

Request Name: Illuminate - Utah's Light Art and Creative Technology Festival

Description: Capital request for equipment for Illuminate - Utah's Light Art and Creative Technology Festival. Funds to be used to purchase projectors, servers, computers, and sound equipment used to produce the annual community celebration of arts and technology in Utah.

Agency: Heritage and Arts

Funding for: \$300,000

Private Not-for-Profit



# ILLUMINATE

LIGHT ART + TECHNOLOGY FESTIVAL

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

This free event, produced by the 501(c)3 Utah Arts Alliance, invites the community to explore our city in entirely new ways and to see it in a whole new light, by illuminating our history, our culture and our community through art and technology.

Local artists in collaboration with our local technology sector will use the city's unique architecture as a blank canvas. They will create large projection 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 placed around the city creating a city wide light museum accessible to everyone.

### APPROPRIATION REQUEST \$300,000

This one-time award will be used to purchase high-lumen projectors, sound equipment, and supporting equipment. This equipment will be used by Utah artists to create custom projection art pieces for ILLUMINATE.

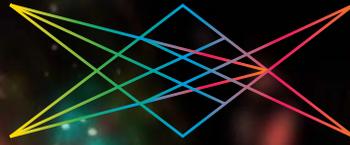
- Puts Utah on the national map for Creative Tech
- Add the important Art factor to our rapidly growing tech sector
- Utah's first interactive Augmented Reality artwork and Virtual Public Art
- More than 25,000 people in attendance last year, a 66% increase from 2017
- Free to the public, open to all ages
- Showcases top artists across Utah working in technology, light, video and projection
- Programming partners include Discovery Gateway, Clark Planetarium, The Leonardo, Utah Film Center, Utah Division of Arts & Museums
- Requesting \$300,000 to purchase equipment and support operations
- Great ROI!
- ILLUMINATE will generate approx. \$1,500,000.00 in Economic Activity\*

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



UTAH ARTS  
ALLIANCE

ILLUMINATESALT LAKE.ORG



# ILLUMINATE

LIGHT ART + TECHNOLOGY FESTIVAL

**TOTAL PROJECT BUDGET** \$954,000.00

## INCOME

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	\$300,000.00

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**TOTAL PROJECT INCOME** \$954,000.00

## EXPENSES

Staffing and Personnel	\$114,000.00
Venues and Staging	\$95,500.00
Marketing	\$142,000.00
Volunteer Support	\$7,100.00
Equipment and Supplies	\$312,500.00
Programming and Artists	\$180,500.00
Permitting and Insurance	\$2,400.00

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**TOTAL EXPENSES** \$954,000.00

## GOALS FOR 2018 ILLUMINATE

1. Connect Utah artists with the right equipment needed to create large projection art pieces on iconic architecture.
2. Engage students who are studying light and tech art Installations.
3. 60 augmented reality interactive elements.
4. 15 virtual artworks placed and viewable through ILLUMINATE AR app.

### How will we measure success?

The UAA uses standard evaluation methods to measure our program's effectiveness. This includes measuring audiences reached both in terms of actual numbers and in terms of reaching targeted demographic groups.

The UAA utilizes online survey methods such as Survey Monkey to solicit feedback from our audiences. We also evaluate the amount of financial and in-kind support we receive. Based on these evaluation methods, we strive to maintain flexibility in planning our programming in order to respond to changing community needs.

Request for Appropriation – Senator Derek Kitchen

Illuminate - Utah's Light Art and Creative Technology Festival

Supporting Documentation

Explanation of question on Request for Appropriation Form “Does this organization receive other State financing? If yes, attach explanation.”

The Utah Arts Alliance will be submitting a grant application to the Utah Division of Arts and Museum for general support of the organization. No funding has been allocated to the organization from the State of Utah to the organization in 2019.