



Tourism, Recreation,  
Culture & Convention  
(TRCC)  
Fund & Support  
Program

TRCC Board –June 4, 2022

- ✓ Overview of TRCC Funding
- ✓ Overview of the application process
- ✓ Overview of TRCC Support Program Eligibility
- ✓ Overview of TRCC Support Program Guidelines
- ✓ Questions



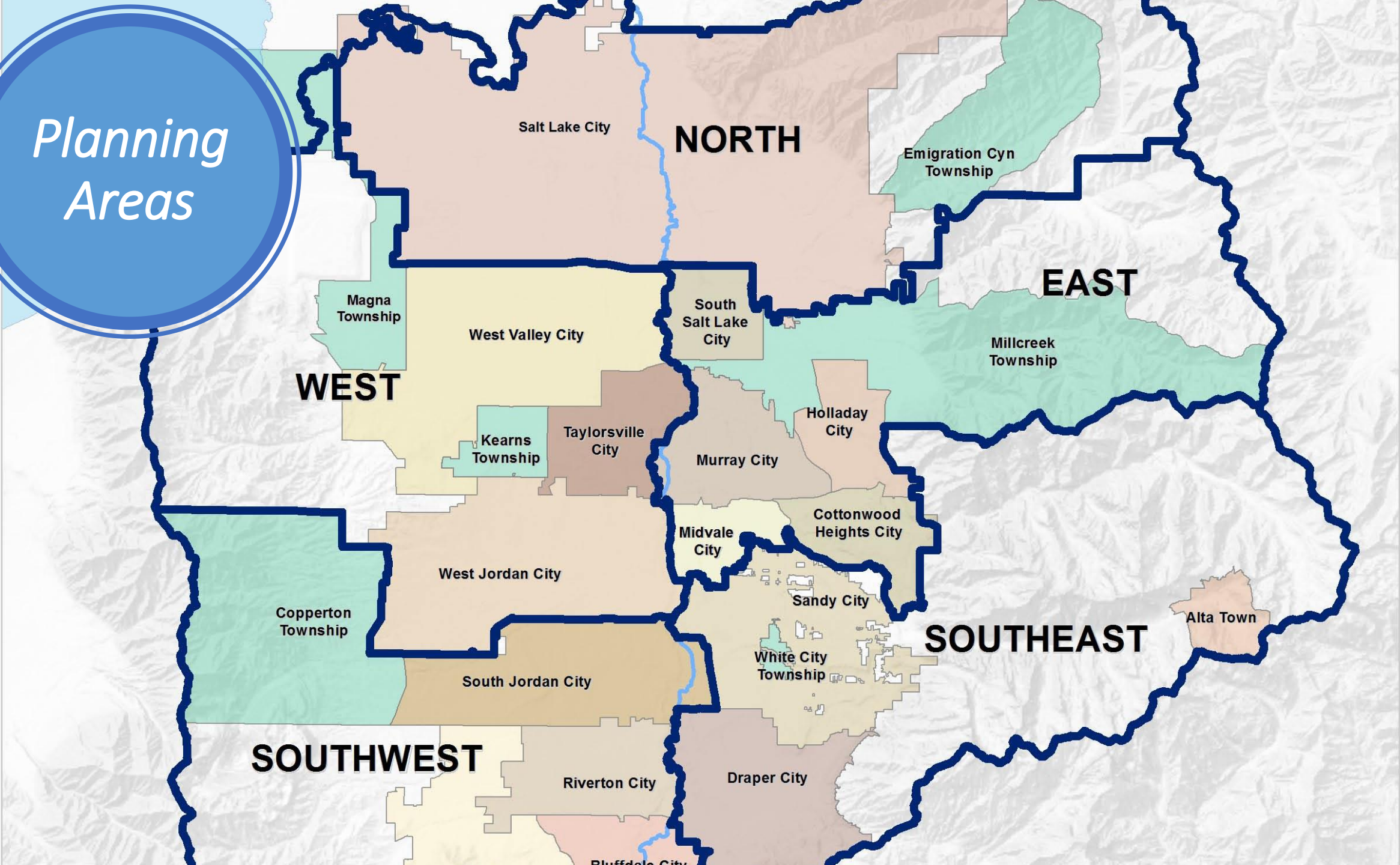


***Support Program***

***Operational  
Funding for  
SLCo***

***TRCC Funding Purpose***

*Planning Areas*





# Tourism, Recreation, Culture & Convention (TRCC) Support Program

2022 Application Process

For the 2023 County Budget Cycle

**TRCC Support  
Program  
4 Categories**

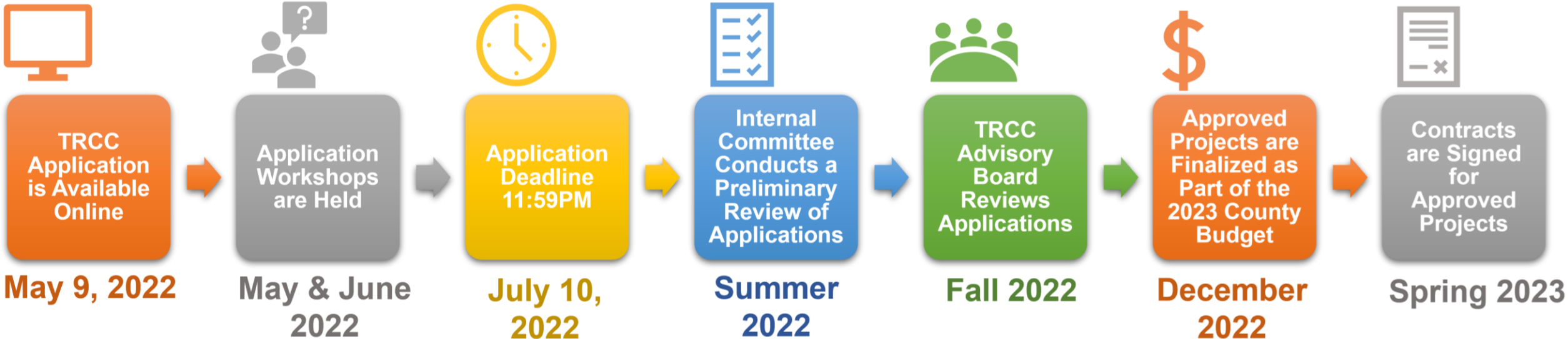
**Funding  
3 Categories**

**Deadline for all  
applications  
July 6**

**Similar questions  
and funding  
criteria for all  
applications**

**Organizations are  
limited to three (3)  
applications per  
year**

*Process*



*Process - Timeline*

