

# **ZAP Advisory Boards Funding Recommendations**

**October 24, 2023**

# About ZAP

**Mission:** The mission of Salt Lake County Zoo, Arts & Parks Program is to enhance resident and visitor experiences through art, culture and recreational offerings.

Fulfilled by Purposefully:

- Providing fair and equitable access to Zoo, Arts & Parks funding and education resources.
  - By awarding grants to qualifying organizations in categories; Tier I, Tier II & Zoological
    - Tier I, Zoological & Tier II categories distribute >\$25M annually to >200 organizations reaching >5M attendees in SLCo.
- Increasing public awareness of the value of the Zoo, Arts and Parks program.
- Enhancing financial support of Salt Lake County's zoological, cultural and botanical organization through the imposition, collection and distribution of a 1/10th of 1% county sales and use tax.
- 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 Team

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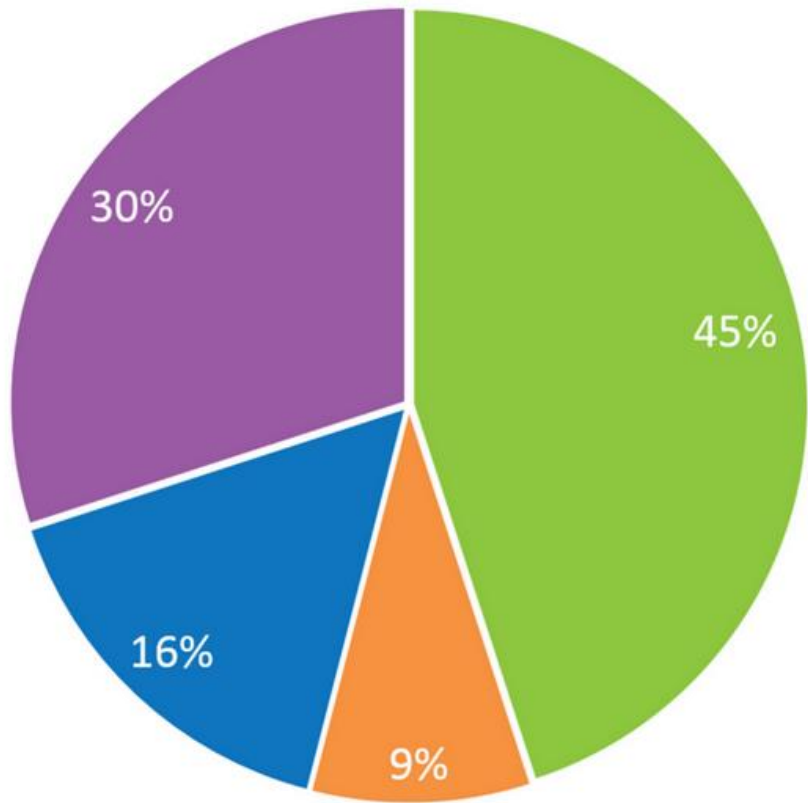
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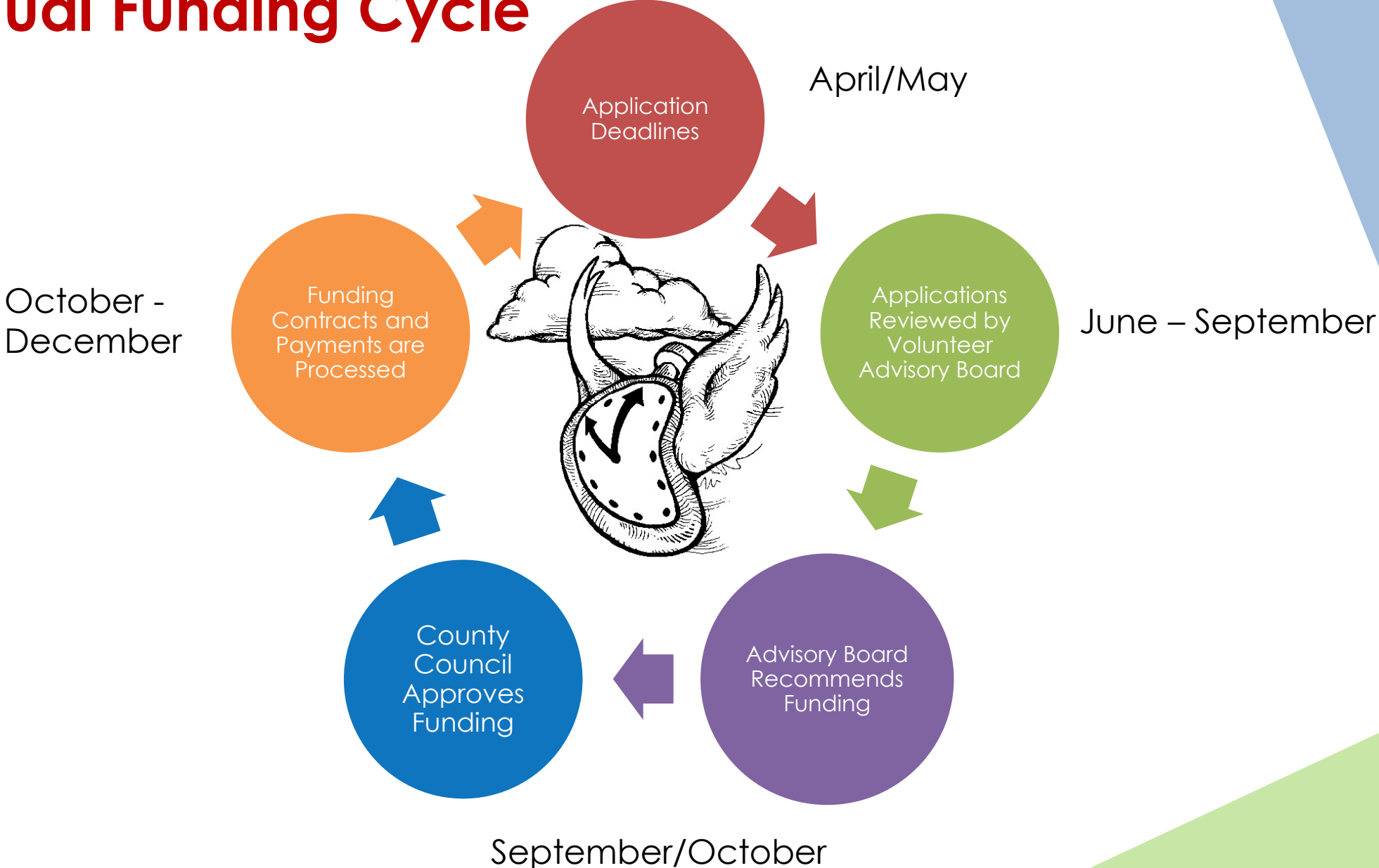
**Mid-Valley Performing Arts Center**  
2525 Taylorsville Blvd Taylorsville, UT 84129



