



Zoo, Arts & Parks Newsletter

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ZAP Advisory Boards
*Zoo, Arts & Parks Tier I and Tier II
Advisory Board list with address*

Mayor Peter Corroon
County Mayor Contact Information

Salt Lake County Council
*County Council Contact
Information*

Contact Us

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2007 ZAP Performance Audit Garners Great Press

The ZAP program received some nice attention with several articles in the Deseret Morning News and The Salt Lake Tribune. The County Auditor's Office completed a Performance Audit of the ZAP Program. The audit focused on a review of funding for zoological, cultural and arts organizations and did not include the recreational component. James Wightman, Director, Internal Audit concluded, "that the County's ZAP Program is in compliance with pertinent regulations and procedures set forth in State Statute and County Policies and reached no findings to the contrary." If you missed the articles go to...

<http://deseretnews.com/article/1,5143,695239969,00.html>

http://www.sltrib.com/news/ci_7851112

or visit the General Information Tab (bottom of the page) on the ZAP Website

ZAP Website Update

The Zoo, Arts and Parks Program is pleased to announce improvements to our website. Please check out our new format and let me know what you think. We have worked with Salt Lake County's Information Services Division to create a site that is more user friendly. It is divided into three major sections: 1) for the general public, 2) to access the NowPlayingUtah.com calendar and 3) for applicants and recipients. We've added some new pages – including one called "Communications". The Communications page will list recent items that the ZAP program hopes to share with all our applicants and recipients.

Other new pages you may enjoy:

- ZAP Funding History (you can find how much funding you received)
- Projected ZAP Revenue
- Sample Contracts

<http://www.slcozap.org/zapArts/index.html>

NowPlayingUtah.com set to launch April 2008

This newly formed events calendar is a collaborative effort of the Utah Arts Council, Salt Lake County Zoo, Arts and Parks, and the Salt Lake Convention & Visitors Bureau. The calendar will be linked to each of these organizations' websites and will also be found at www.NowPlayingUtah.com.

This collaborative group, known as NowPlayingUtah.com, will launch and promote the new online events calendar and conduct an extensive, integrated marketing campaign with e-mails, publicity, advertising, brochures and point-of-purchase displays.

NowPlayingUtah.com will provide the largest database of Utah arts and cultural events on one site, as well as a location for additional listings of classes and workshops, jobs, auditions, organizations, venues, public art, and individual artists. We hope that www.NowPlayingUtah.com will offer a solution for organizations of all sizes and will become Utah's single most used resource when looking for upcoming events.

A letter has been sent from the ZAP Program that gives more information on this fabulous initiative. Be sure to share this information with your marketing or public relations coordinator.

You may view some examples other areas that have used this event calendaring product:

www.artsopolis.com
www.denver365.com
www.NowPlayingAustin.com
www.artshound.com
www.showup.com

SAVE THE DATE! <i>NowPlayingUtah</i> Kick Off Meeting	
Tuesday, February 19, 2008 2-4 p.m.	Utah Cultural Celebration Center 1355 West 3100 South West Valley City, UT
<ul style="list-style-type: none">• Learn more about the website• Q & A• Meet Matt Lehrman, Executive Director Alliance for Audience & ShowUp.com (Phoenix Site)	

Salt Lake County-wide Cultural Facilities Masterplan Process

How fortunate we are to live and work in Salt Lake County. We are surrounded by incredible natural beauty. We are experiencing an unprecedented phase of growth and revitalization. And, thanks to strong public and private support, we have a lively and thriving arts and cultural community that is second to none.

With all this growth however, the demand on our existing arts and cultural facilities is high and the requests for new creative spaces increase each year. As Salt Lake County government, we know it is necessary for us to address these issues and we need the tools to make wise, prudent, and fair decisions.

Accordingly, Salt Lake County will launch a county-wide Cultural Facilities Master Plan project, beginning in January 2008. This planning process will help us identify our current arts and culture facilities, identify any gaps, and develop recommendations for better utilization of current facilities and possible future spaces.

Salt Lake County Center for the Arts has engaged Webb Management Services to work on this project. Their open and inclusive process encourages all stakeholders and community members to participate. Their final report and recommendations will help us address the needs of both existing and emerging arts organizations as well as community residences and audiences.

To ensure that this Master Plan is a viable planning tool that represents the needs of all County residents, the consultants will be contacting the ZAP recipients to get your input. We value your understanding of your field and will be inviting you to share your input either through surveys, focus groups or public meetings. Please be on the look-out for more information!

2008 Policy Updates:

The Tier I and Tier II Advisory Board will be making several recommendations to the Salt Lake County Council for the 2008 Application Cycle. For a complete list of the recommendations visit the ZAP website and go to the Policy tab. If you have any thoughts on these changes, we welcome your comments.

- Related Party Transactions (Board)
- Related Party Transactions (Staff)
- Adjustments for Certain Legislative Appropriations (Tier I & Zoological)
- Raising the Tier II eligibility amount to \$15,000 without an audit

New Advisory Board Members

The ZAP program expresses its sincere thanks to outgoing board members:

- Judge Lee Dever – Tier I
- Anne Cullimore Decker – Tier I
- Chuck McDowell – Tier II
- Jeff Thompson – Tier I

Welcome to our new Tier I and Tier II Advisory Board Members.

Jeffrey Berke – Tier II

Jeffrey is the Center for the Arts Advisory Board representative on the ZAP Tier II Advisory Board. As the Owner/President of Jeffrey Berke Associates, he was selected by the Salt Lake Organizing Committee to produce the Olympic Venues and Live Sites (OVALS). He has extensive experience in marketing and event planning and has been involved in Utah's cultural community since 1993.

Carol Smith – Tier I

Carol is a Utah Arts Council representative on the ZAP Tier I Advisory Board. She is a strong community leader, having served on the Wheeler Farm Board and a local family foundation. Carol brings a wealth of arts and cultural support to this position.

David Gee – Tier I

David is an attorney focusing on real estate and industrial transactions with the firm Parr Waddoups Brown Gee & Loveless. He has served on several not-for-profit cultural boards and chaired the Ad Hoc Committee to review ZAP ordinances and applications in 2005.

2008 Application Deadlines & Workshop Dates

Tier I & Zoological Application Cycle

Deadline will be Monday, March 31, 2008

Workshop: Monday, February 4, 2008

9:00 a.m. Salt Lake County Council Chambers
(First Floor, North Building)

Tier II Application Cycle

Deadline will be Friday, May 2, 2008

Workshop: Thursday, March 6, 2008

4:15 p.m. Salt Lake County Council Chambers
(First Floor, North Building)