

About Your Organization

1. Your organization is a(n)...

- 501(c)3 nonprofit
- municipal arts/cultural council
- Affiliate or part of a University that does not receive more than 50% of their funds from the state

2. Does your organization abide by all nonprofit ethics and professional standards?

Tier II organizations are expected to maintain professional and ethical standards. Joining the Utah Nonprofits Association (UNA) provides resources to assist nonprofits in this effort.

- Yes, we are current members of the UNA.
- Yes, we are not members of the UNA, but we abide by the Standards of Ethics listed on the Resources tab.

3. What date was your organization/agency founded?

March 23, 1978

4. What is your organization's eligible discipline?

Select the discipline that most accurately reflects your work. For a list of discipline definitions, please see the Resources tab.

- Architecture
- Arts Education
- Botanical
- Dance
- Folk Arts
- History
- Humanities
- Interdisciplinary/Performance Art
- Literature
- Local Arts Agency (municipal arts/cultural council designated by your city or township)
- Media Arts
- Multi-disciplinary
- Music
- Natural History
- Presenting Organization
- Theatre
- Visual Arts

5. Please provide the numbers for your most recently completed fiscal year.

Add the total number for each category and place that number in the appropriate boxes below. If you do not have a number for a specific category, please enter "0." (For example, if your organization does not offer paid memberships, please write "0.")

<input type="text" value="1"/>	Full-time paid staff
<input type="text" value="6"/>	Part-time paid staff
<input type="text" value="38"/>	Paid independent contractors
<input type="text" value="110"/>	Unpaid volunteers
<input type="text" value="257"/>	Artists, scholars, botanists, historians, etc. (paid and unpaid)
<input type="text" value="122"/>	Performances and events in Salt Lake County
<input type="text" value="11721"/>	People in attendance at performances and events in Salt Lake County
<input type="text" value="9458"/>	People who have received free admission to events listed above
<input type="text" value="21,713.00"/>	TOTAL

6. What is your organization's mission statement?

This should not include goals, objectives or strategies. The statement does not need to be written exactly as approved by your board of directors. Visual Art Institute nurtures creative expression, teaches imagination, and fosters artistic development through in-depth study and experimentation, inspiring individuality and confidence regardless of age or ability.

7. What area listed below, best describes how your organization functions?

Check all that apply and/or explain if you mark "other."

- Educational
- Facilitator
- Performing
- Presenting

- Lifelong learning
- Health & wellness
- Social interaction through cultural means
- Fostering ethnic enrichment and awareness
- Creative engagement
- Other:

8. What value does the community receive from your activities?

Your answer to this question should give a compelling argument as to why the ZAP program should fund your project or operations.

Since our founding in 1978, Visual Art Institute (VAI) has been an integral part of the Salt Lake County community. We offer quality arts programming for all age groups, from elementary-age children to seniors. It is important to us to continue to develop not only an appreciation for the arts, but an understanding as well. VAI is a positive influence and strong resource for the arts through providing year-round art instruction, giving assistance to other organizations, and creating exhibitions in our gallery space and out in the community.

In 2015, VAI opened Gallery 2901, an educational exhibition space. The inaugural exhibition was paired with our summer Figure Academy Workshops to give teens and adults the opportunity to scrutinize the figure drawings and paintings of 13 local artists, including Trevor Southey and Alvin Gittins. Monthly exhibitions, again selected for their relevance to curriculum, have been well attended by the public. We have hosted shows by notable artists and by groups such as the Utah Watercolor Society. This year we are featuring the work of many artists, but also hosting, the Utah Plein Air Painters, The Utah Surface Design Group, The Young Architects Coalition, providing staging for the UWS Fall Member Exhibition, and hosting a special exhibit of works created by youth in confinement. Curriculum based exhibitions are useful for our instructors and help students visualize concepts and technical process. Professors from the University of Utah and Westminster have used the exhibitions for their students as well. We wanted to not only provide quality arts programming for every age group, but to open up an art dialog with the general public.

VAI sponsors 2 weekly drawing groups designed to facilitate the practice of drawing and provide a forum for creative interaction between artists. Students that attend VAI have a commitment to the community. As we share ourselves with them we expect that they in turn will share their talents with others.

