

Bettors Days 2020 First to Vote Campaign

Description of Funding Item: The First to vote campaign has four main elements in the year 2020. The projects include digital projection experiences, permanent historical markers in 5 key counties, 3 key events in 2020, educational projects to include teacher and student participation, and advertising of the campaign throughout the state.

Department Administered Through: Governor's Office of Economic Development

What is the statewide public purpose: This public awareness campaign will run statewide and tell the stories of Utah's leadership in the suffrage movement 150 years ago.

One-time Funding Request: \$1,000,000 General Fund

Type of Organization: Private Not for Profit

Does this Organization Receive Other State Funding: Yes (Previous 2 Years one-time)



PROPOSAL FOR “FIRST TO VOTE”:

UTAH WOMEN’S HISTORY CELEBRATION IN 2020

The year 2020 will mark the 150th anniversary of Utah being the home of the first female vote in the country. It also marks the 100th anniversary of the 19th Amendment, granting women voting rights throughout the country. Better Days 2020 proposes a statewide campaign in 2020 to celebrate Utah’s role as a leader in the advancement of women. The “First to Vote” campaign will capture this once-in-a-lifetime opportunity to increase awareness of Utah’s illustrious women’s history and create positive national attention. The First to Vote campaign would run from February 12, 2020 through August 26, 2020.

CAMPAIGN VISION

The First to Vote campaign has four main elements in the year 2020:

- Experience: Digital projection experiences in 5 key counties
- Advertising: Local print and advertising in same 5 key counties
- Events: Support of three key events in 2020
- Education: Increased teacher and student awareness of local suffrage history

EXPERIENCE

Using BD2020’s new collection of county-specific women’s histories, the rich history of 5 counties will be represented through cutting-edge digital projection technology on historic buildings. Running through Summer 2020 and in complement to the Office of Tourism’s Red Emerald campaign, these projections will draw tourists and locals alike to recognize and celebrate Utah’s history of women’s leadership. They will be accompanied by permanent markers that will live beyond 2020.

ADVERTISING

Local print and outdoor advertising – including street banners, bus wraps and billboards - will support the digital projection experience. A social media campaign will drive awareness and conversation.

EVENTS

- *February 12-14, 2020:* Marking the 150th anniversary of Seraph Young’s first female vote in the United States at the Council Hall building in downtown Salt Lake City. Celebrations will focus on schools throughout the state who are including Utah women’s history in their curricula.
- *Week of July 24, 2020:* Corresponding with the annual Pioneer Day celebrations, this week will be Utah’s celebration of the 19th Amendment centennial. Everyday throughout the week, all throughout the state, events will bring together citizens of the state and tourists drawn by the national campaign.
- *August 20, 2020:* Corresponding with the centennial of the 19th Amendment, celebrations will be held in Washington D.C. to induct the statue of Dr. Martha Hughes Cannon into the National Statuary Hall in the U.S. Capitol building.

In addition, BD2020 will create a toolkit for all city and county councils to use as they plan their own 2020 events. This toolkit will include ideas, resources, contacts and historical details so that celebratory events in 2020 will reach throughout the state.

EDUCATION

Building on the achievement of our first-ever comprehensive resource for Utah women’s history, www.utahwomenshistory.org, we will continue our efforts to train teachers around the state with a goal of having 52,000 school children receive the curriculum in 2020. In addition, our extensive resources for families and individuals will provide the backbone for the statewide celebration.

LOCATION

The proposed five locations for the First to Vote campaign are Salt Lake County, Davis County, Utah County, Weber County and Washington County. Additional counties (Cache, Box Elder) could be added depending on budget.

BUDGET

Total proposed budget: \$2,500,000
Legislative contribution: \$1,250,000
Private funding contribution: \$1,250,000



City Of Montreal - Cité Mémoire

Boston - The Freedom Trail

Better Days 2020 - "First to Vote" Campaign Budget

Description	Cost	Details
<u>Salt Lake County</u>		
Permanent Historical Markers	\$75,000	Creation and installation of permanent markers at 3 suffrage sites
Digital Building Projections	\$45,000	Application of campaign onto 3 digital projection sites
Lampost Banners	\$30,000	
Outdoor and Print Advertising	\$50,000	
Public Event - 5/19	\$30,000	Spring luncheon with guest speaker
Public Event- 2/20	\$30,000	Sesquecentennial event with schools
Public Event(s) - 7/20 - 7/24	\$200,000	Sesquecentennial and centennial celebratory public festival
<u>Davis County</u>		
Permanent Historical Markers	\$75,000	Creation and installation of permanent markers at 2 suffrage sites
Digital Building Projections	\$25,000	Application of campaign onto 2 digital projection sites
Lampost Banners	\$15,000	
Outdoor and Print Advertising	\$40,000	Local advertising support
Event Materials	\$30,000	Support materials for county-specific events
<u>Utah County</u>		
Permanent Historical Markers	\$75,000	Creation and installation of permanent markers at 2 suffrage sites
Digital Building Projections	\$25,000	Application of campaign onto 2 digital projection sites
Lampost Banners	\$15,000	
Outdoor and Print Advertising	\$40,000	Local advertising support
Event Materials	\$30,000	Support materials for county-specific events
Public Event - 8/19	\$40,000	Public festival at Thanksgiving Point
<u>Weber County</u>		
Permanent Historical Markers	\$75,000	Creation and installation of permanent markers at 2 suffrage sites
Digital Building Projections	\$25,000	Application of campaign onto 2 digital projection sites

