



**ZOO
ARTS &
PARKS**

Welcome!

ZAP Contract Webinar

2027 Tier I & Zoological

2026 Tier II



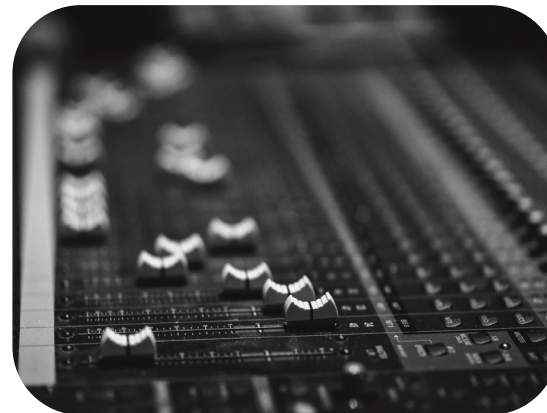
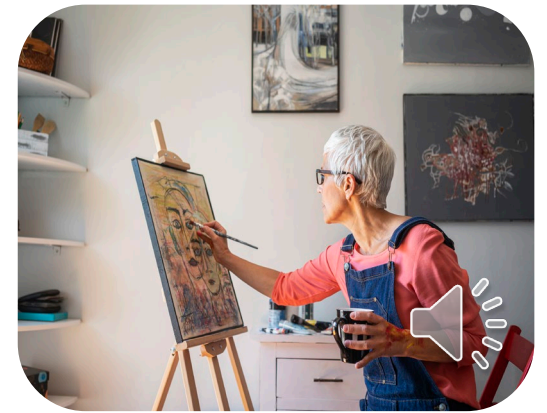


Congratulations on Your Award!



Webinar Agenda

1. ZAP Program Overview
2. Grant Cycle Recap
3. Contractual Obligations
4. Contract Signing
5. Funding Disbursement and PaymentWorks
6. Applicant Feedback: Board and CPA





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ZAP Program Overview



ZAP Mission Fulfillment

To enhance Salt Lake County resident and visitor experiences through art, botanical, cultural, zoological, and recreational offerings.

Grantmaking

Providing fair and equitable access to ZAP funding and education resources by making grants to qualified nonprofit organizations in the categories of Tier I, Tier II, & Zoological.

Promotion

Increasing public awareness of the value of ZAP.

Capacity Building

Providing adequate predictable support for organizations within the Zoological and Tier I categories and providing enhanced support for the organizations within the Tier II category.



