



# **SOUTH SALT LAKE ARTS COUNCIL 2024 ANNUAL REPORT**

**July 2023 - June 2024**

801-483-6018

[sslarts.org](https://sslarts.org)

[themuralfest.com](https://themuralfest.com)

[arts@sslc.gov](mailto:arts@sslc.gov)

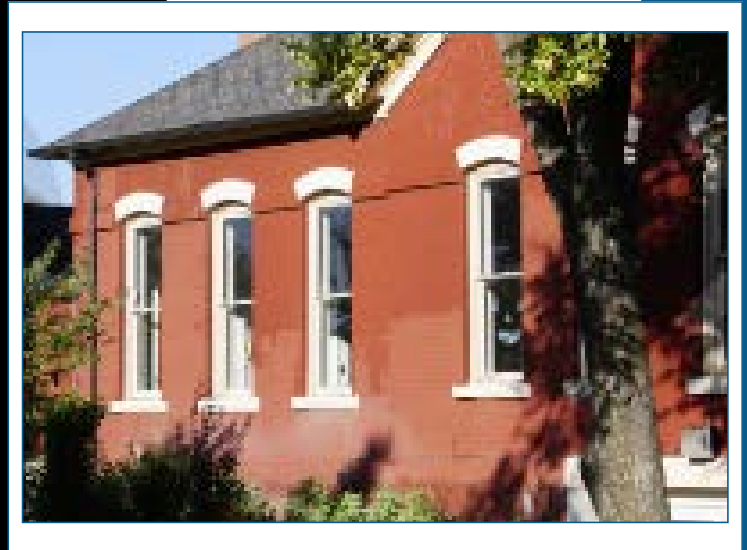
220 E Morris Ave, SSL, UT 84115

# ACTIVITIES AND ACCOMPLISHMENTS

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## PROJECTS:

- **HSS STRATEGIC PLAN:**  
10-year strategic plan that highlights the renovation of Historic Scott School as an arts center, with extensive public outreach from Salt Lake County Tourism, Recreation, Culture and Convention funds.
- **HISTORIC SCOTT SCHOOL REDESIGN:** Redesigning the building to continue using for arts and cultures and honor its history as the oldest continuously operating educational facility in the valley.
- **ORGANIZATIONAL STRUCTURAL ASSESSMENT:**  
Utilizing the transition in leadership to work with a consultant on the future structure of the SSL Arts Council.



# PROGRAMS & EVENTS

South Salt Lake's signature events, Mural Fest and Craftoberfest, are expanding in size and recognition, with new partnerships and initiatives. Highlights include:

- **MURAL FEST:** Attracted over 8,000 attendees and featured 14 new murals, including a large city hall mural. Murals concentrated on the S-Line and the Mural Fest had a new HQ at 300 East, filling the Parley's Trail and neighborhood with attendees.
- **CRAFTOBERFEST:** Introduced a busking tent for local musicians and a kids garden. Booth fee income doubled from last year.
- **ART AND ALE TRAIL:** Monthly summer events enhanced mural engagement and supported Creative Industry Zone businesses with live art and music.
- **GRID CITY MUSIC FESTIVAL:** Featured 50 bands across 7 stages over three days for the public to enjoy, with free admission.
- **GET TO THE RIVER:** The Arts Council hosted art activities at three events at the Nature Center at Pia Ok'Wai during September's celebration of all things Jordan River, in partnership with Tracy Aviary, utilizing their new amphitheater and program space. These events were partially funded by the Jordan River Commission.
- **CITY EVENTS:** The SSL Arts Council also supported city events, including Night Out Against Crime, The Citywide Celebrate South Salt lake event, and Breakfast with Santa.



# MURAL FEST



# PROGRAMS & EVENTS (CONT.)

**CELEBRATE SOUTH SALT LAKE**  
Provided mini-grants, awarded to seed  
organizations hosting cultural events  
in South Salt Lake.