Lampost Banners	\$15,000	
Outdoor and Print Advertising	\$40,000	Local advertising support
Event Materials	\$30,000	Support materials for county-specific events

Washington County

Permanent Historical Markers	\$75,000	Creation and installation of permanent markers at 2 suffrage sites
Digital Building Projections	\$25,000	Application of campaign onto 2 digital projection sites
Lampost Banners	\$15,000	
Outdoor and Print Advertising	\$40,000	Local advertising support
Event Materials	\$30,000	Support materials for county-specific events

Labor

Administration	\$150,000	Insurance, legal fees, postage, travel, fundraising
Creative Agency	\$72,000	Campaign concept development.
Digital Technology Agency	\$150,000	Agency fees for digital projection development
County Coordinators	\$100,000	Hiring of 2 people for 12 months at \$50,000/year
Event Planning Labor	\$50,000	Hiring of event planner for 2019 and 2020 events
Social Media Specialist	\$50,000	Hiring of a social media expert to manage campaign
Historical Research	\$100,000	Local researchers and education efforts
Project Management	\$55,000	

Advertising

Media Placements	\$275,000	Funds to grow social followings and purchase ad placements
Tourist Engagement Materials	\$25,000	Printed materials for tourism offices

Education

Utah Teacher Training	\$75,000	Funds for one educator to travel and present at school districts in all counties
Content Maintenance	\$25,000	Website
Educator Materials	\$30,000	Production of merchandise for distribution to partner schools
Community Kits	\$100,000	Similar to Spike 150 Community Kits

Total \$2,497,000



January 23, 2019

Dear Senator Vickers,

Please see the attached Scope of Work that Better Days 2020 recently reported to GOED to detail the scope of work we have and continue to accomplish in relation to our two previous appropriations.

Best,

Mandee Grant
Co-Founder
Better Days 2020

Objective/Purpose Statement: (provide a detailed description of project and how the funds will benefit the state and community)

Better Days 2020 is a non-profit dedicated to popularizing Utah women's history. Our goal is to produce a state-wide, multi-channel campaign that will draw attention to Utah's past leadership in the suffrage movement, and be a positive catalyst for conversation and remembrance.

Key Activities/Commitments: (identify the work that will be/has been completed throughout the project; ie: milestones)

- Educational Curriculum Development and Expansion (including trading cards and posters)
- Downtown Suffrage Walking/AR Tour
- County Suffrage Website Development
- Legislative Materials
- Public Education Campaign/Speaker Events



Deliverables/Performance Measures: (identify key metrics used to measure success of the project)

· **Educational Curriculum Development and Expansion**

– In Progress

- Goal: work with ~1300 teachers impacting ~200,000 students.
- Metrics: 4,067 current users, 15,580 page views (We currently don't have a solid number of students impacted, but are working to confirm those numbers. We estimate 40,000-60,000 students have interacted with the curriculum.)
- Measurable Goal: 1300 lesson downloads from website (We are currently measuring unique users and page views to determine exposure since we want the curriculum to be easily accessible.)
- First set of Trading Cards sent to over 800 teachers and educational leaders throughout the state.
- Partnered with Gibbs Smith on new edition of Utah Studies textbook which features a new two-page spread dedicated to Utah's suffrage history.
- Created and piloted 5th and 11th grade curriculum. Piloted by teachers in the Jordan School District. These lessons will be available to all educators in January 2019.
- First short of educational videos to be completed December 2018.
- Partnership with Gibbs Smith to publish book of first 25 illustrations and biographies of Utah Suffrage Advocates
- Professional Development Trainings scheduled for Jan/Feb 2019 with Salt Lake City School District and Provo School District.