# *Eligibility*

- Projects must have a tourism, recreational, cultural or convention **purpose that serves Salt Lake County residents.**
- Project-related facilities must be **publicly owned and/or operated.**
- The **public must have access to** the project.
- The project and the applying organization must be **physically located within Salt Lake County.**





# *Eligibility*

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

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



# *Restrictions*

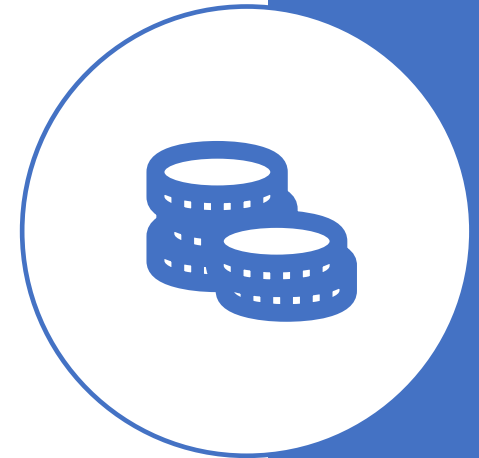
- Projects are not eligible if the project has **already begun**, before the application recommendation process.
- **Shovel Ready** - ready to begin in early 2023
- Applicants must outline the **entire project budget**.
- Priority is given to applicants that **can demonstrate a match**.
- Projects should have a **programming component** (routine capital requests are not eligible)
  - Examples: Improved lighting system or new ADA restroom .