■ Tier I      ■ Tier II  
■ Zoological      ■ Recreation

- **Parks and Recreation** receives 30% of the ZAP fund, and projects are decided on every 10 years
- **Zoological** receives 16% annually and funds 3 organizations
- **Tier I** receives 45% annually and funds 22 organizations
- **Tier II** receives 9% annually and currently funds 178 organizations

# Annual Funding Cycle

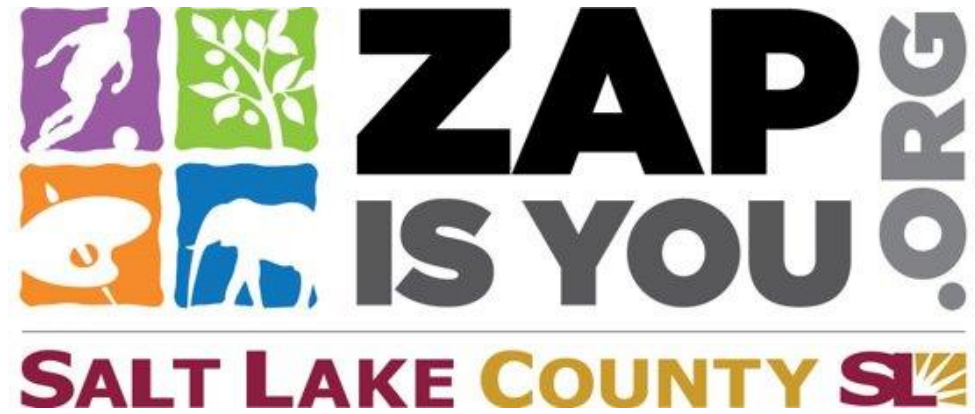


# ZAP DOES Fund

- 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

- Events outside SLCo
- Capital improvements and/or improvements to real property
- Public art (e.g. permanent installations)
- Re-granting
- Lobbying expenses
- Activities that are primarily religious in purpose or promote a religious viewpoint
- Magazines; newspapers; radio; or television broadcasting
- Rodeos, fireworks, parades



# **2024 Tier I + Zoological Advisory Board Funding Recommendations**

# Tier I + Zoological Funding & Advisory Board

## **Funding Purpose**

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

## **Board Role**

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

## **7-Member Board Structure**

- Two of which must be 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 *MUST BE:*

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

**\$99,535,718 Qualifying  
Expenditures**

**\$16.5M Funding Recommended**

**22 Tier I and 3 Zoological  
Applications Recommended**

**12,480 Events**

7,349 of these were free!

