



Salt Lake County
Tourism, Recreation, Culture & Convention (TRCC)
Support Program Guidelines & Policies

Apply Online: <https://slco.org/community-services/>

TRCC Support Program
Salt Lake County
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Salt Lake City, UT 84114-4575
communityservices@slco.org
385-468-7051

PROGRAM OVERVIEW

I. BACKGROUND

Salt Lake County elected to impose a tax under the Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax Act, Utah Code Ann. §§ 59-12-601 et seq. (the "Act"), to support cultural and economic growth within its boundaries. Revenue collected under this tax may be used for the development and maintenance of convention facilities, cultural facilities, recreation facilities, or tourism promotion. To this end, the Salt Lake County Tourism, Recreation, Culture and Convention (TRCC) Support Program is designed to help eligible organizations develop relevant projects to meet the current and future needs of Salt Lake County's residents and visitors. Through this program, eligible organizations can apply for funding for consulting, capital, or tourism expenses.

II. ELIGIBILITY

As the project owner or originator, the applying organization must be one of the following:

- A 501(c)(3) organization in a publicly owned facility
- A local government
- An educational institution serving the public at large (not only students)
- A business registered with the State of Utah Department of Commerce and licensed within Salt Lake County in a publicly owned facility

Projects must have a tourism, recreational, cultural, or convention purpose that serves the residents within Salt Lake County.

1. Project-related facilities must be publicly owned and/or operated. The public must be able to access the project's facility or program in some way, either as visitors, spectators, or participants.
2. The applicant and the project must be physically located within Salt Lake County.
3. The project must support one of the following:
 - **Convention facility** – any publicly owned or operated convention center, sports arena or other facility at which conventions, conferences and other gatherings are held and whose primary business or function is to host such conventions, conferences and other gatherings
 - **Cultural facility** – any publicly owned or operated museum, theater, art center, music hall or other cultural or arts facility
 - **Recreation or Tourist facility** – any publicly owned or operated park, campground, marina, dock, golf course, water park, historic park, museum, theater, monument, planetarium, bicycle trails and other recreation or tourism related facility

III. RESTRICTIONS

- Organizations and/or local governments may only have three (3) open projects at any time.
 - Organizations submitting more than one project must specify the application's priority relative to each other: first, second, and third.
 - Open projects from a previous TRCC cycle count toward the maximum of three (3) open projects

- Projects from Redevelopment Agencies (RDAs), Arts Councils, and other municipality-affiliated organizations count toward the total number of projects for their respective municipalities.
- The project start date must be after the last day of the application window for the year in which the application was submitted. Projects are not eligible if the project has already begun before the application process.
- Applicants must certify the projects identified in their applications will be completed within 24 months of January of the Salt Lake County budget year for which the projects were approved.
 - If a project is expected to take longer than 24 months, applicants must state that in the application.
 - If applicants do not complete a project within 24 months or the designated and approved time frame, the applicants must notify and request an extension from the TRCC advisory board.
- If approved for funding, any scope change for the project will require approval of the TRCC Advisory Board *before* the work is completed. Skipping this step could result in denial of expense reimbursement.
- Routine capital maintenance projects do not qualify for funding under this program.

IV. FUNDING TYPE

The TRCC Support Program is a reimbursement grant. Through this program, eligible organizations can apply for funding for consulting, capital, or tourism promotion expenses. Awarded projects will be reimbursed for eligible expenses up to the approved funding amount.

