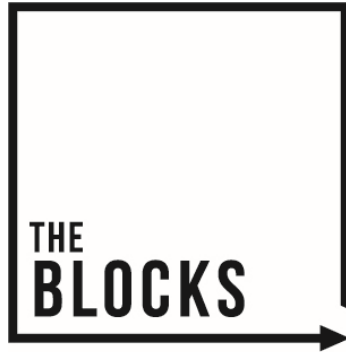


Cultural Core Year 3 Overview & Year 4 Budget and Plan



SALT LAKE'S CULTURAL CORE

Year 4 Cultural Core Operating Budget \$534,000

Personnel and Overhead Expenses \$214,000

Marketing and Promotion Expenses \$195,000

Programming Expenses \$125,000

***The Cultural Core Budget Committee has reviewed and approved the plans and budget for Year Four of the Cultural Core Initiative.**

Personnel and Overhead Expenses \$214,000

PROGRAM DEVELOPMENT & ARTS GROUP ENGAGEMENT: 47%
(Planning, placemaking, events operations)

PROMOTIONS: 33%
(Advertising, Website, social media, ad agency management)

ADMINISTRATION: 20%
(Accounting, budget preparation, meeting management, compliance and contractor management)

Marketing and Promotion Expenses \$195,000

Program Advertising \$100,500

**Display and mobile ads, social media, broadcast media,
outdoor/transit advertising**

Content Production \$94,500

**Photographic and Video assets
Benchmark Report and Research Survey**



THE
BLOCKS

EXCELLENCE IN THE COMMUNITY
presents **WOMEN'S MONTH**
FREE CONCERTS
AT GALLIVAN CENTER
Wednesdays through March

THEBLOCKSSLC.COM

[LEARN MORE](#)



THE
BLOCKS

BLACK HISTORY MONTH
CJ DRISDOM QUINTET
AT THE GALLIVAN CENTER
February 26

THEBLOCKSSLC.COM

[LEARN MORE](#)

**WOMEN
ROCK™**

THE
BLOCKS

UTAH SYMPHONY
presents **WOMEN ROCK**
AT ABRAVANEL HALL

February 14–15

THEBLOCKSSLC.COM

LEARN MORE



THE
BLOCKS

REPERTORY DANCE THEATRE
presents **RING AROUND THE ROSE**
AT ROSE WAGNER
February 8

THEBLOCKSSLC.COM

LEARN MORE

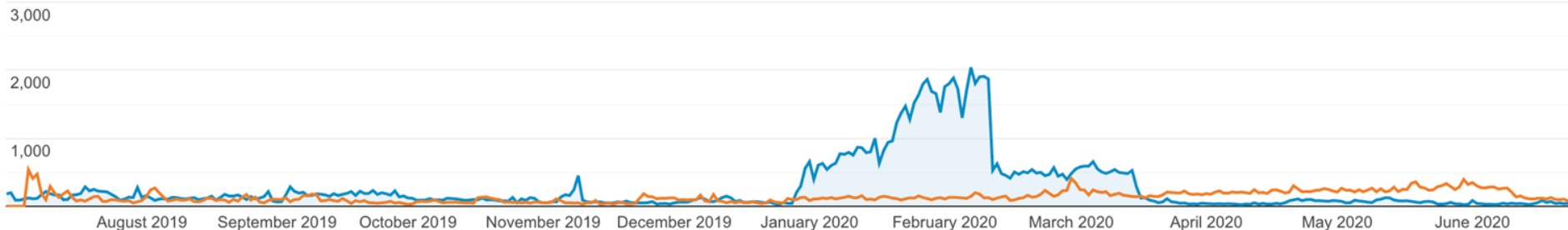
24,310,137 Campaign Impressions (Year 3)



Website Metrics

Jul 1, 2019 - Jun 24, 2020: ● Users

Jul 6, 2018 - Jun 30, 2019: ● Users



Users

66.38%

70,403 vs 42,315



New Users

65.97%

70,250 vs 42,328



Sessions

104.58%

113,804 vs 55,627





STAY - & - PLAY

THEBLOCKSSLC.COM

GET HOTEL DEALS



STAY - & - PLAY
THEBLOCKSSLC.COM

GET
HOTEL
DEALS



**STAY
- & -
PLAY**

THEBLOCKSSLC.COM

GET HOTEL DEALS



MAIN ST.



