

# **ZAP Reauthorization Ballot Initiative Process**

**June 25, 2024**

# AGENDA

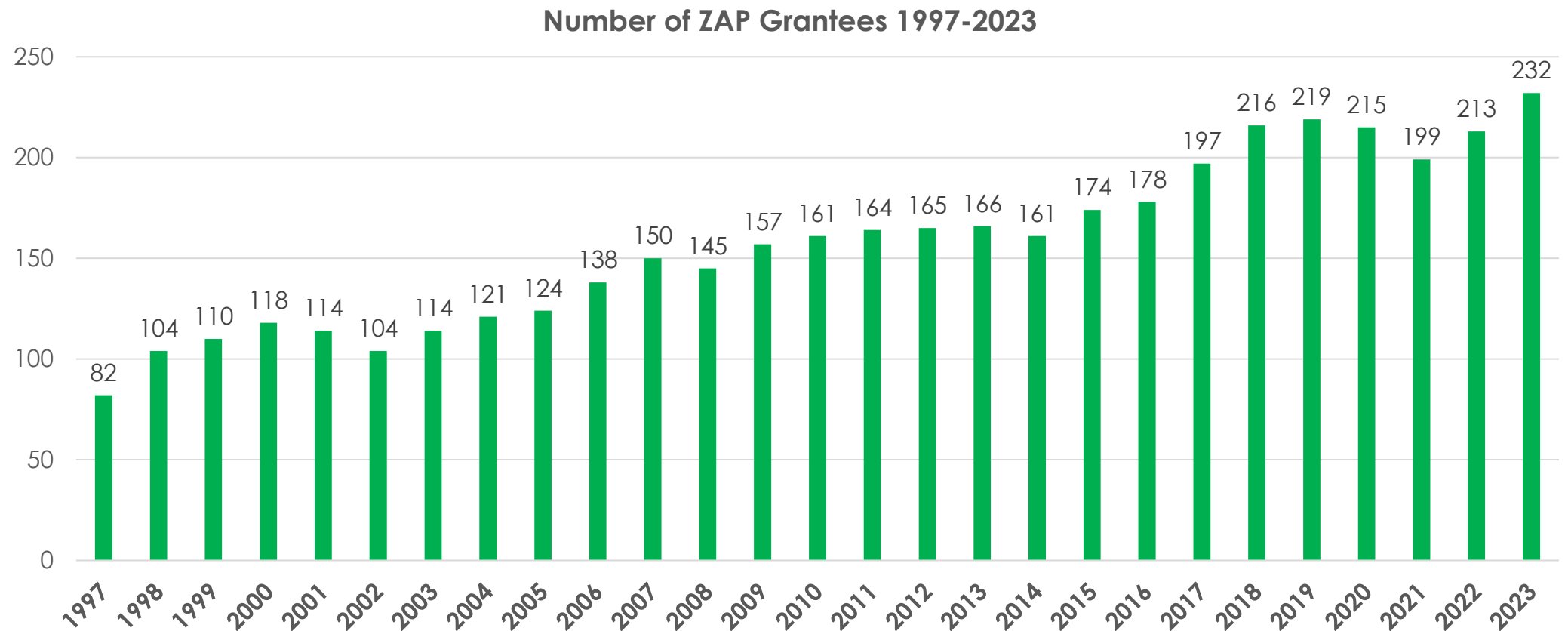
- ZAP Program
  - History and Impact Highlights
- Ballot Initiative Process
  - Statute & Timeline
- Questions

# ZAP MISSION FULFILLMENT

- Mission of ZAP is to “**educate, support, and engage partner organizations to enhance the quality of life for Salt Lake County communities and visitors through artistic, cultural, botanical, and recreational experiences.**”
- Mission fulfilled through:
  - **Grantmaking & Funding:** Annual grants to qualified nonprofit organizations in the categories of Tier I, Tier II & Zoological as well as funding to support Parks & Recreation Division operations.
    - 2023 Metrics: Awarded >\$36M to >200 recipients, reaching >10M attendees.
  - **Education & Promotion:** Increasing public awareness of the ZAP program.
  - **Impact Program:** Resources and support to grantees to bring them to their next level of operational, programmatic, financial, or organizational maturity to more efficiently advance their mission.
    - Resources include the Impact Collaborative Cohort, Workshops, and Trainings.

