



Cultural Core Conversations Final Report

November 2, 2011

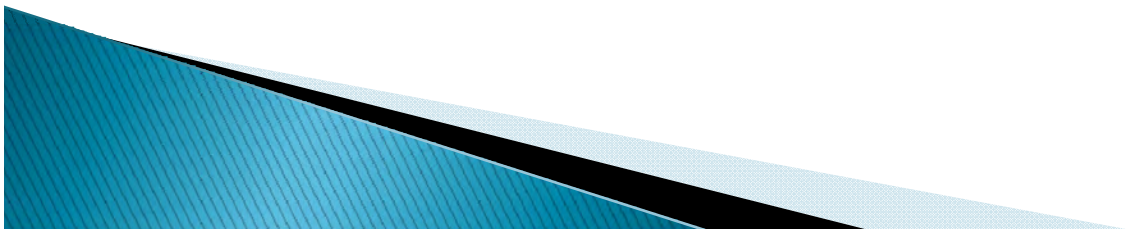


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Our Goal

“..to support a vibrant cultural scene and help make the Cultural Core one key to the region’s success”

Mayor Ralph Becker



Cultural Core Conversations

- ▶ 102 Participants
- ▶ 70 Organizations
- ▶ 1,000+ person-hours of workshop time
- ▶ 3 key goals
- ▶ 11 strategies
- ▶ \$10.0 million investment over 20 years



“Interlocal” Opportunities



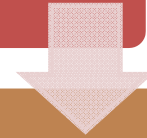
Beyond the “Interlocal”

1. Catalyst for long-term development
2. Promote maximum impact and activation of the Cultural Core.
3. Encourage new participation
4. Explore and activate new arts-related revenue-generating opportunities.



Our Process

Defining Success (April)



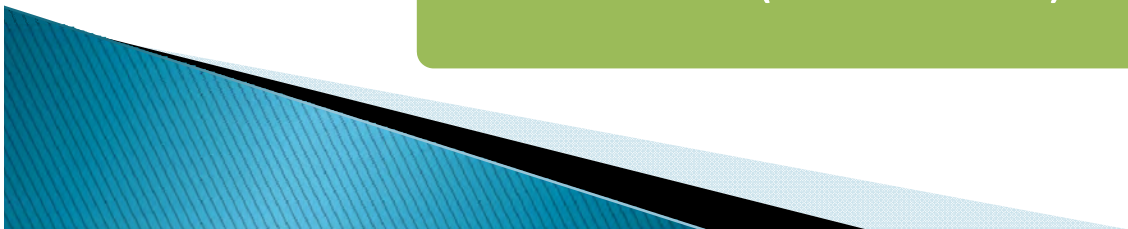
Strategies for Success (May)



Measuring Success / Implementation (June)



Celebration (November)



Defining Success

- ▶ Diverse Content
 - Vibrant, inviting arts and cultural experiences
 - Excellence and diversity
 - Focus on local art and artists
- ▶ Engaged audiences
 - Innovative programming
 - Active participation



Defining Success

- ▶ Creating “Place”
 - Connected – join the “in-between” places
 - Accessible
 - Walkable
- ▶ Civic Pride
 - Welcoming
 - “Arts-rich” – live, work, perform, showcase...
 - Human scale



Defining Success

► Marketing

- An increased focus on communication and information
- Cross promotion
 - Within the arts and cultural space
 - Leveraging other community assets

