



Salt Lake County

Tourism, Recreation, Culture & Convention (TRCC)

Support Program Guidelines & Policies

Contact Information

Salt Lake County Community Services
County Government Center
South Building, Room N3-215, 3rd Floor
Salt Lake City, UT, 84190

– Kirsten Darrington – kdarrington@slco.org



Table of Contents

TRCC Support Program Guidelines	3
TRCC Support Programs	4
I. Tourism Support Program.....	4
II. Convention Facilities Support Program	4
III. Parks, Recreation and Trails Support Program	5
IV. Cultural Facilities Support Program	7
Policy 1: Regional Cultural Centers	8
Policy 2: Schools as a Community Arts Facility	9
Policy 3: Capital Expenses	10
Policy 4: Applicant as Lessee of a Publicly-Owned Facility	10
Policy 5: Museum Exhibit Criteria.....	11

TRCC Support Program Guidelines

Background

Salt Lake County elected to impose a tax under the Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax Act, Utah Code Ann. §§ 59-12-601 et seq. (the "Act"), to support cultural and economic growth within its boundaries. Revenue collected under this tax may be used for the development and maintenance of convention facilities, cultural facilities, recreation facilities, or tourism promotion. To this end, the Salt Lake County Tourism, Recreation, Culture and Convention (TRCC) Support Program is designed to help eligible organizations develop relevant projects to meet the current and future needs of Salt Lake County's residents and visitors.

Eligibility

Projects must have a tourism, recreational, cultural or convention purpose that serves the residents within Salt Lake County. Project-related facilities must be publicly owned and/or operated. The public must be able to access your project in some way, either as visitors, spectators or participants. The project and your organization must be physically located within Salt Lake County to be considered.

As the project owner or originator, the applying organization must be one of the following:

- A 501(c)(3) organization
- A local government
- An educational institution serving the public at large (not only students)
- A business registered with the State of Utah Department of Commerce and licensed within Salt Lake County

Restrictions

- Projects are not eligible if the project has already begun before the application recommendation process.
- Routine capital maintenance projects do not qualify for funding under this program.
- Organizations may not submit more than three (3) requests for funding.

Funding

Through this Program, eligible organizations can apply for funding for consulting, capital or tourism promotion expenses. Applicants need to outline the entire project budget. Priority may be given to applicants that can demonstrate a match.

- Consulting funding can be used for the following types of services:
 - Feasibility Study
 - Architecture, Design, Engineering Plans
 - Construction Project Management Plan
 - Facility Operations & Management Plans
- Capital funds may be used for new construction, or renovations and remodeling expenses in an existing facility.
- Applying and receiving a recommendation for funding does not guarantee funding of projects. Funding recommendations are considered in the County's annual budgeting process and are therefore dependent on available funds and whether specific projects are eligible for those available funds. Applicants will not receive notification of funding until the end of the year, after the Salt Lake County budget is officially adopted.



TRCC Support Programs

The subsequent sections outline the four different categories within the TRCC Support Program which organizations can apply for. They include the following:

- I. Tourism Support Program
- II. Convention Facilities Support Program
- III. Parks, Recreation and Trails Support Program
- IV. Cultural Facilities Support Program

An organization must submit a separate application for each project.

I. Tourism Support Program

TRCC funds may be used towards financing tourism promotion, meaning, “an activity to develop, encourage, solicit, or market tourism that attracts transient guests to the county, including planning, product development, and advertising.” Utah Code Ann. § 17-31-5 .5(2)(b)(i).

II. Convention Facilities Support Program

"Convention facility" means any publicly owned and/or operated convention center, sports arena, or other facility at which conventions, conferences, and other gatherings are held and whose primary business or function is to host such conventions, conferences, and other gatherings. Utah Code Ann. §59-12-602.