**8 MINI GRANTS AWARDED**  
**\$4,000 DISPERSED**  
Funded by Rocky Mountain Power



- Bomba Marile
- 1520 Block Party
- Fairy Fest
- Bora Vadier
- REVVED up Resiliency
- Narodna Intl Dancers
- Nepali Festival
- Chinese Historic

# ART PROGRAMS

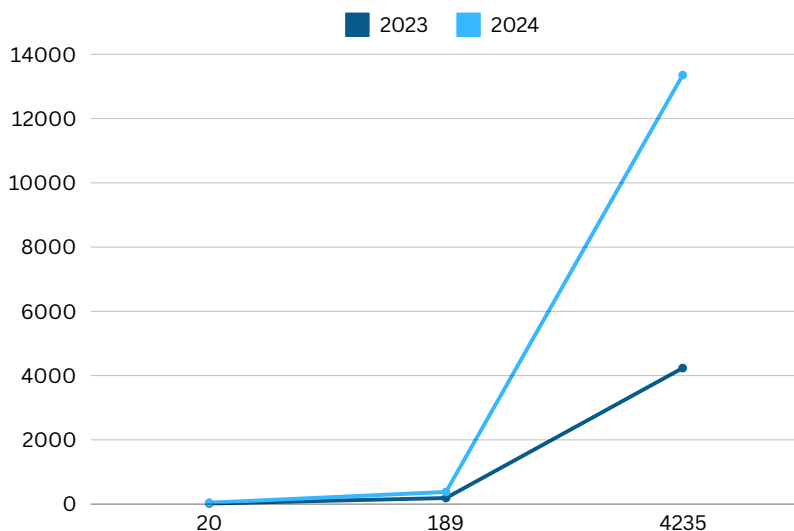
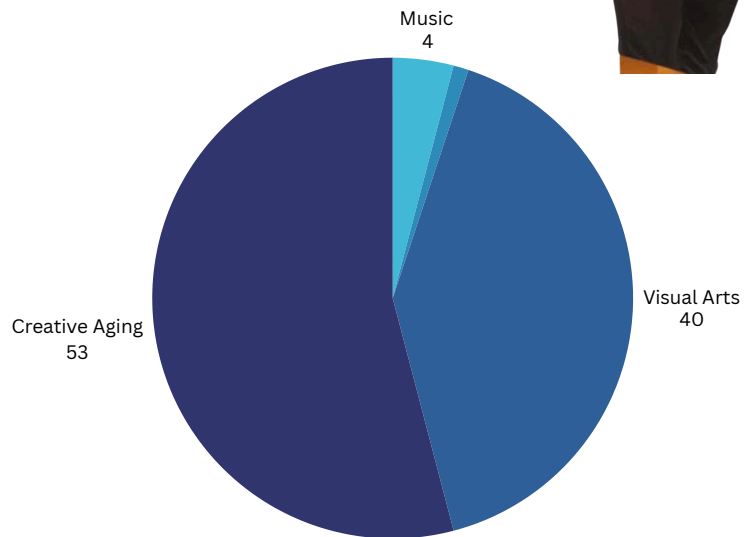
## CREATIVE ARTS FOR LIFE & CREATIVE AGING

With a dedication to our mission of bringing the community together through the arts, we implemented strategies to explore new instructors and art forms. This included incorporating music and literary arts into our class offerings. Additionally, we expanded our class venues to include Historic Scott School and Fitts Park.



### Creative Arts for Life

- 45 Classes
- New music and literature classes
- 378 Participants
- Class Revenue \$13,354 - Triple previous year's class revenue.



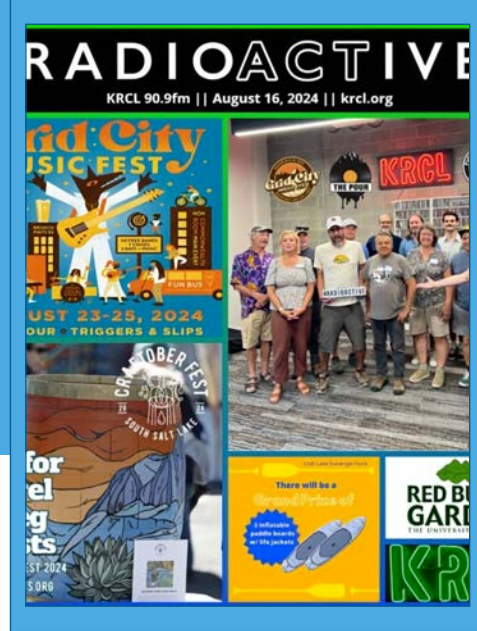
### Creative Aging

- +55 classes funded by grant: 8 week guitar program for twelve students with a culminating performance.
- A robust weekly 55+ class that required an attendance cap at 25 participants due to class popularity.

