



THE  
BLOCKS


# OVERVIEW / 2019

***1 / BUILD AWARENESS & AFFINITY  
FOR THE BLOCKS BRAND***

***2 / AMPLIFY PROMOTIONS OF ARTS  
ORGANIZATIONS IN THE CORE***

***3 / ATTRACT & PROMOTE DIVERSE  
ARTISTIC VOICES***

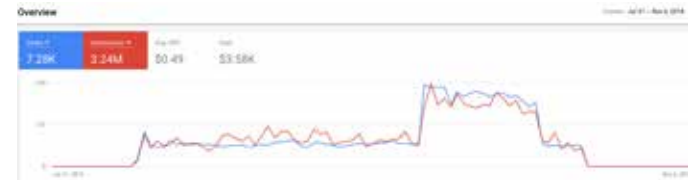




# ***PROGRAM ADVERTISING***

# DIGITAL / SOCIAL MEDIA

- advertising - mobile apps, websites, etc.
- social media boosted posts
- influencer marketing -mommy bloggers, Arts leaders, prominent personalities, etc.



**The Blocks SLC**

Published by Cassandra Yerkes [?] · September 12 ·

THE BLOCKS are busy once again this weekend and packed with big events you won't want to miss.

The Urban Plein Air Project kicks off on 9/13 and continues through 9/15, the Utah Symphony opens their season with "Bernstein on Broadway" with shows on 9/14 & 15 and both Festa Italiana SLC at The Gateway and the Urban Arts Festival at Salt Lake City and Gallivan Center Events will run 9/15 & 16.



# BROADCAST MEDIA

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- 10 radio stations





# TRANSIT ADVERTISING

- interactive/creative component



# ENVIRONMENTAL MARKETING

- banners
- kiosks
- sidewalk cubes
- decals





# ARTS COVERAGE: PREVIEWS, ARTICLES & REVIEWS

From 'Star Wars' to 'The Little Prince' to a Bach favorite, here's Utah Symphony | Utah Opera's new season



(Chris Detrick | Tribune file photo) Thierry Fischer conducts the Utah Symphony in 2015.



UTAH'S ART MAGAZINE  
published by artistsofutah

ARTICLES • EVENTS • EXHIBITIONS • PLACES • OPPORTUNITIES • CURRENT EDIT

Exhibition Reviews | Featured | Visual Arts

## When Parallels Meet: Mary Toscano at God Hates Robots

BY GEOFF WICKERT ON OCTOBER 23, 2018 • 1 COMMENT



From time to time, artists redirect the trajectory of art. Sometimes they make huge changes: ones that large parts of the art world then follow. At other times, subtle, self-contained discoveries stand alone, changing the way we think about art more than the way it's done. And while the artist's intention may be decisive, mostly the artist knows no more about what has occurred than the audience, and is





# PRINT ADVERTISING

SECTIONS 47 MONDAY, NOVEMBER 19, 2018 SIGN IN SUBSCRIBE

## The Salt Lake Tribune

2017 Pulitzer Prize Winner

Trending Mia Love ahead Maureen Cordic Mormons in Congress Dying jumpers Coin dealer Utah football



**Gehrke: Good news is bad for the Love campaign, leaving the 4th District race completely up for grabs**



Republican says the Democrat he alleges assaulted him at the state Capitol needs 'therapy, anger management'



Saturday's rivalry game at Utah is 'most important game of the year,' BYU coaches and players say



No rest for the Utes; Kyle Whittingham says his top horses will run Saturday vs. BYU



Tell The Tribune: How — and why — do you celebrate Thanksgiving?



Election update from Utah County widens Mia Love's lead to 1,516 votes

DESERET NEWS CHURCH NEWS

Monday, November 19, 2018

## Deseret News

LOGIN | Q

Utah U.S. & World Sports InDepth Opinion Faith Entertainment BrandView Obituaries

**President Russell M. Nelson to Texans: An eternal perspective will help you endure 'serious storms'**



Edward A. Orsillo, For the Deseret News

"That eternal perspective makes a huge difference in our comprehension of things that don't seem fair in this life," said President Russell M. Nelson of The Church of Jesus Christ of Latter-day Saints.

