

Welcome!

The Cultural Core Action Plan

The Cultural Core Action Plan project is a community-based process that will produce a five year plan for attracting people to the Cultural Core. In 2010, the City and County of Salt Lake created a partnership to promote and develop arts and culture in the downtown area, and established a taxing district to provide a reliable revenue source for a 20-year period. Since April, 2016, a series of meetings with stakeholders has generated key ideas for the Core, building on community conversations held in 2011.

The posters provide a set of draft recommendations for your review and comment. Please give us your written responses on the sheets provided. If you have questions, please ask!

We will incorporate feedback into a draft Action Plan in September and expect the Cultural Core to begin work in 2017. Stay tuned!

Goals for the Cultural Core

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| 1 | Celebrate and promote Salt Lake's rich array of arts and cultural activities and experiences. | 5 | Foster downtown as an inclusive, diverse and welcoming place. |
| 2 | Expand and diversify audiences for Salt Lake's arts and culture. | 6 | Support increased collaboration and creative development among Salt Lake's creative community. |
| 3 | Enhance Salt Lake's brand and support increased visitation from the region and Intermountain West. | 7 | Support downtown residential development and enhance the downtown business environment. |
| 4 | Enrich the urban experience and sense of place. | | |

Marketing and Promotion

GOAL: Promote the Cultural Core and its abundance of programming, events, and great places to existing audiences and to new audiences.

Marketing and Promotion Objectives

1. To create a marketable brand identity for the downtown Salt Lake City Cultural Core.

2. To market key messages and communications strategies for both existing and new audiences in the Salt Lake region.

3. To gain national and international media exposure for downtown Salt Lake City’s unique arts and cultural offerings in the Cultural Core.
4. To promote Salt Lake City’s multicultural arts community.

5. To foster a more collaborative environment through which all stakeholders can participate in, and benefit from, the development and promotion of the Cultural Core.

Recommendations (not prioritized)

- Brand Development.**

A. Develop a marketable brand for the Cultural Core based on the existing culture, places and programming and in collaboration with other city marketing efforts.

Campaign Development.

B. Develop a launch campaign and other inclusive campaigns to support and promote current happenings in the Core and the programming, placemaking and audience development implementation goals and strategies.

Examples: Base the campaign on the concept of Discovery: discover downtown’s arts and cultural abundance. Create an Ambassadors Day promoted regionally where downtown ambassadors show visitors where to park, where to eat, etc.

Communications Channel Development.

C. Create a unique website and online presence - a new Cultural Core website branded and supports marketing messages with programming content provided by Now Playing Utah (NPU).

Examples: focus on in-Core programming but allow access to activities, events and organizations outside the Core. Incorporate advanced CRM.

D. Expand digital promotion opportunities and develop robust social media campaigns.

Examples: Cultural Core hashtag. Engage bloggers around relevant content. Integrate with TimeOut.com. Target messaging in geographic hubs within 75-minute drive time.

Core Stakeholders.

E. Engage all stakeholders as brand ambassadors and multiply the promotional efforts.

F. Support improved internal communications among Cultural Core stakeholders.

Alternative Ticketing Options.

G. Develop ticketing improvements that integrate with the overall marketing program.

Examples: Explore Cultural Core Pass opportunities using Connect Pass technology to include more arts experiences. “Day of” ticket sales.



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ACTION PLAN

Placemaking

GOAL: Strengthen the identity of the Salt Lake Cultural Core by enhancing walkability, creating physical and visual connections between elements, and identifying types of locations for creative intervention and for temporary and permanent artistic installations.

Placemaking Objectives

1. To establish a vibrant urban aesthetic that clearly distinguishes the Cultural Core.
2. To provide and improve wayfinding within the Cultural Core.
3. To provide support infrastructure and services (access to parking, restrooms, etc.).
4. To provide environments for creative activity within the cultural core for diverse and family friendly audiences.
5. To aide programming and promotional efforts by identifying needed spaces.
6. To extend the daily activity cycle in downtown into the evening hours.