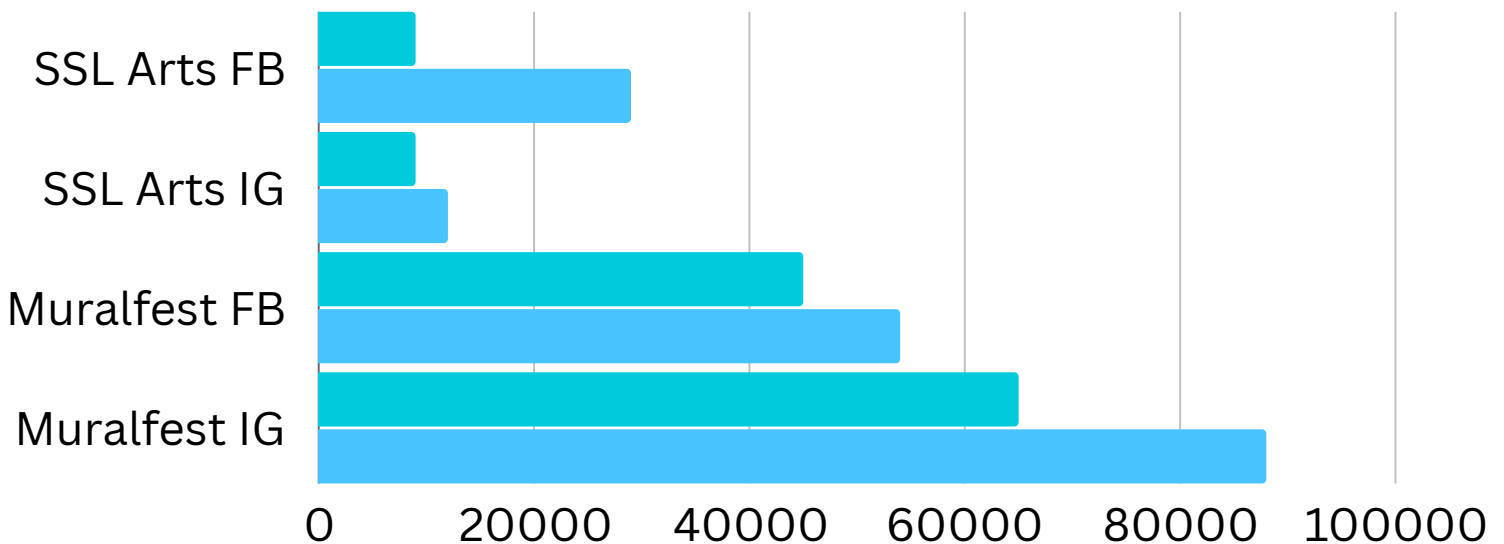
# PROGRAMS: OUTREACH AND COMMUNICATIONS

The South Salt Lake Arts Council utilizes various methods to connect with residents and the broader art community, including:

- The monthly Arts Council newsletter with over 1100 subscribers,
- Maintaining social media platforms for both the Arts Council and The Mural Fest, as well as dedicated websites for each, and
- Features in numerous news segments, newspaper articles, newsletter pieces, podcasts, and radio broadcasts.



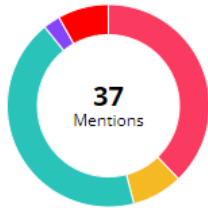
■ FY22/23      ■ FY23/24



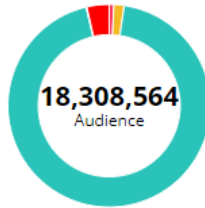
# PROGRAMS MURAL FEST MARKETING SUMMARY

## Mention Analytics

Mentions by Media Type



Audience by Media Type



Publicity by Media Type



## MURAL FEST 2024 MARKETING SUMMARY

- Marketing efforts included a mix of traditional, digital, and grassroots. Main goals were to increase overall attendance at Mural Fest 2024, specifically among the 25-55 age group, and to drive people to Downtown SSL businesses.
- Visual estimates, staff survey, and business owner response all point to outstanding success in achieving our goals.
- Community & Economic Development marketing expenditures total was \$2,239 for traditional and digital marketing.
- SSL Arts Council marketing expenditures was \$1,948.50 for grassroots promotion.

