



CITY COUNCIL TRANSMITTAL

  
Patrick Leary, Chief of Staff

Date Received: December 20, 2017  
Date sent to Council: December 21, 2017

**TO:** Salt Lake City Council  
Stan Penfold, Chair

**DATE:** November 28, 2017

**FROM:** Patrick Leary, Chief of Staff, Office of the Mayor

**SUBJECT:** Arts for All – Eccles Theatre Arts Accessibility Program

**SPONSOR:** N/A

**STAFF CONTACTS:** Lia Summers, Senior Adviser for Arts & Culture, Office of the Mayor  
[Lia.summers@slcgov.com](mailto:Lia.summers@slcgov.com)

**DOCUMENT TYPE:** Resolution

**RECOMMENDATION:** The Mayor's Office recommends that the City Council approve the Arts for All pilot program with one-time special component of the Hamilton Education Program.

**BUDGET IMPACT:** NONE

**BACKGROUND/DISCUSSION:**  
Arts for All Program Overview

The Operating Agreement between the City, RDA and County for the Eccles Theatre anticipates the creation of an arts accessibility program (Arts for All) that makes tickets available on a discounted basis to certain categories of ticket buyers that may not otherwise be able to afford commercially available tickets. Per the Operating Agreement, this shall be paid for with a \$0.50 surcharge on all tickets sold for events in the George S and Dolores Dore Eccles Theatre. The individual surcharges combine into one account (the Fund) and are managed by Salt Lake County Center for the Arts (CFA), the operator of the Eccles Theatre. The City, RDA and County have agreed to provide access to 1% of seats available for all events to benefit income-qualified residents of the City and County proportionate to the interests (75% of Arts for All tickets to Salt Lake City residents, 25% to Salt Lake County residents).

The Fund serves to further the mission and vision of the Eccles Theater, to engage broader audiences and enrich the lives of community members, by providing tickets to income-eligible residents of Salt Lake City and Salt Lake County.

To ensure we have the tickets we need to begin the pilot program, the Operator, Salt Lake

County Center for the Arts (CFA), has already purchased 26 season tickets for 2018 Broadway shows in the '17-18 season starting with *Sound of Music*, including subscription add-on specials. Add-on specials are additional offerings beyond the regular season shows. The Operator will renew these same seats annually and implement a purchasing process for other shows.

These tickets will be offered free of charge to Salt Lake City and Salt Lake County residents (at 75% and 25% split, respectively) that receive Supplemental Nutrition Assistance Program (SNAP) benefits or those eligible for free or reduced school lunch. In order to make distribution of free tickets fair and impartial, we propose using a third-party online ticketing service, Lucky Seat, to anonymously choose and notify recipients who have registered online, by phone, or in person.

#### Proposed Pilot Program Guidelines

- Starting in 2018 with Broadway shows only, allowing Operator to test assumptions and ensure success.
- At the end of this Broadway season (July 2018), Operator will evaluate program's effectiveness and make adjustments as needed.
- Income eligibility based on SNAP or free lunch eligibility.
- Tickets limited to 4 tickets per person, per season.
- Tickets will be distributed by Lucky Seat to income-qualified residents who register online, by phone or in person.
  - Ticket recipients can pick up their tickets at the Eccles Theater ticket office on the day of show after 10am and must present the following:
    - A picture ID that matches the name of the recipient
    - A current SNAP card that matches the name on the ID and/or
    - A Free or Reduced Lunch eligibility letter for the current school year for a member of the recipients family
- Tickets located in the Tier Three section of Delta Hall.
- Tickets to be treated like cash: cannot be exchanged, and will not be replaceable if lost.

