

# ANNUAL REPORT 2021

## *Ogden Arts, Culture & Events Division*



*It is the mission of The Ogden Arts, Culture & Events Division, to create an environment that fosters and supports diverse programming in arts and events to enhance the quality of life for residents and resident businesses.*

*This rich environment will aid in attracting visitors, new residents, and new businesses, boosting economic impact.*

# EVENTS & PROGRAMS 2021

## Ogden Amphitheater

**70 days of programing**

**50 performing artists**

**1079 student performers, dance groups**

**6 Movies in the Park – (Held at 6 different parks)**

**10 Ogden Twilight Concerts**

## Amphitheater Hosted Events

Farmers Market  
Ogden Pride  
Martin Luther King March  
Alzheimer's Walk  
Harvest Moon  
HOPE Walk  
Prevention Recovery Days  
Fire Ride (20<sup>th</sup> Anniversary)  
National Night Out  
Untamed Pops Concert  
WSU Strings Project  
Juneteenth Celebration  
Enable Utah Concert  
Fall Market  
Holiday Entertainment for Christmas Village



# Ogden Twilight Concerts

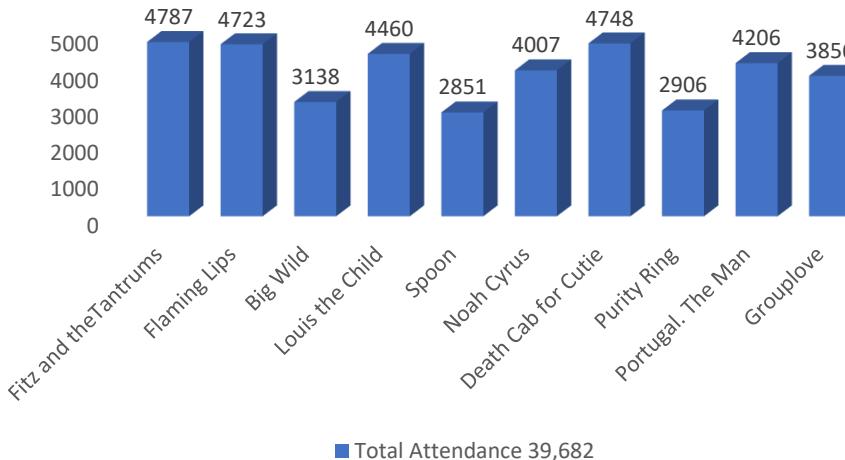
## 10 Ogden Twilight Concerts

**8 out of 10 SOLD OUT!**

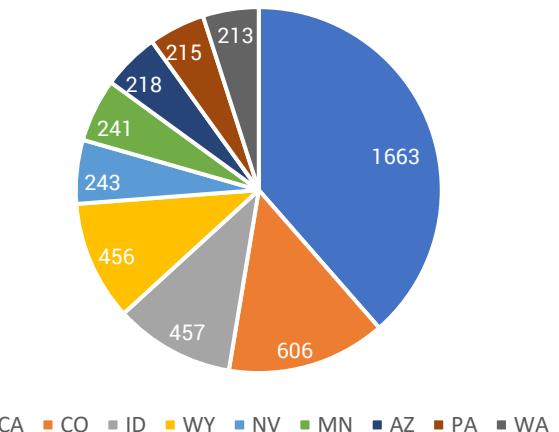
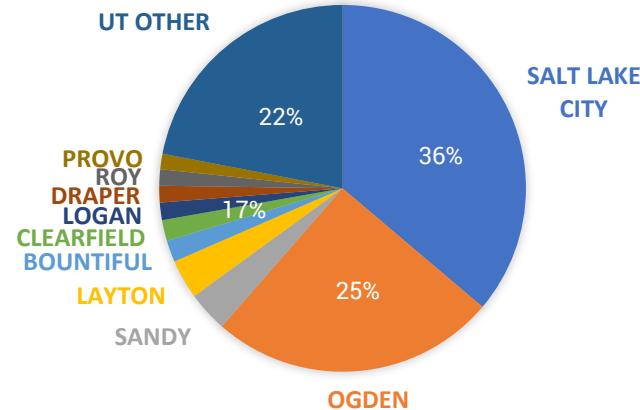
Fitz and the Tantrums  
Flaming Lips  
Big Wild  
Louis the Child  
Spoon  
Noah Cyrus  
Death Cab for Cutie  
Purity Ring  
Portugal. The Man  
Grouplove