For more information on Tourism and Convention Facilities Support, please contact:

Holly M. Yocom
Director, Community Services
Salt Lake County
HYocom@slco.org

Or

Brad Kendrick
Budget and Policy Analyst
Salt Lake County Council
BKendrick@slco.org

III. Parks, Recreation and Trails Support Program

Introduction

Salt Lake County is a large and diverse geographic area, encompassing 742 square miles. It is the most populous and densely populated County in the state. Salt Lake County Parks and Recreation has planned for and envisioned regional parks and recreation facilities and trails systems throughout the valley. There is great demand for parks, open space, trails, and recreational facilities and this will continue for generations to come. A rapidly growing population, changing attitudes, new perspectives and evolving lifestyles make it imperative that opportunities are seized today to meet future needs.

The Parks, Recreation and Trails (PRT) Support Program encourages any qualified government or business to apply for consideration of Salt Lake County support, based on available funding, for the construction, renovation or study of publicly owned and operated Parks, Recreation or Trail amenities and/or facilities.

Through this PRT Support Program, eligible organizations can apply for funding for consulting or capital expenses related to a project. Applicants must meet eligibility requirements, and both the project and the applicant must be located within the Salt Lake County boundaries.

2015 Parks and Recreation Facilities Master Plan

The PRT Support Program is based on the vision and principals set forth in the 2015 Parks and Recreation Facilities Master Plan. This is the guiding document for developing parks, trails, open space and recreation facilities in the Salt Lake valley. We believe the implementation and recommendations found in the plan benefit residents, cities, school districts and other providers of parks and recreation amenities. Additionally, partnerships and collaborations provide more services to a greater number of residents.

Applications should strive to relate project requests to this vision. The 2015 Parks and Recreation Facilities Master Plan, as well as other specific master plans can be found on the Salt Lake County Parks and Recreation website: <https://www.slco.org/parks-recreation/planning/>

PRT Vision

The primary purpose of this program is to guide future development of parks and recreation facilities in Salt Lake County, and to establish criteria for decision making. The plan is a focused vision of what is needed in the future. It provides substantial flexibility to change direction as opportunities shift. It is not intended to answer all questions or address every possibility, focusing instead on broad ideas based on clear research that provides the County with options for dealing with future recreation demands.

Based in part on acquired expertise, countywide perspective and focus on addressing regional concerns that cross municipal boundaries, Salt Lake County is positioned to provide leadership in the planning and development of parks and recreation facilities to carry out this vision.

PRT Principles

- To ensure legacy of parks and recreation throughout the County.
- To value professional parks and recreation organizations, community parks, recreation and trails organizations and community participation.
- To enable and enhance the development of parks, recreation and trails systems.
- To reflect and address the current and future needs of communities throughout the County.
- To only support projects which demonstrate readiness, feasibility, and sustainability through long-term secure funding streams.
- To value the need for addressing the wide-range of facility types and trends.
- To support projects which address the need for proper maintenance and/or upgrades of existing facilities as well as the construction of new facilities.
- To support projects which enhance the ability of parks, recreation and trails organizations to improve, expand and/or sustain programming.
- To support projects exploring new ways to increase programming for nature and outdoor education.
- To implement an inclusive and fair process for planning, locating, funding and developing County-supported parks and recreation facilities and trails systems.
- To encourage projects that foster collaboration, regional partnerships and shared funding.

IV. Cultural Facilities Support Program

Introduction

The Salt Lake County Cultural Facilities Support Program (CFSP) is designed to help eligible organizations develop cultural facilities to meet the current and future needs of Salt Lake County's arts and cultural organizations, residents, and visitors.

The CFS Program encourages any qualified government or business to apply for consideration of Salt Lake County support, based on available funding, for the construction, renovation or study of arts and cultural facilities.

Through the CFS Program, eligible organizations can apply for funding for consulting or capital expenses related to a cultural facility project. Applicants must meet eligibility requirements, and both the project and the applicant must be based in Salt Lake County.

2008 Cultural Facility Master Plan

The Cultural Facilities Support Program is based on the vision and principals developed during the 2008 Cultural Facility Master Plan study and are designed to ensure that County supported projects benefit the greatest community good. Applications should strive to relate project requests to the stated vision and principals.