#### **Arts for All Timeline**

December 1, 2017	Begin Lucky Seat software implementation
December 7, 2017	Present Program to UPACA board for approval
December 8, 2017 – January 8, 2018	Schedule small group meetings with Salt Lake City and County Council members to review Program and answer questions
January 9, 2018	Present Program to Salt Lake City Council for approval
January 10, 2018	Public launch of Arts for All Program
February 19, 2018	Begin Lucky Seat ticket registration & distribution for The Sound of Music

#### **Distribution Information**

- Online ticket drawing service, Lucky Seat, used during Salt Lake engagement of Book of Mormon (BOM)
- Broadway Across America/MagicSpace (BAA) use the service to randomly choose patrons who were offered chance to purchase \$25 tickets to Book of Mormon
- This system worked well and has potential for Arts for All, with some modifications
- How it worked for BOM



- BAA determined parameters for online drawing:
  - performance dates, number of tickets available, ticket location
- Patrons on BAA mailing list received an email with a Lucky Seat entry link to enter the drawing
- Lucky Seat drew recipients and notified them via email that they had won the opportunity to purchase two \$25 tickets and included a link to purchase tickets through ArtTix
- Lucky Seats forwarded list of recipients to ArtTix
- Lucky Seat can customize the software and drawing process for Arts for All program.
- Requires a customization fee and a per ticket charge that will come out of Arts for All Fund.
- Income Qualified Patrons would register online, by phone, or at any ArtTix box office.
  - Patrons provide name, address, email, phone, and indicate their SNAP or Free or Reduced Lunch eligibility (proof will be required to show at ticket pick up).
- Lucky Seat will sort entries by ZIP code and determine recipients by the 75/25 split.
  - Will further track prior recipients to ensure the 4 ticket, per person, per season rule.
- Recipients notified by email (Lucky Seat) or phone (ArtTix).
- Recipients can pick up tickets at ArtTix box office will call on the day of their event and will be required to show SNAP or Free or Reduced Lunch eligibility letter.
- We are exploring the option of having a Spanish language version of the website and waiting for a quote from Lucky Seats.

#### **Proposed Ticket Registration and Distribution Schedule**

<b>The Sound of Music</b>			
<b>Lucky Seat Registration Dates</b>	10 a.m. on Feb. 16 – Noon on Feb. 23	<b>Number of Giveaway Tickets</b>	
<b>Performances</b>	<b>Date &amp; Time</b>	<b>City</b>	<b>County</b>
	Tue 2/27/2018 @ 7:30 p.m.	20	6
	Wed 2/28/2018 @ 7:30 p.m.	20	6
	Thur 3/1/2018 @ 7:30 p.m.	20	6
	Fri 3/2/2018 @ 8:00 p.m.	20	6
	Sat 3/3/2018 @ 2:00 p.m.	18	8
	Sat 3/3/2018 @ 8:00 p.m.	20	6
	Sun 3/4/2018 @ 1:00 p.m.	16	6
	Sun 3/4/2018 @ 6:30 p.m.	16	6
	<b>Total Arts for All Seats</b>	<b>150</b>	<b>50</b>
<b>Daniel Tiger</b>			
<b>Lucky Seat Registration Dates</b>	10 a.m. on Feb. 23 – Noon on March 2	<b>Number of Giveaway Tickets</b>	
<b>Performances</b>	<b>Date &amp; Time</b>	<b>City</b>	<b>County</b>
	Thur 3/8/2018 @ 6:30 p.m.	150	50
	<b>Total Arts for All Seats</b>	<b>150</b>	<b>50</b>
<b>Riverdance</b>			

