

Draft – All questions subject to minor change/adjustment prior to April 1

Tier II Application Questions

Request Information (not scored)

Request Amount (required)

Indicate the level amount of Tier II request. This response will help filter questions based on the requested amount. Applicants equal or greater than \$22,000 must answer additional questions. (required)

Below \$22,000

Equal or greater than \$22,000

Category 1: Artistic, Botanical, Cultural, or Zoological Purpose – Formerly Artistic & Cultural Vibrancy

The following questions are focused on the organization's primary purpose as it relates to how it advances and preserves the particular artistic, botanical, cultural, or zoological practice as defined by ZAP discipline.

1.1 What is your organization's board-approved mission statement? (required)

Help Language: This question was used to evaluate an organization's eligibility for the ZAP program. Here, it will be used to evaluate an organization's artistic, botanical, cultural, or zoological purpose. Copy your response from the Pre-Requisite Form.

1.2 How does your organization's programming fit within your self-designated ZAP discipline? (required)

Limit: 2,000 characters

Help Language: In your description, provide a concise picture of how your organization's activities align with your designated ZAP discipline. It is important that you identify the proper discipline as applications with the same discipline are typically reviewed together. This question is used here to evaluate an organization's artistic, botanical, cultural, or zoological purpose. Copy your response from the Pre-Requisite Form.

1.3 Which need or gap does your organization fulfill within our community and how does that contribute to the vitality of the artistic, botanical, cultural, or zoological community in Salt Lake County? (required)

Limit: 3,000 characters

Help Language: The need or gap may look different for each organization and/or community. Strong responses will indicate that the organization is able to identify clearly the need or gap that it fills within the community and can clearly articulate why it has value within the artistic, botanical, cultural or zoological community in Salt Lake County.

1.4 For Requests over \$22,000, answer this question: How does your organization define and cultivate excellence within your ZAP discipline for the Salt Lake County community? (required)

Limit: 3,000 characters

Help Language: Excellence within each ZAP discipline will vary. You may want to describe your artist or expert selection process, or why your organization is dedicated to a particular artistic, botanical, cultural, or zoological discipline.

Category 2: Organizational Stability – Formerly Organizational Capacity & Management

The following questions focus on the organization's stability as it relates to personnel, programming and partnerships, and how it navigates challenges.

2.1 Describe your organization's board structures and their involvement within the organization.

(required)

Limit: 3,000 characters

Help Language: ZAP wants to have a clear picture of how your board operates in relation to the organization. When discussing your board structure, consider the following:

- What type of governing (and/or advisory) boards exist, how many members serve, and what are their responsibilities? How regularly do they meet and how do they provide guidance and/or governance?
- How does the organization recruit and retain well-qualified board members? You may want to consider describing your board members, their backgrounds, and professional experience.
- What (if any) fundraising policies are in place.

A strong response does not need to be lengthy; however, it will need to demonstrate that your organization has an engaged and active board with qualified members.

2.2 Describe your organization's staff (and/or volunteer) structure and their involvement within the organization. (required)

Limit: 3,000 characters

Help Language: ZAP wants to have a clear picture of if and how the organization has staff and volunteer capacity to carry out the day-to-day operations and programming of your organization. When discussing your staff structure, consider the following:

- What teams or groups of employees/volunteers (leadership/c-suite, operations, programming, artists, contractors, etc.) does your organization have and what part do they play in activating/realizing the organization's programming?

A strong response does not need to be lengthy; however, it will need to demonstrate that your organization has an engaged and active staff (including volunteer staff).

Personnel Data

2.3 Provide your organization's annual employee and volunteer numbers from the most recently completed fiscal year. This includes board members (governing and advisory), full, part-time, contracted and volunteer staff and artists. Separate board member and other regular volunteer hours.

Additionally, upload an organizational chart that is clear for ZAP to understand your organizational hierarchy. Your chart does not have to be elaborate and should represent a high-level snapshot of your organization and personnel groups.

Board Members (required)

Full Time Employees / Part-Time Employees (W2s) (required)

Contractors (1099) (required)

Volunteers (required)

Board Member Hours (required)

Volunteer Hours (required)

Organizational Chart (required)

Programming and Partnerships

In the following questions, ZAP wants to have a clear picture of your organization's programming, related partnerships, and how your programming has adapted and evolved within the last two seasons. Additionally, ZAP also wants to know how your organization approaches challenges and celebrates successes.

2.4 List and describe your organization's current programming. (required)

Limit: 5,000 characters

Help Language: ZAP wants to have a clear picture of your organization's programming. Include the following:

1. Basic Program Description(s)
2. Primary Audience
3. Why the program was created and why it continues successfully today

A strong response will succinctly demonstrate meaningful programming related to your organization's mission and ZAP discipline.

