



# Zoo, Arts & Parks Newsletter

January 2007

Volume 2, Number 1

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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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Dear Colleagues,

I hope you had a lovely holiday season and that 2007 finds you well, happy and encouraged about the future.

2006 was a busy year for the program. I appreciate all your patience and diligence in working through all the changes to the application and evaluation process. I feel good about the direction we are taking and appreciate your support and encouragement.

Hopefully, the information in this newsletter will give you an update on activities for the ZAP program. Feel free to call me if you ever have any questions.

Take care,

Vicki

## ZAP Updates:

### Staffing:

When I (Vicki) became the program manager for Zoo, Arts and Parks, I also oversaw the County's Open Space Trust Fund. In 2007, the County will be hiring a full time Open Space Program Manager. I will continue to be involved in Open Space through the hiring and transition period for the new program. After this time, (most probably April) I will focus primarily on ZAP. Due to these initiatives, a person to assist with ZAP will no longer be available. I'd like to take this time to thank Janneke House, who did a marvelous job of helping to facilitate the ZAP and Open Space programs for the County.

### Boards:

Daryl C. Barrett and Haruko Moriyasu have been appointed to a three-year term on the Salt Lake County Zoo, Arts and Parks Tier I Advisory Board.

Daryl Barrett has a broad base of experience in civic and community boards and commissions involving leadership, public policy, legislative advocacy, program review and development and fiscal oversight. She

currently serves on the Utah State Board of Regents and has been a strong advocate for children.

Haruko T. Moriyasu recognizes the importance of public support for cultural organizations and is the Director of the Asian Pacific American Studies Program at the University of Utah. Ms. Moriyasu has served on the Utah American Revolution Bicentennial Commission, the task force on Racial and Ethnic Fairness in the Judicial System and received the University of Utah Diversity Award in 2003.

**Also, remember to add new advisory board members to your mailing lists!**

<http://www.slcozap.org/html/advisoryBoards.html>

## Publicity

The ZAP program will be working with public relations consultant, John Becker this year. We are excited about the opportunities to promote the ZAP program and hope all the ZAP recipients will assist us in this effort. The goal is to develop and implement a comprehensive publicity plan for the Zoo, Arts and Parks Program. As part of the plan we want to provide materials to ZAP recipients that promote ZAP.

Through the ZAP evaluation process, we have learned that many organizations aspire to reach more and diverse audiences. We would like to better understand your marketing and public relations issues and see if the ZAP program can enhance greater audience participation for all our ZAP recipients.

As we move forward with this effort we will be creating a ZAP publicity committee and implementing a survey for all ZAP recipients (in order to better understand your marketing and publicity needs). Please look for the survey in February and take the time to give us your input!

## APPLICATION UPDATE:

*Application deadlines are set and Workshops scheduled!  
Please make every effort to have at least one person from your organization attend either the Tier I or Zoological or Tier II workshop.*

## Tier I & Zoological

2007 Application Deadline: Friday, March 30, 2007

Workshop: Monday, February 12<sup>th</sup>

All applicants are encouraged to attend the application workshop on Monday, February 12<sup>th</sup> at 3:30 p.m. in the Salt Lake County Council Chambers (first floor of the north building – 2001 South State Street).

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Application and instruction guide are available on-line

<http://www.slcozap.org/html/application.html>

## Tier II

2007 Application Deadline: Friday, May 4, 2007

Workshop: Monday, March 12<sup>th</sup>

All applicants are encouraged to attend the application workshop on Monday, March 12<sup>th</sup> at 3:30 p.m. in the Salt Lake County Council Chambers (first floor of the north building – 2001 South State Street).

Application and instruction guides will be available on-line

<http://www.slcozap.org/html/application.html>

## Evaluation Process for 2006

### TIER I & ZOOLOGICAL:

The evaluation forms for Tier I and Zoological 2006 recipients are posted on the ZAP website. Please note that we have created a new webpage just for the applications and evaluations.

Your patience is much appreciated regarding the 2006 evaluation report. The evaluation has been posted with the following caveat, there is a possibility these could be submitted directly online. Therefore, you may wish to refrain from sending your final report in - until future notice.

The reports will be due with your 2007 application on March 31, 2007 or if we can implement the online submission, the deadline will be April 30, 2007.

New with this evaluation are the following:

- Request for digital images
- Self-evaluation checklist
- Digital submission (may change to on-line submission)

### TIER II:

If you haven't completed the Tier II 2005 Transitional Evaluation or the Spring 2005 Tier II Evaluation they are on the website.

Deadline for the Tier II 2005 Transitional Evaluation was January 16, 2007. If you haven't submitted the form, please contact the ZAP office.

## 2007 Legislature

During the 2007 legislative session, a bill is being discussed and voted upon that may have an impact on the Zoo, Arts and Parks Program. The bill **HB 282** (Sponsored by Representative Merlynn Newbold) Sales and Use Taxation of Food and Food Ingredients – would affect ZAP distribution, but certainly would not eliminate the program. If passed, this legislation would remove the sales tax on food. This would then reduce the sales tax collected for the ZAP program by approximately 10%. This means ZAP revenues for 2007 would be less than 2006 but more than 2005 ZAP revenues.

Here's an estimate of the impact

	Column A	Column B	Column C		%
	2006 Projected ZAP Revenue	2007 Projected ZAP Revenue	If sales tax is removed from food in 2007	Difference between Column B and C	change between column B and C
Tier I	9,434,091	10,133,865	9,191,416	942,449	10.3
ZAP REC	5,790,747	5,986,025	5,429,325	556,700	10.3
Zoological	2,340,427	2,514,028	2,280,223	233,805	10.3
Tier II	1,737,224	1,866,082	1,692,536	173,546	10.3
	19,302,488	20,500,000	18,593,500	1,906,500	

The bill recently passed the house with 47 yeas, 19 nays and 9 abstain or absent. The bill has been sent to the Senate.

Salt Lake County has taken the position to support HB 282 with the request that the Legislature hold the ZAP tax harmless. Salt Lake County will be working with the sponsor and the Legislature about protecting ZAP as this moves through the process.

To monitor this bill, you can go the Utah Legislature Website and look up the bill or click on the link below...

<http://www.le.state.ut.us/~2007/htmdoc/hbillhtm/HB0282.htm>