About Your Request

9. Describe how your organization will use the ZAP funding that you are requesting in this application.

Be specific. When will the activities take place? Where will they take place? What will you purchase with the requested ZAP funds? Who will be involved? This is your opportunity to highlight your arts & culture professionals.

The funds we are requesting will primarily be used for the daily upkeep of the Visual Art Institute. Just last year we were able to attain the other side of the building we're renting. While this has been an asset, especially since we've used it to open our new ceramics studio and also to create Gallery 2901, it does have its costs; rent and utilities have both doubled. We have monthly gallery exhibits year-round, and have been privileged to show many well-known Utah artists, such as Roland Lee and the Utah Watercolor Society. We will continue to host quality exhibits, and the requested funds will be put toward putting on a successful show in a beautiful gallery space every month.

A good portion of the requested funds will be used for outreach purposes. Outreach is a priority with us, but providing instruction and art supplies for hundreds of students is a financial burden. We emphasize partnering with other organizations throughout the county (see Question 11), and we want to ensure that the programming we provide is top quality. Over \$5,000 of the amount we're requesting will be used to provide students with supplies, quality programming, and to make traveling to various schools and locations within Salt Lake County a reality.

VAI has been hiring more employees, especially in connection to Gallery 2901, and a full 35% of the requested funds will be allocated to salaries of the employees and independent contractors (including teachers and models). We have many talented professionals that teach year-round, from an architect to a U of U ceramics instructor to a renowned portrait artist, and many more. Our staff isn't large, but each of our teachers and staff has a unique skill set that truly makes VAI stand apart from the other art programs in Salt Lake County. We want to not only continue offering the broad variety of classes and activities that we do, but to add new classes, so keeping a talented staff is necessary to our mission.

10. For what 12 month time period are you asking for funding? (ex. July 2016 to June 2017)

All projects or operations requested in this application must take place during this reported 12-month period of time between January 2016 and December 2017. The timeline should align with your organization's fiscal year.

January 1, 2017 - December 31, 2017

11. Describe how your organization collaborates and partners with other organizations to advance your mission and serve the public.

Highlight other arts, government, social service, business or corporate organizations you work with to serve the community.

VAI has an ongoing relationship with the Mundi Project in providing art activities and sets in conjunction with their multi-disciplinary performances. We received a baby grand piano from them for Gallery 2901. Their students have performed at gallery openings. We are part of the Arts Consortium for Canyons School District. We provide opportunities for students to participate in free workshops and art competitions. VAI provides art specialists at Upland Terrace and Beacon Heights Elementary. We hold 2-day intensive figure drawing workshops in Salt Lake, Granite, Murray, and Canyons School District high schools. We work with students at West Jordan High School in painting sets for theater productions. Recently we painted sets for Eastmont Middle School, Sandy Amphitheater and Desert Star Playhouse. For 5 years we have provided an artshow for Salt Lake Acting Company's children's play. This year we are discussing helping with the set.

We work with Neighborhood House in providing art experiences for adults with special needs and their after school program for kids. These are organized in 4-week sessions throughout the year. We work with participants at Utah House, a teen transition program, in workshops about identity using art and video. We have the opportunity to hold week-long summer art camps for kids at several venues: Hogle Zoo, Tracy Aviary, This is the Place Heritage Park, Wheeler Farm, Red Butte Garden, and the Natural History Museum. Each venue provides free admission.

12. What demographic BEST describes your audience?

Check all that apply and/or explain if you mark "other."

- General audience (all ages, all demographics)
- Students (school age, university and educators)

- Institutional residents: those in assisted living situations, incarcerated, homeless, other
- Local community (within your neighborhood/city/township)
- Avant-garde/underground
- Older adults
- Other:

Public Activities

13. Check the boxes below once you have filled in the tables on the Tables tab.

- I have filled in the Scheduled Events table.
- I have filled in the In-kind Contributions table.