2.5 List and describe your organization's current programming partnerships. (required)

Limit: 5,000 characters

Help Language: ZAP wants to have a clear picture of your organization's partnerships with other community entities. Include the following:

1. Basic Program Partnership Names and Description(s)
2. How and why the partnership benefits your organization in servicing the Salt Lake County community

A strong response will succinctly demonstrate that the organization has strong and strategic partnerships within the community.

2.6 OPTIONAL: Annual Report

You are welcome to upload an Annual Report for your organization's most recently completed fiscal year.

Goal Setting – For Requests over \$22,000

2.7 For Requests over \$22,000, answer this question: What is one (max two) key goal your organization has prioritized and how do you plan to achieve and/or work towards within the next three years?

(required)

Limit: 3,000 characters

Help Language: Describe in depth one (max two) key goal for your organization in the next three years and your plans to achieve them. While we know your organization may have multiple goals, focus on one or two that are most applicable to share with ZAP.. We are looking for depth, intentionality, and alignment with your organization's mission/programming in the goal description. These goals must be clear, realistic, and have measurable progress.

Category 3: Community Engagement & Public Benefit – Formerly Public Benefit/Outreach

This category's questions focus on the organization's community engagement and public benefit as it relates to what communities it serves, how it approaches connection and engagement strategies, and the level of impact the organization is making within the community.

3.1 Describe how your organization engages all residents and visitors in/to Salt Lake County. (required)

Limit: 3,000 characters

Help Language: Include the following in your response:

1. Define which communities you are reaching
2. Describe your organization's current impact
3. Detail how your organization plans to deepen impact within those communities and/or reaching additional communities

Impact may look different for each organization. It may look like developing more meaningful relationships, attendee growth, programming refocus/distillation, artistic selections.

3.2 How does your organization connect with its target audience(s)? Describe the communications, marketing, and engagement strategies and tools your organization uses with the community. Discuss the challenges and successes your organization has experienced related to these strategies. (required)

Limit: 3,000 characters

Help Language: ZAP wants to have a clear understanding of your organization's current communications and engagement strategies. How have they adapted and evolved recently? How does your organization promote that its ZAP funded programming is open to the public and makes an effort to reach out to all populations within Salt Lake County? A strong response will clearly demonstrate a substantial track record of engagement with the overall Salt Lake County community.

3.3 Tell us a story from the past year of a moment when it was clear that your organization positively impacted the community. (required)

Limit: 3,000 characters

Help Language: Use this story to provide a compelling argument as to why tax-payer dollars should fund your programs or operations. Consider your audience to be the Advisory Board and Elected Officials - what human interest stories do you want them to learn about the impact you are having in the community? Where possible, highlight how your organization leveraged funding, strategic partnerships, or outreach to maximize its impact.

3.4 In-Person Activities' Data

In this section, you will be asked to enter information related to your in-person activities for your most recently completed fiscal year on Submittable. Data requests will be similar to previous years' Additional Data sheet.

Category 4: Financial Accountability – NEW TII category

This category's questions will focus on the organization's financial accountability as it relates to how it stewards its finances.

4.1 Funding Period

4.1.1 During what 12-month period will ZAP funding be utilized? (required)

4.1.2 Are you requesting funding for your current or future fiscal year? (required)

My Current Fiscal Year

My Future Fiscal Year

4.2 Organizational Finances Table (required)

ZAP wants to understand the state of your organization's finances. Provide the revenue and expense totals (cash only - do not include in-kind amounts here) for the following years:

- Year 1: most recently completed fiscal year
- Year 2: current fiscal year
- Year 3: next fiscal year's projected finances

In the narrative space, provide a succinct description of your organization's finances and practices. If your organization is operating at a net loss, explain in detail.

4.2.1 Provide a succinct description of your organization's finances and practices. (required)

Limit: 2,000 characters

Help Language: ZAP wants to understand the overall picture of your organization's finances and practices. In your response, you may want to describe how your organization sets a realistic, appropriate annual budget, what types of internal controls exist, etc. Make sure to address any major changes in revenue or expenses between fiscal years.

4.3 Budget Table

For organizations that utilize ZAP funds during their current fiscal year, the budget will ask for actual revenue and expense numbers from your most recently completed fiscal year and projected numbers for your current budget year.

For organizations that utilize ZAP funds in a future fiscal year, the budget will ask for projected numbers for current budget year and project numbers for the next fiscal year.

4.3.1 Describe the budget line items listed above. (required)

Limit: 2,000 characters

4.4 Upload Financial Documentation.

Upload financial documentation if your request is over \$22,000. See the Grant Manual for specifics and requirements.

Optional Video Link and Supporting Documents

1. OPTIONAL: Provide a short video link that highlights your organization's mission in action, programmatic strengths, and community impact.

Help Language: While this is optional, ZAP strongly recommends providing a short video that showcases your work and/or organization within the community.

2. OPTIONAL: Supporting Images/Documents Upload

Help Language: See Grant Manual for examples of supporting document types such as visuals.