## UTAH TICKETS SOLD / %



## # OUT OF STATE TICKETS SOLD (TOP 9)



## Community Art Show

Community Art Show is hosted quarterly at Ogden's Historic Union Station, welcoming artists of all skill levels and people of all backgrounds. This initiative is designed to build the confidence and resumes of local creatives. Community members have the opportunity to experience art in a safe and comfortable setting. Community Art Show focuses rotate quarterly, highlighting a new genre and/or theme with each new show.

3D Show	June-Aug	17 Artists	30 art works displayed
Sustainable Planet	Sept-Nov	16 Artists	31 art works displayed
Holiday Cultures	Dec-Feb	14 Artists	23 art works displayed



## CONNECT

ACE collaborated with Connect, a program of the Utah Arts Alliance. Connect is an open art call event for emerging artists to share their work and workshops to build skills and collaborate with other artists

September	13 artists participated
October	21 artists participated
December Finals	7 local artists were invited to participate- with 3 of them winning grant money
	o 1 <sup>st</sup> place artist choice- Lindsay Huss
	o 2 <sup>nd</sup> place artist choice- McKenna Powell
	o 2 <sup>nd</sup> place Patron choice- Cole Eisenhour



## First Friday Art Stroll

The art stroll held the first Friday of each month and was attended by an estimated 8,000 to 10,000 people throughout the year. Currently 18 locations are participating in the stroll



## Winter Solstice

The sun came out December 21<sup>st</sup> over 50 people stopped by to admire and appreciate "Water Cycle" the Andy Duffard sculpture that was complete in 2011 as a Public Art Project. The snowflake shadow was perfect on the rock this year



# Holiday Electric Light Parade

**15,000 attendance**

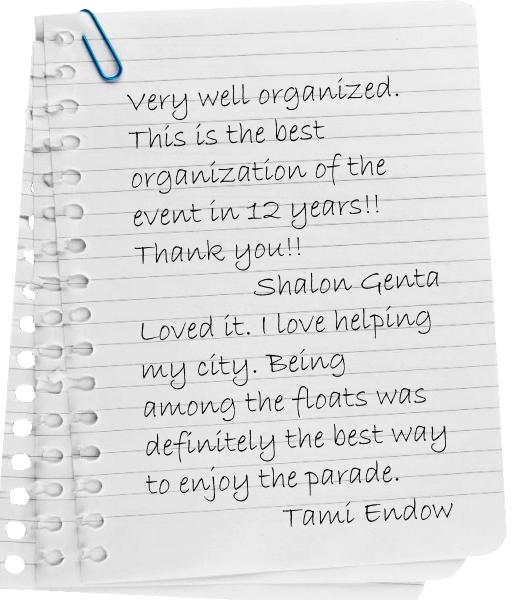
**54 floats**

**110 volunteers**

**413 volunteer hours**

## Parade Grand Marshal / Make-A-Wish

Wilder Getzlaff was sponsored by the Make a Wish foundation. Dillards sponsored a whole new outfit, Minky Couture gifted blankets to the family and Admiral Beverage made him his very own float. Wilder was given a gift basket by Mayor Caldwell, and he helped Santa turn on the lights to Christmas Village.



# PERMITS AND EVENT SUPPORT 2021

**200 Special Event Permits**

**12 Film Permits**

**Direct Support for these Community Partner Events:**

Farmers Market  
Harvest Moon  
Historic 25th St. Car Show  
Fire Ride  
Pioneer Days  
Fall Market  
Christmas Village  
Ogden Marathon (online)



# GRANTS 2021

**RAMP**    **\$85,000.00 ACE Programing**

**\$30,000.00 Union Station Browning Theater LED Screen**

**Utah Arts & Museums**

**\$30,000.00**

*Total Grants Received - \$145,000.00*





# ARTS 2021

## Public Art Projects

### Don Rimx Murals

Puerto Rican Artist Don Rimx spent the month of June in Ogden painting five 40'x50' murals on the Junction Parking Lot structure along Grant Ave. Don provided the community with an artist talk at OCA on June 16<sup>th</sup> and the project unveiling celebration was held on July 1<sup>st</sup>.