<b>Lucky Seat Registration Dates</b>	10 a.m. on Mar. 23 – Noon on Mar. 30	Number of Giveaway Tickets	
<b>Performances</b>	<b>Date &amp; Time</b>	<b>City</b>	<b>County</b>
	Tue 4/3/2018 @ 7:30 p.m.	20	6
	Wed 4/4/2018 @ 7:30 p.m.	20	6
	Thur 4/5/2018 @ 7:30 p.m.	20	6
	Fri 4/6/2018 @ 8:00 p.m.	20	6
	Sat 4/7/2018 @ 2:00 p.m.	18	8
	Sat 4/7/2018 @ 8:00 p.m.	20	6
	Sun 4/8/2018 @ 1:00 p.m.	16	6
	Sun 4/8/2018 @ 6:30 p.m.	16	6
	<b>Total Arts for All Seats</b>	<b>150</b>	<b>50</b>
<b>Hamilton (Subscription Week)</b>			
<b>Lucky Seat Registration Dates</b>	10 a.m. March 30 – Noon April 6	Number of Giveaway Tickets	
<b>Performances</b>	<b>Date &amp; Time</b>	<b>City</b>	<b>County</b>
	Wed 4/11/2018 @ 7:30 p.m.	20	6
	Thurs 4/12/2018 @ 7:30 p.m.	20	6
	Fri 4/13/2018 @ 8:00 p.m.	20	6
	Sat 4/14/2018 @ 2:00 p.m.	20	6
	Sat 4/14/2018 @ 8:00 p.m.	18	8
	Sun 4/15/2018 @ 1:00 p.m.	20	6
	Sun 4/15/2018 @ 6:30 p.m.	16	6
	Tue 4/17/2018 @ 7:30 p.m.	16	6
	<b>Total Arts for All Seats</b>	<b>150</b>	<b>50</b>
<b>Jersey Boys</b>			
<b>Lucky Seat Registration Dates</b>	10 am June 1 – Noon June 8	Number of Giveaway Tickets	
<b>Performances</b>	<b>Date &amp; Time</b>	<b>City</b>	<b>County</b>
	Fri 6/15/2018 @ 8:00 p.m.	36	12
	Sat 6/16/2018 @ 2:00 p.m.	34	14
	Sat 6/16/2018 @ 8:00 p.m.	36	12
	Sun 6/17/2018 @ 1:00 p.m.	22	6
	Sun 6/17/2018 @ 6:30 p.m.	22	6
	<b>Total Arts for All Seats</b>	<b>150</b>	<b>50</b>
<b>Phantom of the Opera (Subscription Week)</b>			
<b>Lucky Seat Registration Dates</b>	10 am June 29 – Noon July 6	Number of Giveaway Tickets	
<b>Performances</b>	<b>Date &amp; Time</b>	<b>City</b>	<b>County</b>
	Wed 7/11/2018 @ 7:30 p.m.	20	6



	Thurs 7/12/2018 @ 7:30 p.m.	20	6
	Fri 7/13/2018 @ 8:00 p.m.	20	6
	Sat 7/14/2018 @ 2:00 p.m.	20	6
	Sat 7/14/2018 @ 8:00 p.m.	18	8
	Sun 7/15/2018 @ 1:00 p.m.	20	6
	Sun 7/15/2018 @ 6:30 p.m.	16	6
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	<b>Total Arts for All Seats</b>	<b>150</b>	<b>50</b>

### First Year Special Component: Hamilton Education Program (EduHam)

Through the Arts for All program, Salt Lake City has the opportunity to partner with the Utah State Division of Arts and Museums to expand the program to high school students by supporting the Hamilton Education Program.

The Hamilton Education Program travels to select cities along the route of the touring Broadway show to offer students from underserved communities a special educational opportunity and a chance to see *Hamilton: An American Musical*. In the EduHam experience, 2,300 11<sup>th</sup> grade students statewide (approximately 25% of which will be Salt Lake City students) are guided through founding era curriculum and will create a unique performance project using source documents from the founding era. High schools with free or reduced lunch eligibility at 40% or more of the student body are able to participate. The three main elements of the EduHam experience are:

- Two weeks of teacher-led curriculum about the founding era.
- Original student performances (such as a poem, scene, rap, song, dance or monologue) inspired by source documents from the founding era.
- Full-day experience at the Eccles Theatre, featuring student performances, a *Hamilton* matinee, and Q&A with members of the cast.
- 

In 2014, the RDA Board earmarked \$150,000 to support an arts accessibility program, to be created within two years of the grand opening of the Eccles Theatre. It is proposed that \$100,000 be added to the Arts for All Fund, as anticipated, and \$50,000 be dedicated to supporting the cost of Salt Lake City students' participation in the Hamilton Education Program.

### Arts for All Budget

	Current Fund Balance	Projected Annual Budget
<u>Revenues</u>		
Fees collected (2016 and projected 2017)	\$237,000.00	\$172,000.00
One time RDA contribution	\$150,000.00	
<u>Expenses</u>		
Lucky Seat software initial set-up	\$ (3,000.00)	
Ticket purchases as of 12/5/17	\$ (58,000.00)	\$ (160,000.00)
Per ticket fee of \$3.00	\$ (3,600.00)	\$ (12,000.00)
EduHam Program	\$ (50,000.00)	
<b>Total</b>	<b>\$272,400.00</b>	

(Fund balance to be used as a cushion for higher ticket prices or to purchase additional tickets as we settle into the program)		
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**PUBLIC PROCESS:** Each ticket recipient will be invited to provide feedback on their full experience from drawing registration through curtain call. The feedback collected will be closely monitored by both CFA and the UPACA Board (Utah Performing Arts Center Agency) and used to make adjustments and improvements to the program.

