



to Salt Lake County Zoo, Arts & Parks' Local Arts Agency Advancement program.

This handbook was compiled to serve as a reference for articles and online resources highlighting current activities and best practices in the nonprofit and local arts field. The handbook is a tangible symbol of the valuable work undertaken by the local arts agencies in Salt Lake County, and offers ideas, tools, and inspiration for your continued success.*

Please place this reference alongside other binders for your organization, like board meeting minutes, financial statements and policy and procedures; to serve as a permanent portfolio of information for current and future board and staff members. As you find new articles of interest, notes from training sessions and conferences, and other materials, they can be added to the handbook for universal reference.

The printed information is organized into five broad categories:

1. Community Engagement: covering such topics as – audience development, cultural diversity, accessibility, and engaging with people to build a better community through the arts
2. Governance and Operations: includes new material on board development, planning, organizational structure, and day-to-day operations
3. Marketing: intended to broaden the topic from selling tickets to building public awareness and raising your community profile
4. Arts Education: generating significant interest and compelling research
5. Advocacy: conducted by all local arts agencies in both formal and informal fashion

Each of these categories is supplemented by a list of online resources, sorted in alphabetical order. The intent is for you and your colleagues to look at the various websites and find the ones that are most helpful for you and your organization's current challenges and opportunities. Neither the printed information nor the online list is intended to be exhaustive, but rather a range of resources that may encourage you to investigate further, and to stimulate valuable discussions with your board, staff and stakeholders in your community.

** All information is also available electronically on the Salt Lake County Zoo, Arts & Parks website | www.zapisyou.org*