# *Funding – (3)*

**1. Consulting funding** can be used for the following types of services:

- Feasibility Study
- Architecture, Design, Engineering Plans
- Construction Project Management Plan
- Facility Operations & Management Plans



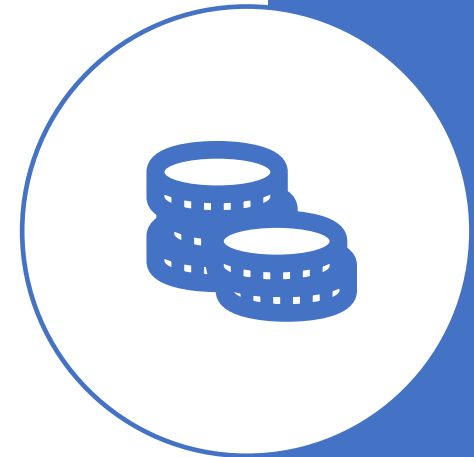
# *Funding*

## **2. Capital funds** may be used for:

- New construction
- Renovations/remodeling of an existing facility

## **3. Tourism Promotion funding** can be used to attract transient guests through:

- Planning
- Product Development
- Advertising



# *TRCC Support Program Categories – (4)*

- 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*

**Tourism Support:** TRCC funds may be used towards financing tourism promotion, meaning, “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 Support Program*

**Convention Support:** "Convention facility" means any publicly owned and/or operated convention center, sports arena, or other facilities 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, & Trails Support Program



## ***PRT Principles:***

- Ensure **legacy of parks and recreation** throughout the County.
- **Enable and enhance the development of parks, recreation, and trail systems.**
- Reflect and address the **current and future needs** of Salt Lake County communities.

Vision and Principles are set forth in our guiding document, the

## **Parks and Recreation Facilities Master Plan:**

<https://www.slco.org/parks-recreation/planning/>





# *IV. Cultural Facilities Support Program*

Salt Lake County  
Arts & Culture Master Plan Update  
Final Report  
October 2020

## ***CFSP Principles:***

- Value professional arts organizations, community arts organizations, and community participation.
- Enable and enhance the **development of local arts** communities.
- Reflect and address the **current and future needs** of communities throughout the County.

Vision and Principles are set forth in our guiding document, the **Arts & Culture Master Plan:**

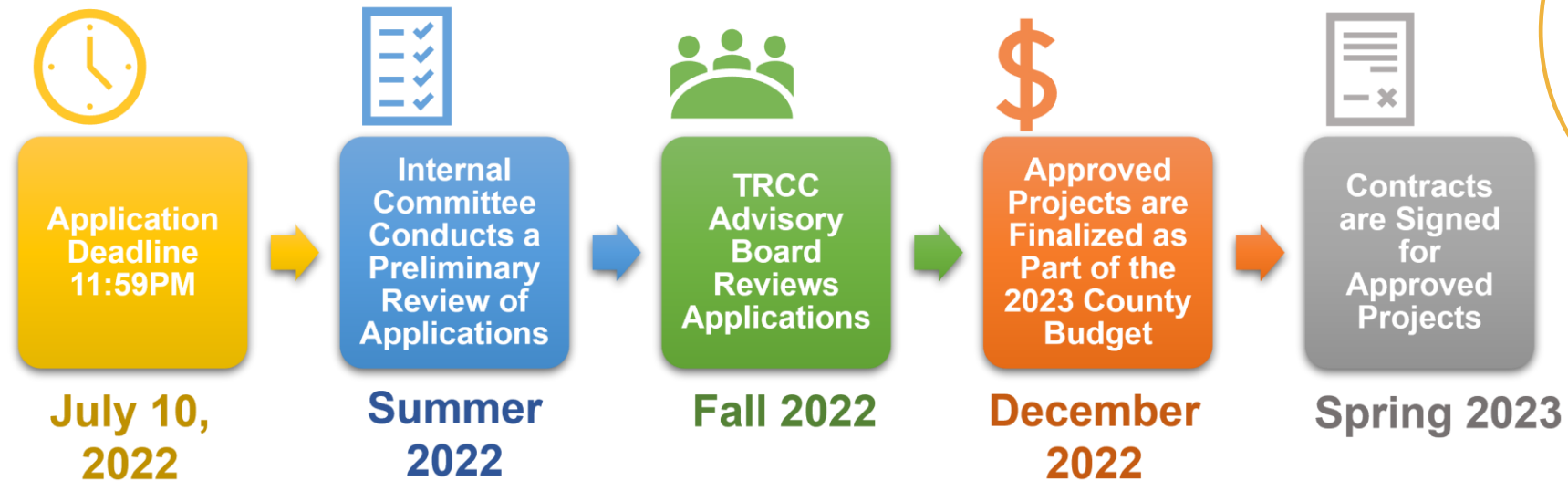
<https://www.saltlakecountyarts.org/art-reach/?section=master-plans>



# Application Process

Application submission in Zoomgrants

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



# Questions?



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