



# Zoo, Arts & Parks Newsletter

July 2007

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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 are keeping cool during this unseasonably warm summer and having great success with your events. It has been another busy year for the Zoo, Arts & Parks Program. The Tier I and Zoological process has been completed and contracts are being processed. We are currently in the middle of the review process for the Tier II applications. Applicants should receive a notice of the advisory board recommendations in September (middle to late).

We have been working on a publicity plan for ZAP and have scheduled a meeting for August 29 in order to inform everyone of our progress. In the Fall we will be hosting two meetings to implement the new ZAP style guide. These and more updates are listed in this newsletter. Please take a moment to read this and pass it on to others in your organization that may be interested.

Thanks, Vicki

## Thank You!

I appreciate the fabulous response I received regarding the request for images documenting your events and representing your organization. We were able to present many of the images to the County Council on June 19<sup>th</sup>. We did our best to use at least one image from each organization. The images were also posted on the ZAP website at [www.slcozap.org](http://www.slcozap.org)

*P.S. If you don't see yours – we may have had problems with the size, the clarity or they were submitted after the deadline.*

## Requests

- If your organization has a Marketing or Public Relations Coordinator – could I please get their contact information? I'm looking for the following information to add to our records.....  
Name, Title, Organization, Email, Phone
- If you have any suggestions for improving the either applications (Tier I & Zoological or Tier II) please send them to Ethan Webster at [ewebster@slco.org](mailto:ewebster@slco.org). We are pleased to announce that Ethan is our intern this summer and will be assisting the ZAP program.

## Zoo, Arts and Parks Program Announces Meeting to Discuss ZAP PR Plan

The Zoo, Arts and Parks Program is pleased to announce a meeting has been scheduled to discuss the ZAP PR Plan for Wednesday, August 29 at 9:00 a.m. in the Council Chambers.

We have been working on your behalf to meet some of the needs identified in the ZAP PR survey circulated in February. The information we received was very helpful. If you would like to see a summary of the results of the survey, visit the ZAP website at [www.slcozap.org/](http://www.slcozap.org/)

Please send someone to represent your organization at the meeting, especially someone from your Marketing or Public Relations Department.

### Draft Agenda

1. Overview of ZAP Recipient Survey and Dan Jones Survey
2. ZAP PR plan
3. Publicity Workshop and ZAP Style Guide Distribution
4. County-wide calendar project
5. Other Business

When: Wednesday, August 29<sup>th</sup>

Time: 9:00 a.m.

Where: Salt Lake County Government Center  
2001 South State Street, Council Chambers  
North Building, First Floor

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## SAVE THE DATE: Zoo, Arts and Parks Program Launches Publicity Training and ZAP Style Guide Workshops.

Draft Agenda *(for both dates – attend the one that best fits your schedule)*

1. Distribution of ZAP Style Guide
2. Panel Discussion with PR experts (to be announced)
3. Question and Answer Period

When: Monday, September 24<sup>th</sup>

Time: 9:00 a.m. to 10:30 a.m.

Where: Salt Lake County Government Center  
2001 South State Street, Room N2003  
North Building, Second Floor

Or

When: Thursday, October 4<sup>th</sup>

Time: 3:00 p.m. to 4:30 p.m.

Where: Salt Lake County Government Center  
2001 South State Street, Council Chambers  
North Building, First Floor

## Tier I & Zoological Update

The 2007 Tier I & Zoological application process has been completed and approved by the Salt Lake County Council. Below is the list of approved applicants for funding.

### Tier I groups:

Ballet West	Salt Lake City Arts Council
Discovery Gateway	Spy Hop
Grand Theatre	Tanner Dance/Children's Dance Theater
Hale Centre Theatre	The Living Planet Aquarium
Jazz Arts of the MountainWest	Utah Arts Festival
Kingsbury Hall Presents	Utah Heritage Foundation
Odyssey Dance	Utah Humanities Council
Pioneer Theatre Company	Utah Museum of Fine Arts
Red Butte Garden & Arboretum	Utah Museum of Natural History
Repertory Dance Theatre	Utah Symphony & Opera
Ririe-Woodbury Dance Company	<u>Zoological</u>
Salt Lake Acting Company	Tracy Aviary
Salt Lake Art Center	Utah Zoological Society/Hogle Zoo

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## Tier II Update:

The ZAP program received 132 applications, up 17 applications from last year. We received over \$2.9 million dollars in requests and will be distributing approximately \$1.9 million dollars. The Tier II advisory Board has been meeting and will continue to hold meetings throughout the summer to review all the applications. All Tier II applicants should receive a letter informing them of the recommendation by the end of September.

### Next Steps:

1. Tier II Advisory Board Meets in September to finalize their recommendations
2. Organizations receive notification of funding recommendation (Sept 2007)
3. Recommendation sent to the Salt Lake County Council for approval (Oct 2007)
4. Notary Events – signing contracts (Oct 2007)
5. Initial funding distributed 8 weeks after the notarized contracts have been fully executed (Nov& Dec 2007)
6. Final funding distribution (April 2008)

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## Utah Arts Council Application for 2008-2009 Funding Now Available:

The Utah Arts Council has distributed their application guide for 2008-2009 funding. I would encourage every organization that produces art programming to apply for funding. The UAC offers 6 grant categories for applicants. Depending on the category, deadlines are either September 1 or October 1, 2007. For more information and to receive a copy of the guidelines and application forms contact Sherry Waddingham at 801 236-7550 or go to their website [www.arts.utah.gov](http://www.arts.utah.gov).