- **Consulting funding** can be used for the following types of services:
 - Feasibility Study
 - Architecture, Design, Engineering
 - Construction Project Management
 - Facility Operations & Management
- **Capital funding** may be used for new construction, renovations, or remodeling expenses in an existing facility, and must directly improve the experience for patrons and/or residents. Ongoing or deferred capital maintenance projects will not be approved.
 - The capital expense requests will be evaluated using standard GAAP (Generally Accepted Accounting Principles, meaning those conventions, rules, procedures, and practices adopted by the American Institute of Certified Public Accountants).
 - Each capital project location requires a unique project application.
 - **Applicants as Lessees of Publicly Owned Facilities** have additional eligibility requirements. See addendum 1 for more information.
 - **Museum Exhibits** count as capital funding requests and have additional eligibility requirements. See addendum 2 for more information.
- **Tourism Promotion funding** can be used to attract transient guests through:
 - Planning
 - Product Development
 - Advertising

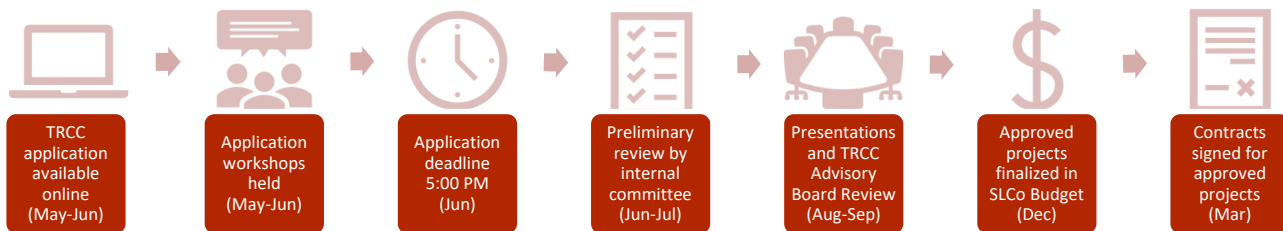
Priority may be given to projects that are ready for implementation at the time of approval (e.g. “shovel ready”).

Applicants need to outline the entire project budget and funding sources. Secured funding sources such as cash on hand, restricted pledges, and other awarded grants will be considered matching funds for purposes project reimbursement by the TRCC Support Program. Priority is also given to applicants who can demonstrate a match.

Applying and receiving a recommendation for funding **does not guarantee funding of projects**. Funding recommendations are considered in Salt Lake County’s annual budgeting process and are therefore dependent on available funds and whether specific projects are eligible for those available funds. Applicants will receive notification of approved funding after the Salt Lake County budget is officially adopted (December).

V. TRCC TIMELINE

Please note, as part of the TRCC Advisory Board review process in the fall, eligible applicants will be asked to present their projects in person to the TRCC Advisory Board.



Exact dates will be noted and communicated within the application year.

TRCC SUPPORT PROGRAM CATEGORIES

There are four different categories within the TRCC Support Program.

- I. Tourism Support Program
- II. Convention Facilities Support Program
- III. Parks, Recreation, and Trails Support Program (PRT)
- IV. Cultural Facilities Support Program (CFSP)

I. TOURISM SUPPORT PROGRAM

TRCC funds may be used towards financing tourism promotion, defined as “an activity to develop, encourage, solicit, or market tourism that attracts transient guests to the county, including planning, product development, and advertising.” Utah Code Ann. § 17-31-5 .5(2)(b)(i).

II. CONVENTION FACILITIES SUPPORT PROGRAM

“Convention facility” is “any publicly owned and/or operated convention center, sports arena, or another facility at which conventions, conferences, and other gatherings are held and whose primary business or function is to host such conventions, conferences, and other gatherings.” Utah Code Ann. §59-12-602.

III. PARKS, RECREATION AND TRAILS SUPPORT PROGRAM (PRT)

Salt Lake County is a large and diverse geographic area, encompassing 742 square miles. Salt Lake County Parks and Recreation has planned for and envisioned regional parks, recreation facilities, and trail systems throughout the valley. There is great demand with a rapidly growing population, changing attitudes, new perspectives, and evolving lifestyles. It is imperative that opportunities are seized today to meet future needs.

The Parks, Recreation, and Trails Support Program encourages any qualified government or business to apply for consideration of funding, for the construction, renovation, or study of publicly owned and operated Parks, Recreation, or Trail amenities and/or facilities. Through this PRT Support Program, eligible organizations can apply for funding for consulting or capital expenses related to a project.

