

**2009/2010 Tier I and Zoological Application Workshop**  
**February 25, 2009**

**General Information**

ZAP confirmation requests from auditors

- The ZAP program will not sign off on any projected amounts. Please inform your accountant and auditors not to send me confirmation letters with guesstimates.

Policy update

- Tier I & Zoological organizations must abide by accepted nonprofit ethical and professional standards. This includes adopting and implementing the Utah Nonprofits Association or similar ethical standards.
- Non-Qualifying Definition 2.13.7 All non-cash expenditures including in-kind services and products; all trades, exchange transactions and other similar non-cash consideration.

**Key points**

1. This application will serve for the 2009 and 2010 ZAP revenue cycles. The advisory board may make the same or different recommendations for each year.
2. Application format has been revised
3. There is now a specific section on Governance and Operations. The Salt Lake County Council passed a resolution in 2008 encouraging board diversity in the Tier I and Zoological programs. Please describe your efforts and the results of those efforts to enhance board diversity in detail on the application.
4. For purposes of ZAP non-qualifying expenditures direct political lobbying includes personnel time, money and other resources spent on influencing specific legislation and an allocation of overhead based on the lobbying activity.
5. Do not extend your narrative beyond pages indicated. Anything over the indicated pages will not be given to the board.
6. Copies of the audit are fine, we do not need the originals
7. If you are sending additional financial information in order to reconcile your data, please only send two copies.
8. Evaluation is now part of the application
9. Don't forget to put your organization name on all the template sheets
10. Rename the template so that your organization name or initials are in the new file name
11. Application Completed in Full with copies of the Excel Financial Worksheets (*original plus 8 copies [9 total]*) –
  - a. Do not staple
  - b. Do not submit binders
  - c. Please 3 hole punched the application and financial templates
12. A template for salary cap, rent cap, and other additional information requested has been included as sheets in the excel spreadsheet.

## ZAP Marketing and PR efforts

### NowPlayingUtah.com video

- Sign for a copy
- 5 minute and 30 second version
- Hope you will find many uses for this production to promote NPU and ZAP
- SpyHop is offering to shoot footage for \$100 which you can have and ZAP will use as we produce future updates for the video
- Sent to Valley TV, Channel 17, Comcast-on-Demand, NowPlayingUTah.com, Salt Lake Film Center street cinema, and other sites

### Poster, Banner, Window Clings

- Sign for Window Clings or sign to let me know if you already have them
- Use ZAP logo (revised or old version) with NPU logo when you can
- Contact Vicki if you want to borrow the banners

### Radio Spots

- KUER - statewide
- KUSU – Utah Public Radio/ Northern Utah
- KCPW – Wasatch Public Media
- KPCW – Park City East to Wyoming
- KRCL – Greater Salt Lake County
- KBYU – Wasatch Front (Nephi – Ogden)
- UtahFM.org - Utah Free Media

“Support for \_\_\_\_\_ comes from Now Playing Utah.com, a website designed to serve as a resource for *what to do* and *where to go* in the State of Utah. Information at Now Playing Utah dot com.”

### NPU Mousepad Distribution

- County Recreation Center Computer Labs
- Senior Center Computer Labs
- County Library Computer Labs

### Contact:

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