CFSP Vision

Participation in the arts is deeply embedded in the lives of Salt Lake County residents. They envision a community with facilities that enable a full range of arts and cultural activity for creation, presentation and education. Fulfilling the community's vision will require a broad array of cultural facilities which are distributed throughout the County, of varying types and sizes, for community based and professional purposes, and which serve neighborhoods, cities, and the entire region.

CFSP Principles

- To value professional arts organization, community arts organizations, and community participation.
- To enable and enhance the development of local arts communities.
- To reflect and address the current and future needs of communities throughout the County.
- To value the needs of individual artists and non-profit arts organizations across all artistic disciplines.
- To only support projects which demonstrate readiness, feasibility, and sustainability.
- To support projects which address the need to maintain and upgrade existing facilities as well as to construct new facilities.
- To support projects which enhance the ability of arts and cultural organizations to improve, expand and/or sustain programming.
- To ensure the vibrancy of arts and culture throughout the County.
- To implement an inclusive and fair process for planning, locating, funding and developing County-supported cultural facilities.
- To utilize cultural facilities as a tool for sustainable cultural and economic development of the County.
- To encourage projects that foster collaboration, regional partnerships and shared funding.

Cultural Facilities Support Program Policies

Policy 1: Regional Cultural Centers

Definition: A Regional Cultural Center refers to clustering multiple purpose, larger cultural venue building and amenities at one location and under consolidated operations management, serving a broad regional area's residential audience and multiple cultural organizations and activities. A Regional Cultural Center can be owned by a municipality, private organization, qualified business, or by Salt Lake County.

As stated in the County-adopted 2008 Cultural Facilities Master Plan, new Regional Cultural Centers* have been identified to serve the following communities:

- a) The Mid-Valley Regional Cultural Center should be located on the east side of the West Planning area and would serve the geographical East and West Planning Areas.
- b) The Southeast Valley Regional Cultural Center would serve the geographical Southeast Planning Area.
- c) The Southwest Valley Regional Cultural Center should be located along the projected "Mountain View" interstate highway corridor and would serve residents of the fast-growing communities in the geographical Southwest Planning Area.

Criteria:

1. Mission & Vision
 - a. Concurrently meet the regional community's multiple cultural needs of a broad spectrum of organizations and individuals, including but not limited to: theater; dance; music performances & rehearsals; and visual and media arts classes & exhibitions.
 - b. Demonstrate credible public support in the form of a diverse and active audience and artist participant base.
2. Regional Participation & Partnerships
 - a. Demonstrate intended partnerships with adjacent incorporated and unincorporated communities and arts organizations that will utilize the Regional Center. This should include letters of support.
 - b. Demonstrate applicant's intent of financial contribution to fund the construction and/or operations of the Regional Cultural Center.
3. Reduce Redundancies & Maximize Efficiencies
 - a. Demonstrate efficiencies in public access by being located along or near major transportation corridors, to efficiently serve residents of multiple communities.
 - b. Demonstrate that the regional center will reduce redundancies, maximize efficiencies, and increase the impact of each community participant.
 - c. These Centers could be co-located with County recreation centers, libraries, educational institutions, or other public facilities to realize efficiencies of parking and transportation and to reinforce nodes of economic, cultural, or residential development. Centers could also be located within private or commercial developments that accomplish the same.

* The 2008 Cultural Facilities Master Plan adopted its Planning Areas based upon the existing Salt Lake County Planning areas. However, the placement of a municipality in a designated regional cultural area should be adjusted when it is in the best interest of the area's citizens and they desire and agree to such a change in planning area placement.

Policy 2: Schools as a Community Arts Facility

A key recommendation in the 2008 Cultural Facilities Master Plan is the need for community arts organizations to engage school districts and develop strategies to address the accessibility of school facilities by community arts organizations.

