



June 28, 2019

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

RE: Requesting Approval of 2019 Third and Fourth Quarter Promotional Discount Budget

Dear Councilmembers,

Clark Planetarium requests approval of \$45,808 in promotional fee waivers and discounts for 2019 quarters three and four.

These discounts include A) incentives aimed at driving attendance and up-sells; B) donations to support science education-focused fundraisers; C) community partnerships that support programs such as the Salt Lake County Library Community Exploration Card; and D) customer experience issue resolutions.

These promotional discounts ensure that Clark Planetarium offers unique incentives to support marketing campaigns, as well as act 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 blue ink, appearing to read "Seth Jarvis".

Seth Jarvis, Director
Clark Planetarium



2019 Quarters 3 & 4

Name	Description	2019Q3	Discounted Value
Ticket Vouchers	Schools: One free ticket, Hansen Dome or Northrop Grumman IMAX	600	\$ 4,380
Ticket Vouchers	Ads: One free ticket, Hansen Dome or Northrop Grumman IMAX	1200	\$ 8,760
Media Voucher	One free ticket, Hansen Dome or Northrop Grumman IMAX	35	\$ 256
Membership voucher	Free one-year family membership	10	\$ 1,100
Special Discount Days	Apollo 11 Anniversary Celebration, 7/20	550	\$ 2,420
Special Discount Days	SL County Summer Reading/ZAP Celebration Days (2), 7/15, 8/15	900	\$ 3,960
Member store Discount	15% member discount in the Planet Fun Store	4000	\$ 975
Membership Renewal Discount	15% membership renewal discount	125	\$ 1,875
ASTC Reciprocal Discount	Up to 5 Hansen Dome Theatre tickets	1800	\$ 13,140
City Creek BOGO	BOGO free Hansen Dome Theatre tickets	75	\$ 548
Community ExplorationCard	Up to 4 free Hansen Dome Theatre tickets	1000	\$ 7,300
Customer Experience	Floor Supervisor override	150	\$ 1,095
			\$ 45,808