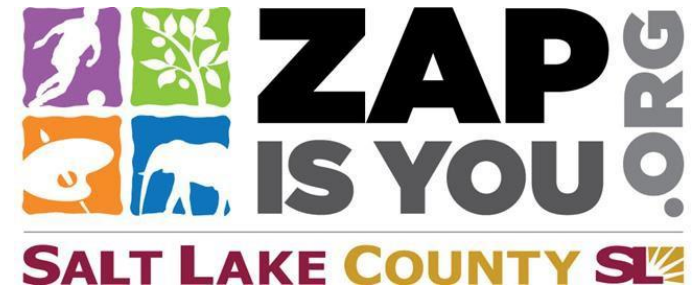


# ZAP ADVISORY BOARD FUNDING RECOMMENDATIONS





# ZAP PROGRAM OVERVIEW

# ZAP TEAM

**Samantha Mary Thermos** (she/her)

Program Director

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# ZAP HISTORY

**MISSION: To enhance SLCo resident and visitor experiences through art, cultural, and recreational offerings.**

Voted on and passed by Salt Lake County residents in 1996, first grant awards were in 1997.

Every 10 years, the ZAP Program is placed on the ballot for County residents to vote for the program's renewal, which is this year 2024.

# ZAP MISSION FULFILLMENT

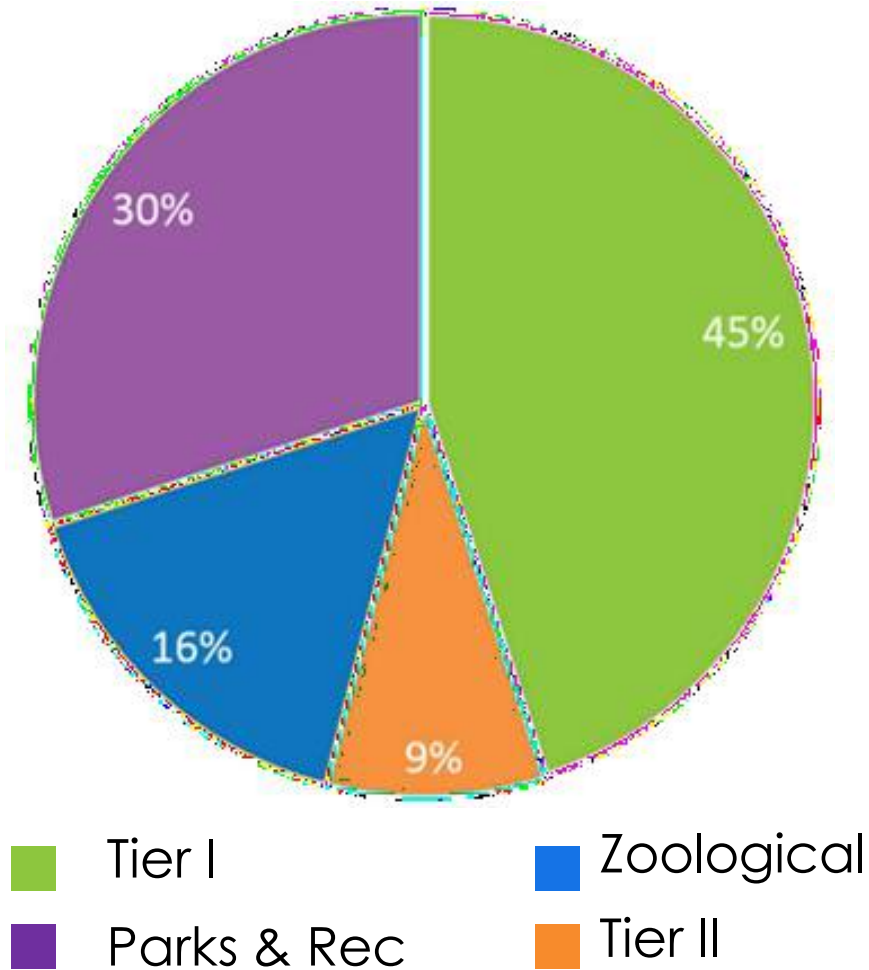
Purposely Fulfilled by:

- **Grantmaking**: Providing fair and equitable access to ZAP funding and education resources by making grants to qualified nonprofit organizations in the categories of Tier I, Tier II & Zoological.
  - 2024/2025 Metrics: **Recommended nearly \$26M to 244 recipients, reaching >7M attendees**
- **Promotion**: Increasing public awareness of the value of ZAP.
- **Capacity Building**: Providing adequate predictable support for organizations within the Zoological and Tier I categories and providing enhanced support for the organizations within the Tier II category.



