



Rio Grande



Utah Department of
Heritage & Arts

VISION STATEMENT

UTAH'S ECONOMY AND QUALITY OF LIFE ARE ELEVATED BY ITS HERITAGE, ARTS AND CULTURE.

MISSION STATEMENT

PRESERVE AND PROMOTE HERITAGE, ARTS, COMMUNITY DEVELOPMENT, CULTURAL RESOURCES, AND UNDERSTANDING.

OUR STRATEGIC PILLARS



COLLABORATION
EDUCATION
STEWARDSHIP
INNOVATION



LEGISLATION AND CODE CHANGES

The Department of Heritage & Arts currently only has a few items for consideration or monitoring during the 2017 Legislature.

- Utah State History is reviewing changes made to the historic districts statute in the 2016 session and their impacts.
- The Division of Arts & Museums and the Utah State Library are working with staff attorneys and appointed boards on some potential technical changes to statute.
- House Bill 324: Capital Facilities Grants Process needs committee consideration.

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CAPITAL FACILITIES REVISIONS

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2016 GENERAL SESSION

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STATE OF UTAH

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Chief Sponsor: Rebecca P. Edwards

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Senate Sponsor: Jerry W. Stevenson

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7 LONG TITLE

8 **General Description:**

9 This bill modifies provisions related to the Department of Heritage and Arts.

10 **Highlighted Provisions:**

11 This bill:

- 12 ‣ defines pass-through funding;
- 13 ‣ provides department duties related to pass-through funding;
- 14 ‣ removes references and certain requirements related to pass-through funding and
- 15 capital facilities grants; and

Change Capital Facilities Grants Process

- In practice, legislative action circumvents statutory process.
- Passed House on Consent Calendar, but never considered in Senate.
- Request passage by interim committee for 2017 General Session.

DEPARTMENT GOALS 2017

1. Increased Awareness & Outreach

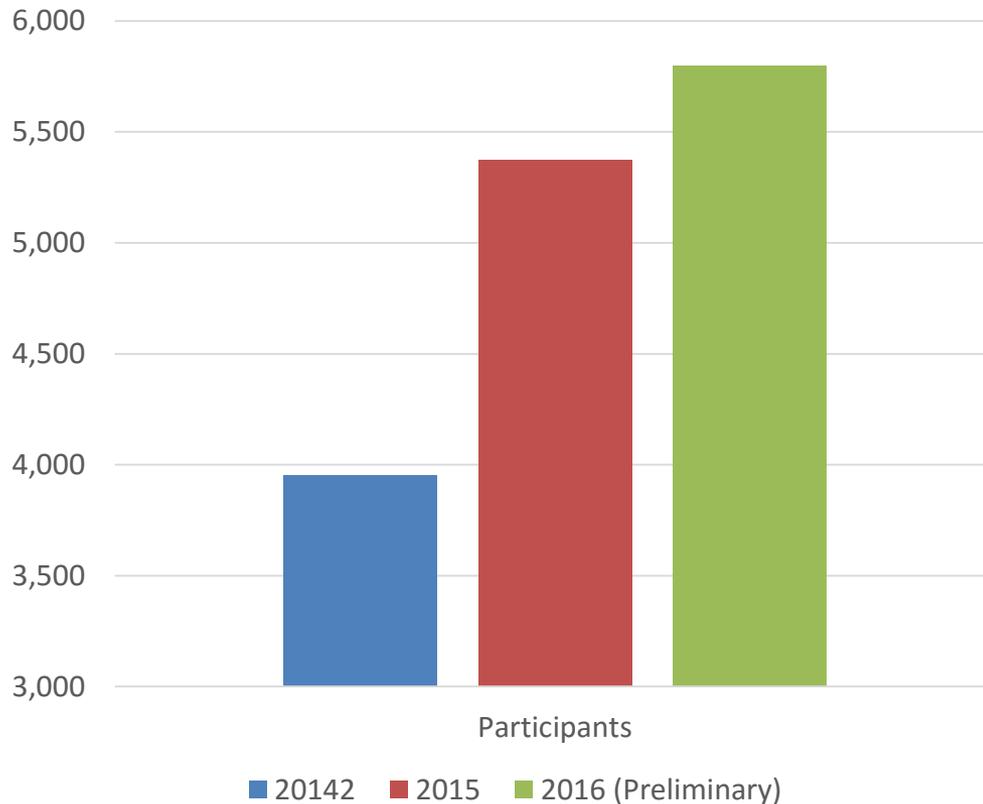
2. Leveraged Collaboration

3. Utah Museum of History, Heritage, & Art



AWARENESS & OUTREACH

Utah History Day



- Programs provide benefits for communities, schools and organizations statewide.
- All ages participate in the cultural and educational programs.
- Services for museums, libraries and school are very important in rural areas of the state.
- Academic competitions such as Utah History Day have become popular with students.