Numbers and data does not represent all associated marketing fees, such as misc. fees for design work, website consultation and updates, etc.

## EARNED MEDIA PUBLICITY

- **37 mentions**
- **\$300,025 in free publicity**
- **18,308,564 audience views**

The amount of media coverage Mural Fest received this year was remarkable, more than any previous year, and totaling \$300,025 in free earned media publicity.

# FINANCIAL REPORT

Total budget for FY 2024/2025

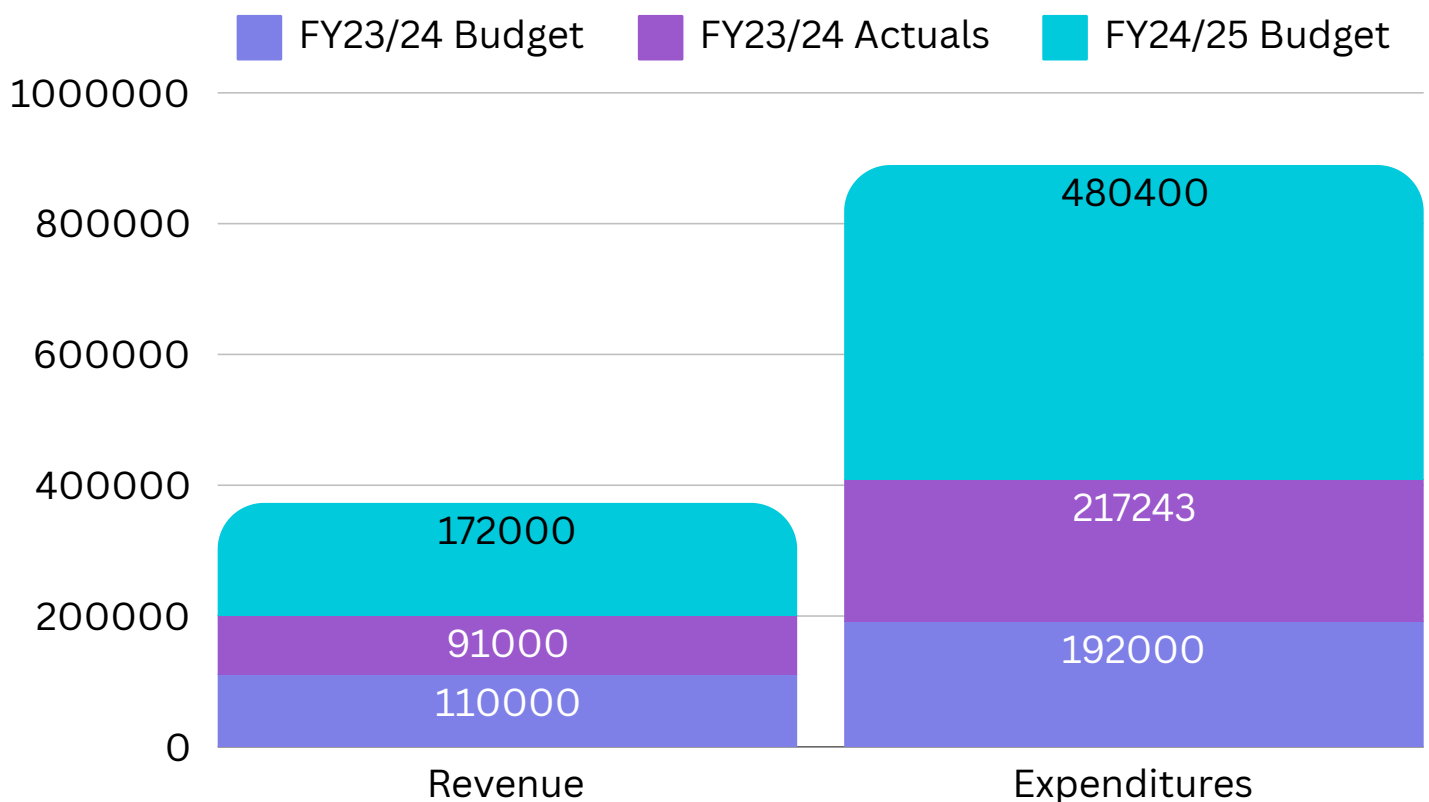
Revenue: \$172,000

Expenditures: \$480,000

## Fiscal Year 2023/2024 July 1, 2023 to June 30, 2024

All taxes and related documents were filed, and a financial audit was performed to ensure efficiency and accuracy.

