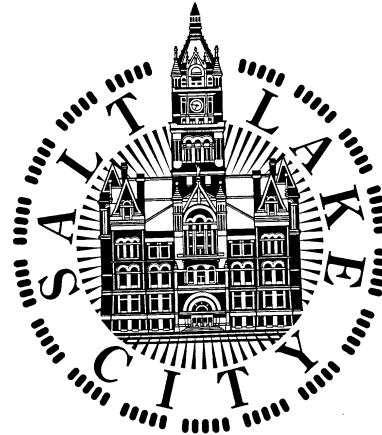


# Arts for All Program



# Arts for All Program

- Arts for All is a ticketing program established to assist income-qualified residents of Salt Lake City/ County attend events at the George S. & Dolores Dore Eccles Theater.
- The goal of Arts for All is to distribute one percent of available seats to ticketed events at the theater; on average that equals 25 free tickets per event.

## Arts for All Program

- Arts for All tickets are free of charge to income-qualified residents, specifically City and County residents that receive SNAP benefits or those eligible for Free or Reduced lunches.
- The program is funded by a \$0.50 fee on all tickets sold at the Eccles and the fees and the program are managed by the Salt Lake County Center for the Arts, the theater operator.
- All Arts for All funds collected are spent in purchasing and distributing Program tickets.

## Arts for All Overview

- Program begins with giving tickets for all Broadway shows at the Eccles through July 2018. As we can, we will add additional shows to Arts for All.
- Arts for All ticket distribution starts in February 2018 for The Sound of Music.
- Tickets will be distributed according to the ownership structure, with 75% going to Salt Lake City residents and 25% going to County residents.

Arts for All

## Ticket Distribution

- In order to make the distribution fair and impartial, we are using an online ticketing service, Lucky Seat, to anonymously choose and notify ticket recipients.
- Those eligible for the Program can register online, by phone, or in person for tickets.
- Registration and notification will start 10 days prior to each show and recipients can pick up their tickets at the Eccles Theater ticket office on the day of the show.



Arts for All

## Eligibility & Structure

- Recipients must have a current SNAP card or have a Free or Reduced Lunch eligibility letter for the current school year.
- Tickets are limited to 4 tickets per person per year.
- Tickets will be distributed by Eccles ownership percentages:
  - 75% to Salt Lake City residents
  - 25% to Salt Lake County residents



Arts for All

## Eligibility & Structure

- Ticket recipients can pick up their tickets at the Eccles Theater ticket office on the day of show after 10 am and must present the following:
  - A picture ID matching the name of the recipient
  - A current SNAP card that matches the name on the ID
  - Or a Free or Reduced Lunch eligibility letter for the current school year for a member of the recipient's family



Arts for All

## Program Launch Timeline

January 9	Present to City and County Councils
January 10	Public launch of Arts for All program
February 19	Begin Lucky Seat ticket registration and distribution for The Sound of Music





# Communications Plan

- Target Audience: Eligible Salt Lake City & County Residents
- Key Messages:
  - Arts for All! We want as many County residents as possible to experience the thrill of a live performance
  - Eccles Theater has a program to help you see a show, regardless of economic circumstances
  - Random drawing for tickets ensures most fair distribution of our limited ticket pool

## Arts for All

# Communication Strategies

- Target our communications and media efforts to organizations that serve our target audience as well as local media outlets that have wide audiences
  - School District Title I Coordinators
  - Human Services Agencies & Non-profits
  - Local Governments including community councils
  - Local press including TV stations, radio and newspapers
- Develop ongoing partnerships and provide timely information to key staff in Mayor's offices, City and County council offices, Title I coordinators, and Human Services Agencies & Non-profits

## Arts for All

# Communication Tactics

- Create logo and usage guidelines for Arts for All Program
- Create printed and online materials
- Letters from Mayors addressed to target organizations
- Press Conference & press release
- Place flyers at community centers, rec centers, public libraries, etc.
- Brochures at ArtTix kiosks
- Social Media campaign
- Place Arts for All language and links on key City & County websites