



## **NEWS RELEASE**

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**For Immediate Release  
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### **Zoo, Arts, and Parks Program Supported by the Public**

Applications for 2007 have been received by Salt Lake County for 132 Tier II Zoo, Arts & Parks organizations. The Advisory Board will begin the review process this month.

Meantime, 23 cultural groups applied and were approved to receive Tier I funding and two groups were approved to receive Zoological funding from tax-generated 2007 ZAP revenues.

Final disbursement of 2006 ZAP funds, which are generated by 1/10 of 1% of sales tax revenue, have been made to 137 organizations for a total of \$13,775,767.55.

“Funding for Salt Lake County's cultural, zoological, and botanical organizations is high on the list of priorities for citizens in the county,” says Mayor Peter Corroon. “We are also well aware that this funding is critical to these organizations’ continued success.”

A Dan Jones Survey of County Residents illustrates that more than half the citizens surveyed are very much aware of the ZAP program, and they believe ZAP support for art, cultural, zoological, museums, recreation and parks is important.

- Aware of ZAP = 56%
- Not aware = 41%



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- Very important = 58%
- Somewhat important = 37%
- Not important = 2%

Of course beyond a public opinion survey, the real proof of public support for the ZAP program came at the ballot box, first a little over ten years ago and again last year when ZAP was re-authorized by an overwhelming majority of voters for another decade.

The survey also showed that county residents take advantage of the arts offerings in the county with 84% saying they have attended a performance, show or presentation. Another 22% said they attended in the past month, with an additional 60% saying they had attended an event within the last year.

When asked how many times a year they attend a performing or visual arts event, 44% said from 1 to 3 times, 29% said 3 to 10 times, and 8% said more than 11 times annually. 18% said they never attend.

“This response indicates we have a real demand for the kinds of programs offered by the ZAP recipient organizations,” the Mayor said.

According to Zoo, Arts & Parks Program Manager Victoria Panella Bourns, the various ZAP organizations reach an enormous number and cross section of citizens within the county and make a generous contribution to the vibrancy of the County.



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“The organizations have expressed their interest in reaching and building new audiences, so we are working with them to increase public awareness and marketing assistance,” said Ms. Bourns.

Since 1997, Salt Lake County’s Zoo, Arts & Parks Program has provided much-needed funding to cultural, zoological and botanical organizations. For the past decade Salt Lake County has collected one additional penny on every ten dollars spent within Salt Lake County for the Zoo, Arts and Parks Program. Those funds are distributed among local organizations and projects deemed qualified for funds by the Advisory Boards and Salt Lake County Council. Each organization that receives ZAP funding is the subject of a thorough application process.

The executive summaries of the two surveys are available on the ZAP website at [www.slcozap.org](http://www.slcozap.org)

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