ZAP Team

Samantha Thermos

Program Director

Kelsey Ellis

Impact Program Manager

Cody Goetz

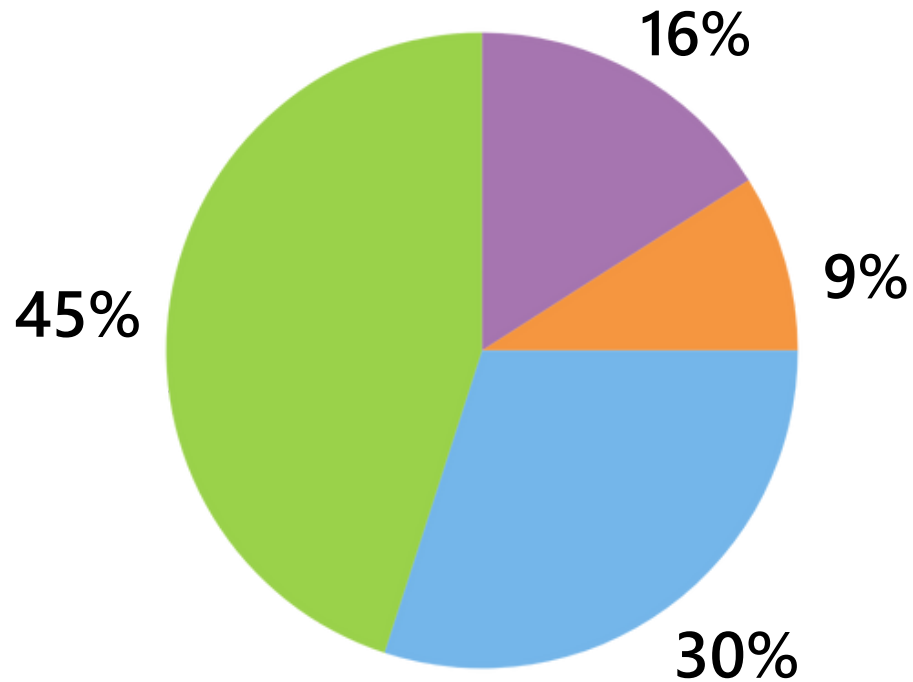
Grants & Communications Coordinator

Dustyn Burt

Program Assistant



ZAP Funding



\$17.4M

Tier I

\$11.6M

**Parks &
Recreation**

\$6.2M

Zoological

\$3.6M

Tier II



For every \$10 of sales tax in SLCo, 1¢ goes toward ZAP.

Dollar Amounts from FY 2025

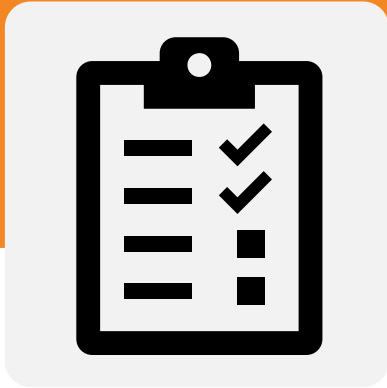


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2026/2027 Grant Cycle Recap



TI&Z Metrics & Highlights



25 Recommended

26 Applications
22 Tier I Recommended
3 Zoological Recommended



39,987 Activities

21,446 Free/ Discounted Activities
5,992,313 Visits
2,871,033 Free/Discounted Visits



4,241 FT & PT Jobs

1,201 Contract Jobs
10,663 Volunteers
206,349 Volunteer Hours



Tier II Metrics & Highlights



214 Recommended

236 Submitted Eligibility Checks
218 Applications Completed
21 New Applicants Recommended



54,839 Activities

40,972 Free/Discounted Activities
4,494,700 Visits
2,934,420 Free/Discounted Visits



5,478 FT & PT Jobs

10,857 Contract Jobs
27,666 Volunteers
894,966 Volunteer Hours





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Contractual Obligations



What Your Contract Asks of You



Use funds correctly

Where and how ZAP dollars can be spent



Report & share data

Post-Spending Report, data, and contacts



Stay accountable

Public funds, monitoring, and audits



This is a brief overview. Please read your full contract carefully before signing.



How Funds May Be Used



Funds must be

- Spent within Salt Lake County
- Used for your organization's ongoing operating expenses as proposed in your application.



Funds may not go to

- Endowments or loans
- Political lobbying
- Capital construction
- Re-granting
- Any public officer or employee

Full list of non-qualifying expenses: ZAP Grant Manual and Countywide Policy No. 1031



Keep Good Records

5

years minimum

**to retain records of how
ZAP funds were used**



Detailed and accurate

Document how ZAP funds are used.



Follow accounting standards

Keep records consistent with applicable standards.



Available on request

Provide records to Salt Lake County for review.



Reporting and Communication



Post-Spending Report

Detail how funds were spent.



Data for ZAP reporting

Share requested data such as attendance, free admissions, expenditures, and staffing.



Keep contacts current

Update contacts in the online grant management system and notify ZAP staff promptly.



These Are Public Funds



Authorized purposes only

ZAP funds are public money and may be used only for authorized ZAP purposes.

Follow Best Practices for Governance and Training

- You are not a “public body,” but you receive public funds, so follow the spirit of the open meetings statute.
- Keep meeting notes
- At least one representative completes the required ZAP contract training every year (This recording serves as the annual training, so please be sure other staff or board members watch as is appropriate for your organization’s leadership.)



ZAP logo usage and communication tools and why they matters





Recognition strengthens everyone

1

Public awareness

Consistent recognition helps residents see how large and varied the county's arts and culture community really is.

2

Continued support

ZAP exists because voters keep choosing to renew it and the ZAP logo helps see their vote in action.

3

Shared credibility

Clear, consistent recognition shows a connected community that delivers public value.

Small organizations matter as much as large ones. Every program contributes to the overall picture.

Takeaway *Recognition is how residents see what they've built together.*



Rebecca Klundt and Michelle Nixon at David Ericson Fine...