**4,081,125 In-Person Attendees**

947,365 Free Attendees

**2,292 Full & Part-Time Jobs**

+ 616 Contracted Jobs

+ 1,851 Volunteers

Self-reported from 2024 applications.

# Testimonials



ZAP funding is a critical source of support for Wasatch Community Gardens. Our efforts are to provide children, adults, and families in Salt Lake County with access to land and education for growing and eating fresh produce, while building and nurturing community connections through gardening and healthy food. ZAP funds support our youth and adult garden education programs and community events, including our Annual Spring Plant Sale, Tomato Sandwich Party, and Love Local Holiday Market.

- **Wasatch Community Gardens.**

The mission of Hale Centre Theatre is to 'Enrich Lives Through World-class Theatre.' HCT is appreciative of employing hundreds of exceptionally talented artisans annually who are dedicated to this mission. The community's support, through ticket purchases and backing of ZAP, plays a vital role in HCT's collaborative initiatives to uplift, inspire, and bring joy to all who attend. On behalf of Hale Centre Theatre, we express our gratitude for your support of ZAP.

- **Hale Centre Theatre**

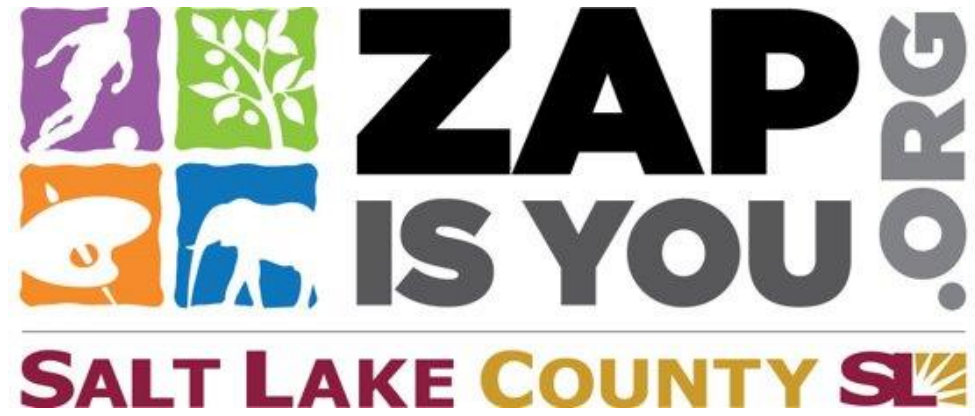


# Tier I Recommendations

Organization Name	Final Qualifying Expenditure Amount	%	Projected 2024 ZAP Awards*
Ballet West	\$ 8,768,609	11.1260%	\$ 1,833,323
Discovery Gateway	\$ 1,535,538	1.9480%	\$ 320,988
Hale Centre Theatre	\$ 17,075,292	21.6670%	\$ 3,570,251
Natural History Museum of Utah - University of Utah	\$ 8,895,797	11.2880%	\$ 1,860,017
Pioneer Theatre Company - University of Utah	\$ 3,068,032	3.8930%	\$ 641,482
Red Butte Garden & Arboretum - University of Utah	\$ 6,510,629	8.2610%	\$ 1,361,234
Repertory Dance Theatre	\$ 689,175	0.8740%	\$ 144,016
Ririe-Woodbury Dance Foundation	\$ 648,645	0.8230%	\$ 135,613
Salt Lake Acting Company	\$ 1,376,441	1.7470%	\$ 287,868
Salt Lake Arts Council Foundation	\$ 848,359	1.0760%	\$ 177,301
Salt Lake Film Society	\$ 1,557,708	1.9770%	\$ 325,767
Spy Hop Productions	\$ 1,662,753	2.1100%	\$ 347,682
Tanner Dance Program - University of Utah	\$ 1,661,313	2.1080%	\$ 347,353
Utah Arts Alliance	\$ 1,984,748	2.5180%	\$ 414,912
Utah Arts Festival Foundation, Inc.	\$ 929,708	1.1800%	\$ 194,438
Utah Film Center	\$ 1,230,931	1.5620%	\$ 257,384
Utah Humanities Council	\$ 932,531	1.1830%	\$ 194,933
Utah Museum of Contemporary Art (Salt Lake Art Center)	\$ 592,185	0.7530%	\$ 124,078
Utah Museum of Fine Arts - University of Utah	\$ 2,964,012	3.7610%	\$ 619,731
UtahPresents - University of Utah	\$ 1,276,598	1.6200%	\$ 266,941
Utah Symphony & Opera	\$ 13,412,015	17.0180%	\$ 2,804,197
Wasatch Community Gardens	\$ 1,187,801	1.5070%	\$ 248,321
	\$ 78,808,820	100.0000%	\$ 16,477,830