AWARENESS & OUTREACH: PROGRAMS

- Cyber Seniors
- Multicultural Youth Leadership Summit
- Poetry Out Loud
- Utah Historical Society
- Bookmobiles
- Spontaneous Volunteer Management
 - Started in 2014
 - Training in jurisdictions statewide
 - Offering grants to become Volunteer-Ready Communities.

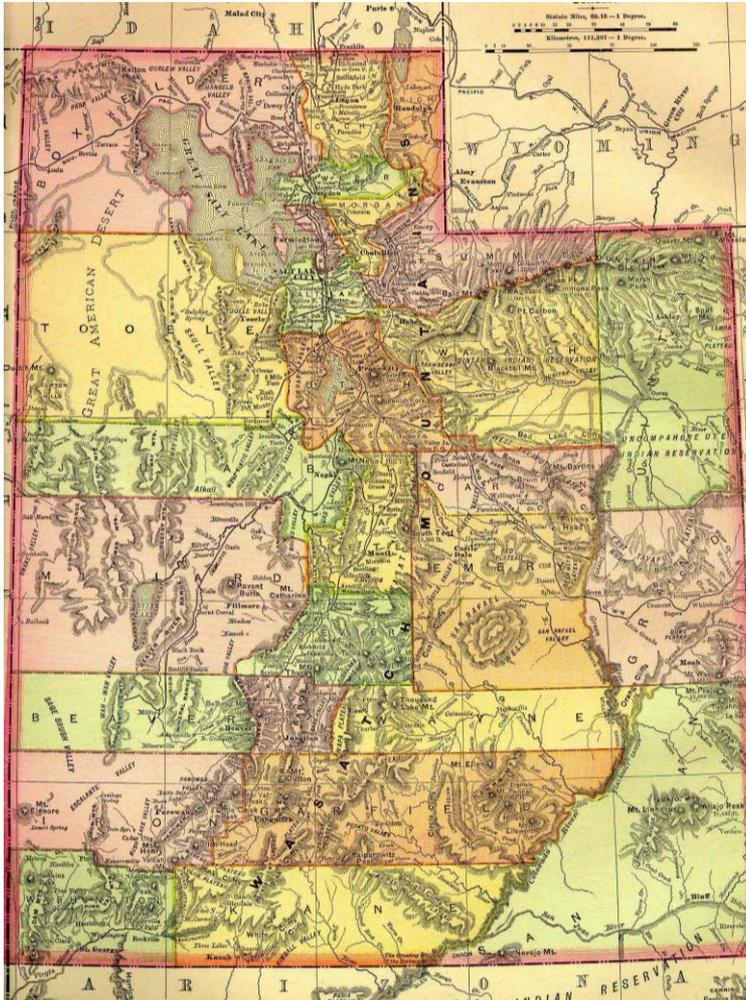
Spontaneous Volunteer Management Training

- Attendees: 232
- Jurisdictions: 60
- Trainings: 8
- Grants: 6

AWARENESS & OUTREACH: ACTIONS & MEASURABLES

- Utilize existing divisional metrics to measure reach and set awareness targets for specific programs and initiatives.
- Determine target audiences for each division and establish consistent metric models.
- Coordinate outreach campaigns whenever possible to boost impact, and use consistent data sources to accurately gauge the reach.

LEVERAGED COLLABORATION



- Improved communications between divisions will identify opportunities for coordinated services.
- Wherever possible, opportunities for multiple grants to be leveraged communities will be encouraged.
- Annual department retreat will focus on tactics to accomplish this effort.
- SUCCESS Programs for Arts & Museums and State History will strengthen collaboration.