“Perfil Ancestral”   “Mano Trabajadora”   “La Union”   “Mrs. Rodeo”   “Joe McQueen”

### Dumke Arts Plaza

The groundbreaking celebration for this amazing project was held on February 26, 2021, construction on the plaza took 8 months to finish. The Dr. Ezekiel and Edna Wattis Dumke Arts Plaza opened on the evening of December 3, 2021. With a funding collaboration from the Dumke Foundation, Weber County RAMP, Ogden Contemporary Arts and Ogden City the plaza was brought to life.

### CORNER Plaza project

New York based artist team Nancy and Josh Hou DeSousa have designed and are currently building a new art piece “Bubble” for the Corner plaza redesign project located at the southwest corner of 25<sup>th</sup> and Washington. Project is slated to be complete summer of 2022.

### OGX BRT Public Art Project

Ogden City in partnership with UTA, and McKay Dee Hospital will place artwork on the thirteen BRT stations currently planned for the city. Artwork from artists/designers and artists/design teams will be installed on the glass windscreens at the new Ogden Bus Rapid Transit (BRT) Stations.



DUMKE Arts Plaza Grand Opening



“Bubble” Rendering



BRT Station rendering with art enhanced windscreens

## Local Art Calls

- 3 for the Community Art show- 3D show, Sustainable Planet, and Holiday Cultures Show
- 1 for the UTA OGB BRT Public Art Project
- 1 for the Ogden Poet Laureate

## Arts Advisory Committee

- Read and scored 32 grant applications and recommended \$107,000 of funding for 29 applicants
- Welcomed Don Rimx to Ogden to paint 5 40'x50' murals along Grant Ave
- Recommended \$190,000 in public art funding for the OGX Bus Rapid Transit public art project
- Reviewed and scored 68 Request for Qualifications to select 10 artists for the BRT Stations
- Committee members represented Ogden City at the Ogden Arts Festival in June

## Mayors Awards in the Arts

### 2020 Honorees:

- Weber State University - Arts Learning Collaborative
- Project Success Coalition - Betty Sawyer - Folk Art
- Lydia Gravis - Visual Arts
- Joseph Blake - Performing Arts
- Laura Stott - Literary Arts
- Daniel Matthews - Media Arts
- Augustine Akada - Emerging Artist
- Jake McIntire - Union Creative Agency – Arts Advocacy
- Brad Wheeler - Lifetime Contribution
- Lorie Buckley - Extraordinary Contributions in the Arts

### 2021 Honorees:

- Ballet Folklorico Tutulli - Iri Reyes - Folk Arts
- Kase Johnstun - Literary Arts
- Ogden MoveMeant Collective - Tawna Halbert - Performing Arts

## Ogden Arts Grants

\$107,000 in Arts Grants were awarded to 29 individuals and arts-based organizations

*Arts Grants in Spanish*

## Ogden Poet Laureate Program

Abraham Smith finished his term as Ogden's Poet Laureate in December 2021. His final reading took place at the Dumke Arts Plaza opening celebration.



Mayors Awards Honorees 2020 & 2021



Arts Grant Recipient  
OFAOM at Fort Buenaventura



Poet Laureate - Abraham Smith

# BUSINESS & ORGANIZATIONAL SUPPORT 2021

## ACE representation on Community Boards & Councils

Ogden Arts, Culture & Events Team Members actively contribute and serve our community on the following boards and commissions:

- Marshall White Advisory Committee
- Christmas Village Committee
- Arts Summit Group
- Ogden City Diversity Commission
- GOAL Foundation
- Weber Human Services Foundation
- Visit Ogden
- Ogden Downtown Alliance & related District Groups
- Utah Arts and Museums