2015 PARKS AND RECREATION FACILITIES MASTER PLAN

The PRT Support Program is based on the vision and principles outlined in the 2015 Parks and Recreation Facilities Master Plan. The plan is the guiding document for developing parks, trails, open space, and recreation facilities in the Salt Lake valley. We believe the implementation and recommendations found in the plan benefit residents, cities, school districts, and other providers of parks and recreation amenities.

PRT VISION

The primary purpose of the PRT program is to guide the future development of parks and recreation facilities in Salt Lake County and to establish criteria for decision making. The plan is a focused vision of what is needed in the future. It provides substantial flexibility to change direction as opportunities shift.

Based in part on acquired expertise, countywide perspective, and focus on addressing regional concerns that cross municipal boundaries, Salt Lake County is positioned to provide leadership in the planning and development of parks and recreation facilities to carry out this vision.

Applications should relate project requests to the PRT Vision. The 2015 Parks and Recreation Facilities Master Plan, as well as other specific master plans, can be found on the Salt Lake County Parks and Recreation website: <https://www.slco.org/parks-recreation/planning/>.

PRT PRINCIPLES

- To ensure the legacy of parks and recreation throughout the County.
- To value professional parks and recreation organizations, community parks, recreation, trails organizations, and community participation.
- To enable and enhance the development of parks, recreation, and trail systems.
- To reflect and address the current and future needs of communities throughout the County.

- To only support projects which demonstrate readiness, feasibility, and sustainability through long-term secure funding streams.
- To value the need for addressing the wide range of facility types and trends.
- To support projects that address the need for proper maintenance and/or upgrades of existing facilities and the construction of new facilities.
- To support projects which enhance the ability of parks, recreation, and trail organizations to improve, expand and/or sustain programming.
- To support projects exploring new ways to increase programming for nature and outdoor education.
- To implement an inclusive and fair process for planning, locating, funding, and developing County-supported parks and recreation facilities and trail systems.
- To encourage projects that foster collaboration, regional partnerships, and shared funding.

IV. CULTURAL FACILITIES SUPPORT PROGRAM (CFSP)

The Salt Lake County Cultural Facilities Support Program is designed to help eligible organizations develop cultural facilities to meet the current and future needs of Salt Lake County's arts and cultural organizations, residents, and visitors.

The Cultural Facilities Support Program encourages any qualified government or business to apply for consideration of Salt Lake County funding, for the construction, renovation, or study of arts and cultural facilities. Through the CFSP, eligible organizations can apply for funding for consulting or capital expenses related to a cultural facility project.

2020 ARTS & CULTURE MASTER PLAN

The Cultural Facilities Support Program is based on the vision and principles developed during the 2020 Arts & Culture Master Plan study which built on and updates the 2008 Cultural Facility Master Plan study. The 2020 Study is designed to ensure that County supported projects benefit the greatest community good.

Applications should strive to relate project requests to the stated vision and principles of the 2020 Arts & Culture Master Plan.

CFSP VISION

Participation in the arts is deeply embedded in the lives of Salt Lake County residents. They envision a community with facilities that enable a full range of arts and cultural activities for creation, presentation, and education. Fulfilling the community's vision will require a broad array of cultural facilities distributed throughout the County, of varying types and sizes, for community-based and professional purposes, and serve neighborhoods, cities, and the entire region.

Applications should relate project requests to the CFSP Vision and the 2020 Arts & Culture Master Plan Recommendations. The updated 2020 Arts & Culture Master Plan can be found on the Salt Lake County Arts & Culture website: <https://www.saltlakecountyarts.org/art-reach/?section=master-plans>.