Applying for Over \$15,000

14. Your organization is requesting...

- \$15,000 or less
- over \$15,000

15. What are your short-term goals and objectives and how do you plan to achieve them?

Our short term goals fall into three categories: Facility, Staff, and Program. Our big picture vision is to create a true community art center. Not just a facility offering art programming, but a place that provides opportunities for people to participate and interact with the art community on many levels. Given the layout of the building we have done a good job of utilizing the approximate 6,000 sf of interior space. Now we are working on getting bodies in the door and beefing up the schedule to accommodate the increase in participation. The gallery, drawing groups, classes, and events are bringing people in and we do get a fairly steady stream of interested passers by, but a strategic architectural and landscaping plan will elevate the practical use and aesthetic appearance of the property and more people will feel compelled to visit. We anticipate creating outdoor "classrooms" on the grounds to facilitate seasonal teaching opportunities, as well as creating a creative oasis for the neighborhood to use and enjoy. The main floor studios and gallery are in good shape, but the basement needs some attention for expanding the ceramics and printmaking areas.

With a growing program our staffing needs are growing. We need a full-time Community Outreach Coordinator and another person whose primary focus is on development. These are critical for us to keep pace with the growing need for arts education in our community. We have always hired high school students to help out in the studios and assisting younger students and helping maintain the studios. These students get to work with artists doing outreach and get a thorough studio experience. As the programming increases we can expand this portion of our program and get more youth involved. These students typically are better prepared for college and come back to fill jobs here in Salt Lake County.

Our youth programming is very good and runs quite efficiently. We have added in the adult programming in a positive steady pace that has handily met the current need, but we would like to see a steady increase and more time slots filled.

VAI is known for our approach to figure drawing, painting, mixed media and the traditional plastic arts. Art design and programs for computers are becoming more prevalent not only as an art form, but also as a viable career in this technology-based world. We want to provide more opportunities for students to integrate plastic arts and digital arts. Students returning from college have reported that their ability to draw was paramount to their success in the digital fields. One of our immediate goals is to update our software and computer hardware including acquiring several new computers and tablets for the school. We'll be offering animation, Photoshop, and digital photography classes. Through offering these classes, we hope to not only bolster registration, but to offer practical options to students who may want to eventually go into art technology fields.

16. What are your long-term goals and objectives? How do you plan to achieve them?

VAI's goals center around continuing to strengthen our organization to make a positive impact in the community. Our goals are to make VAI a true community art center, a creative home for aspiring artists and a gathering place for the creatively curious, art enthusiasts, benefactors and local artists. To achieve this, our outreach coordinators are actively seeking new opportunities with businesses, retirement homes, schools, and other organizations. We want to make art education accessible to everyone, regardless of economic or social status.

Though we have hundreds of students who come on a weekly basis, we want to drive that number even higher. Through drumming up registration through advertising and public awareness efforts, we want to expand our options from purely traditional Western arts to other genres from cultures all over the world.

Eventually, we want to buy the building that we're currently renting. It's a prime location on Highland Drive, with a lot of passing traffic.

17. Describe what methods you utilize to reach your audience?

VAI uses a variety of methods to advertise our school and mission. We publish print and digital media. We create colorful displays in our front window to bring in traffic from Highland Drive. We print postcards and brochures and distribute them throughout Salt Lake Valley. We hired a graphic designer, so our postcards are well designed and advertise our monthly gallery shows; brochures list the classes and programs we offer.

Utilizing social media is crucial in raising public awareness. We have a Facebook page that we update weekly with any news and pictures. We also use Instagram to show our students' work. In the summer, when our students are out in off-site locations such as the Hogle Zoo, we provide a tee shirt with a QR code on the back so people can learn about us at the click of a button. We also post all of our classes and events on community calendars and websites, including Now Playing Utah.

We try to keep visible in the community by participating in local events. We have painted sets for local theater productions, including Sandy City, and local high schools. We make sure that information about VAI is printed in the playbills. We're frequent judges at high school art competitions and the annual Reflections contest around the Valley. We have participated in the Utah Arts Festival for fifteen years and will run the PB&J stand and participate with an activity booth again this year; we also are planning on joining in the first Highland Drive Street Fair and the Sugar House Street Fair

later this year. We participate every month in the Sugar House Art Walk, as Gallery 2901 is listed as a stop and is promoted by the other galleries. Our opening receptions are free to the public and visitors can meet the artists.

