

ILLUMINATE

LIGHT ART + TECHNOLOGY FESTIVAL

UTAH ARTS ALLIANCE

MISSION: TO FOSTER THE ARTS IN ALL FORMS IN ORDER
TO CREATE AN AWARE, EMPOWERED, AND
CONNECTED COMMUNITY



URBAN ARTS GALLERY™



COUNTERPOINT STUDIOS



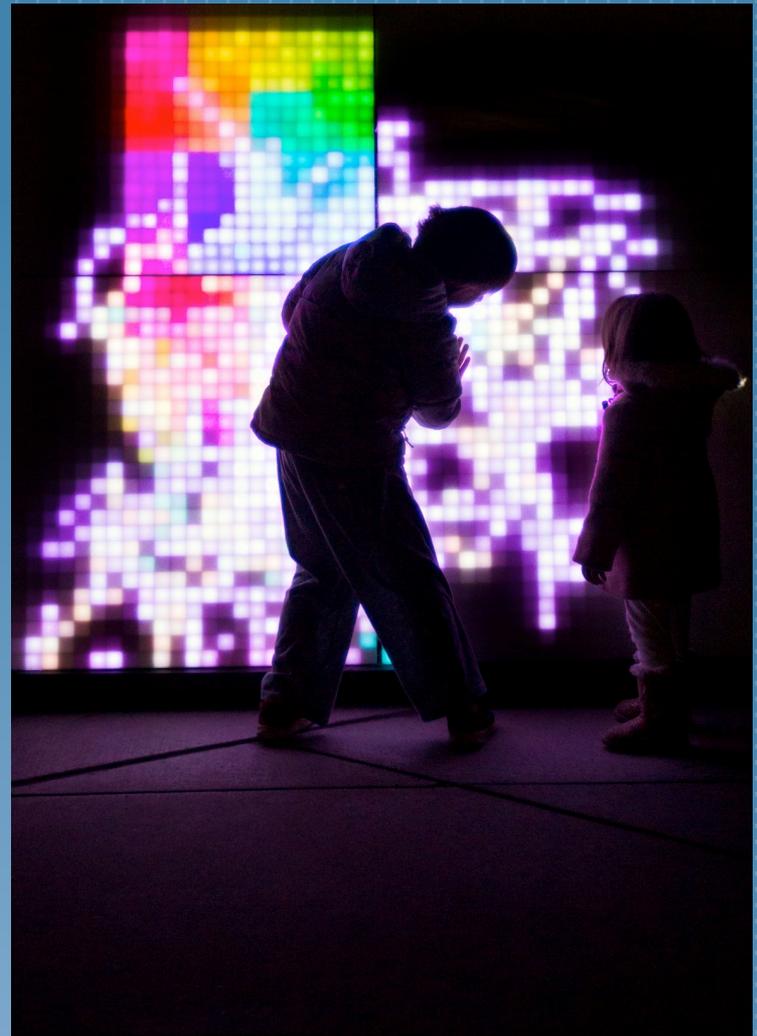


ILLUMINATE IS A FIRST OF ITS KIND PROJECTION ART & TECHNOLOGY FESTIVAL IN DOWNTOWN SALT LAKE CITY.

THIS FREE EVENT INVITES THE COMMUNITY TO EXPLORE OUR CITY IN ENTIRELY NEW WAYS AND TO SEE IT IN A WHOLE NEW LIGHT, BY ILLUMINATING OUR HISTORY AND CULTURE THROUGH ART AND TECHNOLOGY.

ARTISTS IN COLLABORATION WITH OUR TECHNOLOGY SECTOR WILL USE THE CITY AS A BLANK CANVAS. THEY WILL CREATE ARTWORK FOR EVERYONE IN THE COMMUNITY TO ENJOY AND TO EXPERIENCE A SHARED SENSE OF PLACE.

ADDITIONAL PERFORMANCES, MUSIC AND LIGHT ART INSTALLATIONS WILL ALSO BE ACCESSIBLE TO EVERYONE.



