran's Day**, Thursday, Nov. 11, 2021, \$5 tickets. Veterans receive a free ticket.
5. **New Year's Celebration**, Friday, Dec. 31, 2021, \$5 tickets.

Promotional Discounts – The following promotions are offered year-round as part of the annual advertising evaluation and resultant advertising 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. These are restricted to ASTC museum members who reside more than 90 miles from Clark Planetarium. Eligible for five Hansen Dome Theatre tickets per visit, once a 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.
- **Buy-one, Get-one (BOGO)** City Creek Center's Friends and Family Program – This program encourages visitors to experience local attractions. The marketing team works with the mall annually to formalize this advertising partnership.
- **Community Exploration Card** – This is a partnership with the Salt Lake County and City Libraries to offer discounted admission for up to four people. Participating in this program allows Clark Planetarium to reach audiences in a community-specific location. The card is checked out of the libraries and redeemed at the Planetarium and other community organizations.

Customer Experience and Quality Assurance – To ensure a positive customer experience and resolve concerns, floor supervisors are given discretion to override the purchase and grant a complimentary ticket. The operations department reviews transactions to evaluate frequency and cause.

To evaluate the customer experience, the planetarium is organizing quarterly surveys on various topics. To incentive participation, randomly selected participants are given gift cards.

Building Rentals for annual fundraising gala – This year, we would like to include event packages in our annual fundraising gala. The intent is to further engage the friends of the organization and promote our building rental opportunities while raising money.