

2009 Tier II Application Workshops March 17 & April 1, 2009

General Information

Policy update

- 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.
- Review the website. The ZAP website has been revised to help the general public and ZAP recipients and applicants more quickly and easily access information. If staff is not available, try the website to get your information. Select the “Recipient Applicant Tab”. www.zap.slco.org/
- Applications, the Guide and the Excel Templates are on the website.
- Applicants have two choices for meeting the application deadline
 - **Hand-deliver** the complete application to the ZAP Program office by 5:00 p.m. on the deadline or
 - Have the completed application postmarked on the day of the deadline

For Organizations requesting over \$15,000

Tier II Organizations requesting more than \$15,000 and less than \$30,000

- **must submit at minimum their most recently completed review** (Fiscal 2008)
- **must submit the 2008 and the summary spreadsheets from the excel template**

Tier II Organizations requesting \$30,000 or more and less than \$60,000

- **must submit their most recently completed audit** (Fiscal 2008)
- **must submit the 2008 and the summary spreadsheets from the excel template**

Tier II Organizations requesting \$60,000 or more

- **must submit their last three years of fiscal audits** (the most recent being Fiscal 2008)
- **must complete the following spreadsheets from the excel template:**
 - Fiscal 2006 Worksheet (in excel template)
 - Fiscal 2007 Worksheet (in excel template)
 - Fiscal 2008 Worksheet (in excel template)
 - Summary & Revenue Worksheet (in excel template)
- As set in County ZAP policies, no one Tier II Organization may receive more than 7% of the total ZAP revenues allocated for Tier II. In 2009, this 7% cap is estimated to be approximately \$100,000.

When completing the template please note the following revisions:

1. All non-cash expenditures do not qualify
2. All depreciation will not qualify

Based on preliminary results – all Tier II 2008 recipients will receive their allocated funding amounts.

Tier II 2008 distribution	\$1,596,502
Projected ZAP Tier II 2009 Revenue	\$1,465,200

Key points

1. Application format has been revised only slightly
2. 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.
3. Do not extend your narrative beyond pages indicated. Anything over the indicated pages will not be given to the board.
4. Copies of the audit are fine, we do not need the originals
5. If you are sending additional financial information in order to reconcile your data, please only send two copies.
6. The Board will review last evaluation as part of the application process
7. Financial Template must be completed by any organization that submits a review or audit/s. Don't forget to put your organization name on all the template sheets. The template has fewer lines items.
8. Rename the template so that your organization name or initials are in the new file name
9. Application Completed in Full with copies of the Excel Financial Worksheets (*original plus 5 copies [6 total]*) –
 - a. Do not staple
 - b. Do not submit binders
 - c. Please 3 hole punched the application and financial templates
10. A template for salary cap, rent cap, and other additional information requested has been included as sheets in the excel spreadsheet.
11. Local Arts Agencies ONLY – please submit 10 copies and one original

For your Marketing/PR/Developments Coordinators

- NowPlayingUtah.com cultural events calendar — please INFORM your PR/Marketing coordinators
- Please invite the ZAP Tier II Advisory Board to your events – their addresses are on the ZAP website. If you have designated an evening or production during which you want highlight ZAP or list ZAP as a sponsor – that is appreciated. Staff can forward email invitations for you, but you should send them to us as soon as possible (6 weeks is best).

ZAP Marketing and PR efforts

NowPlayingUtah.com video

- Sign up for a copy (you can see it on www.nowplayingutah.com via Utube)
- 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:

Vicki Bourns, Program Manager

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





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The mission of the Zoo, Arts and Parks Program is to stabilize, enhance, and support Salt Lake County's arts and cultural community.



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General Information Relevant to ZAP Applicants and Recipients

The pages in this section are specifically geared to Salt Lake County Zoo, Arts and Parks applicants and recipients. Please peruse these web pages to assist you as you prepare to apply for ZAP funding and if you have any questions regarding the ZAP program.