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December, 2019

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

RE: ZAP 2020 Tier I and Zoological Advisory Board Funding Recommendations

Dear Honorable County Council Chair Snelgrove:

On behalf of the Tier I Advisory Board, I respectfully request that the Salt Lake County Council review and finalize the attached recommendation for Zoo, Arts and Parks Tier I and Zoological funding for the 2020 cycle.

Twenty-four (24) organizations applied for Tier I funding. Per state statute, Tier I is limited to twenty-two (22) organizations. Therefore, all but two organizations have been recommended for Zoo, Arts and Parks Tier I funding.

Three organizations applied for Zoological funding. Per state statute, Zoological funding is limited to three (3) organizations. All three Zoological applicants have been recommended for 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.

We look forward to discussing these recommendations with the Salt Lake County Council.

Sincerely,

Kirsten Darrington
Program Director

Attachments:

2020 Advisory Board Recommendations
2020 Projected Funding
2020 Application Cycle Highlights

2020 Zoo, Arts and Parks Tier I Advisory Board Funding Recommendations

All organizations that applied through this process are ZAP recipients and will continue to be ZAP recipients. 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 not more than 22 organizations in the Tier I category and not more than three organizations in the zoological category. This year 24 applications were received for 22 allowable Tier I slots and three applications for those three allowable Zoological funding recipients. No appeals have been made to these recommendations.

The board noted that the ZAP Tier I process continues to be very competitive and no one organization is guaranteed Tier I status. Any organization could be at risk of not being funded as a Tier I organization in the future.

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 Division of Arts and Culture

Zoological

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

Two organizations were not recommended for funding, Art Access and Preservation Utah. These organizations have been notified and plan to apply in the ZAP Tier II category for 2020, with the full support of the Tier I Advisory Board.

Zoo, Arts and Parks
2020 Tier I and Zoological Funding Projections

Tier	Organization Name	Final Qualifying		Projected 2020 ZAP
		Expenditure	%	
		Amount		Awards*
Tier I	Ballet West	\$ 9,698,352	12.523%	\$ 1,416,555
Tier I	Discovery Gateway	\$ 1,778,835	2.297%	\$ 259,828
Tier I	Hale Centre Theatre	\$ 9,395,966	12.132%	\$ 1,372,326
Tier I	Natural History Museum of Utah	\$ 8,391,348	10.835%	\$ 1,225,615
Tier I	Pioneer Theatre Company	\$ 3,967,508	5.123%	\$ 579,495
Tier I	Red Butte Garden	\$ 8,016,572	10.351%	\$ 1,170,866
Tier I	Repertory Dance Theatre	\$ 671,969	0.868%	\$ 98,185
Tier I	Ririe-Woodbury Dance Foundation	\$ 688,901	0.890%	\$ 100,673
Tier I	Salt Lake Acting Company	\$ 1,670,923	2.158%	\$ 244,105
Tier I	Salt Lake Arts Council Foundation	\$ 2,070,404	2.673%	\$ 302,360
Tier I	Salt Lake Film Society	\$ 2,237,807	2.890%	\$ 326,906
Tier I	Spy Hop Productions	\$ 1,161,520	1.500%	\$ 169,674
Tier I	Tanner Dance Program	\$ 1,341,854	1.733%	\$ 196,030
Tier I	Utah Arts Alliance	\$ 507,698	0.656%	\$ 74,204
Tier I	Utah Arts Festival	\$ 1,326,342	1.713%	\$ 193,768
Tier I	Utah Film Center	\$ 1,342,815	1.734%	\$ 196,144
Tier I	Utah Humanities	\$ 813,002	1.050%	\$ 118,772
Tier I	Utah Museum of Contemporary Art	\$ 676,926	0.874%	\$ 98,864
Tier I	Utah Museum of Fine Arts	\$ 3,132,427	4.045%	\$ 457,555
Tier I	Utah Presents	\$ 1,401,541	1.810%	\$ 204,740
Tier I	Utah Symphony & Opera	\$ 15,900,036	20.531%	\$ 2,322,388
Tier I	West Valley Division of Arts and Culture	\$ 1,253,155	1.618%	\$ 183,022
		\$ 77,445,900	100.00%	\$ 11,311,626

Tier	Organization Name	Final Qualifying		Projected 2020 ZAP
		Expenditure	%	
		Amount		Awards*
Zoological	Hogle Zoo	\$ 10,279,901	63.50%	\$ 2,553,916
Zoological	The Loveland Living Planet Aquarium	\$ 7,164,562	28.25%	\$ 1,136,191
Zoological	Tracy Aviary	\$ 2,201,203	8.25%	\$ 331,808
		\$ 19,645,667	100.00%	\$ 4,021,914

***2020 funding amounts are based on 2018 actual ZAP revenues and 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

2020 FUNDING RECOMMENDATIONS

22 TIER I & 3 ZOOLOGICAL APPLICANTS RECOMMENDED

THE NUMBERS



\$78 MILLION (APPROX)
QUALIFYING EXPENDITURES



28,953
EVENTS



1,644,238
FREE ADMISSIONS



2,527
FULL & PART TIME JOBS



7,778
VOLUNTEERS
27% increase!



4,811,412
ATTENDEES



14,089
CONTRACTED JOBS
(artists, photographers,
scientists, and more)

Numbers self reported from 2020 applications

SPY HOP



Thanks to ZAP, Spy Hop is able to provide **free media arts programs and events** for over 7,000 Salt Lake County youth and over 8,000 audience members each year.

We are **grateful** that the taxpayers of Salt Lake County believe in the power of youth voice and that young people are a **valued part of our artistic and cultural landscape**.

-Spy Hop

With ZAP funding... community members enjoy **six free admission days** at Red Butte Garden.

One of the most popular days is our Arbor Day Celebration every April. It has learning stations, crafts and activities, a sponsored tree giveaway, and a full day of Garden exploration.

ZAP funding helps the Garden meet its mission of connecting people with plants and the beauty of living landscapes.

-Red Butte Garden



RED BUTTE GARDEN

DISCOVERY GATEWAY CHILDREN'S MUSEUM



ZAP funding is essential to ...serving over 170,000 Salt Lake County residents each year with hands-on exhibits and learning through play.

With this support we bring an array of **quality art, cultural, and science programming** to the children and families of Utah.

-Discovery Gateway
Children's Museum