



**Memorandum**

**To:** Town Council  
**From:** Thomas Dansie, Town Manager  
**Date:** July 2, 2026  
**Re:** 2026 RAP Tax Allocation Application: Zion Canyon Art Festival

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***Executive Summary***

In the May meeting the Council reviewed two applications for RAP Tax funding. The Council approved one (an award to Z-Arts for \$15,000). The Council tabled the review of the other (a request for \$5,000 for the Zion Canyon Arts Festival) because the applicant was unavailable to answer questions at the meeting.

The Zion Canyon Arts Festival Applicant, Adrienne Gates, will be attending the July meeting to present the request. The Council should determine whether or not to grant the request after hearing the applicant's presentation.

***Background***

The Council has adopted a policy governing the use of the Town's RAP Tax. This policy allows the Town to use RAP Tax for its own recreational and cultural projects and programming. It also allows cultural organizations to apply for RAP Tax funding for their programming and projects. A copy of the [RAP Tax use policy is available in this link](#).

The Town received two applications from cultural organizations to use RAP tax in FY 26-27:

- Z-Arts for several ongoing programs (request for \$15,000).
- Zion Canyon Art Festival for an inaugural event (request for \$5,000).

The Council approved the Z-Arts request in a previous meeting. The Council will be reviewing the Zion Canyon Arts Festival request in the current meeting.

***Zion Canyon Art Festival***

Adrienne Gates is requesting \$5,000 in funding for the inaugural Zion Canyon Art Festival. This event is planned for Saturday, October 10. The Festival's stated goal is to "establish an annual cultural tradition that celebrates artists, strengthens Springdale's creative identity, encourages sustainable tourism, and supports the local economy through collaboration with businesses, nonprofits, and community partners."

The Festival was originally anticipated to use the OC Tanner Amphitheater as the primary venue, with other activities in conjunction with participating local businesses. The event planning has evolved. Now

there is no central venue. Rather the event will be a free flowing event between a number of participating businesses in the community.

The applicant has included a proposed budget detailing how the requested \$5,000 will be spent.

As this is the inaugural event, the applicant has not received RAP Tax funding from the Town in the past.

***Council Action***

The Council should determine whether or not to fund the proposed RAP tax applications for the Zion Canyon Art Festival for an inaugural event (request for \$5,000).

If the Council approves the application, staff will prepare a RAP tax funding agreement with the applicant.



Thomas Dansie <tdansie@springdale.utah.gov>

## UPDATED RAP Tax Info // Zion Canyon Art Festival

Stand Up Art [REDACTED]  
Reply-To: Stand Up Art [REDACTED]  
To: Thomas Dansie <tdansie@springdale.utah.gov>

Tue, Jun 30, 2026 at 3:07 PM

# Zion Canyon Art Festival

## FY2027 RAP Tax Proposal (Revised Submission)

### Overview

The Zion Canyon Art Festival is a walkable, town wide celebration of art, culture, and community throughout Springdale. Centered around local galleries, as well as participating businesses, artists, and public spaces. The festival invites residents and visitors to explore the town through creativity.

The 2026 festival will feature a distributed art walk model rather than a single central venue. With the goal being a simple event, participating businesses, galleries, lodging properties, restaurants, and available spaces can host artists, live music, installations, workshops, demonstrations, and cultural experiences throughout Springdale. This approach encourages visitors to walk the town, discover local businesses, extend their stay, and engage with the community in a meaningful way.

The festival is designed to complement and support the arts and cultural organizations already contributing to Springdale, including Z Arts, Arts to Zion, Zion Canyon Mesa, and the Zion Forever Project, while creating opportunities for local schools, youth art programs, and emerging artists to participate.

Additional creative elements may include approved projection art, temporary installations, and interpretive experiences that highlight existing public art throughout Springdale and Zion Canyon.

The festival is intended to establish an annual cultural tradition that celebrates artists, strengthens Springdale's creative identity, encourages sustainable tourism, and supports the local economy through collaboration with businesses, nonprofits, and community partners.

## RAP Tax Request

### Total Request: \$5,000

If awarded, these funds would primarily go toward reusable infrastructure, branding, and organizational tools that can support not only the first year of the festival but future years as well. Rather than a one time event expense, the goal is to establish a foundation that businesses and the community can continue building on over time and add onto a framework that can bring fun supportive activations throughout the year.

## Proposed Budget Breakdown

### Total RAP Tax Request: \$5,000

RAP Tax funding will support the development of reusable festival infrastructure, public-facing visitor resources, and original artwork that will establish the Zion Canyon Art Festival as a sustainable annual cultural event. Rather than funding one time expenses, this investment will create long term assets that can be expanded and reused in future years while strengthening Springdale's identity as an arts destination.

### Proposed Budget

#### Featured Artist Commission (Jeremy Collins) — \$2,000

Art is currently being created by acclaimed artist Jeremy Collins for the inaugural Zion Canyon Art Festival poster. The artwork will serve as the festival's signature visual identity and be featured across promotional materials, printed maps, merchandise, and limited edition collectible posters, creating a lasting cultural asset, revenue for the festival, participating sellers, with a portion of the festival's donated funds being allocated for the Town of Springdale.

#### Digital & Printed Visitor Maps, Wayfinding & Interpretive Materials — \$800

Design and production of printed and digital festival maps, wayfinding materials, QR based art guides, and interpretive content that encourage visitors to explore participating businesses, galleries, public art, and cultural destinations throughout Springdale.

#### Business Participation & Venue Signage — \$600

Production of reusable storefront decals, venue signage, participation materials, and digital business resources that create a cohesive visitor experience.

across participating locations while reducing future event costs

#### **Reusable Streetscape Banner Program — \$800**

Production of durable, reusable street banners to identify the festival throughout Springdale and establish a recognizable annual cultural event

#### **Festival Coordination & Implementation — \$800**

Project coordination, volunteer organization, website updates, print management, artist communication, installation logistics, and administrative support necessary for successful implementation of the inaugural festival.

