

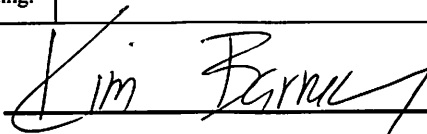
## Mayor's Office: Council Agenda Item Request Form

*This form and supporting documents (if applicable) are due the Wednesday before the COW meeting by noon.*

<b>Date Received</b> (office use)	
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<b>Date of Request</b>	05-09-18
<b>Requesting Staff Member</b>	Holly M. Yocom
<b>Requested Council Date</b>	05-15-18
<b>Topic/Discussion Title</b>	Resolution Approving and Amending the Clark Planetarium Productions 2018 Price List for Multiple Purchase Discounts.
<b>Description</b>	Clark Planetarium Requests a Change to its Price List to Allow for Multiple Purchase Discounts.
<b>Requested Action<sup>1</sup></b>	Approve/Consent.
<b>Presenter(s)</b>	Holly M. Yocom, Director of Community Services Seth Jarvis, Director of Clark Planetarium
<b>Time Needed<sup>2</sup></b>	NA
<b>Time Sensitive<sup>3</sup></b>	No
<b>Specific Time(s)<sup>4</sup></b>	No
<b>Will You Be Providing a PowerPoint?</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Will You Be Providing Back-Up Documentation or Handouts?</b>  Please attach supporting documentation you plan to provide for the packets to this form. While not ideal, if supporting documents are not yet ready, you can still submit them by 10 am the Friday morning prior to the COW agenda. Items without documentation may be taken off for consideration at that COW meeting.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Mayor or Designee approval:



<sup>1</sup> What you will ask the Council to do (e.g., discussion only, appropriate money, adopt policy/ordinance) – in specific terms.

<sup>2</sup> Assumed to be 10 minutes unless otherwise specified.

<sup>3</sup> Urgency that the topic to schedule on the requested date.

<sup>4</sup> If important to schedule at a specific time, list a few preferred times.

RESOLUTION NO. \_\_\_\_\_

DATE \_\_\_\_\_

**A RESOLUTION OF THE SALT LAKE COUNTY COUNCIL APPROVING  
AND AMENDING THE CLARK PLANETARIUM PRODUCTIONS 2018  
PRICE LIST TO ALLOW FOR MULTIPLE PURCHASE DISCOUNTS**

**RECITALS**

A. Clark Planetarium ("Planetarium") creates and sells film and exhibit content as part of its mission is to create and present enlightening experiences that inspire wonder in learning about space and science and to promote greater public awareness of the science in our daily lives.

B. During the sales process, the Planetarium has received numerous requests for multiple purchase discounts.

C. Planetarium staff has reviewed the practice in the industry and found that multiple purchase discounts are common and a reasonable way to promote multiple sales.

D. Pursuant to Salt Lake County Ordinance 3.42.040 existing fee schedules may be amended at any time by resolution of the Salt Lake County Council.

F. County has determined that it is in the public interest to amend its "Clark Planetarium Productions 2018 Price List".

NOW, THEREFORE, IT IS HEREBY RESOLVED by the Salt Lake County Council; the "Clark Planetarium Productions 2018 Price List" attached hereto as Exhibit A is hereby approved and adopted. The attached Price List will become effective on March 21, 2018.

APPROVED and ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2018.

SALT LAKE COUNTY COUNCIL

By: \_\_\_\_\_  
Aimee Winder Newton, Chair

ATTEST:

\_\_\_\_\_  
Sherrie Swensen  
Salt Lake County Clerk

Council Member Bradley voting	_____
Council Member Bradshaw voting	_____
Council Member Burdick voting	_____
Council Member DeBry voting	_____
Council Member Granato voting	_____
Council Member Jensen voting	_____
Council Member Snelgrove voting	_____
Council Member Wilson voting	_____
Council Member Winder Newton voting	_____

Craig J.  
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Digitally signed by Craig J.  
Wangsgard  
DN: dc=org, dc=slcounty,  
ou=Departments, ou=District  
Attorney, ou=Users, ou=GC,  
cn=Craig J. Wangsgard,  
email=CWangsgard@slco.org  
Date: 2018.04.12 09:33:54  
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**Exhibit A**  
**Clark Planetarium Productions 2018 Price List**



# CLARK PLANETARIUM PRODUCTIONS 2018 PRICE LIST

All prices are U.S. Dollars.

showsales@clarkplanetarium.org / +1 385 468 1226

## PLANETARIUM SHOWS

Tier A Shows	<ul style="list-style-type: none"> <li>• Accidental Astronauts</li> <li>• Black Holes 10<sup>th</sup> Anniversary Edition</li> <li>• Exploding Universe</li> <li>• Perfect Little Planet</li> </ul>							
Annual Attendance	1 - 5,000	5,001 - 10,000	10,001 - 30,000	30,001 - 50,000	50,001 - 100,000	100,001 - 200,000	200,001 - 300,000	300,001 +
Seating Capacity*	1 - 25	26 - 50	51 - 80	81 - 120	121 - 170	171 - 230	231 - 300	301 +
50 Year	\$2,500	\$4,000	\$7,000	\$11,000	\$16,000	\$22,000	\$27,000	\$32,000
1 Year	\$2,000	\$3,200	\$5,600	\$8,800	\$12,800	\$17,600	\$21,600	\$25,600