- Sponsoring and judging Utah History Day Women's History in 2019
 - Presented to Utah Council of the Social Studies, conference of over 100 teachers
 - Tanner Humanities Center Teacher Seminar held in summer of 2018, led by world-renowned scholars and 30 Utah teachers. Highest rated workshop THC has hosted to date. Planning two more seminars in June/July 2019.
- **Downtown Suffrage Walking/AR Tour – In Progress**
 - Goal: engage 500,000 people (students, locals, tourists) through field trips, walking tours, and augmented reality technology.
 - Metrics: Teacher/school participation, app downloads, map downloads.
 - Measurable Goal: 500,000 app/map downloads
 - Hosted event with high profile influencers to take them on a Segway tour of the Suffrage sites. Approximately 20,000 people exposed/engaged in social media campaign.
 - Partnering with Vickie Varela and Utah Department of Tourism to propose a memorial on the site of Council Hall dedicated to the Utah suffragists. Meeting with Capitol Preservation Board in January 2019.
 - Partnering with Silicon Slopes and Eileen Clyde 20th Century Women's Legacy Archive to create virtual experience for students outside of SLC county.
 - **County Suffrage Website Development – In Progress**



- Goal: engage 5000 people in outreach in smaller counties throughout Utah.
- Metrics: Website traffic and downloads.
- Measurable Goal: 5000 new visitors to website
- Created local histories project to document women, organizations, events, and places important for suffrage and Utah women's history in every county and reservation. Stories from 8 counties will be posted on the educational website in December 2018.
- 2020 First to Vote Campaign to exist in five major counties; Weber, Davis, SLC, Utah, and Washington.
- Community Kits similar to what Golden Spike project produced for each of the cities

• **Legislative Materials – In Progress**

- Goal: Present materials to all state legislators, federal representatives, county reps, mayors, city councils, etc.
- Metrics: Follow up on use of materials in presentations and speeches.
- Measurable Goal: Maintain list of all meetings with contacts
- Partnerships with Utah Association of Counties, Utah League of Cities and Towns, Weber County, Davis County, SLC County, Utah County, Washington County, Salt Lake City, Cedar Hills, Highland, Provo, Woodland Hills, Logan, St. George, and others.
- US House Resolution introduced by Rep. Mia Love October 2018.



- First to Vote license plate; release, press conference, publicity
- Celebration plan for cities and counties to execute in the year 2020 (i.e. branded street banners, parades, street renamings, pass resolution, local celebration, etc.)
- **Public Education Campaign/Events – In Progress**
 - Goal: Educate 1,000,000 people about Better Days 2020, the upcoming anniversaries in the year 2020, and our various projects and events
 - Metrics: Social media metrics (FaceBook, Instagram, Twitter), community events, earned media and media appearances (magazines, television, news), presentations (TedX Salt Lake, various conferences, etc), etc.
 - Measurable Goal: Total of 1,000,000 people between followers on social media, number of tickets sold to events, media reach/viewers, license plates purchased, YouTube videos viewed, etc. (I believe there are ways to track media reach that encompasses all of these avenues. We are currently looking into technology that will help us effectively measure these avenues.)
 - Hosted sold-out educational festival with seven community partners, reenactment of the 1896 Constitutional Convention with Brooke White, elected officials, including LG Spencer Cox, Speaker of the House, Minority Leader of the House, State Auditor.
 - Event with Ann Romney, Rep Mia Love, Senator Deidre Henderson, Rep. Carol Spackman Moss
 - Event with Dr. Valerie Hudson and Natalie Gochnour



- Event with BYU Harold B. Lee Library featuring Carol Cornwall Madsen, Sheree Bench, and Cherry Silver
- Event with Dr. Susan Madsen and Kiln Lehi in Jan 2019
- Event with Eileen Clyde 20th Century Women's Legacy Archive in March 2019
- TedTalk featuring Neylan McBaine "Reclaiming Utah's Pioneering Legacy of Women's Suffrage"
- Send Martha Campaign
- First to Vote Multi-County Campaign and social media/public awareness campaign
- Women's History Month Campaign
- Brooke Smart's Suffrage Illustrations selected by Utah Department of Heritage and Arts traveling exhibit for 2019-2020.
- Partnership with Deseret Book on publication tentatively titled "Thinking Women: The Story of Suffrage in Utah"
- Partnership with Ancestry.com to "Find Your Suffragist"

· **Established Partnerships in which we are collaborating on events/projects, or promoting their events/projects:**

- BYU Center for the Study of Elections and Democracy
- BYU Women's Suffrage 100th Anniversary Celebration Committee
- Utah Valley University
- Utah Women & Leadership
- Utah State University
- Dixie State University



- University of Utah
- Tanner Humanities Center
- University of Utah Aileen H. Clyde 20th Century Women's Legacy Archive, Marriott Library
- Marriott Library Special Collections, University of Utah
- Southern Utah University Museum of Art
- Weber State
- Saint George Area Chamber of Commerce
- Washington County Historical Society
- Weber County Heritage Foundation
- Logan Mayor's office
- Cache County Community Council
- Cache County Arts Council
- Thayne Center, Utah Women in Higher Education Network
- Utah Association of Counties
- Utah League of Cities and Towns
- Real Women Run
- YWCA
- BRAID Workshop
- Utah Women & Leadership Project
- Utah Pioneer Heritage Arts
- Neighborhood House
- MWEG
- Martha Hughes Cannon Oversight Committee
- Utah Storytellers Guild
- Utah Department of Heritage and Arts
- Spike 150 – featuring women of Golden Spike
- Utah Department of Tourism
- Capitol Preservation Board
- Nevada Commission for Women
- Congresswoman Mia Love
- Congressman John Curtis
- Congressman Chris Stewart