RESOLUTION \_\_\_\_\_ OF 2018

Authorizing approval of the Arts for All Program at the Eccles Theater.

WHEREAS, on March 19, 2013, the Redevelopment Agency of Salt Lake City (the "RDA"), Salt Lake City Corporation ("City"), and Salt Lake County ("County") executed that certain Interlocal Cooperation Agreement (Utah Performing Arts Center) ("Ownership Agreement") for the ownership of the George S. and Dolores Dore Eccles Theater ("Eccles Theater").

WHEREAS, on March 19, 2013, the Utah Performing Arts Center Agency ("UPACA") City, RDA, and County also executed that certain Operating Agreement ("Operating Agreement") for the operation of the Eccles Theater.

WHEREAS, the Operating Agreement established a process to create an Arts Accessibility Program (now known as the Arts for All Program)("Arts for All Program") for the purpose of making tickets available on a discounted basis to certain categories of ticket buyers that cannot otherwise afford commercially available tickets.

WHEREAS, the Operating Agreement also established a surcharge on each ticket sold at the Eccles Theater to fund the Arts for All Program.

WHEREAS, the Operating Agreement requires the Owner (UPACA) and Operator (County) of the Theater to create the Arts for All Program no later than the second full fiscal year of operation of the Eccles Theater,

WHEREAS, the Ownership Agreement requires UPACA to present the proposed Arts for All Program to the Salt Lake City Council for review and approval.

WHEREAS, the proposed Arts for All Program is attached hereto as **Exhibit A**.

THEREFORE, BE IT RESOLVED, by the City Council of Salt Lake City, Utah that it approves the Arts for All Program as attached hereto as **Exhibit A**.

PASSED by the City Council of Salt Lake City this \_\_\_\_\_ day of \_\_\_\_\_, 2018.


SALT LAKE CITY COUNCIL

\_\_\_\_\_  
CHAIRPERSON

ATTEST:

\_\_\_\_\_  
CITY RECORDER

APPROVED AS TO FORM:  
Salt Lake City Attorney's Office

  
\_\_\_\_\_  
Katherine N. Lewis

## EXHIBIT A

### Arts for All Program Overview

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**Proposed Ticket Registration and Distribution Schedule**

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<b>Lucky Seat Registration Dates</b>	10 a.m. on Feb. 23 – Noon on March 2	<b>Number of Giveaway Tickets</b>	
<b>Performances</b>	<b>Date &amp; Time</b>	<b>City</b>	<b>County</b>
	Thur 3/8/2018 @ 6:30 p.m.	150	50
	<b>Total Arts for All Seats</b>	<b>150</b>	<b>50</b>
<b>Riverdance</b>			
<b>Lucky Seat Registration Dates</b>	10 a.m. on Mar. 23 – Noon on Mar. 30	<b>Number of Giveaway Tickets</b>	
<b>Performances</b>	<b>Date &amp; Time</b>	<b>City</b>	<b>County</b>
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	<b>Total Arts for All Seats</b>	<b>150</b>	<b>50</b>
<b>Hamilton (Subscription Week)</b>			
<b>Lucky Seat Registration Dates</b>	10 a.m. March 30 – Noon April 6	<b>Number of Giveaway Tickets</b>	
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<b>Phantom of the Opera (Subscription Week)</b>			
<b>Lucky Seat Registration Dates</b>	10 am June 29 – Noon July 6	Number of Giveaway Tickets	
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#### **Arts for All Budget**

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<u>Revenues</u>		
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**PUBLIC PROCESS:** Each ticket recipient will be invited to provide feedback on their full experience from drawing registration through curtain call. The feedback collected will be closely monitored by both CFA and the UPACA Board (Utah Performing Arts Center Agency) and used to make adjustments and improvements to the program.