



NOW PLAYING AT YOUR LIBRARY

MUSIC PROGRAMMING AND YOU



REASONS TO DO MUSIC PROGRAMMING

- **APPEAL TO ALL AGES**
- **REACH A NEW AUDIENCE**
- **SUPPORT LOCAL MUSICIANS**
- **ENHANCE YOUR COMMUNITY PROFILE**
- **LOW COST OPTIONS**
- **MUSIC IS FUN**



MAKING IT WORK

- **FINDING PERFORMERS**
- **BUDGETING: STRETCHING YOUR MONEY**
- **UTILIZING YOUR LIBRARY SPACE**
- **COMMUNITY PARTNERSHIPS**
- **PROMOTION: GETTING THE WORD OUT**



WHITMORE LIBRARY EXPERIENCE



HOW WE STARTED

- **WE'RE LUCKY TO HAVE AN AUDITORIUM WITH A STAGE AND A PIANO.**
- **OUR FIRST CONCERT WAS A ONE-TIME EVENT. WE WERE NOT PLANNING ON CONTINUING.**
- **AFTER OUR FIRST EVENT, BANDS STARTED CONTACTING US.**
- **NOW WE AVERAGE 2-4 MUSIC EVENTS PER YEAR.**



PHOENIX JAZZ & SWING BAND

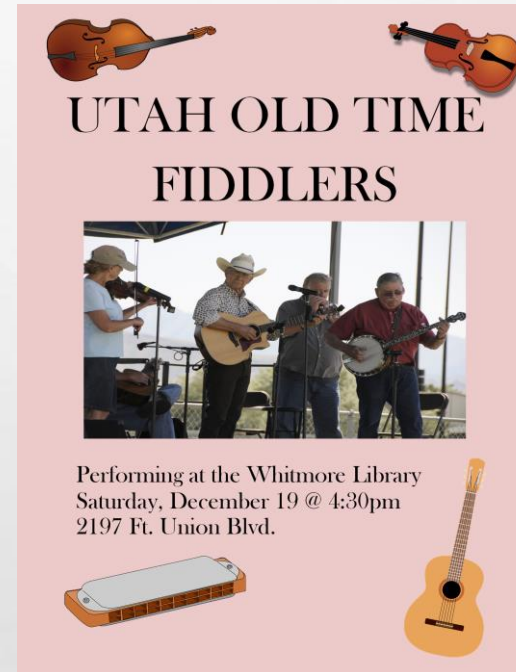


WINDING ROAD




GETTING THE WORD OUT

- **INTERNAL PROMOTION**
- **SOCIAL MEDIA**
- **EXTERNAL WEBSITES**
- **NEWSPAPERS**




UTAH OLD TIME
FIDDLERS



Performing at the Whitmore Library
Saturday, December 19 @ 4:30pm
2197 Ft. Union Blvd.


The poster features two violins at the top, a harmonica at the bottom left, and an acoustic guitar at the bottom right. The central image shows four musicians performing outdoors on a stage.

Jazz @ the Library
SYNKÖFA



Tuesday, December 9
7:00 p.m.
Whitmore Library

Join us for an evening of Celtic roots music with a Gypsy Jazz flair. All music lovers are invited to this free concert.



The poster features a photograph of a jazz band performing on stage. The logo for Salt Lake County Library Services is at the bottom.

MAGNA LIBRARY OPEN MIC NITE HOW WE STARTED

- **GRASSROOTS BEGINNINGS IN 2015 (A DUDE NAMED TURTLE VISITS)**
- **WES FERGUSON PRESIDENT OF THE MAGNA ARTS COUNCIL GETS INVOLVED**
- **STRUCTURE, CONTINUITY , REPETITION**
- **REHEARSAL SPACE, STAFF INVESTMENT**



MAGNA OPEN MIC NITE PROMOTION

- **WORD OF MOUTH, IN HOUSE PROMOTION**
- **NONNA'S PIZZA, ALICIA'S PANADERIA,**
- **SOUND SYSTEM THAT'S EASY TO USE**
- **DIGITAL MEDIA LIBRARY**