## Collaborative Projects

### Monroe Tunnel Mural

Members of the ACE team helped Visit Ogden design and execute a community public art project for members of Utah Tourism Industry Association to participate in while they were in town for the Utah Tourism Conference hosted in Ogden. This new colorful and vibrant art piece was completed in August 2021

### YOU BELONG

Members of the ACE team collaborated with ODA and MarketStar to assist with the Cole Eisenhour "YOU BELONG" mural that was painted on the south side the Kiesel Ave parking garage. The mural unveiling took place on August 6, 2021 and has been a beautiful focal point for anyone on 25<sup>th</sup> street, but especially for all the Twilight attendees at the Ogden Amphitheater

ACE staff members volunteered for the Winter Race Circuit, Xterra, Ogden Music Festival, Harvest Moon and the Ogden Arts Festival!



Visit Ogden & ACE



Mural Artist: Cole Eisenhour

# MARKETING & COMMUNICATION 2021

## In Print & On Social

**Social Media** – ACE social media followers increased by 1280 and now total **21,260**

**The Corner LED Sign** – Digital billboard for events and programs is seen by 32,000 cars daily.

**Street Banners** – First Friday Art Stroll Banners were hung in the Junction and on 25<sup>th</sup> Street.

New Christmas Village Street Banners were hung around the Municipal Block and 25<sup>th</sup> St.

**Monthly PR & Newsletters** – Monthly newsletters and Press Releases are sent to the Media & Community

**Quarterly Magazine** – Quarterly content is submitted by ACE to be included in the Ogden Connection Magazine.

## The Corner

In the heart of downtown, The Corner serves as the hub of information for all things happening in and around Ogden. The bright LED message board is updated daily with community events information. Locally made gifts and souvenirs are also featured at The Corner.

### 2021 pop up events included:

Live Music Performances

Arts Advisory Committee information pop up site

Weber Morgan Health Department vaccine site

The Official First Friday Art Stroll map headquarters

Guided Historic 25<sup>th</sup> Street tour treat stop

Total Sales 2021:  
\$21,894.50

Total # of visitors:  
3942

Ogden Ambassadors  
Hired & Trained: 3



# Media Value Report - \$375,726.72

Date	Ogden Holiday Programs / Christmas Village	Media	Audience	Value
	Online		Visitors/Week	
11/3/2021	Ogden on Display	Singpost	10,811	\$ 302.71
11/10/2021	Christmas Activities in Utah	Utah Adventure Family	7,539	\$ 211.09
11/13/2021	Best places along the Wasatch Front to get your Christmas light fix	KSL	875,838	\$ 24,523.45
11/21/2021	Ogden Christmas Village 2021 kicks off, free parade and fireworks	ABC4	325,000	\$ 9,100.00
11/23/2021	Ogdens Christmas Village returns, bringing holiday flair	Standard Examiner	61,890	\$ 1,732.91
11/23/2021	Kick off the holiday season with these light displays	ABC4	187,255	\$ 5,243.15
11/24/2021	Holidazzle	Salt Lake City Weekly	26,775	\$ 749.70
11/28/2021	101+ Fun Things to do during Christmas in Utah	So Festive	87,748	\$ 2,456.94
11/30/2021	Pure jolly at these holiday events throughout Utah	Fox13	496,247	\$ 13,894.92
12/10/2021	2021 Utah Holiday Events	B98.7	2,560	\$ 71.68
	Broadcast		Viewership	
11/21/2021	Ogden Christmas Village 2021 kicks off, free parade and fireworks	ABC4	11,281	\$ 2,765.84
11/26/2021	Good Morning Utah	ABC	19,624	\$ 183.60
11/26/2021	Fox 13 Good Day Utah	Fox13	16,324	\$ 2,916.48
11/26/2021	Utah News at 10pm	ABC4	19,624	\$ 899.36
11/27/2021	Fox 13 News at Nine Weekend Edition	Fox13	16,324	\$ 781.21
11/28/2021	Fox 13 Good Day Utah Weekend Edition	Fox13	16,324	\$ 466.24
	Social Media		Impressions	
	Utah Fun Activities - Christmas Village Facebook	Utah Fun Activities	9,800	\$ 50.25
	ABC4 - Christmas Village Facebook	ABC4 FB	146,274	\$ 744.64
	Fox13 - Pure jolly at these Holiday Events Facebook	Fox13 FB	859,502	\$ 4,302.04
				<b>\$ 71,396.21</b>