Appropriation Request \$100,000

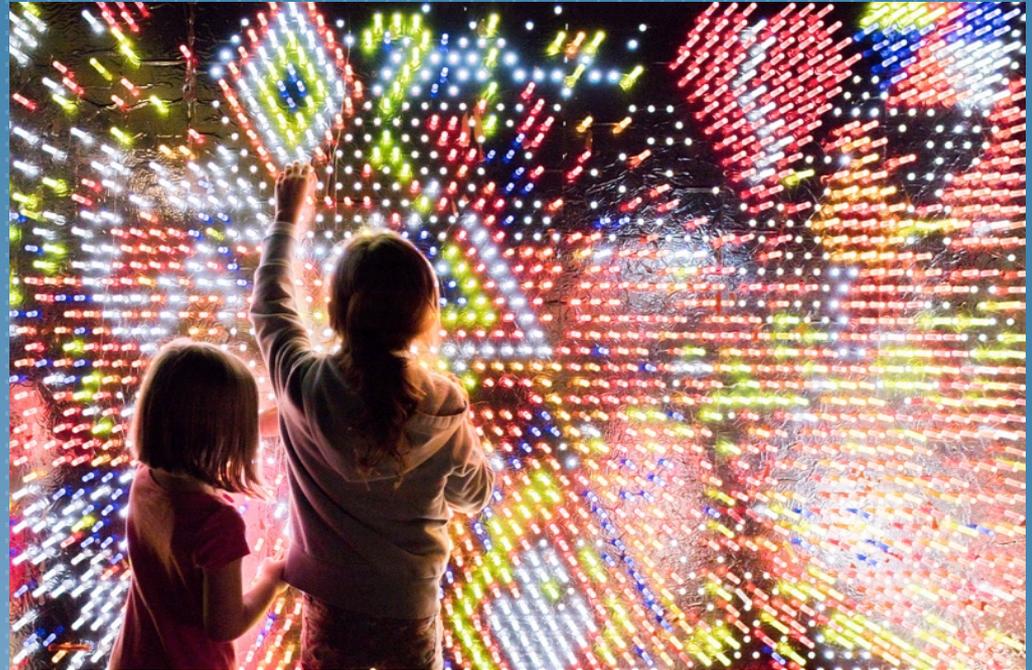
Funds will be used for programs that connect artists to the tech sector to create new and exciting artworks and to pay for projection equipment rental expenses.

Illuminate is a carrier making platform for artists and tech workers. Illuminate creates opportunities and is a job creator.



Puts Utah on the national map for Creative Tech.

Adds the important Art factor to our ravidly growing tech sector.

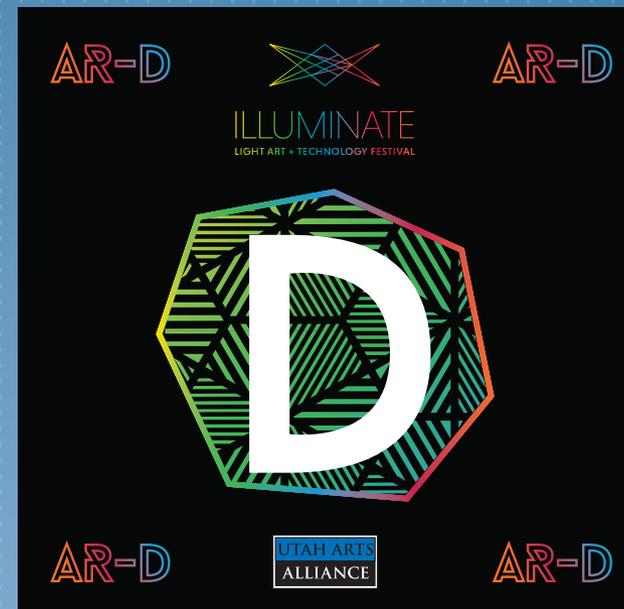


Utah's first interactive
Augmented Reality
artwork and Virtual Public
Art.

Over 15,000 people in
attendance last year.

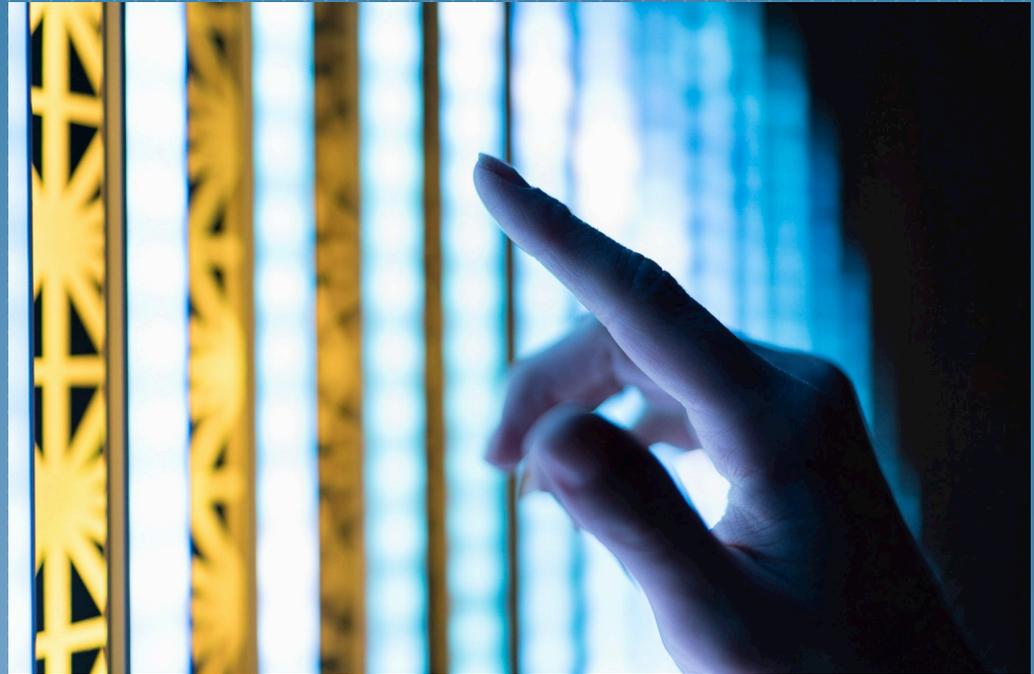
Free to the public.