- Senator Orrin Hatch
 - Women's Leadership Institute
 - Utah Women's Walk
 - Utah Symphony/Utah Opera
 - Utah Public Radio
 - Utah Museum of Contemporary Art
 - Utah Humanities Council
 - Utah Film Commission
 - Utah Division of State History
 - Utah Cultural Alliance
 - Springville Art Museum
 - Salt Chamber of Commerce
 - Salt Lake Acting Company
 - Ogden Union Station
 - Mormon History Association
 - Maxwell Institute for Religious Scholarship
 - LDS Church History Museum
 - Hinckley Institute
 - Gibbs-Smith
 - First Presbyterian Church of Logan
 - Downtown Alliance
 - Deseret Media Corporation
 - Deseret Book
 - Utah Federation of Republican Women
 - Utah County Republican Women
 - National Collaborative for Women's History
- Sites
- National Votes for Women Trail
 - National Women's History Museum
 - National Women's History Alliance
 - Utah Tribal Council Leaders
 - Provo City Library
 - KUED
 - Preservation Utah
 - Utah PTA



- Utah Developmental Disabilities Council
- Calvary Baptist Church
- Centro Civico Mexicano
- Japanese American League
- Girl Scouts of America – Utah Chapter
- Mormon Women’s History Initiative
- Utah Pioneer Heritage Arts
- Pioneer Park Coalition
- Utah Traveling Exhibits & Public Art
- Silicon Slopes
- Kiln Space

• **Presentations**

- Presentations at BYU’s Kennedy School, Women’s Studies, and Law School
- Council of State Governments
- National Federation of Republican Women
- Utah House Majority Caucus
- Utah Senate Majority Caucus
- Utah House Minority Caucus
- Utah Senate Minority Caucus
- National Suffrage Conference in Miami and San Diego
- League of Women Voters
- Utah Association of Counties
- Real Women Run
- YWCA
- Utah PTA
- Utah Council of the Social Studies

• **Interviews/Media**

- Rod Arquette Show (multiple times)
- Radioactive with Lara Jones



- Constant Wonder with Marcus Smith – BYU Radio
- Utah Public Radio
- Red Meat Radio
- Utah Valley Magazine
- Neylan McBaine TedTalk
- Articles featuring stories about Martha Hughes Cannon statue and the First to Vote license plate



Fiscal Analysis Proposal: Better Days 2020 Appropriation Request

1. How will this project make Utah a better place?

- This public awareness campaign will run statewide and tell the stories of Utah's leadership in the suffrage movement 150 years ago.
- In the year 2020 there will be a nationwide campaign to celebrate the 100th anniversary of the 19th amendment. This campaign allows Utah to step into the spotlight and tell the story of our state being the foothold for women's suffrage in the nation. This is a once in a lifetime opportunity to lead out and share our history.
- As this message is amplified in key locations throughout the state, and cities and counties promote and participate in the celebrations, local and out of state tourists will travel to urban locations across the state as they follow the "First to Vote Trail."
- Unite Utahns behind a common purpose and celebration to create a sense of pride in our state's history.

2. What will the project include?

- Educational curriculum, trading cards, partnership with the Utah PTA, school participation and events, field trips, essay contests.
- "First to Vote" statewide campaign, targeting top five most visited/high traffic areas of the state, to coordinate with the Department of Tourism's "Red Emerald" campaign, drawing tourists to other popular Utah cities and towns.



- Downtown SLC Walking/Augmented Reality Tour highlighting all of the suffrage locations located in downtown SLC
- “First to Vote” Community Kits/Library Kits (similar to those of Golden Spike)
- Three major events; February 14th, the week of July 24th, and August 26th (the national suffrage anniversary.)
- Memorial unveiling event at Council Hall on February 14th, 2020
- Utah Suffrage Art Exhibit on 4th floor of Utah Capitol

3. How will we measure impact?

- We are working with Quin Monson @ BYU and have established baseline data that we will measure again post 2020 events and projects to determine engagement, knowledge, and ROI.
- Target 1,000,000 people between followers on social media, number of tickets sold to events, media reach/viewers, license plates purchased, YouTube videos viewed, etc. to determine reach and impact.
- Track the number of school districts, schools, classrooms, and students engaging with the curriculum and materials.
- Track the number of counties, cities, and towns who promote and participate in the events and celebrations during the year 2020.