# ZAP FUNDING

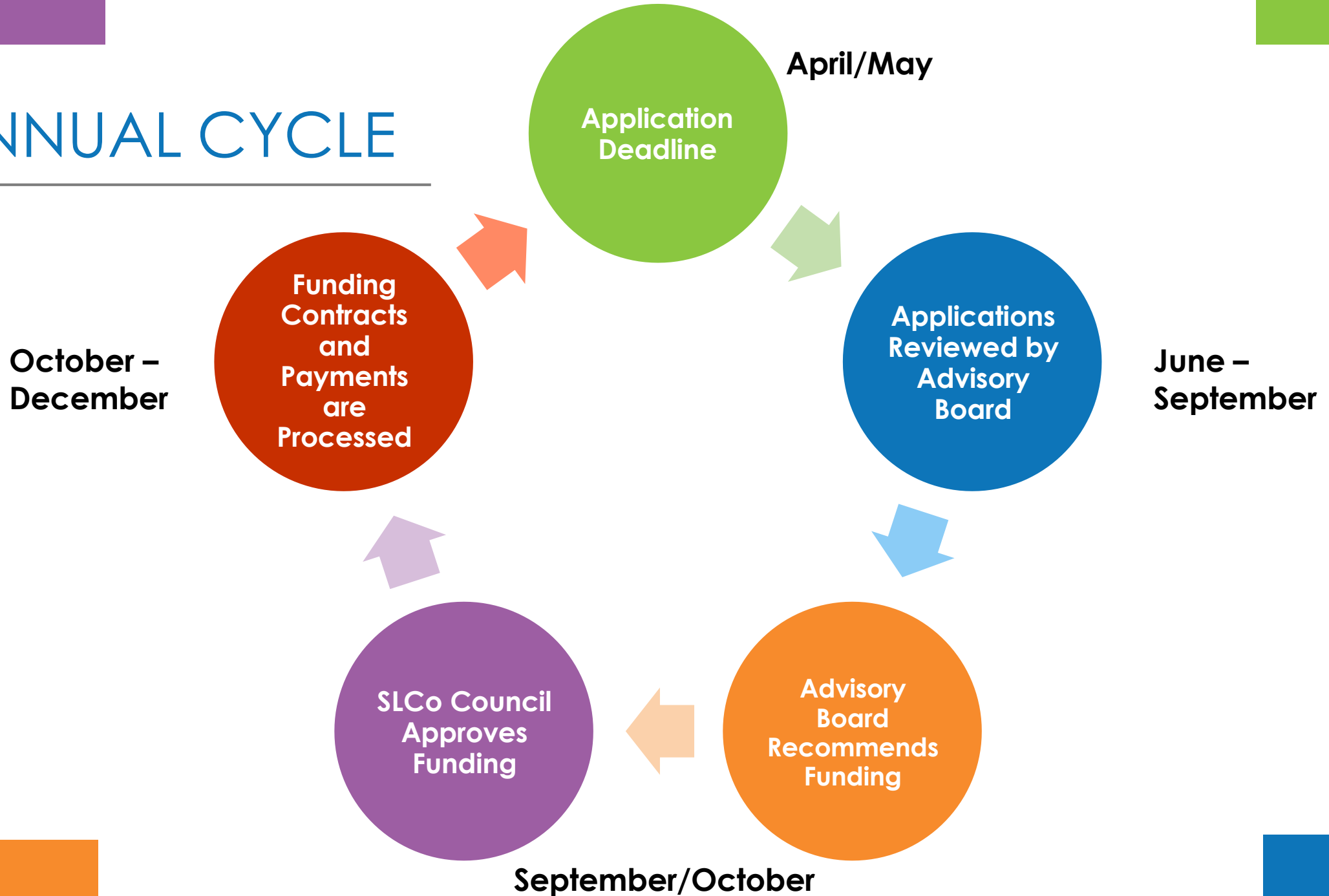
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- Annual Process
- Competitive Grant Review
  - Operating and Project Funding