Hunter Jackson and Craig Law at Phillips Gallery



Jill Barton, Alex Gerrard, and Zoe Maks at 15th Stree...



ENGAGE at Alpine Art & Frame

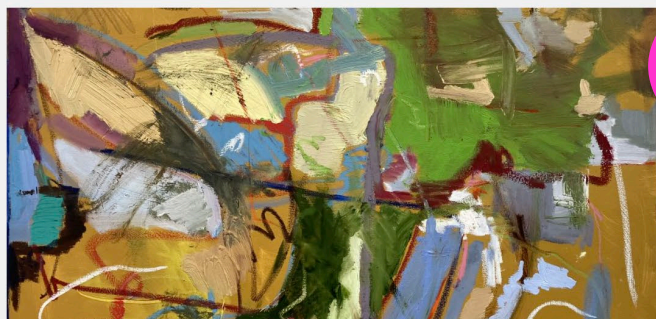


Exhibition Reviews | Visual Arts

Memory Is Material in Anne Flynn's "written in blue"

BY GEOFF WICHERT ON MAY 28, 2026 • (LEAVE A COMMENT)

On the way to a creative life, many eager students are given advice approximately based on their interests. An avid reader might be urged to become a writer, though in truth there are numerous perfectly good and potentially more appropriate vocations for readers. One who draws compulsively may [...]



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Artist of Utah

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We are so grateful to have so many amazing patners and supporters. Our programs would not be possible without the help from our community!



BECOME A DONOR

1520 Arts

Institutional Donors

\$1,000 – \$9,999

Anonymous	Huntsman International LLC	Semnani Family Foundation
Alasco Uniforms	J. Wong's Thai & Chinese Bistro*	Serving Table 22*
Amano Artisan Chocolate	KeyBank	Spencer Fane Snow Christensen & Martineau Foundation
Bank of America	KKC Foundation	Squatters Pub Brewery*
The Buckner Company	Lone Peak Valuation	St. Regis / Deer Crest Club**
Caffé Molise*	Microsoft Corporation*	Stay Park City
CHG Healthcare Services	Millburn & Company	Summerhays Music Center
Spencer F. & Cleone P. Eccles Family Foundation	Millcreek Coffee Roasters*	The Swartz Foundation
Henry W. & Leslie M. Eskuche Charitable Foundation	Mountain America Credit Union	Swire Coca-Cola, USA*
Every Blooming Thing*	Nammo	The Fang Family Foundation
The Farwood Foundation Western Office	OPERA America	Urban Hill
FanX	Placemakr: Apartment Hotels	Utah Autism Foundation
Grandeur Peak Global Advisors	Precision Hermetic Technology	Vergara Miller Law
Hideout Adventures	Promontory Foundation	Vox Marketing Group*
Holland & Hart	Ray, Quinney & Nebeker Foundation	Wells Fargo
	Red Rock Brewing Company*	
	Ruth's Chris Steak House*	
	SALT	

Utah Symphony | Utah Opera would like to especially thank our major sources of public funding that help us to fulfill our mission and serve our community.

Salt Lake County Zoo, Arts & Parks
Utah State Board of Education
Utah Department of Cultural & Community Engagement



Utah Division of Arts & Museums
Utah Office of Tourism
Utah State Legislature
Summit County RAP Tax



RAP Cultural Grant

Summit County Restaurant Tax
National Endowment for the Arts
Salt Lake City Arts Council
Orem City CARE Tax



Freedom 250



Utah Arts Council



Utah City Arts Council



OREM FAMILY CITY USA

Gifts as of February 10, 2026

* in-kind donation

** in-kind & cash donations

† deceased

Utah Symphony | Utah Opera

ZAP Recognition & Logo Usage Guide



Start with the correct file

saltlakecounty.gov/zap/



Takeaway *Pick the approved version that stays readable.*



Use correct format

✓ Do

- Download the current logo from saltlakecounty.gov/zap/
- Use the correct format for the job: [PNG or AI]
- Use an approved version [full color, one-color, reversed/white] and choose the one that stays readable against your background.
- Not sure your file is current/correct? Ask Dustyn Burt dburt@saltlakecounty.gov

