



PRESS RELEASE

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Work Group Sets Direction for Enhancing Cultural Assets

Landmark agreement funds new drive to market downtown arts and entertainment venues

SALT LAKE CITY – Over 100 participants from 70 local organizations completed a months-long project on Wednesday, Nov. 2 that lays the groundwork for strategies to best utilize some \$10 million in interlocal funding dedicated to marketing, branding and developing Salt Lake City’s cultural assets.

The “Cultural Core Conversations” project, launched in April, brought together representatives of diverse interests and backgrounds—the business community, regional arts and cultural organizations, city, county and state government, educators, leaders of faith-based and ethnic groups and others— to participate in a series of innovative meetings to zero-in on how best to enrich and enhance the downtown core with an active and vital arts and cultural component.

The group identified 11 strategies to optimize a landmark agreement struck between Salt Lake City and Salt Lake County last year that creates a fund projected to generate about \$500,000 annually for the next 20 years to promote cultural attractions located in downtown Salt Lake City.

Those strategies include, in part:

- Developing aesthetically pleasing, people-friendly arts and cultural corridors throughout the downtown core
- Creating small, vibrant arts spaces within the core
- Improving transportation to, from and within the core
- Developing a coordinated internal and external arts and culture communications strategy
- Targeting arts and culture marketing to local and visitor interests
- Enabling and promoting high quality programming that reflects and attracts the diverse Salt Lake Valley and regional population

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

In the coming weeks, Salt Lake City and Salt Lake County are expected to staff a six-member Interlocal Budget Committee that will be tasked with implementing the new strategies, exploring innovation in outreach and contributing to the success of the regional cultural and arts assets that make their home in downtown Salt Lake City.

“Salt Lake County and Salt Lake City are partnering in new ways to nurture and expand the cultural assets that all residents of our region share,” said Salt Lake City Mayor Ralph Becker. “I’m excited to see this work move forward as the findings of the Cultural Conversations work group are put into action.”

Read the final report [here](#). See a video featuring participants in the work group [here](#).

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