

ANNUAL REPORT 2022

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 2022

Ogden Amphitheater

73 days of programming

- 30 paid performers / 12 groups

Christmas Village

- Opening Gala & 'Lights On' ceremony
- 24 performance dates
- 36 performing groups
- 1557 performers



Amphitheater Hosted Events:

Spring Market Market, Ogden Marathon Finish Line Festival, Vibe Dance Recital, Farmer's Market Ogden, Car Show, Shannon J Scholarship festival, Ballet Folklorio Loiret, Enable Industries present: Randy Houser, Juneteenth Festival, Indie Ogden Presents: Ogden Bizarre (Ogden Palooza), Chamber Orchestra Ogden Presents: Untamed Pops Concert, Triple Crown Parade, WSU Strings Project Summer Recital, Ogden Pride Festival, National Night Out Against Crime, Recovery Days, 9/11 Fire Ride, Alzheimer's Walk, Onstage Ogden Presents: Jarabe Mexicano, Ogden Twilight, Fall Market Market, Witchstock & Peculiar Pours, Ogden's Christmas Village Opening Ceremony, Ogden's Christmas Village weekly programming including stage performances and tours with Mrs. Clause

Holiday Electric Light Parade

17,000 attendees - 55 floats - 108 volunteers – 432 volunteer hours

Make-A-Wish Foundation – Parade Grand Marshal

Jack Fronk is a vivacious 8-year-old who loves all things dinosaurs, loves playing with friends and has cystic fibrosis. Jack Fronk was sponsored by the Make -A-Wish Foundation. Dillard's sponsored a whole new outfit, Minky Couture gifted blankets to the family and Admiral Beverage made him his very own float. Jack was given a gift basket by Mayor Caldwell, and he helped Santa turn on the lights at Christmas Village Gala.



Parade Volunteer Reflections...

The experience was wonderful, I enjoyed working with people from the community. Everything was very organized, and it made my experience even better

Jill Brown

Wonderful experience! It was a happy, joyful time. Great floats and lights!! Cheerful, friendly, helpful people. It was very organized and efficient.

Stephanie Moore

Ogden Twilight Concerts

10 Ogden Twilight Concerts

72,746 Tickets Sold

7 out of 10 SOLD OUT!

- Bleachers
- Local Natives
- The Shins
- The National
- Beach House
- Modest Mouse
- Lauv
- Diplo
- Flume
- Chvrches

We saw about 10,000 more guests come through the gates this season versus last, raising the attendance percentage by 11% overall!



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.



• Youth Show	March-May	32 Children ages 5-17	showing 56 artworks
• Nature Show	July-Aug	21 Artists	showing 40 artworks
• Fandom Show	Sept-Nov	27 Artists	showing 55 artworks
• Portrait Show	Dec-Feb	32 Artists	showing 63 artworks

Dumke Arts Plaza Programs

The new Dumke Arts Plaza was host to Railtown Readings, First Friday Art Stroll and a Kinetic Sound & Lights show. Weber State University Department of Visual

Art and Design curated "REVIVE", an installation of sculptures by Chakaia Booker and "Motion" a graphic art/haiku project designed by WSU students for the LED screen.



Utah Arts Alliance CONNECT Program

Connect is a free monthly pop-up art exhibit that invites all visual artists to showcase their art (up to two pieces). Helpful connections and friendships are made as artists learn skills necessary for art careers, gained through lectures, workshops, and activities. Attendees complete the evening by voting for their favorite art; an experience which helps prepare and educate the participating artists.



- April 27 7 artists participated
- July 27 8 artists participated
- October 26 8 artists participated
- December Finals 7 local artists were invited to participate with one of them winning grant money
1st place artists choice- McKayla Carter

PERMITS & EVENT SUPPORT 2022

Event & Film Permits

The Ogden City Special Events office receives and reviews Special Event and Film Permits, then coordinates City service needs with City departments, assisting hundreds of organizers to help make their event successful.