# ANNUAL CYCLE

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# DOES FUND

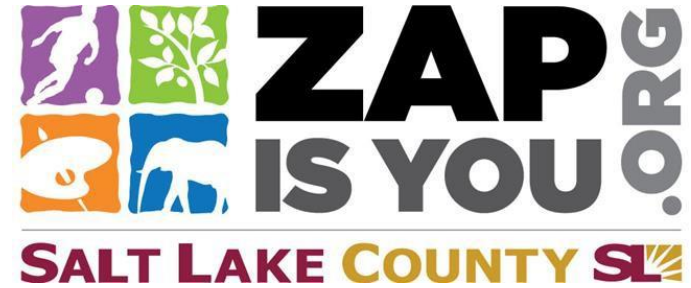
- General operating support (*for organizations with arts/cultural purpose; provides most flexibility*)
- Rent and utilities
- Staff salaries and artist fees
- Program supplies
- Marketing expenses
- Equipment rentals (sound/lighting/set/etc.)
- Script royalties
- Website maintenance
- Office supplies
- Equipment that is not capitalized



# DOES NOT FUND

- Recreational/Rehab/Therapeutic programs
- Capital improvements and/or improvements to real property
- Public art (e.g. permanent installations)
- Re-granting, Awards or Prizes
- Lobbying expenses
- Fundraising for endowments or capital campaigns
- Scholarships, Social service programs
- Activities that are primarily religious in purpose or promote a religious viewpoint
- Magazines; newspapers; radio; or television broadcasting
- Rodeos, fireworks, parades, events outside SLCo
- Non-cultural celebratory activities (e.g., neighborhood party)
- Accumulated deficits/debts retirement





# 2025 TIER I + ZOOLOGICAL ADVISORY BOARD FUNDING RECOMMENDATIONS

An aerial photograph of a park during an outdoor event. In the foreground, there's a large inflatable structure with palm trees. The middle ground is filled with people, tents, and a large white movie screen. The background shows a cityscape and mountains under a clear sky.

# TIER I + ZOOLOGICAL FUNDING & ADVISORY BOARD

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## **Funding Purpose**

- Utilized to build organizational capacity, (fund zoological facilities) to create stability, and to provide adequate predicable support.

## **Board Role**

- Review applications and advise SLCo Council on disbursement of funds to Tier I + Zoological organizations
- 18 disciplines, lead review assignments and 1 all-day review meeting to review, score, provide feedback and finalize recommendations

## **7-Member Board Structure**

- Two members appointed by Utah Division of Arts & Museums.
- To the extent practical, shall be evenly distributed by SLCo Council District.
- If possible, one member of the SLCo Arts & Culture Division Advisory Board.

# TIER I ELIGIBILITY

501(c)3 Nonprofit Status



3-year average QE of \$390,000

Must have main office in Salt Lake County

Submitted 3-years of Audited Financials

Must be an arts, botanical, or cultural organization

Received Tier II funding for the last 3 years

# SCORING & REVIEW: CRITERIA

## Artistic & Cultural Vibrancy (30%)

- Engages qualified and diverse arts/cultural professionals
- Inspires and contributes to vibrant/energetic cultural community in Salt Lake County
- Supports work that has high merit and connects with the audience

**Note: What constitutes artistic vibrancy may vary in relation to the organization's mission, audience, and community**

## Public Benefit & Outreach (20%)

- Clearly demonstrates the organization understands and serves its community
- Identifies and engages with underserved populations
- Demonstrates meaningful relationships with other stakeholders
- Demonstrates strong partnerships with other art & cultural agencies
- Is open to the public and welcomes all

## Governing Board (20%)

- Clearly demonstrates the organization is well managed and stable
- Has an engaged, active and qualified staff and volunteers
- Demonstrates diverse funding sources
- Sets clear, realistic goals and measures progress
- Clearly demonstrates the ability to implement programs and operations

## Organizational Capacity (15%)

- Has an engaged, active and qualified Board based on Lead Reviewer's site visit/attendance at board meeting as well responses in the application
- Demonstrates diversity (ethnic, socio-economic, gender, geography, etc.)
- Ensures organization has the resources necessary for its operations

## Financial Health (15%)

- Based on the ZAP CPA's assessment of applicant financials
- An applicant with exceptional Financial Health has passed all the Financial Health Test Criteria in the last three years
- A Financial Health Test score below a 5 is considered a failure (scale of 0-7)
- Organizations should pass the ZAP Program's minimum financial health criteria on a regular basis.