Entertainment Meet the



**Love adds to lead over McAdams in latest Utah County vote counts; more Salt Lake numbers expected Monday**

Republican Rep. Mia Love kept her lead over Democratic Salt Lake County Mayor Ben McAdams in the latest Utah County results released Monday morning.

• [Here are the updated results for Utah's top 2018 midterm races](#)

### Around the web



This town is officially the coldest in Utah. Can you guess what it is?



These jobs have the highest suicide rates, CDC report says



This Disney princess may also be the first Jewish Disney princess



Walt Disney's rare lost cartoon of Mickey Mouse's predecessor has been discovered in Japan



Here's how big the California fires are compared to Salt Lake City, Provo and Logan



Post announces Sour Patch Kids Cereal. No, we're not kidding

SALT LAKE CITY WEEKLY

## 15 WAYS TO FIX SLC

Kandy tips and tricks to ensure the survival and growth of our fair town.

**SLUG MAGAZINE**

**19 DIY Festival**

**ALETHIA LUNARES**

AUGUST 2018 • ISSUE 156 • VOLUME 33 • SLUGMAG.COM • ALWAYS FREE





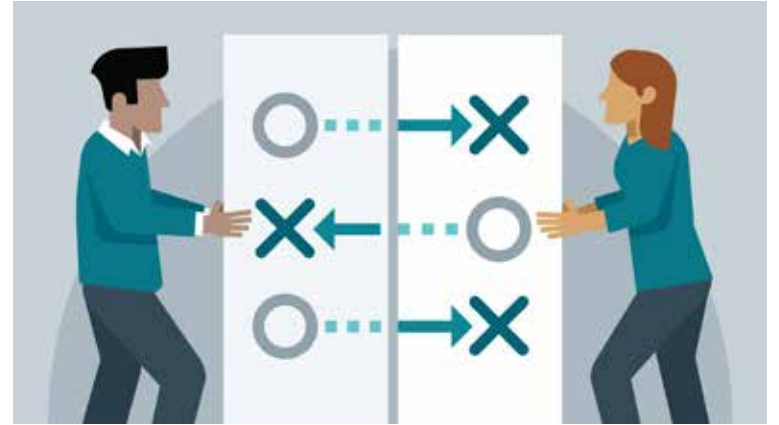
# ***PARTNERSHIPS***



# ARTS ADVISORY COMMITTEE & PARTNERSHIP

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- strengthen partnerships amongst Arts community & Core stakeholders
- develop engaging cross-promotional opportunities
- awareness of Arts community needs and pain points



# BUSINESS OUTREACH

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- hotels, restaurants/bars, retailers
- THE BLOCKS brand/mission awareness
- foster community partnerships and cross-promotion
- THE BLOCKS seen as a beneficial community resource

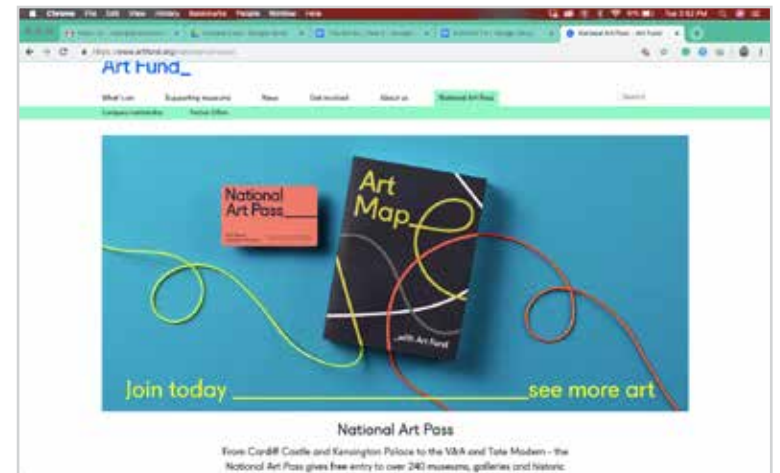




# THE BLOCKS ARTS PASS

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- audience development
- reduces financial barrier to entry for experiencing Core programming
- butts in seats
- Rose Wagner PAC, Capitol Theater, Abravabnel Hall, etc.