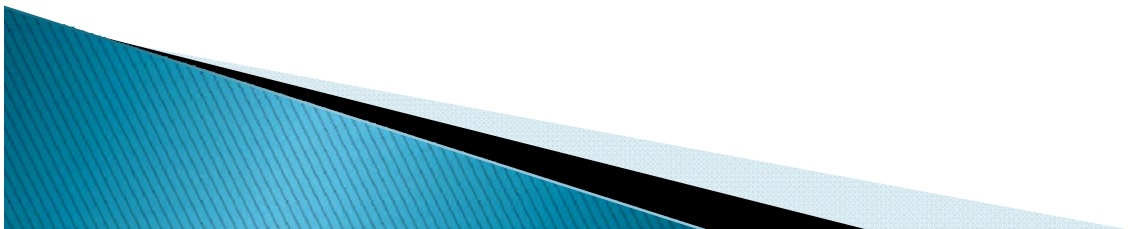
► Partnerships

- Extending the reach



Key Investments

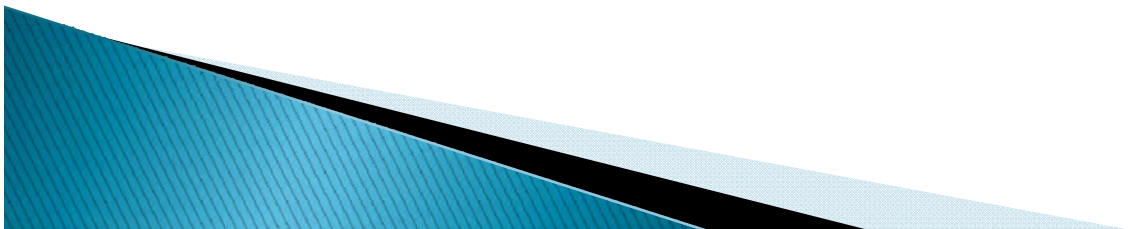
1. Place-making that creates connections and builds identity.
2. Promotional initiatives that leverage existing tools to build the region's cultural brand and deliver actionable information to local residents and visitors.
3. Programs that enliven the Core and attract and reflect the region's audiences and visitors.



Place-making Strategies

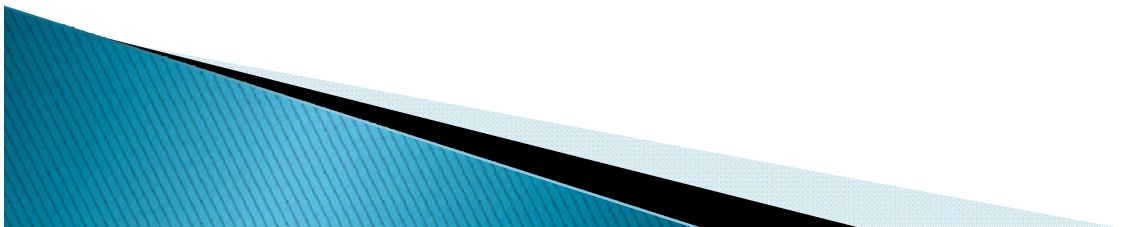


- ▶ Develop aesthetically wonderful, people-friendly arts and culture corridors throughout the Core
- ▶ Create small, vibrant arts spaces within the Core
- ▶ Improve transportation to, from and within the Core
- ▶ Effect needed changes to policies, laws and ordinances for restaurants, bars, housing, etc. to enable a richer arts and culture Core



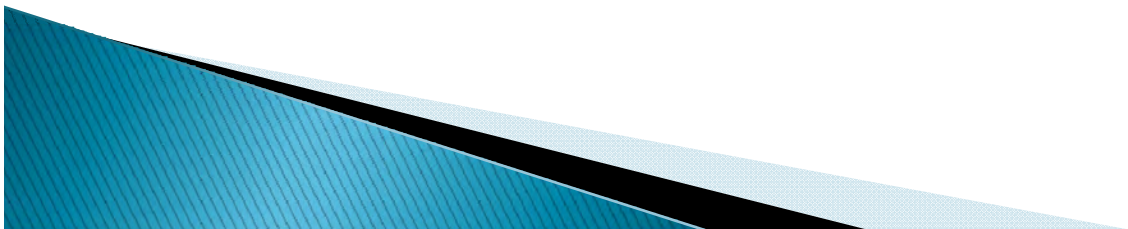
Develop aesthetically wonderful, people-friendly arts and culture corridors

Project	Key Players	Resources / Constraints
Create better connections throughout the Core leveraging “in-between” spaces to improve amenities (more visible security, public restrooms, plazas / outdoor seating, enhanced lighting ...)	City, County agencies, RDA, property owners	<ul style="list-style-type: none"> • Identify convener • Partner to fund improvements • Complex / overlapping governance
Create better wayfinding throughout the Core	Downtown Alliance	<ul style="list-style-type: none"> • Underway