# 2024 TIER I + ZOOLOGICAL APPLICATION STATS

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## 2025 NUMBERS

**\$113,606,891** QUALIFYING EXPENDITURES

**22 TIER I + 3 ZOOLOGICAL APPLICATIONS RECOMMENDED**

**4,603,717 Attendees**

1,433,022 of these were free

**3,613 Full & Part-Time Jobs**

+ 1,768 Contracted Jobs

+ 8,951 Volunteers

**16,001 Events**

6,629 of these were free



# TIER I + ZOOLOGICAL TESTIMONIALS

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## Utah's Hogle Zoo

Thanks to ZAP support, we offer unparalleled opportunities to visit wildlife and learn about the natural world. In 2024, ZAP funding enriched our Zoo For All discount for guests receiving SNAP benefits, helping us achieve our strategic goal of being a zoo for all. ZAP funds help us achieve operational excellence, supporting the highest level of animal care, conservation programming, and community access.



## Spy Hop

ZAP funds are vital to Spy Hop's mission of mentoring Salt Lake County's youth through free media arts programs. ZAP funding helps young artists find their voice, tell their stories, and share their media art at Salt Lake Community celebrations, like the PitchNic World Premiere and Heatwave Festival.

# TIER I RECOMMENDATIONS

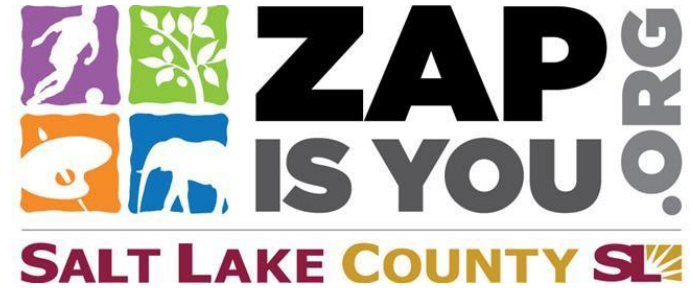
Organization	Qualifying Expenditures	%	Projected 2025 Awards*
Ballet West	\$ 9,589,063	10.7290%	\$ 1,766,087
Discovery Gateway	\$ 1,566,407	1.7530%	\$ 288,559
Hale Centre Theatre	\$ 20,534,733	22.9770%	\$ 3,782,215
Natural History Museum of Utah - University of Utah	\$ 9,651,581	10.7990%	\$ 1,777,610
Pioneer Theatre Company - University of Utah	\$ 3,395,850	3.8000%	\$ 625,513
Red Butte Garden & Arboretum - University of Utah	\$ 7,540,500	8.4370%	\$ 1,388,804
Repertory Dance Theatre	\$ 759,086	0.8490%	\$ 139,753
Ririe-Woodbury Dance Foundation	\$ 693,721	0.7760%	\$ 127,736
Salt Lake Acting Company	\$ 1,477,847	1.6540%	\$ 272,263
Salt Lake Arts Council Foundation	\$ 1,168,908	1.3080%	\$ 215,308
Salt Lake Film Society	\$ 1,910,693	2.1380%	\$ 351,934
Spy Hop Productions	\$ 1,945,413	2.1770%	\$ 358,353
Tanner Dance Program - University of Utah	\$ 1,798,434	2.0120%	\$ 331,193
Utah Arts Alliance	\$ 2,065,436	2.3110%	\$ 380,411
Utah Arts Festival Foundation, Inc.	\$ 1,301,046	1.4560%	\$ 239,670
Utah Film Center	\$ 1,285,508	1.4380%	\$ 236,707
Utah Humanities Council	\$ 985,381	1.1030%	\$ 181,563
Utah Museum of Contemporary Art (Salt Lake Art Center)	\$ 777,656	0.8690%	\$ 143,045
Utah Museum of Fine Arts - University of Utah	\$ 3,043,825	3.4060%	\$ 560,657
UtahPresents - University of Utah	\$ 1,249,161	1.3980%	\$ 230,123
Utah Symphony & Opera	\$ 15,179,144	16.9840%	\$ 2,795,715
Wasatch Community Gardens	\$ 1,453,100	1.6260%	\$ 267,654
	<b>\$ 89,372,493</b>	<b>100.00%</b>	<b>\$ 16,460,876</b>

