
MEMORANDUM

DATE: February 9, 2010

TO: Council Members

FROM: Amber McClellan
Council Staff Assistant

SUBJECT: Salt Lake City Arts Council

BOARD STRUCTURE:

The Salt Lake City Arts Council is a division in the Department of Community & Economic Development, which maintains an allied nonprofit. The City Arts Council provides public programs year-round and supports other arts activities in the community through a grants program, technical assistance and information services.

The Mayor and the Arts Council may appoint fifteen people to twenty-five members, serving three-year terms. In general, members possess a background and/or enthusiasm for the arts, although no professional experience is required. Members of the Salt Lake City Arts Council are also board members of the Art Council's non-profit organization. The Salt Lake City Arts Council staff also supports the work of the Salt Lake Art Design Board, which oversees the City's public art program.

Council policy states that individuals should be appointed to only two consecutive terms or eight years, whichever is greater.

CURRENT COMPOSITION:

Michael D. S. Mack, District Five, Chair
Allison Barclay, District One
Olga Benedict, District One
Rebecca Guevara, District Three
John McCarthy, District Three
Candice Colby, District Four
Laura Dupuy, District Four
Bruce Miya, District Four
Tim Dolan, District Five
Lynn Hoffman-Brouse, District Six
Jeanette Sawaya, District Six
Brent Schneider, District Seven

cc: Nancy Boskoff, Cindy Gust-Jenson, David Everitt, Matt Lyon, Holly Hilton, Mayors Liaisons, and City Council Liaisons

SALT LAKE CITY CORPORATION

FRANK B. GRAY
DIRECTOR


DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT
OFFICE OF THE DIRECTOR

RALPH BECKER
MAYOR

MARY DE LA MARE-SCHAEFER
DEPUTY DIRECTOR

ROBERT FARRINGTON, JR.
DEPUTY DIRECTOR

CITY COUNCIL TRANSMITTAL



David Everitt, Chief of Staff

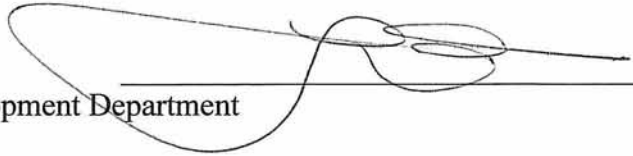
Date Received: 01/22/2010

Date Sent to City Council: 02/02/2010

TO: Salt Lake City Council
JT Martin, Chair

DATE: January 22, 2010

FROM: Frank Gray, Director
Community & Economic Development Department



RE: Salt Lake City Arts Council Briefing

STAFF CONTACTS: Nancy Boskoff, Director
801-596-5000

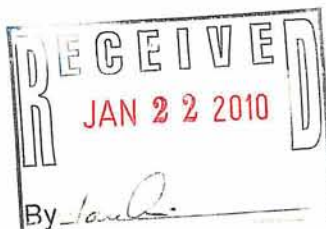
DOCUMENT TYPE: Briefing

BUDGET IMPACT: None

DISCUSSION: See attached memorandum from the Salt Lake City Arts Council.

SCANNED TO:
SCANNED BY:
DATE:

1-22-10



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**Salt Lake City Arts Council
Community & Economic Development Department**

**SALT LAKE CITY COUNCIL BRIEFING
February 9, 2010**

**I. Salt Lake City Arts Council
By the Numbers**

Each City Council district benefits from Arts Council support through a combination of public programs, City Arts Grants and public art projects. Annually, the City Arts Council presents, produces and manages the following:

- 12 visual arts exhibitions at the Art Barn in Reservoir Park and
- 4 visual arts exhibitions at the Pioneer Precinct building (1040 West 700 South);
- 1 three-day folklife festival (Living Traditions Festival) with an attendance of 50,000, including 2,500 elementary students;
- Four new public art projects, each with multiple components;
- 8 literary readings (Guest Writers Series, co-sponsored with the U. of U.);
- 8 downtown summer concerts (Twilight Concert Series);
- 75 grants awarded and administered (City Arts Grants) in four categories;
- 45 lunchtime concerts (Brown Bag Concert Series);
- 4 newsletter/event calendars and public information on our website;
- A combined 475 applications managed through public application and review processes;
- 300,000 people served directly through Arts Council programs and services;
- About 950 artists participating in Arts Council programs;
- About 1.8 million served by organizations receiving City Arts Grants.