# ZAP HISTORY

Number of organizations funded has grown almost every year since inception



# ZAP 2023 IMPACT BY THE NUMBERS

Category	Orgs Funded	Total Funding	Attendance**	Full & Part Time Jobs
Tier 1	22	\$16.6M	2,080,965	3,365
Tier 2	207	\$3.3M	4,035,989	1,983
Zoological	3	\$5.9M	2,000,160	531
Parks & Recreation*	1	\$10.9M	2,199,281	5,033
<b>Total</b>	<b>233</b>	<b>\$36.7M</b>	<b>10,316,395</b>	<b>10,912</b>

\*Parks & Recreation Division ZAP funding supports 21 recreation, aquatic, and ice centers, 42 regional parks, and hundreds of miles of trails.

\*\*Attendance includes at least 3.8M visitors who attended for free. Attendance for Parks & Recreation does not include parks and trails.

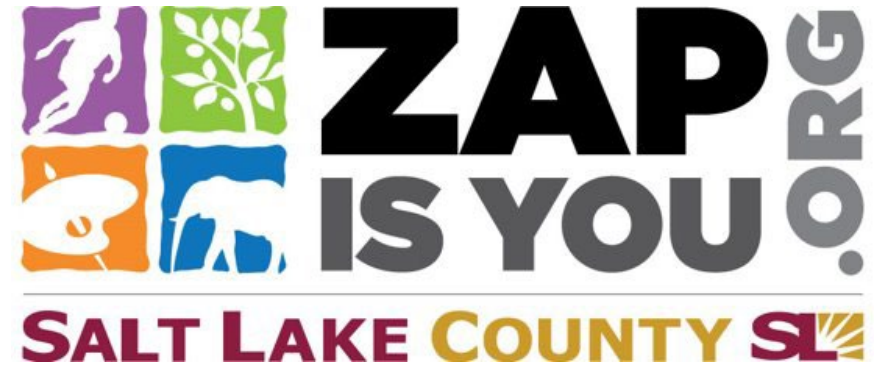
# ZAP AUTHORIZATION

- In accordance with Utah Code 59-12-703 “... **a county legislative body may submit an opinion question to the residents of that county**, by majority vote of all members of the legislative body, so that each resident of the county ... has an opportunity to express the resident's opinion on the imposition of a **local sales and use tax of .1%**” for **Botanical, Cultural, Recreational, and Zoological Organizations or Facilities**.
- Each authorization is for a period of 10 years, and then may be reauthorized following the same process.
- First authorized by voters in 1996, renewed every 10 years since then with growing support each reauthorization
  - 1996: 58% of voters in favor
  - 2004: 71% of voters in favor
  - 2014: 77% of voters in favor

# REAUTHORIZATION PROCESS

Task	Statutory Timeline	2024 Deadline	Notes
Legislative body approves a resolution submitting the question of ZAP renewal to the voters of the County	No later than 75 days before election	August 22, 2024	
Provide notice of the election once per week for three consecutive weeks	At least 21 days before but no more than 35 days before election	Between October 1, 2024, and October 15, 2024.	Official Public Notice of Ballot Initiative
Hold a public hearing to receive input from the public	At least 5 days before but no more than 30 days before notice of election is published	Between September 1, 2024, and September 26, 2024	Required Public Hearing
Once each week for two consecutive weeks, publish notice of the public hearing	At least 14 days before the public hearing above	at least 14 days before the public hearing above	Notice of Public Hearing
Election Day	First Tuesday in November	November 5, 2024	

Where we are today



QUESTIONS?