Family friendly festival with
lots of kid's activities.



Showcases top artists working in technology, light, video and projection.

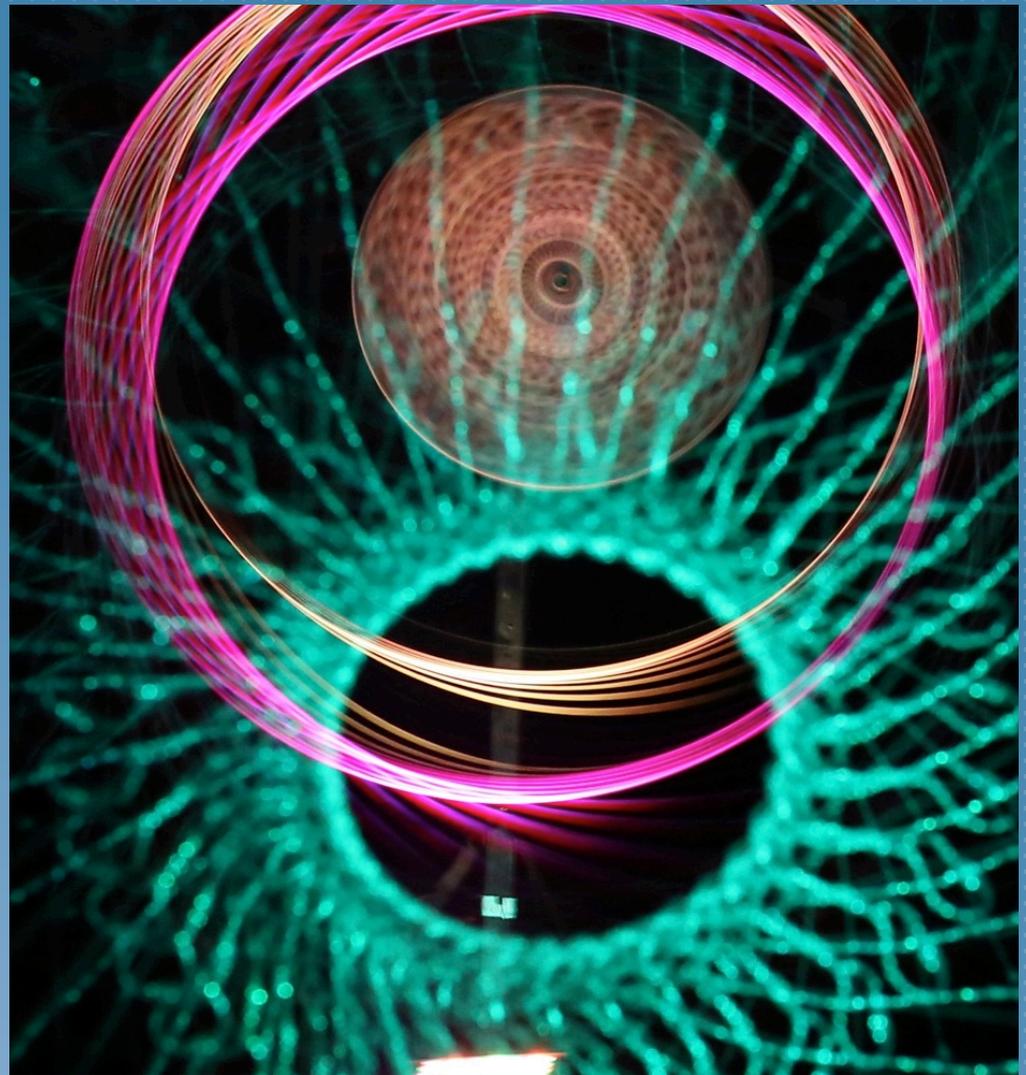
Programing partners include Discovery Gateway, Clark Planetarium, The Leonardo, Utah Film Center, Utah Division of Arts And Museums.