✗ Don't

- Copy the logo from an old flyer
- Pull it from a Google image search
- Borrow it from another organization's materials
- Recolor the logo to match your own brand palette.
- Put the logo on activities that are not funded by ZAP. (Events outside SLCo)

Takeaway *One current file, from one trusted source.*



Place it where people will see it

Print

Brochures, banners, flyers, playbills

Digital

Advertisements, newsletters, website footer, event pages

Signage

Posters, vinyl banners, window clings, desktop signs

Social

In graphics where appropriate, tag ZAP @SLCoZAP

Takeaway *Consistent placement makes recognition easy to spot.*



Say it as well as show it

"ABC organization is supported by / partially funded by the Salt Lake County Zoo, Arts & Parks Program. We would like to thank the residents and visitors of Salt Lake County for their continued support of arts, culture, and recreation within our community. Thank you!"

Takeaway *Use it in speeches, curtain talks, and press releases, where a logo can't appear.*

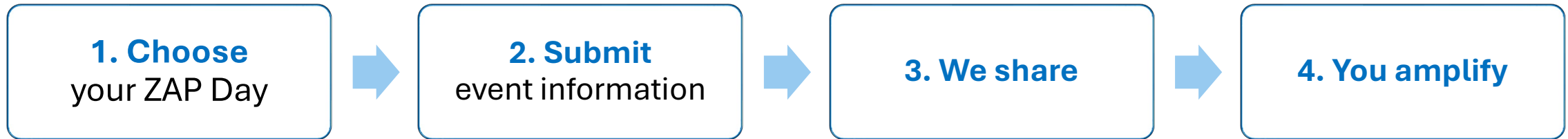


ZAP Communications

Sharing Your Work with ZAP



ZAP Communications



- ZAP funding supports tens of thousands of activities each year. We want the public, our board, and County leadership to see that impact.
- We can't feature everything, so we're trying a simpler approach this year to represent as many grantees as possible.
- This is a work in progress. We'll adjust as we learn, and your feedback helps.

Event Information

1

Choose Your ZAP Event

- Pick one event or program that best represents ZAP support at work. It could be a free or discounted public day, a signature performance, an exhibition opening, or a community program.
- Pick what you're proudest of, not just what's biggest.

2

Submit Through Event Form

- Check the "ZAP Day" box if applicable
- Submit at least *2 weeks* before the event so we can plan.

(Use the same form for all of your event invitations.)

Event Information

3

ZAP Shares

- We will prioritize the ZAP days events and will try to share as many grantees as we can.
- Depending on timing, we may also create a Community Showcase post around the same time.

4

You Amplify

- Tag ZAP - @SLCoZAP
- Use the ZAP logo correctly.
- Reshare ZAP's Community Showcase post about your organization.

Your story is the strongest evidence

The ZAP Community Showcase shares the performances, metrics, and programs ZAP funding makes possible across the county. Rather than publishing a list of grants, we're sharing what that funding actually looks like on the ground. Your organization is part of that picture.

Takeaway *Your story is the strongest evidence of what ZAP makes possible.*

Three things to do this week

1

Download

Get the current logo from the ZAP website.

2

Check

Review your website, print templates, and social graphics for outdated versions.

3

Follow

Follow @SLCoZAP to watch our Community Showcase postings.

One thing to do in the not-too-distant future

Pick your ZAP Day and submit through the Invite Form on our website.

Questions?

Dustyn Burt – dburt@saltlakecounty.gov | Kelsey Ellis – kmellis@saltlakecounty.gov



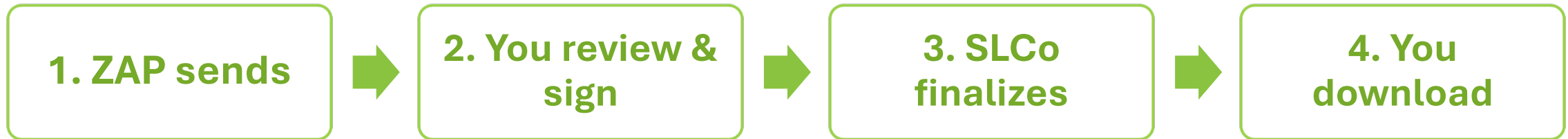


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Contract Signing



ZAP Contract Signing



- The contract will be sent via a DocuSign email to the Contract Signer listed in Submittable. They can reassign it if necessary.
- Awardees have until **Friday, November 20 at 5pm** to review and sign their contract. Signing by the deadline ensures timely payment.
- Once Salt Lake County finalizes, a fully executed contract will be available for you to download in Submittable for your records. Copies will also be emailed directly to the signer.