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## **Featured Festival Posters**

Each year, the Zion Canyon Art Festival will commission an original poster from a featured artist, creating a signature work that reflects the spirit and landscape of Zion Canyon. The inaugural festival will feature an original commission by acclaimed artist Jeremy Collins.

The annual poster is intended to become a collectible tradition that celebrates the festival while showcasing exceptional artistic talent. Limited-edition prints may be offered through participating businesses and with festival partners, creating additional opportunities to support artists, encourage visitor engagement, and contribute to the festival's long-term sustainability.

By commissioning a new artist each year, the festival will build an enduring collection of original artwork that documents the evolving story of Springdale and the Zion Canyon Art Festival.

## **Business Participation**

The Zion Canyon Art Festival is designed as a collaborative, gallery-centered event that encourages visitors to explore Springdale while supporting local businesses, restaurants, retailers, lodging properties, and community organizations.

Participation is intentionally flexible, allowing each business to tailor its involvement based on its space, staffing, and interests. Businesses may choose to host visual art exhibitions, live music, artist demonstrations, workshops, film screenings, or other creative experiences. Others may participate through special menu offerings, poster sales, extended hours, sidewalk displays, or by featuring local artists within their existing spaces.

By distributing festival activities throughout Springdale, the event encourages visitors to spend more time walking the town's corridor, discovering participating businesses, and experiencing the community beyond a single event venue. This model helps increase foot traffic, supports local commerce, and creates a festival experience that reflects the unique character of Springdale. Information available on the event website: [ZIONCANYONARTFESTIVAL.COM](http://ZIONCANYONARTFESTIVAL.COM)

## **Community & Partnerships**

The Zion Canyon Art Festival is intended to complement and strengthen the work of existing arts, cultural, educational, and community organizations throughout Springdale. Potential partners include Z-Arts, Arts to Zion, Zion Canyon Mesa, the Zion Forever Project, Springdale Elementary, the Springdale Historic Preservation Commission, and other local organizations whose missions align with the festival.

The festival will also celebrate Springdale's existing artistic and cultural assets by highlighting public art, murals, mosaics, galleries, and other creative spaces throughout the community.

Initial conversations have already begun with several community stakeholders, including Zion Canyon Mesa, local gallery owners, and Kathy LaFave of Worthington Gallery. All of them are participating and looking forward to the festival. Additional partnerships will continue to be developed as planning progresses, and letters of support or participation can be provided upon request.

Participating businesses, artists, sponsors, and community organizations will be recognized on the festival website and included in printed and digital festival maps, schedules, and promotional materials.

## **Festival Structure & Visitor Flow**

The Zion Canyon Art Festival is designed as a pedestrian-focused art walk that activates businesses, galleries, and public spaces throughout Springdale rather than concentrating activity in a single venue. This distributed model encourages visitors to explore the community on foot, discover local businesses, and experience the town at a comfortable pace while minimizing congestion, parking demand, and infrastructure impacts.

The event website outlines and links directly to Springdale's parking information, as well as encouraging car pooling, taking public transportation and utilizing bikes and the shuttle to relieve congestion in the canyon. We will be seeking all of the appropriate permits as variables are finalized.

Festival activities will be connected through printed maps in selected locations, with an eco-friendly focus on digital guides, QR-based wayfinding, and Springdale's existing pedestrian network. By utilizing established public spaces and business locations, the festival can grow incrementally while remaining flexible and responsive to the community's needs.

This approach also reflects the spirit of Springdale's earlier community art walks, building on a tradition of celebrating local artists and businesses while creating a sustainable model for future growth. Participating venues featuring live music or performances will be encouraged to maintain sound levels that complement Springdale's small town atmosphere and comply with local regulations.

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## Date Choice & Weather

The Zion Canyon Art Festival is scheduled for October 10, aligning with local fall break. This timing is intended to attract regional visitors and mesh with overnight lodging occupancy while supporting local businesses during a key transitional period in the tourism calendar

The October date also allows the festival to benefit from cooler temperatures and peak fall scenery in Zion Canyon, enhancing the visitor experience and encouraging pedestrian exploration throughout Springdale

The festival's distributed indoor and outdoor structure provides flexibility in response to variable fall weather conditions, ensuring that programming can continue across participating businesses, galleries, and community spaces regardless of weather shifts

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## Long-Term Vision

The long term goal of the Zion Canyon Art Festival is to establish a sustainable annual cultural event that strengthens Springdale's identity as an arts destination while providing ongoing benefit to local businesses, artists, residents, and visitors.

Over time, the festival is intended to grow into a structured community arts tradition with a governing board representing expertise in finance, public art, business, and civic engagement. This structure is intended to highlight continuity, responsible fiscal management, and long-term program development.

The festival is designed to remain scalable and adaptable, and eco friendly, allowing it to expand programming incrementally while continuing to reflect the needs and character of the Springdale community.

## Thank You For Your Consideration

The Zion Canyon Art Festival is focused on building long-term cultural value for Springdale through a sustainable, community-centered arts event. This RAP Task request supports the creation of foundational infrastructure, public facing resources, and original artwork that will serve both the inaugural festival and future annual events.

We appreciate your consideration of this proposal and your continued support of arts and cultural programming in Washington County. This investment will help strengthen Springdale's identity as a vibrant arts destination while supporting local businesses, artists, and visitors for years to come.

Sincerely,

**Adrienne Gates** | [REDACTED]  
Zion Canyon Art Festival | Manifest Events  
<http://www.zioncanyonartfestival.com>