



November 19, 2020

Max Burdick, Chair
Salt Lake County Council
2001 S State Street, N2-200
Salt Lake City, UT 84190

Dear Honorable County Council Chair Burdick:

On behalf of the Tier I Advisory Board, I respectfully request that the Salt Lake County Council review and finalize the attached recommendations for Zoo, Arts and Parks Tier I and Zoological funding for 2021.

Twenty-two (22) organizations applied for Tier I funding and three organizations applied for Zoological funding. Per state statute, the Tier I category is limited to fund twenty-two (22) organizations and the Zoological category is limited to fund three organizations (3). Therefore, all applications have been reviewed and are being recommended for Zoo, Arts and Parks Tier I and Zoological funding.

Funding allocations are based on state statute. The Tier I category is distributed by percentage of the organization's three-year average of qualifying expenditures. The Zoological category is allocated by fixed percentages per Utah State Statute.

Thank you for your consideration of this request and we look forward to discussing these recommendations with the Salt Lake County Council.

Sincerely,

Kirsten Darrington

Kirsten Darrington
Program Director

Attachments: 2021 Tier I Advisory Board Funding Recommendations
2021 Projected Funding Distribution
2021 Application Highlights/Summary Sheet

cc. Jenny Wilson, Mayor
Erin Litvack, Deputy Mayor
Holly Yocom, Community Services Department Director
Robin Chalhoub, Community Services Department Associate Director



Jenny Wilson
Salt Lake County Mayor

Holly M Yocom
Community Services Department
Director

Robin B Chalhoub
Community Services Department
Associate Director

Kirsten Darrington
Zoo, Arts and Parks Program
Director

2021 Zoo, Arts and Parks Tier I Advisory Board Funding Recommendations

The Tier I Advisory Board of the Zoo, Arts and Parks Program takes its review responsibilities seriously and works diligently to achieve a fair and thoughtful process. The board also takes a strong fiduciary role when providing these recommendations to the Salt Lake County Council. State Statute allows no more than 22 organizations in the Tier I category and no more than three organizations in the zoological category.

This year 22 applications were received for 22 allowable Tier I slots and three applications for those three allowable Zoological funding recipients. No new applications were submitted for this cycle. No appeals have been made to these recommendations.

The following organizations have been recommended for funding:

Tier I

1. Ballet West
2. Discovery Gateway
3. Hale Centre Theatre
4. Natural History Museum of Utah
5. Pioneer Theatre Company
6. Red Butte Garden
7. Repertory Dance Theatre
8. Ririe-Woodbury Dance Company
9. Salt Lake Acting Company
10. Salt Lake City Arts Council
11. Salt Lake Film Society
12. Spy Hop Productions
13. University of Utah Tanner Dance Program
14. Utah Arts Alliance
15. Utah Arts Festival
16. Utah Film Center
17. Utah Humanities Council
18. Utah Museum of Contemporary Art
19. Utah Museum of Fine Arts
20. UtahPresents (formerly Kingsbury Hall)
21. Utah Symphony & Opera
22. West Valley Arts & Cultural Foundation (formerly Utah Cultural Celebration Center)