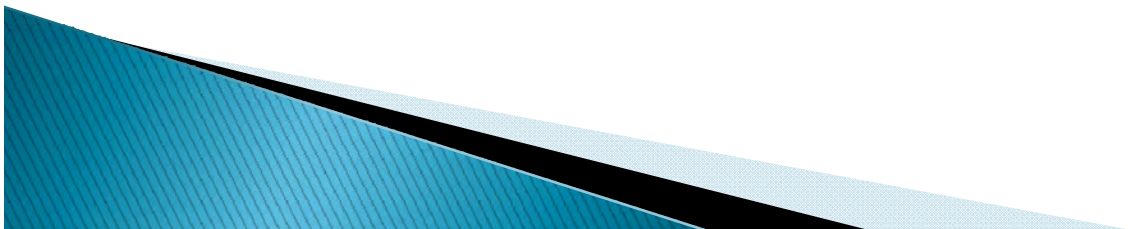
Create small, vibrant arts spaces

Project	Key Players	Resources / Constraints
Explore opportunities to develop the spaces “in-between,” underutilized storefronts, parking lots and alleyways between established activity centers throughout the Cultural Core for arts and cultural opportunities	City, County agencies, RDA, property owners, arts organizations, artists	<ul style="list-style-type: none">• Inventory• Planning forum• Convener• Implementer• Fund master plan



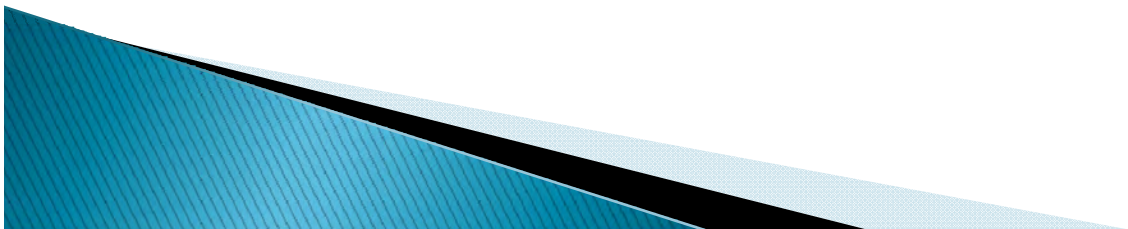
Improve transportation

Project	Key Players	Resources / Constraints
Improve transportation in the Core by developing bike valet, bus or trolley loop, vehicle-sharing program, Arts Bus connection from outside the Core	City, County agencies, RDA, property owners	<ul style="list-style-type: none">• Identify convener• Partner to fund planning efforts• Complex / overlapping governance
Improve information about transportation for residents and visitors	City, County agencies, RDA, Visit Salt Lake	<ul style="list-style-type: none">• Designate lead agency



Effect needed changes to policies, laws and ordinances ... to enable a richer Core

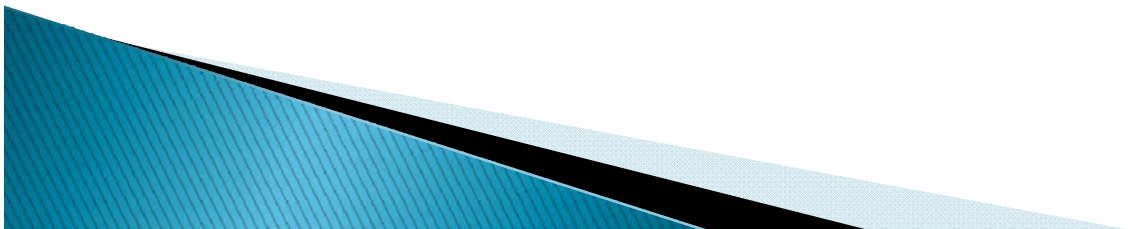
Project	Key Players	Resources / Constraints
<p>Develop planning, zoning and code development policies that support increased activity and patronage in the Core</p> <ul style="list-style-type: none">- Inventory currents law, code and policy- Document and inventory cultural assets: venues, programs and activities	<p>City, County agencies, RDA, property owners, arts organizations, artists</p>	<ul style="list-style-type: none">• Identify convener