MAGNA OPEN MIC NITE AUDIENCE

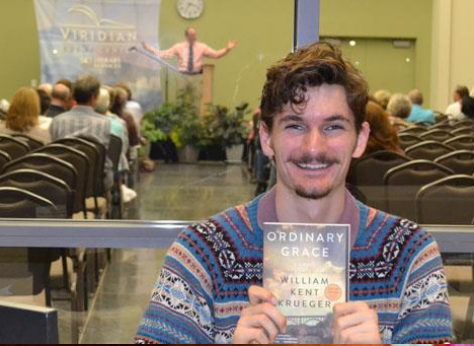


MAGNA LIBRARY OPEN MIC VIDEO MONTAGE



LIBRARY'S VIRIDIAN EVENT CENTER MONTHLY CONCERTS

PROGRAMMING AT THE EVENT CENTER



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THE SPACE

USING WHAT YOU'VE GOT

- **EVENT CENTER**
- **AUDITORIUM**
- **MEETING ROOM**
- **PATIO**
- **LOBBY**



HOW WE STARTED

- **EVENT CENTER/LIBRARY HEADQUARTERS WAS BUILT IN 2012**
- **FOUND A LOCAL ORGANIZATION WHOSE GOAL IS TO OFFER QUALITY CONCERTS FEATURING LOCAL ARTISTS TO ENHANCE THE COMMUNITY**
- **CONCERTS ON THE 2ND SATURDAY OF EACH MONTH**



PARTNERSHIPS/BUDGET

- **FOUND A LOCAL ORGANIZATION WHOSE GOAL IS TO OFFER QUALITY CONCERTS FEATURING LOCAL ARTISTS TO ENHANCE THE COMMUNITY**
- **OFFER A VARIETY OF MUSICAL GENRES**
- **AFTER THE FIRST 6 MONTHS, WE DREW UP A CONTRACT**
- **WORK WITH ARTISTS TO REDUCE/DISCOUNT/DONATE**



PROMOTION

- **LIBRARY (IN-HOUSE)**
 - **POSTERS/FLYERS**
 - **DIGITAL SIGNS**
 - **SOCIAL MEDIA**
 - **OCCASIONAL EMAIL BLASTS**
- **ONLINE COMMUNITY CALENDARS**
- **EMAIL BLAST BY EXCELLENCE IN THE COMMUNITY**
- **SPONSOR PROMOTION**

MOTOWN HITS at the County Library

Changing Lanes Experience



An evening of classic Motown hits with songs from artists like Stevie Wonder, Michael Jackson and the Supremes. Bring your dancing shoes!

VIRIDIAN
CONCERT SERIES
Excellence
in the Community

SATURDAY MARCH
11 7pm

Library's Viridian Event Center
8030 S 1825 W, West Jordan

SALT LAKE COUNTY
LIBRARY SERVICES
801.943.4636
stcolibrary.org

Some services and staff training opportunities may have alternate dates to any one staff location.

FOLK MUSIC at the County Library

Utah Acoustic Folk with Kate Macleod



Songs inspired by Utah stories and landscapes. Kate will be joined by musicians Mark Hazel, Bob Smith, and Mary & Peter Danzig of Otter Creek.

VIRIDIAN
CONCERT SERIES
Excellence
in the Community

SATURDAY APRIL
8 7pm

Library's Viridian Event Center
8030 S 1825 W, West Jordan

SALT LAKE COUNTY
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INDOOR CONCERTS



OUTDOOR CONCERTS



BENEFITS OF MUSIC PROGRAMMING

- **“I DIDN’T KNOW THE LIBRARY DID THAT!”**
- **CONCERTS ATTRACT A WIDE AGE RANGE.**
- **MUSIC IS SOMETHING THAT FAMILIES CAN ENJOY TOGETHER.**
- **BRING OUT PEOPLE THAT MAY NOT ATTEND OTHER LIBRARY PROGRAMS, ESPECIALLY ADULT PROGRAMS.**
- **CAN BE DONE ON A LIMITED BUDGET. MANY ARTISTS ARE WILLING TO PLAY FOR FREE.**
- **MUSICIANS LIVE TO PLAY FOR AUDIENCES.**



WRAP UP

- **UTILIZING COMMUNITY PARTNERS/RESOURCES**
- **FINDING PERFORMERS**
- **PROMOTIONAL RESOURCES**
- **SCALING YOUR EVENT – ANYTHING FROM SMALL TO LARGE**



QUESTIONS

- **DAN BERUBE, WHITMORE LIBRARY,**
dberube@slcolibrary.org
- **KARL GILCHRIST, MAGNA LIBRARY,**
kgilchrist@slcolibrary.org
- **TYLER CURTIS, VIRIDIAN EVENT CENTER,**
tcurtis@slcolibrary.org