BEST OF STATE
2016

700 SO.



80
EVENTS
THIS MONTH

THE
BLOCKS

THEBLOCKS.LC.COM

BLUE LINE

1005A

80
EVENTS
THIS MONTH





Society of Utah

Living Traditions:
Along Kala Kendra

1131

80
EVENTS
THIS MONTH

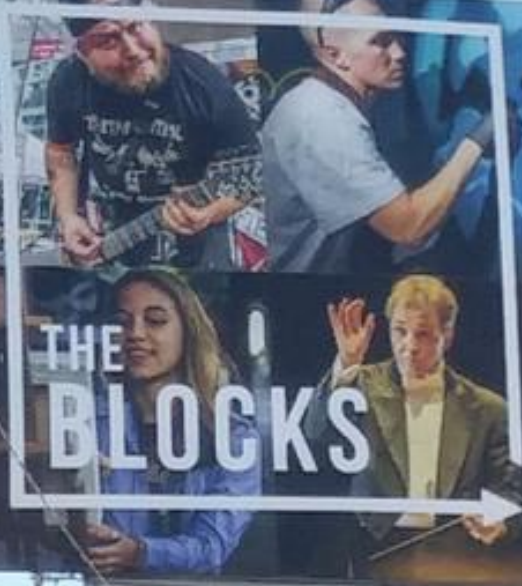
THEBLOCKS.SLC.COM

Jazz at the Ruben Hall:
Conny Christensen

Ruby Rose:
Ruby Rose

THE
BLOCKS

1131B



WHAT'S HAPPENING
DOWNTOWN?

THEBLOCKSSLC.COM

11002W

YESCO

4,736,690 Radio Impressions

Radio Ads drove an 18.5% lift in website traffic



Programmatic Expenses \$125,000

EVENTS: \$21,500

NBA Playoffs 2021, Flash Mobs, Last Hurrah, Urban Plein Air

PROGRAMS: \$32,500

Main Street Kiosks and Outdoor Exhibition Gallery, Supplemental Support for Artists and Arts Groups, Artist Payment Assistance Fund

PROJECTS: \$56,400

Reactivation Projects-Emphasis on Placemaking, Public Art and Mural Trail, Busker/Spontaneous Activation, KUAA Partnership, Social Antidote Partnership

ADDITIONAL SPENDING: \$14,600

THE BLOCKS Truck, Cube Activations, Supplies

PLACEMAKING INITIATIVES



Spontaneous Activation

Y3 Overview

- Supported 100+ busker performances

Y4 VISION

- Increase spontaneous performances
- Install Busker markers
- Socially distanced performance option



Launched Public Art and Mural Trail

Y3 Overview

- 65 works featured on the app
- 40 plaques installed

Y4 VISION

- Complete installation
- Add new works
- Increase awareness



Main Street Kiosks

Y3 Overview

- Advertised 40+ organizations, events, and programs = \$80,000 in advertising value

Y4 VISION

- Resume promotion as performance reactivation takes place
- Outdoor Exhibition Gallery



Direct Artist Support

Y3 Overview

- \$66,000 in direct payments to 76 artists and start-up arts groups

Y4 VISION

- Increase direct support to 100+ artists and arts groups



Urban Plein Air



Last Hurrah



NBA Playoffs



Y4: Reimagining Arts and Culture Offerings

THE BLOCKS Radio Hour on KUAA

Live, weekly radio show featuring a diverse mix of local artists, musicians, makers and creators. Hosted by Bad Brad Wheeler



THE BLOCKS truck



Y4 Challenge: Navigating Beyond the Pandemic



Year-Four Cultural Core Operating Budget \$534,000

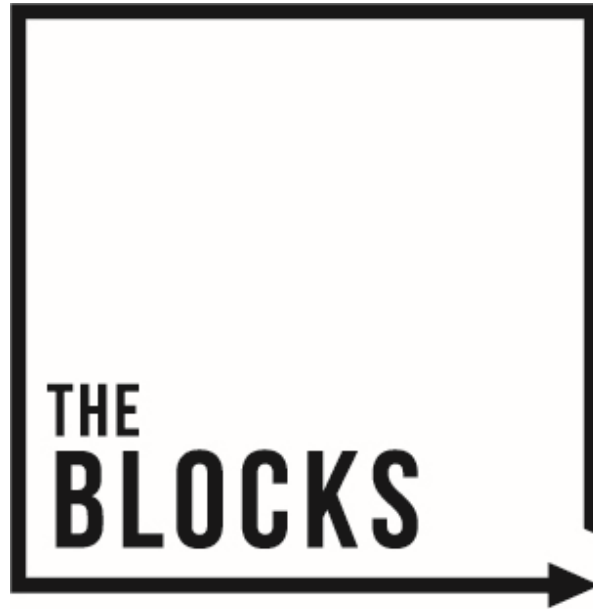
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QUESTIONS?



SALT LAKE'S CULTURAL CORE