CFSP PRINCIPLES

- To value professional arts organizations, community arts organizations, and community participation.
- To enable and enhance the development of local arts communities.
- To reflect and address the current and future needs of communities throughout the County.
- To value the needs of individual artists and non-profit arts organizations across all artistic disciplines.
- To only support projects which demonstrate readiness, feasibility, and sustainability.
- To support projects which address the need to maintain and upgrade existing facilities as well as to construct new facilities.
- To support projects which enhance the ability of arts and cultural organizations to improve, expand and/or sustain programming.
- To ensure the vibrancy of arts and culture throughout the County.
- To implement an inclusive and fair process for planning, locating, funding, and developing County-supported cultural facilities.
- To utilize cultural facilities as a tool for the sustainable cultural and economic development of the County.
- To encourage projects that foster collaboration, regional partnerships, and shared funding.
- Increase access and equity for artists and art organizations, especially by collaborating across local arts agencies to develop public art programs to support individual artists.
- To foster spaces dedicated to creating and developing new work, such as multi-use rehearsal facilities and maker spaces.
- Increase utilization at amphitheaters through upgrades that support year-round use

For technical questions about the online grant application, please contact:

Grace Hanley communityservices@slco.org

For more information on Tourism and Convention Facilities Support, please contact:

Robin B. Chalhoub, Director, Community Services Salt Lake County RChalhoub@slco.org

Brad Kendrick, Assoc. Budget Administrator, Mayor's Finance

ADDENDUM 1

APPLICANTS AS LESSEES AT GOVERNMENT OWNED FACILITIES

Eligible organizations can apply to receive funding for capital improvements on a leased facility that is publicly owned or operated if they meet the following criteria:

1. Applicants must be current ZAP Tier I or Tier II recipients.
2. Applicants have a current lease with Landlord/Property Owner and are in good standing.
 - a. Applicants must provide a copy of the complete lease including any amendments and options.
 - b. Applicants must provide Landlord's Tenant Ledger for 3 years or more. If applicants have leased property for less than 3 years, then applicants must provide Landlord's Tenant Ledger for the current lease period.
3. Applicants must provide Landlord's written consent for construction/implementation of proposed improvement(s).
4. The County will only fund a portion of the improvement if its useful life is less than the duration of the remaining lease term.
5. If County funds will be used to purchase equipment, then:
 - a. If the equipment is ever sold to a third party, applicants shall pay County its prorated share of the sales proceeds within sixty (60) days of the sale.
 - b. If the equipment is ever relocated outside of Salt Lake County or will no longer be used by an applicant, the applicant shall return the portion funded with County funds less depreciation to the County within sixty (60) days of the relocation.
6. TRCC Funds may not be used to fund improvements made to a leased facility unless the facility is publicly owned or operated. Furthermore, TRCC Funds may not be used to purchase equipment unless the equipment will be used in a publicly owned or operated facility.

ADDENDUM 2

MUSEUM EXHIBIT CRITERIA

Eligible museums can apply for capital funding for the construction and installation of long-term or permanent Exhibits if they meet the following criteria:

1. Applicants must be local governments and/or a current Tier I or Tier II ZAP recipients. Exhibits must have a direct relationship to the artistic or cultural mission of the museum.
2. Exhibits must be designed by, or in consultation with, a professional exhibit designer and must follow museum standards, as certified by Utah Museum Association or the National Museum Association.
3. The County may fund up to 25% of the project budget for long-term exhibits of three to five years. For exhibits designed to last five or more years, the County may fund up to 50% of the project budget.
4. Priority may be given to applicants who can demonstrate additional secured funding sources.
5. Applicants must own an exhibit in its entirety, and the exhibit must be on permanent display in a Salt Lake County facility for three years or more before it can travel to outside organizations.
6. If County funds are used for an exhibit, then:
 - a. If the exhibit is ever sold to a third-party, the applicant shall pay County its prorated share of the sales proceeds within sixty (60) days of the sale.
 - b. If the exhibit is ever permanently relocated outside of Salt Lake County or will no longer be used by Applicant, the Applicant shall return the portion funded with County funds less depreciation to the County within sixty (60) days of the relocation.