Great ROI!

ILLUMINATE will generate
approx. **\$1,500,000.00** in
Economic Activity.*

*2017 Arts & Economic Prosperity Report –
American for the Arts.



BUDGET

Income	Amount
Corporate Sponsorships	\$480,000.00
Government Grants	\$104,250.00
Vendor Fees	\$9,750.00
Concessions	\$30,000.00
Individual Support	\$30,000.00
Utah State Appropriation	\$100,000.00
Total project income	\$754,000.00

Expense	Amount
Staffing and Personnel	\$114,000.00
Venues and Staging	\$95,500.00
Marketing	\$142,000.00
Volunteer Support	\$7,100.00
Equipment and Supplies	\$112,500.00
Programming and Artists	\$180,500.00
Permitting and Insurance	\$2,400.00
Total Expenses	\$754,000.00

Measuring Success

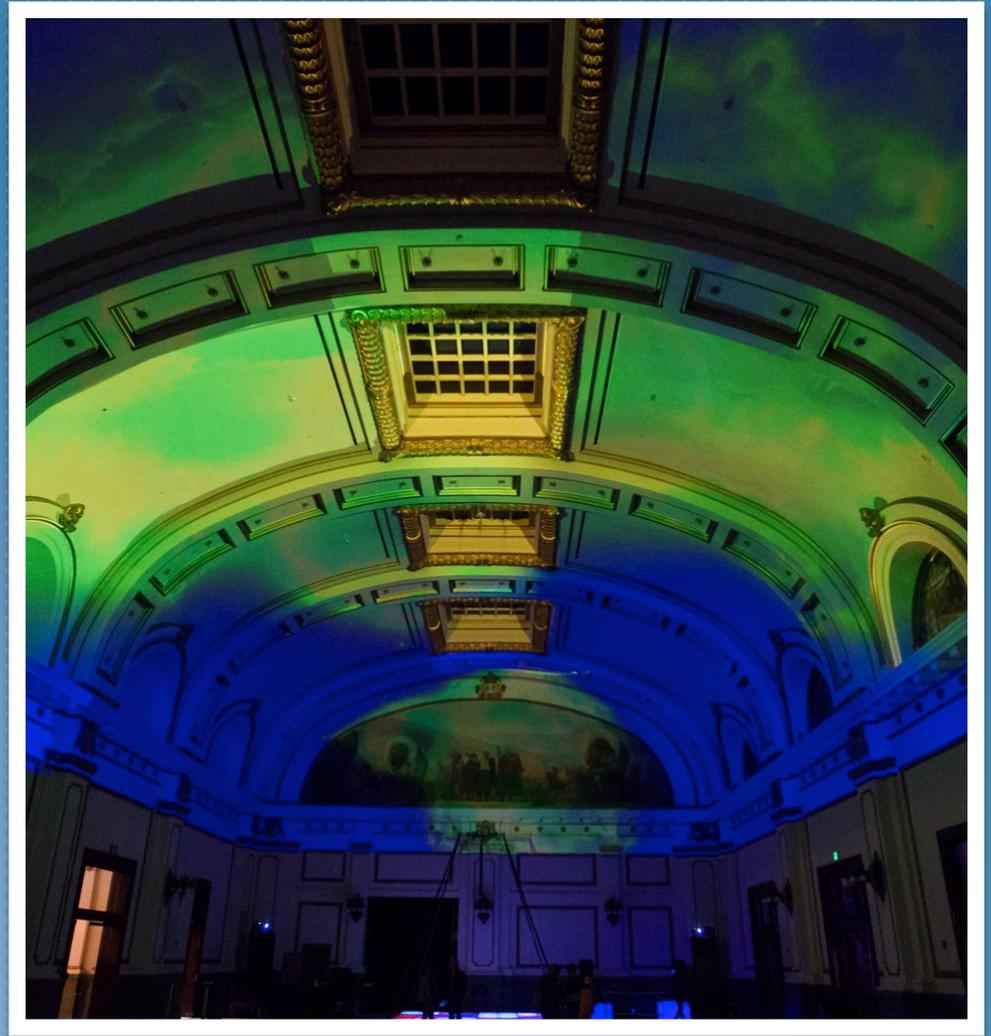
Goals for 2018 ILLUMINATE.

1. Attendance: 25,000
2. 30 Light and Tech Art Installations.
3. 60 Augmented Reality interactive elements.
4. 15 Virtual Artworks

Methods:

Track numbers / Evaluations

Surveys / Audit





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WALKER
CENTER CENTER