Tier B Shows	<ul style="list-style-type: none"> <li>• Extreme Planets</li> <li>♪ Led Zeppelin (A Fulldome Audiovisual Experience)</li> <li>♪ Rock the Dome Modern</li> <li>♪ Rock the Dome Classic</li> <li>♪ U2 (A Fulldome Audiovisual Experience)</li> </ul>							
Annual Attendance	1 - 5,000	5,001 - 10,000	10,001 - 30,000	30,001 - 50,000	50,001 - 100,000	100,001 - 200,000	200,001 - 300,000	300,001 +
Seating Capacity*	1 - 25	26 - 50	51 - 80	81 - 120	121 - 170	171 - 230	231 - 300	301 +
50 Year	\$1,900	\$3,000	\$5,300	\$8,300	\$12,000	\$16,500	\$20,300	\$24,000
1 Year	\$1,500	\$2,400	\$4,200	\$6,600	\$9,600	\$13,200	\$16,200	\$19,200

Tier C Shows	<ul style="list-style-type: none"> <li>• Attack of the Space Pirates</li> <li>• Secret of the Cardboard Rocket</li> <li>• Saturn: Jewel of the Heavens</li> <li>♪ Let it Snow</li> </ul>							
Annual Attendance	1 - 5,000	5,001 - 10,000	10,001 - 30,000	30,001 - 50,000	50,001 - 100,000	100,001 - 200,000	200,001 - 300,000	300,001 +
Seating Capacity*	1 - 25	26 - 50	51 - 80	81 - 120	121 - 170	171 - 230	231 - 300	301 +
50 Year	\$1,250	\$2,000	\$3,500	\$5,500	\$8,000	\$11,000	\$13,500	\$16,000
1 Year	\$1,000	\$1,600	\$2,800	\$4,400	\$6,400	\$8,800	\$10,800	\$12,800

### \*Show Pricing Policy

Show prices are determined by annual attendance: the total number of paying and non-paying individuals that attended any presentation in the licensee's theater during the most recent calendar year. For theaters that have been open less than one year, pricing will be determined by seating capacity: the total number of seats in the dome theater or the theater's legally determined maximum capacity.

## **Additional Discounts for Planetarium Shows**

- 10% off each show for planetariums operated by a school district or a school (K-University).
- 10% off each show for planetariums that do not charge admission for any planetarium show.

## **Music Shows**

Our music shows, denoted in the price list above with a note ( M ), are unsynchronized visual libraries comprised of animation, video, images, and/or live effects. It is the licensee's responsibility to procure the music and secure the appropriate music licenses for its facility (i.e. ASCAP, BMI, SESAC, etc).

## **Black Holes 10<sup>th</sup> Anniversary Edition**

Black Holes (2006 Version) has been retired and replaced with a fully re-visualized 10<sup>th</sup> anniversary version. Special upgrade pricing is available to existing Black Holes licensees (subject to license verification and acceptance of the current performance license agreement). Please contact us for more information.

## **Domemaster Frames**

Theaters requiring domemaster frames must purchase a 50 year license and pay the invoice in full in advance of shipment.

## **License Term Upgrades for Shows**

An unexpired one year license can be upgraded to a 50 year license by paying the difference between the price paid for the one year license and the current 50 year license price. Expired one year licenses can be upgraded by paying the difference, plus an upgrade fee of \$300.

## **Show Replacement / Re-Encoding Service Fee**

A show under an unexpired license can be re-encoded by Clark Planetarium for a fee of \$300 per show. (Clark Planetarium's licensed distributors are free to define their own re-encode fees.)

## **Clips Pricing**

- Clips from existing material for use in the licensee's facility (not for resale): \$750 per minute.
- Custom-produced clips for use in the licensee's facility (not for resale): \$3,000 per minute.

## **Planetarium Show Streaming (Available Soon)**

Select shows will be available for streaming to single projector theaters in several formats, at resolutions up to 2k. Payment and content delivery are handled exclusively by the streaming service provider. The streaming rates are \$100 for 7 Days or \$300 for 30 Days (these rates are for streaming only and cannot be credited toward any other license).

## EXHIBIT SOFTWARE

### **S Class Exhibit Software - \$22,500 (Small Facility Price: \$11,250)**

- Combination Suite of Moonlander + Marslander + Asteroid Lander

### **A Class Exhibit Software - \$10,000 (Small Facility Price: \$5,000)**

- Defend the Earth<sup>1</sup>
- Gravity Floor Interactive
- Mars Lander
- Moon Lander
- Rocket Builder
- Asteroid Lander
- Stellar Playground

### **B Class Exhibit Software - \$7,500 (Small Facility Price: \$3,750)**

- Planetary Bombardment
- Solar System Explorer
- Weight on Other Worlds

### **C Class Exhibit Software - \$5,000 (Small Facility Price: \$2,500)**

- Attack the Earth<sup>1</sup>
- Aurora Interactive<sup>2</sup>
- Solar Interactive<sup>2</sup>
- Black Hole Interactive
- Solar System Quiz

1: *Attack the Earth* requires and is interoperable with *Defend the Earth*.  
2: *Solar Interactive* is interoperable with *Aurora Interactive*.

## **Small Facility Pricing for Exhibit Software**

Small Facility Pricing for Exhibit Software is offered to organizations that meet at least two of the following:

- Operated by a public or non-profit school, school district or accredited college/university.
- Do not charge admission for exhibits.
- Total annual attendance less than 75,000.

## ADDITIONAL INFORMATION

### **Volume Discounts**

Volume discounts are calculated for orders containing multiple individual licenses for shows and/or exhibit software and are applied to the entire order after pricing has been determined for each individual item in the order.

- 10% discount for orders containing 2-4 items.
- 15% discount for orders containing 5-9 items.
- 20% discount for orders containing 10 or more items.

### **Sales to Organizations Outside the United States**

Clark Planetarium requires pre-payment of the invoice amount before sending content or materials to any organization outside the United States.