The Cultural Facilities Support Program encourages applications from community arts groups and schools. The County's Cultural Facilities Support Program (CFSP) recommends that Salt Lake County should have distinct and thoroughly defined criteria for partnerships between schools and community arts groups including:

1. Expressed and documented community need for the facility and size requirements/justifications
 - a. Identify potential and/or secured organization and anticipated utilization, including letters of intent or other documentation
 - b. Schools & third-party partners
 - c. Municipalities
 - d. Community arts programs
 - e. Artists
2. Public Access
 - a. Must demonstrate utilization opportunities for community organizations
 - b. Must provide adequate and specific public access that is separate from school programming spaces and student circulation
 - c. Doors, hallways, vestibules, lobbies
 - d. Loading and unloading areas
 - e. Parking
3. Describe in the narrative how the needs of an arts organization will be addressed by the school facilities, including but not limited to:
 - a. Rehearsal spaces
 - b. Dressing areas
 - c. Storage
 - d. Front-of-House functions – ticketing, patron services and circulation, etc.
4. Provide defined procedures and policies for booking, advertising, and presentation of cultural activities that distinguishes the school's policies from the community art facility policies in effort to protect/preserve the right of the public for free speech, as guaranteed under the First Amendment to the United States Constitution.

Policy 3: Capital Expenses

Capital Expenses are defined in the Cultural Facilities Support Application as expenses related to renovations or remodeling a facility.

1. Capital Expenses for all expenses related to renovations or remodeling must have a direct function to the artistic creation or operation and / or patron audience experience to that artistic creation or operation in the facility.
2. The CFSP review committee will evaluate capital expense requests using standard GAAP** accounting practices related to Capital Expenses.

** “Generally Accepted Accounting Principles” or “GAAP” means those conventions, rules, procedures, and practices adopted by the American Institute of Certified Public Accountants.

Policy 4: Applicant as Lessee of a Publicly-Owned Facility

Eligible organizations can apply to receive funding for capital improvements on a leased facility that is publicly owned or operated if they meet the following criteria:

1. Applicant must be a current ZAP Tier 1 or Tier 2 Recipient.
2. Applicant has a current lease with Landlord/Property Owner and is in good standing.
 - a. Applicant must provide copy of complete lease including any amendments and options.
 - b. Applicant must provide Landlord’s Tenant Ledger for 3 years or more. If Applicant has leased property for less than 3 years, then Applicant must provide Landlord’s Tenant Ledger for the current lease period.
3. Applicant must provide Landlord’s written consent for construction/implementation of proposed improvement(s).
4. The County will only fund a portion of the improvement if its useful life is less than the duration of the remaining lease term.
5. If County funds will be used to purchase equipment then:
 - c. If the equipment is ever sold to a third-party, Applicant shall pay County its prorated share of the sales proceeds within sixty (60) days of the sale.
 - d. If the equipment is ever relocated outside of Salt Lake County or will no longer be used by Applicant, Applicant shall return the portion funded with County funds less depreciation to the County within sixty (60) days of the relocation.
6. TRCC Funds may not be used to fund improvements made to a leased facility unless the facility is publicly owned or operated. Furthermore, TRCC Funds may not be used to purchase equipment unless the equipment will be used in a publicly owned or operated facility.

Policy 5: Museum Exhibit Criteria

Eligible museums can apply for capital funding for the construction and installation of long-term or permanent Exhibits if they meet the following criteria:

1. The Applicant must be a current Tier 1 or Tier 2 ZAP recipient.
2. The Exhibit must have a direct relationship to the artistic or cultural mission of the museum.
3. The Exhibit must be designed by, or in consultation with, a professional exhibit designer and must follow museum standards, as certified by Utah Museum Association or the National Museum Association.
4. The County may fund up to 25% of the project budget for long-term Exhibits of three to five years. For Exhibits designed to last five or more years, the County may fund up to 50% of the project budget.
5. Exhibits are considered a capital request; priority may be given to applicants that can demonstrate additional sources of secured funding.
6. The Applicant must own the Exhibit in its entirety, and the Exhibit must be on permanent display in a Salt Lake County facility three years or more before it can travel to outside organizations.
7. If County funds are used for an Exhibit then:
 - a. If the Exhibit is ever sold to a third-party, Applicant shall pay County its prorated share of the sales proceeds within sixty (60) days of the sale.
 - b. If the Exhibit is ever permanently relocated outside of Salt Lake County or will no longer be used by Applicant, the Applicant shall return the portion funded with County funds less depreciation to the County within sixty (60) days of the relocation.