



# Zoo, Arts & Parks Newsletter

January 2009

Volume 4, Number 1 (revised)

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Dear Colleagues,

This newsletter is used as a tool to get information out to you as quickly and efficiently as possible. Often I receive calls and emails with the similar questions and I will put the information in the newsletters. Toward that end, I would greatly appreciate your sharing these newsletters with your finance, marketing, public relations and any other staff or board members that would find this information useful. When in doubt please just distribute!

Here is a sample of some of your frequently asked questions:

*Please, send me the addresses of the Advisory Board –*

The addresses are listed on the ZAP website and updated annually (usually February) with the new members information.

*What is the status of the 2008 projected ZAP income?*

*What is the status of the 2009 projected ZAP income?*

See article below

*Call and let me know if you have received our Tier II evaluation.*

It will take me several weeks to go through all the 2007 evaluations (which were due on January 15, 2009) to determine which ones I still need. If you don't hear from me – you are probably fine. If I need something I will contact you.

The ZAP office was flooding last summer and then mold was found this fall. I've moved my office about 4 times and am still trying to find things. I appreciate your patience as I continue to settle back into my office.

Take care,

*Vicki Bourns*

Zoo, Arts and Parks Program Manager

## 2008 & 2009 ZAP revenue projections

With two more months of 2008 ZAP sales tax revenue to receive; we are on track with Salt Lake County Auditor's Revised October 2008 projections. As of today, the Auditor's office is projecting 2009 revenues at the same level as 2008.

<b>2008 &amp; 2009 Projections</b>		<b>Sales Tax</b>	<b>+ interest</b>	<b>- 1.5% Admin</b>	<b>Total</b>
Tier I	48.875%	\$ 8,944,125	\$ 78,200	\$134,161.88	\$ 8,888,163.13
REC	30.000%	\$ 5,490,000	\$ 48,000	\$82,350.00	\$ 5,455,650.00
Zoo	12.125%	\$ 2,218,875	\$ 19,400	\$33,283.13	\$ 2,204,991.88
Tier II	9.000%	\$ 1,647,000	\$ 14,400	\$24,705.00	\$ 1,636,695.00
	100.00%	\$ 18,300,000	\$ 160,000	\$ 274,500.00	\$18,185,500.00

## 2009 Application Deadlines & Workshop Dates:

<b>Tier I &amp; Zoological</b>	<b>Tier II</b>
Deadline: March 31, 2009 Workshop: February 25, 2009 3:30 p.m. Salt Lake County Council Chambers (N2003 – 2nd floor north building)	Deadline: May 1, 2009 Workshop: March 19, 2009 4:15 p.m. Salt Lake County Council Chambers (N1100 – 1 <sup>st</sup> floor north building)

## ZAP/NowPlayingUtah.com Video Montage

ZAP engaged Spy Hop, a Tier I organization, to produce a 5 minute video which promotes zoo, arts, parks, and recreation in Salt Lake County. The excellent student crew produced a fast-paced production using material provided by the organizations and student-composed music. The DVD, which will air on Valley TV, Channel 17, Comcast-on-Demand, NowPlayingUtah, Salt Lake Film Society street cinema, and other sites, will be sent to all ZAP recipients. ZAP encourages you to use this production to promote NPU and ZAP. Our hope is to produce this montage annually and you have the opportunity to submit footage for future productions.



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## Public Radio Advertising Messages

The ZAP program has made arrangements for a 6-month promotional schedule of messages on 7 Utah public radio stations which reach listeners throughout Utah. ZAP purchased a schedule of 743 spots which provides an average of 4 messages per day promoting the NPU website as a gateway to events and activities.

We encourage you and your organization to take advantage of the benefits provided to ZAP organizations and to help create more awareness of the many offerings that our cultural, arts, historic, zoological, botanical and recreational organizations offer to the citizens of Salt Lake County. We also offer our thanks and gratitude to the people of Salt Lake County for their support of the Zoo, Arts & Parks program.

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## Window Clings & Banners

All ZAP Recipients will soon be receiving window clings promoting ZAP and NowPlayingUtah. Similar art work in large scale has also been produced in banners and posters for your use. These materials are provided to you in an effort to drive traffic to the NPU website and to create greater awareness of the ZAP program. Please contact Vicki Bourns to make arrangements to use the banners and posters for your events.

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## Professional Photographer

Spy Hop Productions hired professional photographer, Andrew Fillmore, to take portraits of their students for marketing purposes last fall. Spy Hop was greatly impressed with his talent and highly recommends his photography services to other organizations in need of promotional images. Spy Hop's Director of Development, Hilary Cline, remarks that "Mr. Fillmore is a great asset to our arts and cultural community." Mr. Fillmore who recently moved back to Salt Lake City can be reached at (503) 804-5099, [info@andrewfillmore.com](mailto:info@andrewfillmore.com). To view his work visit: [www.andrewfillmore.com](http://www.andrewfillmore.com).

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## Inviting Council Members to Events

During one of the recent notary events, an inquiry was made regarding the ability of Council Members to accept tickets to ZAP recipient events. The ZAP program is working on this issue with various County agencies and I

hope to have a response soon. No matter what the outcome, you are encouraged to put Council members on your mailing list and to invite them to your events.

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## Utah Nonprofits Association Board Match Opportunity

The Utah Nonprofits Association and Westminster College Master Track Program have teamed up to provide you a unique chance to tell your organization's story and speak to potential board members. The Master Track Program pairs second-year MBA students and MBA-alumni with senior executive mentors to enhance their learning experience.

Here are the details:

**Date:** Saturday, January 31

**Time:** 9:30 am – noon

**Location:** Westminster College

There is no cost to participating nonprofits. Reserve your space by Tuesday, January 20. Call Don Gomes, Executive Director (801-596-1800; toll-free 888-596-1801) or email [dgomes@utahnonprofits.org](mailto:dgomes@utahnonprofits.org).

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## Cultural Facilities Master Plan Available On-Line

The Salt Lake County Cultural Facilities Master Plan is now available on-line.

<http://www.slco.org/cultural/>

The next steps in the cultural facilities master plan process are:

- (1) Present the Master plan to the Council of Mayors, the TRCC Advisory Board and the Council of Governments,
- (2) feedback from these three agencies will be given to the Salt Lake County Council, and
- (3) the Council will be asked to accept the Plan.