Our revenue and budget for 2023 and 2024 show some discrepancies. This is primarily due to the funding we received from the Salt Lake County TRCC grant, which allowed us to hire the consulting teams for our Strategic Plan and Structural Organization Assessment. Their expertise will assist us in developing our strategic plan and creating a concept design for the Historic Scott School. Additionally, as our programming and events expand, we have allocated resources to enhance our mission of uniting the community through art.





# FUNDRAISING & DEVELOPMENT

We are grateful to the different organizations that have supported our mission to unite our community through art. We are dedicated to continuing this work during the fiscal year 24/25, with the goal of broadening our impact in South Salt Lake and the surrounding community.

**Fiscal Year 2023/2024**  
July 1, 2023 to June 30, 2024

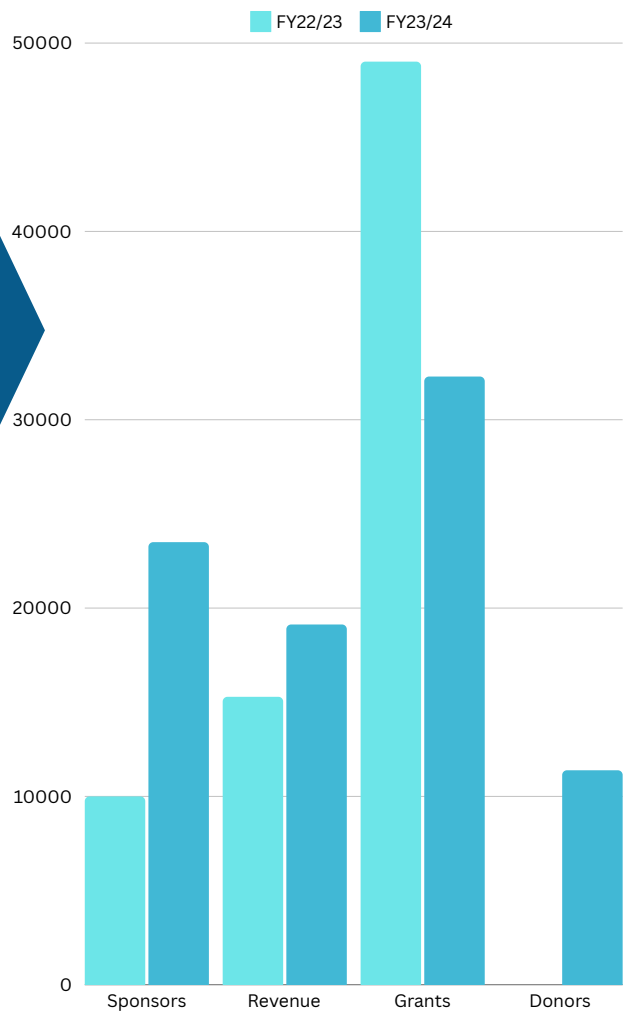
**Total revenue:**  
**\$95,324**

**Fundraising and Development Revenue:**  
**\$67,181**

**Fiscal Year 2022/2023**  
July 1, 2022 to June 30, 2023

**Total revenue:**  
**\$86,357**

**Fundraising and Development Revenue:**    **\$59,016**



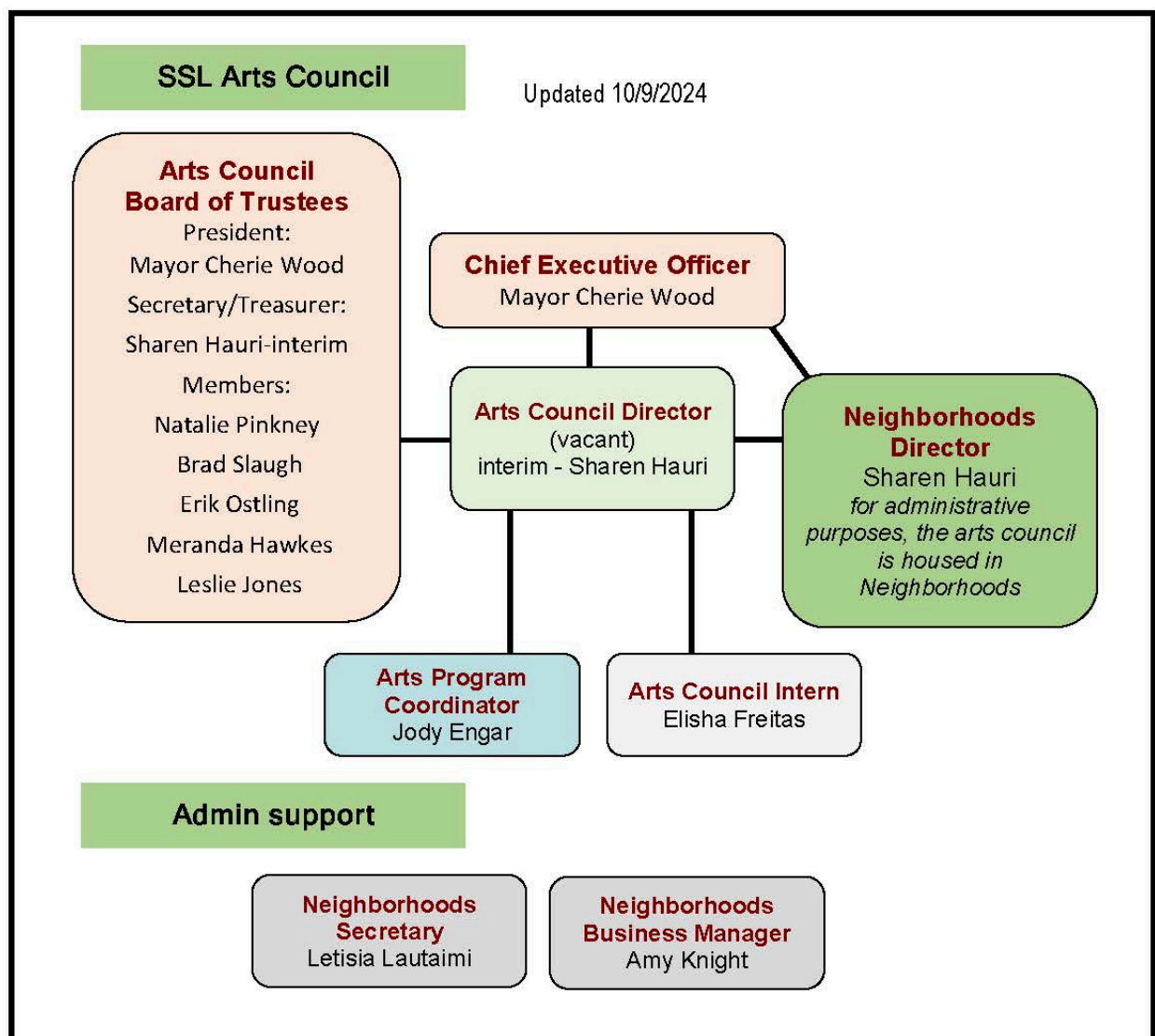
# ORGANIZATIONAL STRUCTURE

The South Salt Lake Arts Council is in a transitional phase, with the departure of several members pushing us forward. We have several vacancies that we are hoping to fill with dedicated individuals in our community.

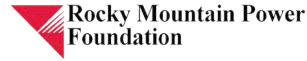
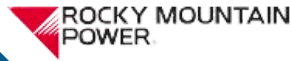
The Arts Council Director was vacated by Lesly Allen in August 2024. We are waiting for the results of our Organizational Structure assessment prior to filling that position.

We added an intern to aid the Programming Coordinator in the interim. Welcome Elisha Fernandez!

We have two open Board seats. We are looking for a South Salt Lake resident to fill Leslie Jones seat and a Council Member to fill Natalie Pinkney's seat. Congratulations Natalie for your election win to join the Salt Lake County Council.



# THANK YOU!



## Contact Us

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[@southsaltlakearts](https://www.instagram.com/southsaltlakearts)

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Thank you Mayor, City Council Members, City Staff, Donors, Funders, and Sponsors.

On behalf of the South Salt Lake Arts Council, we extend our sincere gratitude for your unwavering support. Your generous contributions and dedication have been instrumental in our mission to bring arts and culture to all members of our community.

We are truly grateful for your partnership and look forward to continue to enrich the community together.