



Dear Friends,

Because our residents see the direct benefit of the Zoo, Arts and Parks (ZAP) program in their lives and the lives of their families-- every day and every month of the year-- I'm very hopeful that they'll want to see it continue.

Arts, culture, parks and recreation are the cornerstones of the quality of life we enjoy here in Salt Lake County. ZAP is really all about you and your support for reinvesting a fraction of local sales tax right back into the local groups that entertain, inspire and invigorate our families.

The one tenth of one percent sales and use tax was first approved by county voters in 1996. It was renewed in 2004. It's scheduled to expire in 2016. Unless it is renewed this year, there will not be money to fund recreational, cultural and zoological facilities here, as well as ongoing operating expenses of county recreational facilities, and botanical, cultural and zoological organizations. That one penny for every \$10 spent makes an enormous difference to hundreds of arts groups, dozens of parks and trails and to more than 7 million people who've attended an arts performance, cultural activity or event. It also leads to the employment of two thousand people, by local arts and cultural organizations.

ZAP truly is you and me and our neighbors and friends. As residents of Salt Lake County, we enjoy a rich variety of experiences, where good times and happy memories are ours to share and to keep. Please check the ZAP website often for more information about how ZAP and you contribute.

Sincerely,

A handwritten signature in blue ink that reads "Ben McAdams". The signature is fluid and cursive, with a large initial "B" and "M".

Ben McAdams  
Salt Lake County Mayor