II. Summary of Current State of the Arts in Salt Lake City

Based on a recent 5-question survey of small and large budget arts nonprofits in Salt Lake City, it is clear that the economic crisis has taken quite a toll. The methodology of this quick survey did not provide comparable facts and figures for a scientific analysis, but rather an anecdotal description of the current state of the arts. The general message is that this economic crisis has hit the arts particularly hard. As one respondent stated, *"Like everyone, we are working hard to maintain personnel and make quality art."*

Private sector support (corporate and foundation giving) has decreased by between 20% and 60%.

Public support (National Endowment for the Arts, Utah Arts Council, SL County's Zoo, Arts & Parks Program) has decreased to varying degrees. The most significant and measurable decrease is an 15% drop in sales tax revenue in Salt Lake County with the same percentage decrease in the Zoo, Arts & Parks grants. Every nonprofit arts organization in Salt Lake City applies for and receives a Zoo, Arts & Parks grant and this is the single largest source of public funding for the arts in our community.

In some cases, **earned income** (ticket sales, concessions and merchandise sales, etc.) has remained steady or has not decreased as dramatically. However, some organizations do not charge admission so earned income is a small percentage of their budget; typically, even for those groups that sell tickets, earned income is below 50% of an arts organization's revenue.

Participation and attendance in general has not decreased, indicating a continuing public interest in arts programs and activities. There were several comments from respondents about audience loyalty during difficult times.

For art galleries, the picture is particularly gloomy, with sales down significantly. One respondent commented, *"Our decrease in gallery sales for 2009 exceeded the decrease in 2002 (post 9/11)."*

Most respondents have turned to **partnerships and electronic media** to supplement marketing for attendance and participation. As one respondent noted, *"Time spent on strategizing for our marketing and communications has resulted in positive returns,"* with another respondent stating, *"Because we have a smaller paid advertising budget, we have had to work twice as hard to maintain ticket sales."*

Many arts organizations provide extensive **arts education** programming and because budgets have also been cut in the educational systems, the impact is twice as significant.

Most arts organizations have addressed revenue reductions through a number of decreased expenses, including **staff reductions**. Most notably, the Utah Symphony/Opera arrived at an agreement between management and the musicians to reduce administrative positions, as well as musicians' salary and benefits. Others have reduced full-time staff, filling in with part-time employees; have cut salaries or withheld cost-of-living increases. Many of the smaller budget organizations rely heavily on volunteer staff, so the impact on them is to expect greater time commitments with no compensation. In general, the spirit of the arts administrators who responded is realistic and determined. There was not a sense of despair but an acknowledgement of difficult decisions to be made in a professional field where resources are always stretched thin, even in good economic times.

III. Mission, Goals and Objectives of the SLC Arts Council

Mission To promote, present and support artists, arts organizations and arts activities in order to further the development of the arts community and to benefit the public by expanding awareness, access and participation.

Objectives

- That the arts community will be flourishing – in participation, awareness and funding.
- That there will be a true understanding on the part of the public as to the value of the arts to individual and community life.
- That more artists will be making a living and developing their careers in Salt Lake.
- That there will be facilities of all sizes, locations and specifications to house artists and arts organizations.
- That there will be national recognition of Salt Lake City as a center for arts activities.

Goals

- To broaden public understanding and to increase support and access to the arts for the community.
- To include ethnically diverse and underserved populations in Arts Council programs.
- To support downtown development and activity through the arts.
- To play an active role in community cultural and facilities planning, development and advocacy.
- To increase the recognition of and the scope and value of the arts in our community, supporting arts education for all ages.
- To promote and strengthen opportunities for artists and arts organizations.