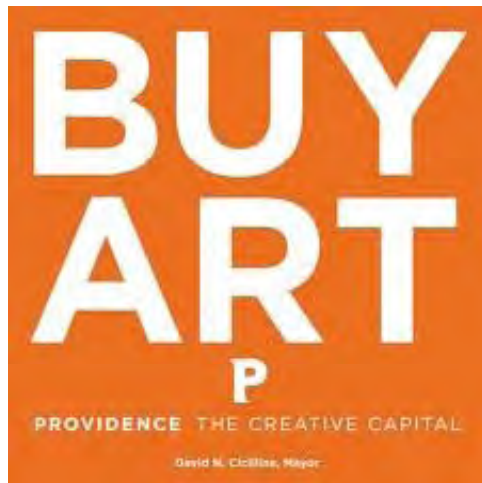
Promotion Strategies



- ▶ Develop a coordinated internal and external arts and culture communications strategy
- ▶ Target arts & culture marketing to local and visitor interests
- ▶ Use social media and advanced ticketing options to help create easier access to arts and culture information and events



Develop a coordinated internal and external arts and culture communications strategy



Project	Key Players	Resources / Constraints
Continue to invest in resources and social media tools to provide a “go-to” online destination for information and to promote activity in the Cultural Core.	Visit Salt Lake, content providers, media partners, destination marketers	<ul style="list-style-type: none">• Visit Salt Lake as Convener• Funding for design and content development (see calendar above – Program 3)
Convene periodic planning roundtables	Arts organizations, artists, arts agencies (City, County and State), Downtown Alliance	<ul style="list-style-type: none">• Identify professional convener• Support professional convener

Target arts & culture marketing to local and visitor interests



Project	Key Players	Resources / Constraints
Develop an expanded, centralized online resource for information about and promotion of the Cultural Core	"Now Playing Utah," Visit Salt Lake, content providers, media partners, destination marketers	<ul style="list-style-type: none">• Convener• Fund for design and content development (see master calendar above – Program 3)

Use social media and advanced ticketing options to help create easier access

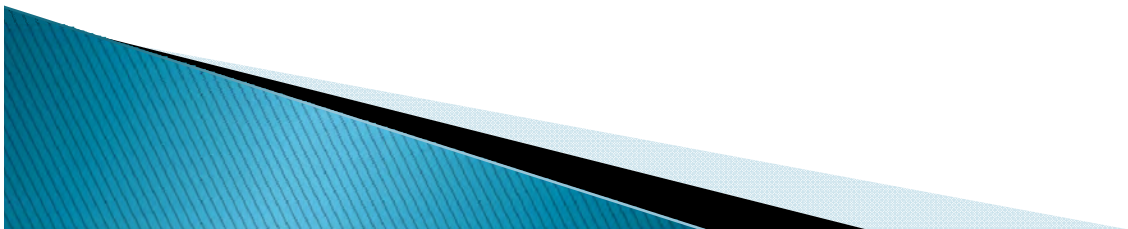


Project	Key Players	Resources / Constraints
Integrate social media, push technologies and ticketing with other online resources	“Now Playing Utah,” Visit Salt Lake, content providers, media partners, destination marketers	<ul style="list-style-type: none">• Convener• Fund for design and content development (see master calendar above – Program 3)

Program Strategies

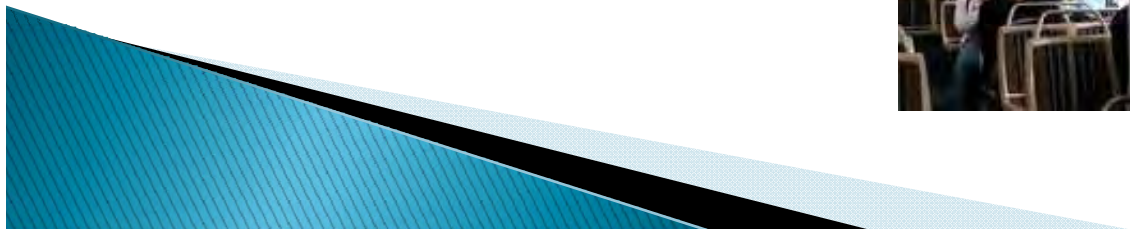


- ▶ Enliven the downtown area by increasing serendipitous arts and culture experiences
- ▶ Enable and promote high quality programming that reflects and attracts the diverse Salt Lake City population
- ▶ Establish a mechanism to support existing and encourage new collaborative programming
- ▶ Support events with a goal of “around the clock and throughout the year” activity