- 258 Special Event Permits
- 19 Film Permits

Operational Support

The Ogden City ACE team provides community organizations with collaboration, communication, and logistical support for their events. City venues, equipment, assets, and labor are also provided to support organizations with signature events such as:

- Christmas Village
- Fall Market
- Farmers Market
- Fire Ride
- Harvest Moon
- Historic 25th St. Car Show
- Juneteenth
- Ogden Marathon
- Ogden Pride
- Ogden Twilight
- Pioneer Days Rodeo and Parade
- Winter Race Circuit
- Witchstock



ARTS 2022

First Friday Art Stroll

The art stroll is held the first Friday of each month and was attended by an estimated 8,000 to 10,000 people throughout the year. Currently 20 locations are participating in the stroll with an additional 40 artist studios located inside of the Monarch. The following Pop Up events were programmed in the warmer months:

- 5 rotating events at The Corner & Union Station
- 2 Food trucks at Union Station – July & September
- 5 musicians / groups featured monthly in various locations

Public Art Projects

Dumke Arts Plaza & Ogden Ave.

The extension to the Dumke Arts Plaza was completed in summer 2022. The north end of Ogden Ave was converted into a programmable space that mirrors the length of the Dumke Arts Plaza. The road was leveled for better ease of programming like festivals, small concerts, food trucks and other arts-based events. Landscaping, lighting and bollards were installed to complete the project. The plaza and plaza extension will be home to arts-based programming, intimate concerts, poetry readings, outdoor theatre and more.



CORNER Plaza Project

New York based artist team Nancy and Josh Hou DeSousa have designed and are currently building a new art piece for the Corner Plaza redesign project located at the southwest corner of 25th and Washington. The original artwork design was changed to comply with legal and risk request. The project is now slated to be complete summer of 2023.



OGX BRT Public Art Project

The Arts Advisory Committee recommended \$190,000 in public art funding to place artwork on all of the glass panels of the new Bus Rapid Transit Station currently under construction across Ogden. City Council officially approved the use of these funds on December 14, 2021.

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 and design teams will be installed on the glass windscreens at the new Ogden Bus Rapid Transit (BRT) Stations. This project will create a vibrant experience at each BRT Station stretching from Downtown Ogden to Weber State University and McKay Dee Hospital.



Through the process, the public art selection committee released an R.F.Q. seeking artwork that tells the story of our city and

connects people through creativity. 68 Submissions were received from local and national artists, and in December of 2021 ten artists were selected and assigned a station to work on. WSU selected their own 3 artists separately. It is the desire that this creative engagement project will enhance, inspire, and interact with the community, the BRT riders, the local neighborhoods, and Ogden's visitors. This project is slated for completion in late 2023.

Local Art Calls

Art Calls Released in 2022

- 4 Community Art shows themed: Youth, Nature, Fandom & Portrait
- 1 Painted Horse Project for City Council Special Recognition
- 1 for the Ogden Poet Laureate

Advisory Committee

The Ogden Arts Advisory Committee

This diverse group of people, representing all facets of the arts, performs a valuable service through and under the direction of Ogden City Arts in the areas of arts advocacy, administration of the Public Art program, the Arts Grants program and the Mayor's Awards in the Arts. They also oversee the First Friday Art Stroll and have helped with the implementation of the Master Plan for Arts and Culture adopted in 2017 and The Nine Rails Creative District Master Plan in 2018.

- Read and scored 24 grant applications and recommended \$139,980 of funding for 21 applicants
- Reviewed applications and selected a new Poet Laureate for Ogden
- Selected/oversaw 13 artists to complete artwork for the OGX Bus Rapid Transit Public Art Project. Artworks to be installed by UTA estimated completion fall of 2023
- Reviewed all nominations received and recommended the Mayor's Award Honorees
- Completed an annual review of the Master Plan for Arts and Culture
- Completed an annual review of the Nine Rails Creative District Master Plan
- Leon Araujo- At-Large member was awarded a Mayor's Award in the Arts for Emerging Artist
- Committee members represented Ogden City at the Ogden Arts Festival in June providing information on the arts in Ogden, a fun art project and treats.
- The committee collaborated to complete a painted sugar skull for Nurture the Creative Mind's Day of the Dead celebration. Leon Araujo was selected to design and paint the skull
- Currently compiling options for the next public art projects



Mayor's Awards in the Arts

7 honorees for 2022 were recognized in November at Union Station

2022 Honorees:

- Emerging Artist - Leon Araujo
- Arts In Education – Individual - Logan Iverson
- Literary Arts - Sunni Wilkinson
- Folk Art - Roxanne Vigos
- Arts in Education - Organization - Imagine Music
- Extraordinary Contribution to the Arts – Sara Meess
- Lifetime Contribution - Caril Jennings



Arts Grants

Ogden Arts Grants

\$139,980 in Arts Grants were awarded to 21 individuals and arts-based organizations. (with \$10,020 in funding rolling to FY23/24 cycle)

Arts Grants in Spanish

Two Arts Grants workshops were held to help grantees understand the program and process prior to applying. A Spanish translator was present and available at these workshops. Ogden Arts Grants applications are currently being translated into Spanish.