# ZOOLOGICAL RECOMMENDATIONS

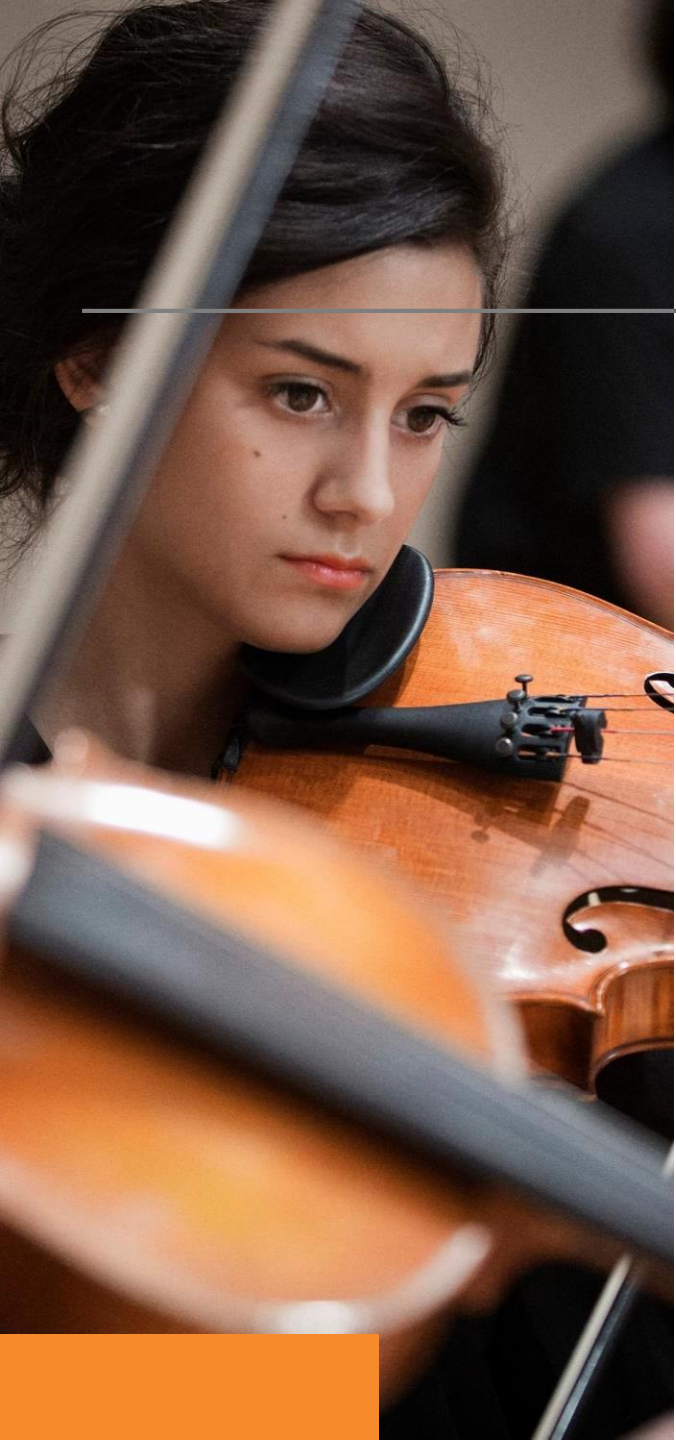
Organization	Qualifying Expenditures	Allocation Basis	Projected 2025 Awards
Friends of Tracy Aviary	\$ 3,214,627	Note 3	482,853
The Living Planet, Inc. dba The Loveland Living Planet Aquarium	\$ 9,776,913	Note 3	1,649,578
Utah Zoological Society	\$ 11,242,858	Note 3	3,720,331
	<b>\$ 24,234,398</b>		<b>5,852,762</b>

**NOTE 3.** Based on 2024 ZAP Statute, beginning in 2025 an Aviary shall receive 8.25% of the total Zoological Category allocation, a Zoo shall receive the same amount received in 2024, and an Aquarium shall receive the remainder of the total Zoological Category allocation. These allocations are based on estimated 2024 and 205 ZAP tax receipts and will be adjusted to reflect final ZAP tax received when received.





2025 TIER II  
ADVISORY BOARD  
FUNDING  
RECOMMENDATIONS



# TIER II FUNDING & ADVISORY BOARD

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## **Funding Purpose**

- Utilized to build organizational capacity (for small cultural organizations) and enhance SLCo cultural offerings and community.

## **Board Role**

- Review applications and advise SLCo Council on disbursement of funds to Tier II organizations (i.e., provide funding recommendations).
- 18 disciplines, 8 subcommittees and 1 all-day review meeting to review, score, provide feedback and finalize funding recommendations.