# ***KEY PERFORMANCE INDICATORS***

web site visits \_\_\_\_\_

social media impressions and engagement \_\_\_\_\_

digital ad impressions \_\_\_\_\_

advertising impressions (print, outdoor, etc.) \_\_\_\_\_

earned-media valuation \_\_\_\_\_

event audience attendance \_\_\_\_\_





# ***PLACEMAKING***

# PUBLIC ART & MURAL TRAIL

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- spotlight Core artwork and venues
- digital and physical assets for Core audiences to engage with
- partner with arts orgs to consolidate existing assets and work
- partner with County and City to link back to respective public art programs





# PROJECT BACKBOARD

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- showcase local artists on a national/  
international scale
- activate underutilized spaces
- bridge sports community with our  
arts community





# URBAN PLEIN AIR

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- build on the success of 2018
- focus on programming Core venues
- bolster BLOCKS branding and a spontaneous Core atmosphere



# MAIN STREET KIOSK PROJECT

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- 16 curated artworks
- 24 windows promoting Core Arts organization programming
- bolster THE BLOCKS branding and Core Arts community programming



# EXPERIENTIAL MARKETING

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- tool for audience development
- bolster THE BLOCKS branding and a spontaneous Core atmosphere
- targeted supplementary promotion of Core programming and events





# THE BLOCKS STAGE

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- THE BLOCKS branded stage
- mobile venue for our creative community and Arts orgs to program
- fulfill the demand for activating Core public spaces like Pioneer Park, Exchange Place, Bennett Building, etc.