Ogden Poet Laureate Program



A new, was selected in May of 2022. After Mayoral approval, Angelika started her new term in July as the representative of Literary Arts for Ogden and the surrounding areas. Angelika is currently working on her new project “Love Letters to Ogden” that will be a community interactive installation located at the Corner Plaza. Installation is expected in February 2023.

Collaborative Art Projects

- Members of the ACE team helped Visit Ogden repair the mural in the Monroe tunnel multiple times due to vandalism.
- The Trail connector street and bridge painting project was completed in August. In collaboration with MarketStar employees, this project helps river parkway trail users connect from the Monroe tunnel to the trail behind Lorin Farr Park and vice versa.

BUSINESS & ORGANIZATION SUPPORT 2022

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
- Weber County Book Links
- Weber State University Dumke Advisory Committee



MARKETING & COMMUNICATION 2022

In Print & Digital

The Corner LED Sign – ACE manages a digital billboard to announce community events and programs. It is seen by 32,000 cars daily.

Street Banners – First Friday Art Stroll Banners were hung in the Junction and on 25th Street. Christmas Village Street Banners were hung around the Municipal Block and 25th St.

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

Social Media

ACE social media followers increased from 21,260 to 24,844 an increase of **3584!**

FB Followers:	2021 #followers (12,239)	+2096	2022 #followers (14,335)
• The Corner	539		841
• Ogden Arts	3400		4525
• Ogden Amphitheater	5100		5376
• First Friday Art Stroll	3200		3593

IG Followers:	2021 #followers (9021)	+1488	2022 #followers (10,509)
• The Corner	2480		2849
• Ogden Arts	4059		4734
• Ogden Amphitheater	2482		2926

Post Engagements:

- FB up 3.3%
- IG up 7.24%

Press

- **Ogden Arts & First Friday Art Stroll**
 - Feature articles in: Salt Lake City Weekly, ABC 4 News, The Standard Examiner, The Signpost, Ogden Valley News & Ogden Ace Magazine
- **The Corner**
 - Fox 13 segment on location at The Corner for the holiday season.
- **Ogden Amphitheater**
 - KSL, ABC4, Fox 13 all featured Christmas Village segments - CV posts shared on social media.
 - Ogden Twilight featured in: KUTV2, Salt Lake Tribune, The Standard Examiner, Weber State Signpost, City Weekly, Utah Concert Review, Ogden Valley News.



Awards

- **Ogden City Arts** - 3rd place in Best of Utah as Best Friends of the Arts
- **Ogden Twilight Series** - 2nd Place in Best of Utah as Best Music Series

The Corner

The Corner opened in 2018 and serves as a resource of information for all things happening in and around Ogden. It is a place to purchase a locally made gift or grab a quick snack.

A few of our partners:

- Visit Ogden – Official location for visitor information
- Ogden Nature Center
- Snowbasin
- Dinosaur Park
- Union Station Museums

Pop up events included:

- Pop Up Music programming during Ogden's First Friday Art Stroll
- The Official First Friday Art Stroll map headquarters
- Guided Historic 25th Street tour treat stop

Media Coverage

- Channel 5 & Fox 13 News



GRANTS RECEIVED 2022

RAMP - \$85,000.00 ACE Programming & \$86,500.00 OGX BRT (Bus Rapid Transit) Public Art Project

With a 2021 RAMP grant, a new LED Screen was installed at Union Station in 2022

Utah Arts and Museums – \$39,000.00

Total Grants Received – \$210,500.00

Thank you for letting us serve you!

The Ogden Arts, Culture & Events Division



Grace Gilchrist - Event & Venue Assistant
Derek Williamson - Amphitheater Coordinator
Regina Esparza - Marketing & Communication Coordinator
Lorie Buckley-Arts Administrator
Christy McBride - Division Manager
Beth Bell - The Corner Coordinator
April Gruber - Arts Assistant
Ashley Bockwoldt - ACE Administrator