## **11-Member Board Structure**

- Two members shall be mayors from municipalities within SLCo.
- One member of the SLCo Arts & Culture Division Advisory Board.
- To the extent practical, shall be evenly distributed by SLCo Council District.

# TIER II ELIGIBILITY

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501 (c)3  
Nonprofit  
Status

Provide arts  
or culture  
programming  
in SLCo

Fit within a  
discipline ZAP  
funds

1. Architecture
2. Arts Education
3. Botanical
4. Dance
5. Folk Arts
6. History
7. Humanities
8. Interdisciplinary/  
Performance Art
9. Literature
10. Local Arts Agency
11. Media Arts
12. Multi-disciplinary
13. Music
14. Natural History
15. Presenting
16. Theatre
17. Visual Arts

# SCORING & REVIEW: CRITERIA

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## Artistic & Cultural Vibrancy

- Engage qualified and diverse arts/culture professionals
- Inspire and contribute to a vibrant/energetic cultural community
- Provide unique, impressive and noteworthy contributions to your field
- Supports work that has merit and connects with the audience

## Public Benefit & Outreach

- Organization understands, works with and services community
- Connects with target audience
- Makes an effort to reach out to underserved populations
- Demonstrates meaningful relationships with other stakeholders

## Organizational Capacity

- Well-managed and stable
- Engaged, active and qualified board, staff and/or volunteers
- Strong partnerships with other art & culture agencies
- Diverse funding sources

# 2024 TIER II APPLICATION STATS

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## 2024 NUMBERS

**\$3,417,179** RECOMMENDED  
**\$5,422,623** REQUESTED

**219 Recommended**  
231 Total Applications  
33 First-Time Applicants  
23 First-Time Recommended

**17,180 Events**  
9,734 of these were free

**2,778 Full & Part-Time Jobs**  
+ 3,474 Contracted Jobs  
+ 28,305 Volunteers

**3,368,825 Attendees**  
2,496,798 of these were free



# TIER II TESTIMONIALS

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## South Jordan City Arts Council

Because of the ZAP program, South Jordan City Arts Council is able to create many amazing art projects and art events for residents in Salt Lake County. We hold at least one art program a month including; A Gala for Salt Lake County Artists, annual art shows and art markets, youth and adult art classes, and competitions.



## Utah Flute Association

ZAP funds are essential in helping the Utah Flute Association provide fun, unifying, and educational experiences for flute students of all ages. Projects funded by ZAP include masterclasses, socials, our Utah Flute Convention and our grades 1-12 flute camp MountainWest FluteFest. We're grateful for the generous support of ZAP by helping fund these opportunities in the community!

# TIER II RECOMMENDATIONS BY DISTRICT

Tier II Funding Recommendations			
District	\$ Recommended	% Recommended	# of Orgs
1	\$1,620,432	47.42%	87
2	\$173,100	5.07%	8
3	\$240,882	7.05%	16
4	\$528,332	15.46%	43
5	\$215,050	6.29%	25
6	\$388,083	11.36%	27
Based Out of SLCo	\$251,300	7.35%	13
<b>Total</b>	<b>\$3,417,179</b>	<b>100%</b>	<b>219</b>



# STAY CONNECTED WITH ZAP



## ZAP MONTHLY NEWSLETTER

1,124 contacts



## @slcoZAP

4,001 followers



## @slcoZAP

12,632 followers



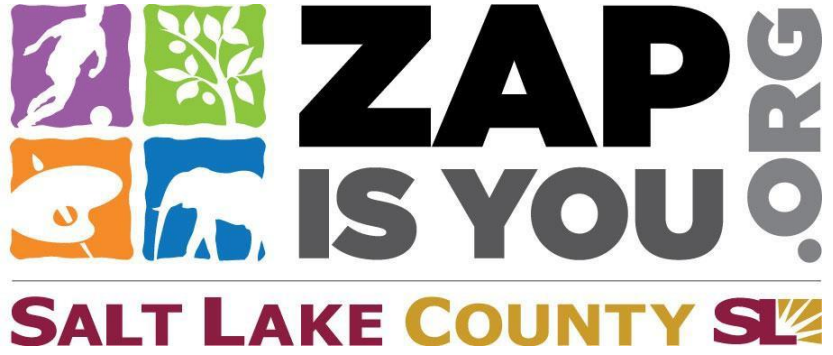
## @slcoZAP

186 followers



Promotional, instruction, and Impact Program videos





# THANK YOU!