We provide free classes to causes such as the Rape Recovery Center and the Ronald McDonald House, and our literature is present at these fundraisers and meetings. We know that it's important to not only be seen in the community, but to give back

18. Attach the appropriate financial statements on the Documents tab. Financial reports must be from your organization's most recently completed year i.e. 2015.

These documents can be submitted after the application deadline. The final deadline for upload is May 13. We encourage and appreciate earlier submissions.

- I have attached the required financial statements to the Documents tab.
- I have attached the auditors peer review letter on the Documents tab.
- I do not yet have these documents, but I will attach them before May 13.

19. Attach your org chart to the Documents tab.

- I have attached my org chart to the documents tab.

Budget

Funding Sources & Revenues	Most Recent FY	Requested FY	Secured
Admissions	\$ 0.00	\$ 0.00	\$ 0.00
Earned Income	\$ 112,211.00	\$ 117,500.00	\$ 0.00
Contributions (Individual, Corporate, Foundation)	\$ 88,467.00	\$ 92,700.00	\$ 0.00
City Government Funding	\$ 3,750.00	\$ 5,000.00	\$ 0.00
State Government Funding	\$ 2,500.00	\$ 15,000.00	\$ 0.00
Other Government Funding (explain)	\$ 0.00	\$ 12,500.00	\$ 0.00
Other Grants (list and explain)	\$ 0.00	\$ 0.00	\$ 0.00
Other Revenue (explain)	\$ 21,107.00	\$ 20,000.00	\$ 0.00
ZAP Local Arts Agency Advancement Initiative Award	\$ 0.00	\$ 0.00	\$ 0.00
ZAP Award (Most Recent FY=Awarded ZAP grant; Requested FY=Current ZAP Request; Secured=enter 0)	\$ 27,000.00	\$ 53,000.00	\$ 0.00
Total	\$ 255,035.00	\$ 315,700.00	\$ 0.00

Funding Uses & Expenses	Most Recent FY	Requested FY	ZAP Request
Salaries and Benefits	\$ 85,750.00	\$ 120,700.00	\$ 18,720.00
Independent Contractor Fees	\$ 49,268.00	\$ 55,000.00	\$ 10,560.00
Program Expenses	\$ 24,477.00	\$ 27,200.00	\$ 5,280.00
General Administration/Office Expense	\$ 6,806.00	\$ 8,000.00	\$ 1,440.00
Travel and Housing (explain)	\$ 0.00	\$ 0.00	\$ 0.00
Marketing/Public Relations	\$ 3,551.00	\$ 7,000.00	\$ 0.00
Development/Fundraising	\$ 4,234.00	\$ 12,000.00	\$ 960.00
Facility Rent (including utilities)	\$ 49,976.00	\$ 50,300.00	\$ 11,040.00
Accounting and Legal	\$ 4,975.00	\$ 5,500.00	\$ 5,000.00
Other Expenses (please explain)	\$ 3,409.00	\$ 30,000.00	\$ 0.00
Total	\$ 232,446.00	\$ 315,700.00	\$ 53,000.00

Budget Narrative

Other revenue (2015): Tax return- \$3,698; Campaign income (fundraiser)- \$15,557; and, Reimbursed expenses (art supplies)- \$1,852.

Other Government Funding (Requested FY): We are awaiting a response from the National Endowment for the Arts grant that will potentially span the last half of 2016 and the first half of 2017. Either way that one goes, we will be applying to the NEA for a 2017-2018 grant later this year.

We will also be applying to the Utah Division of Arts and Museums and the Salt Lake City Arts Council for funding.

As for our projected income sources for the Requested FY (2017), we are primarily relying on private foundations. The George S. and Dolores Dore Eccles Foundation are consistent donors, as are the Dick and Timmy Burton Foundation and the S.J. and Jessie E. Quinney Foundation. Each of these annual donations has played a significant role in our continued success. The Katherine W. Dumke and Ezekiel R. Dumke, Jr. Foundation have routinely supported us for various brick and mortar projects or for the purchase of equipment. Wells Fargo Foundation contributes annually to help sponsor our annual gala.