Enliven the downtown area by increasing serendipitous arts and culture experiences

Project	Key Players	Resources / Constraints
Develop and promote thematic, ethnic and/or collaborative festivals and events	Local artists, producing organizations, presenters	<ul style="list-style-type: none"> Funding for planning, program enhancement, promotion Existing and newly created spaces
Create/ expand informal “pop-up” programming opportunities	Local artists, existing producers and presenters	<ul style="list-style-type: none"> Fund convener / planning effort Identify, “fit-out” spaces for activity



Enable and promote high quality programming that reflects and attracts the diverse Salt Lake City population



Project	Key Players	Resources / Constraints
Expand family-focused experiences	Arts organizations, visual artists	<ul style="list-style-type: none">• Identify leadership and convener• Funding for collaborative activity
Develop / expand programs to engage diverse audiences	Arts organizations, artists, school leadership, teachers	<ul style="list-style-type: none">• Identify mentors and partnerships• Fund planning and innovative initiatives
Activate an effective and authentic engagement strategy	Arts organizations, producers, presenters, marketers	<ul style="list-style-type: none">• Planning and convening support• Funding for collaborative implementation

Establish a mechanism to support existing and encourage new collaborative programming

Support events with a goal of “around the clock and throughout the year” activity



Project	Key Players	Resources / Constraints
Improve centralized calendar resource for arts activity for use by both programmers and information seekers	Arts organizations, artists, arts agencies (City and County)	<ul style="list-style-type: none">Funding systems to support knowledge sharing
Convene periodic planning roundtables	Arts organizations, artists, arts agencies (City and County)	<ul style="list-style-type: none">Assign convener role

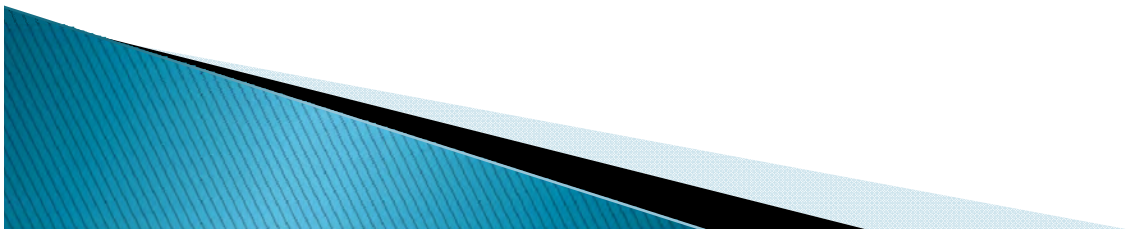
What's Next?



MAYOR RALPH BECKER



MAYOR PETER CORROON



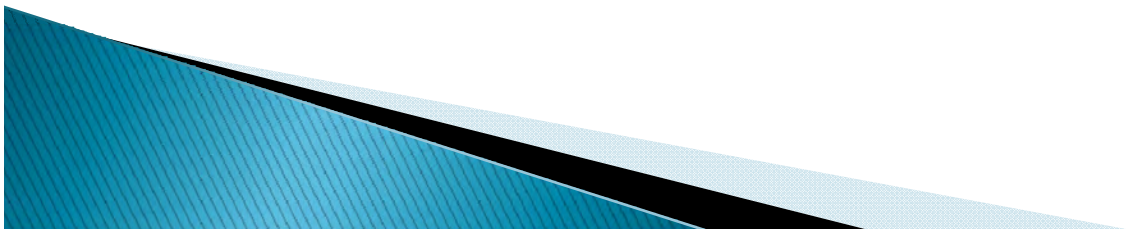
Interlocal Budget Committee

- ▶ Salt Lake County

- David E. Gee, Parr Brown Gee & Loveless
- Lori Feld, McCann Erikson
- Leigh von der Esch, Utah Office of Tourism

- ▶ Salt Lake City

- Lisa Harrison Smith, Adobe
- Beth Levine, SmartMouth Communications
- Nan Elin, University of Utah



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