Date	Dumke Arts Plaza / Ogden Arts	Media	Audience	Value
	Online		Visitors/Week	
11/17/2021	Grand Opening planned for Dumke Arts Plaza in Ogden	Standard Examiner	61,890	\$ 1,732.91
11/23/2021	Dumke Arts Plaza funding honors namesake's love for Ogden	Standard Examiner	61,890	\$ 1,732.91
12/1/2021	Art Scene Selections: Dec 2-9	Standard Examiner	61,890	\$ 1,732.91
12/1/2021	Chakaia Booker exhibit punctuates grand opening of the Dumke Arts Plaza	Standard Examiner	61,890	\$ 1,732.91
12/4/2021	Ogden christens new arts plaza with poetry, music, celebration	Standard Examiner	52,422	\$ 1,467.82
12/6/2021	Dumke Arts Plaza enhances Ogden	Singpost	27,367	\$ 766.28
	Broadcast		Viewership	
3/4/2021	Dumke Arts Plaza Groundbreaking on Good Day Utah	Fox13	49,917	\$ 4,248.00
3/4/2021	Dumke Arts Plaza Groundbreaking on Weekend Edition	Fox13	49,917	\$ 8,544.00
3/4/2021	Dumke Arts Plaza Groundbreaking on News at Nine	Fox13	49,917	\$ 28,800.00
3/4/2021	Dumke Arts Plaza Groundbreaking on News at 5	Chanel 2	78,252	\$ 4,168.00
3/2/2021	Dumke Arts Plaza Groundbreaking on News Weendend Morning Edition	Chanel 2	78,252	\$ 1,688.00
	Social Media		Impressions	
11/18/2021	Grand Opening Planned Dumke Arts Plaza	Standard Examiner FB	46,189	\$ 231.32
11/27/2021	Dumke Arts Plaza funding honors namesakes'	Standard Examiner FB	46,189	\$ 231.08
12/3/2021	Coming things to do Dumke Arts Plaza	Standard Examiner FB	46,189	\$ 230.98
12/5/2021	Ogden christens new arts plaza	Standard Examiner FB	46,189	\$ 231.65
12/6/2021	Dumke Arts Plaza	Weber State University	49,821	\$ 250.12
				<b>\$ 57,788.89</b>

Date	OGX BRT Public Art Project	Media	Audience	Value
	Online		Visitors/Week	
10/20/2021	Ogden City calling on artists across the nation to apply for BRT enhancements	Standard Examiner	78,700	\$ 2,203.60
11/1/2021	A Stop Above the Rest	Singpost / WSU	2703	\$ 75.68
12/17/2021	Ogden City Council approves \$190,000.00 for BRT station art enhancements	Standard Examiner	192,710	\$ 5,395.88
	Social Media			Impressions
10/1/2021	Ogden City calling on artists across the nation to apply for BRT enhancements	Standard Examiner FB	46,158	\$ 230.99
12/19/2021	Ogden City Council approves \$190,000.00 for BRT station art enhancements	Standard Examiner FB	46,158	\$ 231.77
				<b>\$ 8,137.92</b>

Date	Don Rimx Murals / Public Art Project / Art	Media	Audience	Value
	Online		Visitors/Week	
6/12/2021	Ogden parking garages getting color as focus on five-part mural project	Standard Examiner	78,700	\$ 2,203.60
7/2/2021	Downtown Ogden Mural project complete: "It's all about us, all of us"	Standard Examiner	78,700	\$ 2,203.60
8/30/2021	Ogden Art Stroll offers a feast for your eyes and ears	ABC4 Utah	239,717	\$ 6,712.08
11/4/2021	Ogden on Display	Singpost / WSU	2704	\$ 75.71
	Social Media			Impressions
8/30/2021	Ogden Art Stroll offers a feast for your eyes and ears	ABC4 Utah FB	146,550	\$ 732.82
				<b>\$ 11,927.81</b>