Recommendations (not prioritized)

A. Increase the visibility, quality and quantity of public art.

Examples: Emphasize temporary, interactive, engaging works; use existing infrastructure, e.g., bus shelters, utility boxes, light posts, sidewalks and crosswalks; establish a mural trail. Coordinate with existing public art programs (City, County, State, RDA).

B. Develop a visible and coordinated aesthetic for the Cultural Core.

Examples: Place creatively designed amenities in key areas downtown (trash and recycling receptacles, outdoor furniture, water fountains, shades, restrooms, etc.). Create surface treatments for sidewalks, crosswalks, blank building faces, empty lots and abandoned buildings.

C. Develop creative signage throughout downtown to help people find their way around.

Examples: Provide physical and digital Cultural Core maps identifying cultural amenities and their locations. Develop visual trails connecting arts places and things. Update/Replace signage.

D. Activate underutilized places and spaces in the Cultural Core through permanent and temporary artistic interventions of various scales.

Examples: Address “dead zones” such as parking lots that are largely vacant, abandoned buildings and empty lots. Design vibrant and pedestrian-friendly mid-block experiences throughout the Core.

E. Develop a Festival Street.

Potential streets include 300 South (Broadway or 300 South west of Rio Grande Depot), Regent and Main Streets. Provide more infrastructure elements, such as canopy supports, lighting and electrical outlets and support, bollards or other barriers to close the street to vehicular traffic and to enable use of the street for public festivals.



Programming

GOAL: Leverage and promote Salt Lake’s existing resources and practices while addressing identified programming gaps.

Programming Objectives

1. To provide experiences at more times and places downtown, filling gaps and increasing downtown activation, including serendipitous experiences.

2. To provide programs and experiences attractive to the diverse Utah populations and visitors.
3. To amplify and focus the creative potential of Salt Lake’s artists, creatives and organizations located throughout the region.

4. To provide new opportunities for artists and cultural organizations, whether or not they reside in the Cultural Core.

Recommendations (not prioritized)

- A. Encourage community engagement with programming for families, children and youth.**

Examples: Support “discovery projects,” participatory events, and interactive learning activities for children. Support parent child arts activities. Develop public art and signage that engage families with virtual (mobile app, game) and physical (touch, climb, move) learning activities.

B. Create dedicated places to support “programmed spontaneity”.

Examples: Create “free expression zones” for street art, performances, and temporary installations. Make permissions unnecessary or easily obtained. Create pop-up maker/artist spaces.

C. Provide opportunities to advance and showcase the work of Salt Lake’s creative community.

Examples: Establish a mural trail along 200 South with new art work connecting existing Westside murals to Eastside 200 East and 200 South murals. Consider a major art competition.

D. Encourage and support culturally competent programs reflecting Salt Lake’s diversity, inclusive of all ages, backgrounds, abilities and interests.

Example: Develop a “Community as Creators” program led by arts organizations that engages community members of all ages, backgrounds and abilities in the creation of the programming.
- E. Encourage and support programs celebrating the heritage and history of Utah’s people.**

Example: Create an app that invites and cues participants to tell stories about their families, their history, and their community. Create digital and physical history wayfinding trails.

F. Support innovation, experimentation and nontraditional forms of artistic expression.

Examples: Activate alleyways with creative interventions by local artists in all disciplines. Engage digital game makers to create applications that include arts and culture venues and activities.

G. Create an “open” themed festival throughout downtown (a collaboration of cultures, artists, theaters, businesses, restaurants, parks and other community members).

Examples: Invite organizations to coordinate their programming and activities in the Cultural Core addressing social issues such as safety, homelessness, refugees and drug abuse. Consider an Un-Fringe Festival: a twist on the familiar fringe festival concept, built on the idea that the Cultural Core is the center, not the fringe.