

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.*

Date Received (office use)	
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Date of Request	01/02/2018
Requesting Staff Member	Holly Yocom
Requested Council Date	01/09/2018
Topic/Discussion Title	Presentation on the Arts for All – Eccles Theater Arts Accessibility Program
Description	<p>The Operating Agreement between the City, RDA and County for the Eccles Theatre anticipates the creation of an arts accessibility program (Arts for All) that makes tickets available on a discounted basis to certain categories of ticket buyers that may not otherwise be able to afford commercially available tickets. Per the Operating Agreement, this shall be paid for with a \$0.50 surcharge on all tickets sold for events in the George S and Dolores Dore Eccles Theatre. The individual surcharges combine into one account (the Fund) and are managed by Salt Lake County Center for the Arts (CFA), the operator of the Eccles Theatre. The City, RDA and County have agreed to provide access to 1% of seats available for all events to benefit income-qualified residents of the City and County proportionate to the interests (75% of Arts for All tickets to Salt Lake City residents, 25% to Salt Lake County residents).</p> <p>The Fund serves to further the mission and vision of the Eccles Theater, to engage broader audiences and enrich the lives of community members, by providing tickets to income-eligible residents of Salt Lake City and Salt Lake County.</p> <p>We are requesting time to present the program.</p>
Requested Action¹	Informational
Presenter(s)	Holly Yocom, Community Services Director, Sarah Pearce, CFA Division Director and Cami Munk, Communications Manager
Time Needed²	20 minutes
Time Sensitive³	Yes

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

² Assumed to be 10 minutes unless otherwise specified.

³ Urgency that the topic to scheduled on the requested date.

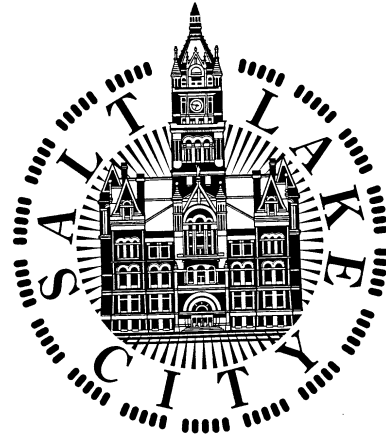
Specific Time(s)⁴	Between 1-3 p.m.
Contact Name & Phone	Holly Yocom 385-468-7052
Please attach the supporting documentation you plan to provide for the packets to this form. While not ideal, if supporting documents are not yet ready, you can still submit them by 10 am the Friday morning prior to the COW agenda. Items without documentation may be taken off for consideration at that COW meeting.	Attached description of the program and presentation

Mayor or Designee approval:

Evan Sitwaik

⁴ If important to schedule at a specific time, list a few preferred times

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