For other income for 2017 (Requested FY), we will once again rely upon our campaign income.

Other expenses (2015): Artist reimbursements* - \$3,409.

*When we sell artwork in our gallery, people pay us, and we in turn give a majority of the profits back to the artist.

Expenses (Requested FY):

Salaries and Benefits-- We are looking to hire another full-time employee, and a part-time development director.

Development/ Fundraising-- We are going to have not just one, but two fundraisers in the future. Our Gala event will be held in March, and a smaller neighborhood friendly one will be held in October. This will run in conjunction with the Highland Drive Street Fair put on by the newly formed Highland Drive Business Alliance.

Other Expenses-- We plan to remodel the exterior of our building this next year. We want to add more lighting to the parking lot for safety, paint the exterior of the building to make it more colorful and fresh-looking. We especially want to convert the landscaping to a more draught-friendly, water-conscious landscape by using decorative rock and native plants. We will get rid of our sprinkler system and convert it to a drip system for water conservation. We will also be creating outdoor "classrooms" by installing a pergola for shade over the existing patio and installing seating under our grand pine tree. Additional shade and potential educational use for the south side of the building is being looked at.

Tables

Scheduled 2016/2017 Events

Date(s) Scheduled	Venue and city	Event Description
01/04/16 - 07/01/16	Visual Art Institute, SLC	Winter and Spring Terms 2016 18 classes for adults, teens, and children each term
03/08/16 - 04/01/16	VAI Gallery 2901, SLC	Adriana Vawdrey's Illustrated Narrative
03/31/2016 - TBA	Visual Art Institute, SLC	Identity Project with Neighborhood House
04/05/16 - 05/06/16	VAI Gallery 2901, SLC	Contemporary Still Life Exhibit
05/13/16 - 06/03/16	VAI Gallery 2901, SLC	Youth Detention Exhibit
06/06/16 - 07/01/16	VAI Gallery 2901, SLC	Student Exhibit
06/06/16 - 08/01/16	VAI and Various Locations in Salt Lake County	12 on and off-site children's summer classes and workshops, and 2 Animation Workshops for Teens
06/23/16 - 06/26/16	Library Square, SLC	Utah Arts Festival exhibit and PB&J booth
07/05/16 - 08/05/16	VAI Gallery 2901, SLC	Figurative Traditions Exhibit
07/05/16 - 07/29/16	Visual Art Institute, SLC	Figure Academy for Teens 2 2-Week Workshops
08/01/16 - 08/05/16	Visual Art Institute, SLC	Figure Academy for Adults Weeklong workshop
08/09/16 - 09/02/16	VAI Gallery 2901, SLC	Figure Academy Works Exhibit
08/29/16 - 12/15/16	Visual Art Institute, SLC	Fall Term 2016 18 classes for adults, teens, and children
09/06/16 - 10/06/16	VAI Gallery 2901, SLC	Utah Plein Air Painters Exhibit
09/2016	Visual Art Institute, SLC	Soup Fundraiser Will sell ceramic bowls to be filled with soup.
09/2016 - 05/2017	Upland Terrace Elementary, SLC	Drawing, Painting & Ceramics Projects every Tuesday-- 90 students per week.
10/10/16 - 11/03/16	VAI Gallery 2901, SLC	Young Architects Group Exhibit
11/08/16 - 12/01/16	VAI Gallery 2901, SLC	Utah Surface Design Group Exhibit
12/06/16 - 12/16/16	VAI Gallery 2901, SLC	Utah Artists Small Works Expo
12/2016	168 West 500 North, SLC	Children's Art Exhibit at Salt Lake Acting Company
01/02/17 - 12/19/17	Visual Art Institute, SLC	Winter, Spring, Summer, and Fall Terms 2017 On and off-site classes and workshops for adults, teens, and children
03/04/17	Visual Art Institute, SLC	Art Goes Live Annual Fundraiser
TBA	Alta, Murray, Corner Canyon, Granger, Jordan, and Riverton High Schools	2-Day Figure Academy Workshops