Date	Ogden Twilight Concert Series	Media	Audience	Value
	Online		Visitors/Week	
4/8/2021	Utah's large music venues are reopening gradually, Here's who's scheduled to perform..	Salt Lake Tribune	1,075,000	\$ 30,100.00
4/27/2021	Ogden Twilight announces lineup for 2021 summer concert series	FOX13	367,500	\$ 10,290.00
4/27/2021	Ogden concerts back this summer, Flaming Lips, Deth Cab for Cutie, Noah Cyrus	Salt Lake Tribune	925,000	\$ 25,900.00
5/18/2021	Deth Cab for Cutie Announce September 2021 Tour	Pitchfork	2,425,000	\$ 67,900.00
5/26/2021	Music Picks; May 27 - June 2	Salt Lake City Weekly	18,075	\$ 506.10
6/2/2021	Salt Lake Concerts returning to full capacity	The Globe SLCC	1,117	\$ 31.28
8/12/2021	Art Scene Selections: Aug. 12-19	Standard Examiner	78,700	\$ 2,203.60
8/18/2021	Art Scene Selections: Aug. 19-26	Standard Examiner	78,700	\$ 2,203.60
8/23/2021	Louis the Child requiring proof of vaccination or negative Covid-19 test at Ogden Twilight	ABC4	275,000	\$ 7,700.00
8/26/2021	Ogden Twilight performers impose Covid-19 restrictions	Standard Examiner	99,300	\$ 2,780.40
8/26/2021	Which Utah concert venues require Covid-19 test will be required to enter some OT shows	KSL.com	1,225,050	\$ 34,301.40
8/27/2021	Proof of vaccination or a negative COVID-19 test will be required to enter some Twilight Concert series	Salt Lake Tribune	925,000	\$ 25,900.00
8/31/2021	Death Cab for Cutie, Spoon impose COVID-19 rules for Ogden shows	Standard Examiner	99,300	\$ 2,780.40
9/7/2021	Noah Cyrus w/ Ant Clemons @ Ogden Twilight 09.04	SLUG Magazine	12,061	\$ 337.71
9/8/2021	Art Scene Selections: Sept. 9-16	Standard Examiner	99,300	\$ 2,780.40
9/13/2021	Ogden Twilight: Noah Cyrus September 4, 2021 Ogden Ampitheater	Utah Concert Review	718	\$ 20.10
9/15/2021	Art Scene Selections: Sept. 16-23	Standard Examiner	78,700	\$ 2,203.60
9/22/2021	Art Scene Selections: Sept. 23-30	Standard Examiner	78,700	\$ 2,203.60
12/8/2021	11 Incredible Music Festivals in Utah	JonesaroundtheWorld	61,875	\$ 1,732.50
	Broadcast		Viewership	
11/27/2021	Ogden Twilight announces lineup for 2021 summer concert series	FOX13	44,574	\$ 1,451.52
	Social Media			Impressions
3/6/2021	Will Ogden's Twilight Series be returning this summer? Here is what officials say	ABC4 Utah FB	146,550	\$ 733.14
4/27/2021	Ogden Twilight concert series announces 2021 lineup	KSL FB	146,000	\$ 711.03
4/27/2021	Ogden Twilight releases lineup for 2021 concert series	ABC4 Utah FB	146,550	\$ 732.89
8/19/2021	Standard Examiner - Fits and the Tantrums welcome live music back to Ogden with a bang	Standard Examiner FB	47,473	\$ 237.51
8/23/2021	Louis the Child requiring proof of vaccination or negative COVID-19 test at Ogden Twilight Concert	ABC4 Utah FB	146,550	\$ 735.11
				<b>\$ 226,475.89</b>

Total Media Value generated from these stories on ACE programs

**\$ 375,726.72**

*Thank you for letting us serve you!*

# The Ogden Arts, Culture & Events Division

Christy McBride	Division Manager
Beth Bell	The Corner Coordinator
Ashley Bockwoldt	Events Coordinator
Lorie Buckley	Arts Coordinator
Regina Esparza	Marketing / Communication
Derek Williamson	Amphitheater Coordinator