CASE STUDY: HELPER

- Helper has historic and arts districts that attract tourists.
- Western Mining & Railroad Museum and the Helper Arts Festival have received grants from the Division of Art & Museums totaling more than \$10,000.
- Division of State History has given a \$10,000 CLG grant for renovating three historic buildings in downtown.
- Utah State Library has given a \$4,700 matching CLEF grant. Helper Library also participates in the Summer of Reading program.



CASE STUDY: EPICENTER



- Located in the heart of Green River.
- Receives funding as a Local Arts Agency by the Division of Art & Museums, and is a 2016 Our Town grant recipient (\$50,000) from the National Endowment for the Arts.
- Volunteerism is a key component of mission.
- Staff and volunteers create public art projects, organize community service projects, and chronicle the history of Green River and the surrounding area.
- Frontier Fellows who spend a month living and working at Epicenter have included Native American artists.

LEVERAGED COLLABORATION: ACTIONS & MEASURABLES

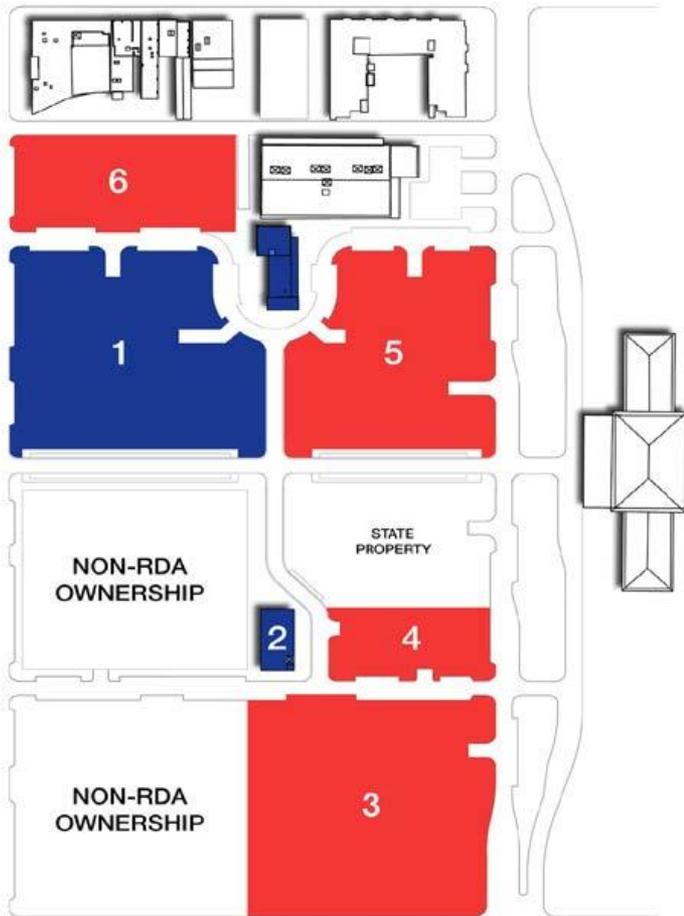
- Assessment throughout all divisions of grants, programs, and services to identify those that can be leveraged by communities for greater impact.
- Create standardized assessment tool for divisions to continually identify opportunities for collaboration with other divisions.
- Develop assessment method to determine exponential impact of cooperative efforts.
- Implement Salesforce as a department-wide Customer Relationship Management tool.

MUSEUM OF HISTORY, HERITAGE & ART



- The pre-planning study is nearing completion with CRSA Architects
- A communications plan is being developed to prepare for meetings with donors, community leaders, and other stakeholders.
- Fundraising pitches will initially target potential major donors or foundations.
- Negotiations with Salt Lake City about the overall development of the Depot District continue.

UMHHA: DEPOT DISTRICT LAND USE



The Utah Museum of History, Heritage & Art will become an anchor tenant for the redeveloped district around the Rio Grande Depot.

- Retail and entertainment will be included in the museum planning.
- Parking is a priority to attract visitors from around the Salt Lake valley and throughout the state.
- The UMHAA design will fit into the overall character of the redeveloped Depot District.

UMHHA: ACTIONS & MEASURABLES

- Complete pre-planning with CRSA Architects.
- Identify programming, storage, and research needs for Arts & Museums and State History divisions.
- Secure a lead donor for the museum project and identify other potential major donors.
- Finalize agreement with Salt Lake City RDA for land transfer and site plans.
- Plan capital campaign plan includes fundraising and communications components.



THANK YOU