Submittable: Finding Your Contract

 Submittable Submissions Discover Saved Following

My Submissions

My Submissions

Drafts

External Submissions

Sort by

Date (most recent) ▼

Filter

Select... ▼

Clear Filters

STATUS	SUBMISSION	ORGANIZATION	OPPORTUNITY
Accepted	<u>ZAP Sample Organization</u>	Salt Lake County	2027 ZAP Tier I & Zoological Program

 Submittable Submissions Discover Saved Following

ZAP Sample Organization

Submitted to [Salt Lake County - 2027 ZAP Tier I & Zoological Program](#) on Mon

ACTIVITY

MESSAGES

FORMS

NOTE

AWARDS & PAYMENTS



Eligibility Form

**Tier II Core Eligibility Form**

Submitted on March 12, 2026

Initial Form: Salt Lake County

**2026 ZAP Tier II Program**

Submitted on March 12, 2026

Additional Forms

Title

Submission Date

[Tier II Application](#)

Apr 6, 2026 9:54 AM

Request Forms

Title

Submission Date



No form submitted

External Documents

**Contract - Tier II SFK 2026 (7.27.26).pdf**

DocuSign Form completed on 10/06/2026





2026 Tier II Contract

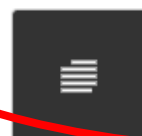
Docusign Form completed on 10/26/2026



Document Recipient Details

Signer Order	Name	Email	Date Sent	Date Completed	Status
1	Cody Goetz	cgoetz@saltlakecounty.gov	Oct 26, 2026 4:22 PM	Oct 26, 2026 4:24 PM	● Completed
4	Cody Goetz	cgoetz@saltlakecounty.gov	Oct 26, 2026 4:27 PM	Oct 26, 2026 4:34 PM	● Completed
5	Cody Goetz	cgoetz@saltlakecounty.gov	Oct 26, 2026 4:35 PM	Oct 26, 2026 4:36 PM	● Completed
6	Cody Goetz	cgoetz@saltlakecounty.gov	Oct 26, 2026 4:36 PM	Oct 26, 2026 4:39 PM	● Completed
2	Cody Goetz	cgoetz@saltlakecounty.gov	Oct 26, 2026 4:24 PM	Oct 26, 2026 4:27 PM	● Completed

Executed Document



2026 Tier II Contract.pdf





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Funding Disbursement and PaymentWorks



Funding Disbursement & PaymentWorks



PaymentWorks

Returning: Review
Information

New: PaymentWorks Setup



Disbursement Schedule

Tier I & Zoological:
Starts June 2027

Tier II:
January 2027 (60%)
April 2027 (40%)



Available Resources

PaymentWorks Guide and
contact info available on
ZAP website

Reach out to ZAP staff





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Applicant Feedback



Applicant Feedback



Application Feedback Report

- Report contains application scoring context, specific Advisory Board Feedback, and staff observations.
- Please review with relevant staff and stakeholders in preparation for the next cycle.



Financials & Revised QE

- Independent CPA Financial Health Test (FHT) Checklist Results for requests/awards over \$22K
- Tier I & Zoological: revised QE worksheet

Note: *Feedback Report, Checklist, and revised QE will be available to download from Submittable starting in December.*





ZOO, ARTS & PARKS IMPACT PROGRAM



Collaborative Program

Cohort sessions for Tier II grantees to build capacity through curated training, networking, and mentoring.



Workshops

Training/support events for grantees as well as the wider nonprofit arts and culture community.



Local Arts Agencies / GALAA

Capacity and resource building opportunities; and training and convenings.





ZAP OPEN HOUSE & 30TH ANNIVERSARY CELEBRATION

DATE: Thursday, March 4

TIME: 3-5 PM

LOCATION: Mid-Valley Performing Arts Center





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Thank You!