# Zoological Recommendations

<b>Tier</b>	<b>Organization Name</b>	<b>Qualifying Expenditures</b>	<b>%</b>	<b>Projected Awards*</b>
Zoological	Friends of Tracy Aviary	\$ 2,855,078	8.2500%	\$ 483,350
Zoological	The Living Planet, Inc. dba The Loveland Living Planet Aquarium	\$ 8,416,701	28.2500%	\$ 1,655,108
Zoological	Utah Zoological Society	\$ 9,473,119	63.5000%	\$ 3,720,331
		\$ 20,744,898	100.0000%	\$ 5,858,789



# **2023 Tier II Advisory Board Funding Recommendations**

# Tier II Funding & Advisory Board

## **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 *MUST BE:*

501(c)3 Nonprofit Status



Must provide programming in Salt Lake County

Must be an arts, botanical, or cultural organization

# SCORING CRITERIA

## 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

# 2023 Tier II Application Stats

**\$3,415,184 Recommended**

**\$4,695,567 Requested**

**208 Recommended  
Applications**

**17,321 Events**

6,775 of these were free!

**4,035,989 In-Person Attendees**

2,791,190 Free Attendees

**1,983 Full & Part-Time Jobs**

+ 2,745 Contracted Jobs

+ 24,704 Volunteers

Self-reported from 2023 applications.

# Testimonials



ZAP funds have played a pivotal role in advancing the mission of the Nitya Nritya Foundation, in bringing Indian performing arts to the Salt Lake Valley and fostering an engaging culture of dialogue and discourse through arts education, and reducing barriers to access through outreach events for underserved communities in the Salt Lake Valley. - **Nitya Nritya Foundation**

Despite Utah being home to beautiful and iconic landscapes, many don't have the luxury of exploring them. Whether due to physical, economic, or other barriers, for some, nature is simply out of reach. HawkWatch International solves this dilemma by "closing the nature gap" through opportunities to see raptors up close. Thanks to support from ZAP, we provide free live Raptor Ambassadors throughout Salt Lake County. Through this work, we can preserve our local environment by creating future conservationists - **Hawkwatch International**

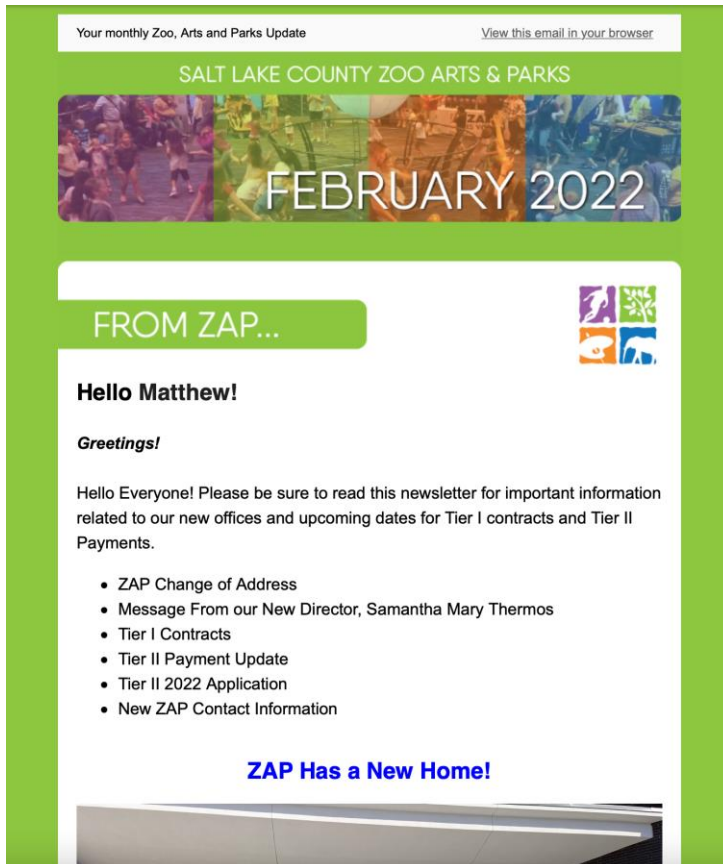


# Recommendations By County Council District

Tier II Funding Recommendations			
District	\$ Recommended	% Recommended	# of Orgs
1	\$1,674,036	49.02%	88
2	\$173,400	5.08%	9
3	\$251,540	7.37%	17
4	\$528,290	15.47%	41
5	\$219,698	6.43%	18
6	\$352,980	10.34%	23
Based Out of SLCo	\$251,240	6.3%	12
<b>Total</b>	<b>\$3,415,184</b>	<b>100%</b>	<b>208</b>

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# QUESTIONS?