Zoological

1. Tracy Aviary
2. Hogle Zoo
3. The Living Planet Aquarium

Zoo, Arts and Parks

2021 Tier I and Zoological Funding Projections and Awards

Tier	Organization Name	Final Qualifying		Projected 2021 ZAP Awards*
		Expenditure Amount	%	
Tier I	Ballet West	\$ 9,798,775	11.703%	\$ 1,277,730
Tier I	Discovery Gateway	\$ 2,006,775	2.397%	\$ 261,704
Tier I	Hale Centre Theatre	\$ 13,626,564	16.274%	\$ 1,776,790
Tier I	Natural History Museum of Utah	\$ 9,095,599	10.863%	\$ 1,186,019
Tier I	Pioneer Theatre Company	\$ 4,031,121	4.814%	\$ 525,591
Tier I	Red Butte Garden	\$ 8,367,233	9.993%	\$ 1,091,033
Tier I	Repertory Dance Theatre	\$ 663,417	0.792%	\$ 86,470
Tier I	Ririe-Woodbury Dance Foundation	\$ 704,322	0.841%	\$ 91,820
Tier I	Salt Lake Acting Company	\$ 1,705,122	2.036%	\$ 222,290
Tier I	Salt Lake Arts Council Foundation	\$ 1,649,108	1.970%	\$ 215,084
Tier I	Salt Lake Film Society	\$ 2,354,466	2.812%	\$ 307,013
Tier I	Spy Hop Productions	\$ 1,252,704	1.496%	\$ 163,333
Tier I	Tanner Dance Program	\$ 1,466,940	1.752%	\$ 191,283
Tier I	Utah Arts Alliance	\$ 748,130	0.893%	\$ 97,497
Tier I	Utah Arts Festival	\$ 1,270,881	1.518%	\$ 165,735
Tier I	Utah Film Center	\$ 1,401,297	1.674%	\$ 182,767
Tier I	Utah Humanities	\$ 843,560	1.007%	\$ 109,944
Tier I	Utah Museum of Contemporary Art	\$ 625,073	0.747%	\$ 81,557
Tier I	Utah Museum of Fine Arts	\$ 3,301,311	3.943%	\$ 430,495
Tier I	Utah Presents	\$ 1,491,827	1.782%	\$ 194,558
Tier I	Utah Symphony & Opera	\$ 15,888,230	18.973%	\$ 2,071,464
Tier I	West Valley Arts & Cultural Foundation	\$ 1,438,311	1.718%	\$ 187,571
		\$ 83,730,764	100.00%	\$ 10,917,968

Tier	Organization Name	Final Qualifying		Projected 2021 ZAP Awards*
		Expenditure Amount	%	
Zoological	Hogle Zoo	\$ 10,685,890	63.500%	\$ 2,465,034
Zoological	The Loveland Living Planet Aquarium	\$ 7,636,021	28.250%	\$ 1,096,650
Zoological	Tracy Aviary	\$ 2,242,977	8.250%	\$ 320,260
		\$ 20,564,888	100.00%	\$ 3,881,945

***2021 funding amounts are based on 2020 budgeted ZAP revenues and calculated interest. The amounts could decrease or increase depending on the economy.**

Tier I funding calculations are based on Qualifying Expenditures
 Zoological funding percentages are fixed, based on Utah State Statute

ZAP TIER I & ZOOLOGICAL 2021 FUNDING RECOMMENDATIONS

22 TIER I & 3 ZOOLOGICAL APPLICANTS RECOMMENDED

THE NUMBERS



\$104,293,591 MILLION
QUALIFYING EXPENDITURES



32,056
EVENTS



3,175,136
FREE ADMISSIONS



2,416
FULL & PART TIME JOBS



7,456
VOLUNTEERS



5,941,277
ATTENDEES



1,074
CONTRACTED JOBS
*(artists, photographers,
scientists, and more)*

Numbers self reported from 2021 applications



UTAH'S HOGLE ZOO

ZAP allows us to bring diverse artists to **all corners of Salt Lake County**, connecting with residents through a variety of projects with arts at the core.

Through ZAP support, UtahPresents expands access to the community through **affordable ticket prices and free arts events**. Throughout the pandemic, UtahPresents continues to provide arts experiences for all, while paying artists and ensuring that the arts ecosystem thrives post-COVID.

-UtahPresents



WEST VALLEY
ARTS & CULTURAL FOUNDATION

ZAP funding allows West Valley Arts to provide a variety of arts **programs to the community at low or no cost**.

Whether it is a live theatre production, an annual cultural festival, virtual and physical art exhibits, or arts education, we are able to **bring the community together** to share our different experiences and our mutual humanity in meaningful ways

-West Valley Arts & Cultural Foundation

Utah's Hogle Zoo appreciates the tremendous value ZAP brings. ZAP enables the Zoo to connect Salt Lake County residents to animals and engage them in wildlife conservation action locally. With **over 1.1 million guests each year** (including **free admission for 140,000 residents**), ZAP funding helps provide the opportunity to serve the community.

-Hogle Zoo



UTAHPRESENTS