



Phase I: Listening

Planning Committee Workshop

In August 2019, the Salt Lake County Cultural Facilities Master Plan Update committee met for the first time to kick off the project. The committee discussed the existing challenges to be addressed by this study and identified a clear definition of success for the County.

The planning committee is comprised of the following individuals:

Kirsten Darrington, ZAP Program Director

Virginia Gowski, Cultural Core Budget Committee Chair

Vicki Bourns, Division Director, Utah Division of Arts & Museums

Holly Yocom, Department Director, Salt Lake County Community Services

Sarah Pearce, Division Director, Salt Lake County Arts & Culture

Valerie Price, Public Art Program Manager, Salt Lake County Arts & Culture

Cami Munk, Communications Manager, Salt Lake County Arts & Culture

The committee reviewed the scope of work and discussed the strengths, challenges and opportunities for the County.

Priorities

There were four main priorities that emerged as part of the conversation: 1) identify current and future cultural facility needs in the County; 2) to build awareness for the County's role as an arts leader and supporter, 3) to promote access and equity; and 4) to address funding challenges.

1. Identify current and future cultural facility needs in the County

The planning committee acknowledged that there are several communities that want a performing art center in their city and that careful planning needs to be in place in order to support the needs AND ensure success of each facility.

2. Build awareness of the County's Support of the Arts Community

The planning committee expressed the need for the community to better understand the County's role in arts and culture. This includes:

- Establish success metrics for all of its cultural programs, including public art;
- Address any misconceptions about the County's arts and culture programs and funding
- Provide information and education to municipal and other community leaders who may be unfamiliar with the County programs.

3. Access and Equity

The planning committee identified several challenges – perceived and real – that are barriers for participating in the arts both as a patron and an artist.

- Infrastructure challenges in several of the municipalities and townships.
- Perception that headliner events have high prices



- downtown traffic and parking are challenging; that there is a psychological barrier to coming back downtown after working in the city all day
- programs and venues are not utilized by our diverse community as much as they could be
- that it is difficult to find information about events
- expensive to rent the venues for some arts organizations

4. Funding challenges

The committee recognizes that arts & culture funding is always a challenge. There is a perception that funding is more focused on downtown venues and that funding tends to go to more well-known organizations, and that visual artists don't have the support mechanisms provided to the performing arts.

Definition of Success

The committee identified three distinct visions for success – two that focus on the external community and one that focuses internally on procedures and policies within the County.

1. External: Identify and Respond to Cultural Facilities Needs for Salt Lake County

The committee would like a comprehensive examination of what the cultural facilities needs are in the community that incorporates all types of artists and art forms from across the County. A community-wide effort that has created well-equipped and highly utilized facilities and has contributed to the growth, sustainability, and exploration for the arts and cultural sector over the next ten years.

2. External: Identify and Provide Additional Non-Monetary Resources for the Community

- Support for individual artists of all types
- More partnerships in more municipalities across the County
- New cultural opportunities that bring people together across the County
- Deeper relationships with for-profit businesses, churches, tourism, restaurants, etc.
- County-wide program that promotes arts and culture events and facilitates ticket distribution
- A new pipeline for supporting careers in the arts and culture sector (e.g. stage management and technical positions)
- Mentoring programs between established and newer artists/arts administrators
- Clearly identified ways to measure success

3. Internal: Increase the Profile of the Arts & Culture Division as a Regional Asset

- Grow ZAP support for smaller organizations
- Produce an annual report that highlights the County's activities and support
- Provide technical support and mentoring for constituents
- Require funded organizations to acknowledge County support. ZAP is acknowledged but Arts & Culture division work is not.
- Expand the Public Art program



“Success is when we are talking about arts and culture the same way we talk about other industries” – how the work is an economic driver that is critical and vital to the health and sustainability of the community.