# THE BLOCKS TRUCK

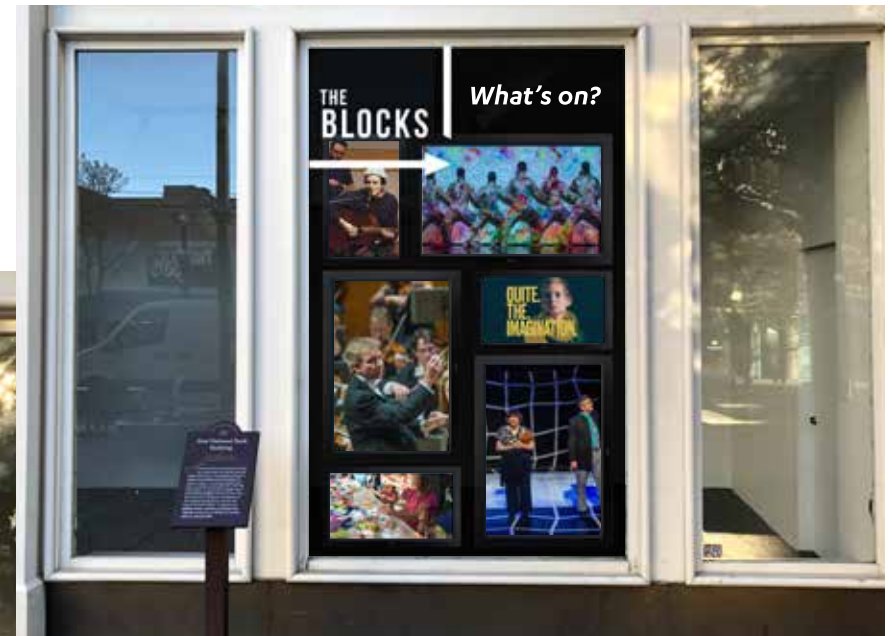
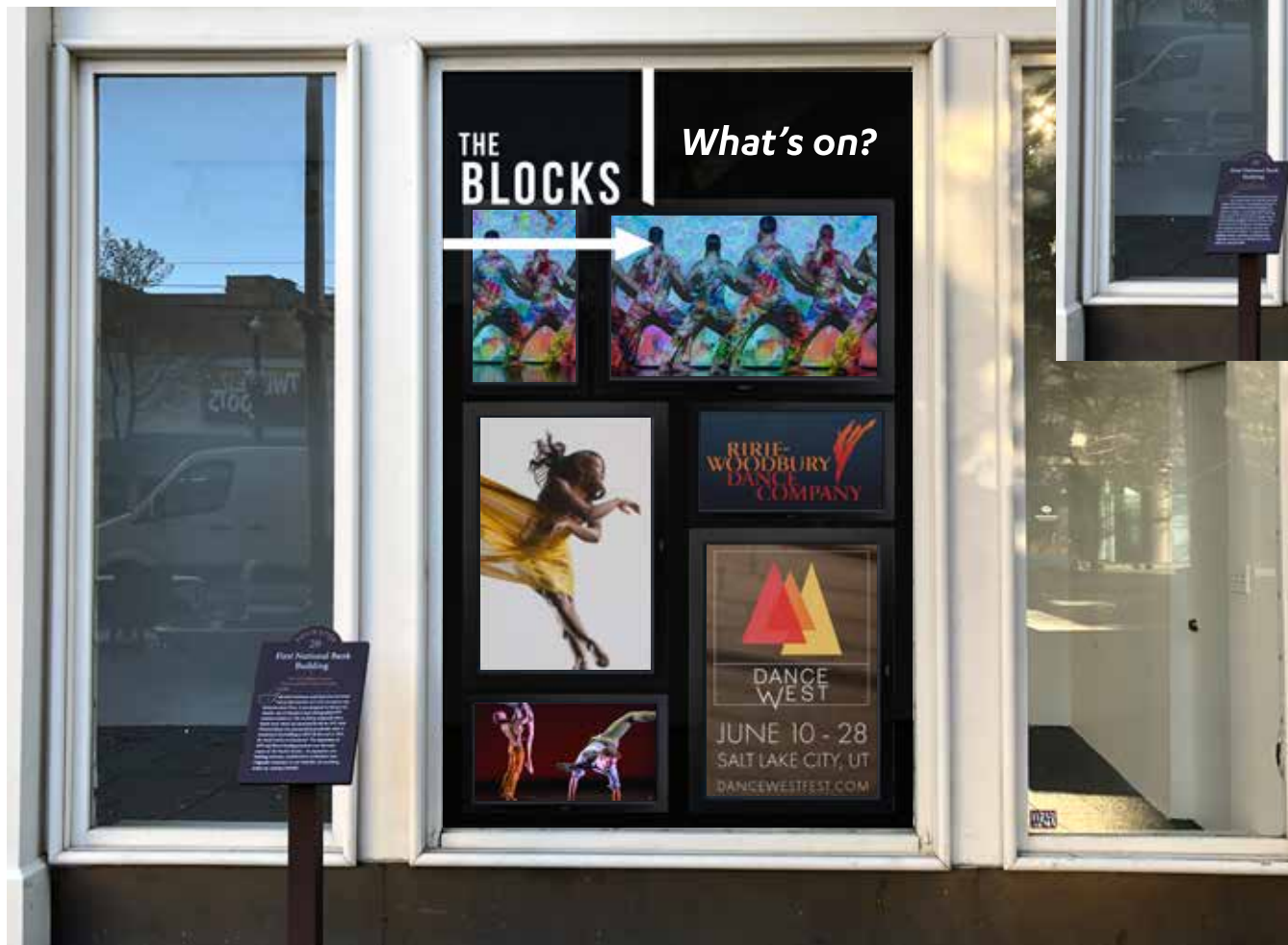
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- outreach across County
- first 2019 deployment at Rose Wagner during Sundance Film Festival



# MOBILE SCREEN INSTALLATION

- vacant storefronts





# *THANK YOU*

THE  
BLOCKS

