

# **ZAP Tier I Applicant Follow Up Questions**

## **Overview**

Below are five tailored follow-up questions for each of the five applicants (25 total). These questions were developed from the Tier I Advisory Board's recent discussion and reflect the Board's shared observations, areas of concern, and points needing clarification and/or elaboration. Each question connects to one of the five scoring criteria categories—Artistic & Cultural Vibrancy, Public Benefit & Outreach, Governing Board, Organizational Capacity, and Financial Health—and is meant to support thoughtful follow-up through both written responses and in-person conversations.

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## **Next Steps**

- **Review & Edit:** Confirm whether these questions reflect Board intent for each applicant or some edits or additions need made by October 8.
  - **Finalize for Distribution:** ZAP staff will format and transmit final questions to each organization for written and in-person response by October 9.
  - **Integrate into Review Rubric:** Responses can be linked to the scoring categories in ZoomGrants to support consistent evaluation October 17 (Follow Up Advisory Board Mtg).
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## **1. Discovery Gateway Children's Museum**

### **Artistic & Cultural Vibrancy**

1. How does the museum evaluate the success and engagement levels of its STEAM exhibits to ensure they remain interactive, relevant, and inspiring for children?
2. Can you describe any recent efforts or future plans to introduce new exhibits or redesign existing ones to reflect greater creativity and energy in alignment with Salt Lake County's innovation culture?

### **Public Benefit & Outreach**

3. In the Tier I grant application, the museum noted plans to expand community outreach by bringing museum experiences to schools and underserved areas and to establish annual focus groups to ensure community needs are being met. What concrete strategies and partnerships are in place to achieve these outreach goals, and how will their impact be measured?

### **Governing Board**

4. How does the museum's leadership and governing board support professional development and strengthen the skills of key staff—particularly in philanthropy and public engagement—to increase organizational vitality?

### **Organizational Capacity**

5. What internal changes or investments are being made to refresh organizational direction and reinvigorate the visitor experience so that it feels as dynamic and child-centered as in previous years?
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## **2. Gina Bachauer International Piano Foundation**

### **Artistic & Cultural Vibrancy**

1. Given the organization's niche focus, what new outreach or educational initiatives are planned to raise awareness among audiences outside of the established piano community?

### **Public Benefit & Outreach**

2. What specific marketing or branding efforts are being implemented to increase public visibility and make the organization more top-of-mind for County residents?

### **Governing Board**

3. What is the organization's plan for leadership succession, and how will it ensure continuity of artistic excellence and community engagement as the current leadership transitions?

### **Organizational Capacity**

4. How does the foundation plan to strengthen its staff and volunteer structure—currently heavily reliant on part-time and contract work—to build long-term sustainability?

### **Financial Health**

5. How are your organization's leadership and board actively managing financial risks and ensuring fiscal accountability? Please describe any recent changes to budgeting, revenue diversification, or financial oversight that support long-term financial health.

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## **3. Pioneer Theatre Company**

### **Artistic & Cultural Vibrancy**

1. How does the company define its artistic "core" or signature identity, and how is that vision guiding programming decisions across both the Simmons Pioneer Memorial Theatre and the Meldrum Theatre? How do the roles and artistic goals of each space differ, and how are programming plans shaping the use of both venues moving forward?

### **Public Benefit & Outreach**

2. What strategies are in place to broaden partnerships with schools and community groups beyond the immediate University area to better reflect the diversity of Salt Lake County?

### **Governing Board**

3. How is the board addressing the challenges of multigenerational audience building, including barriers such as parking and access, to strengthen attendance and community connection?

### **Organizational Capacity**

4. As the company continues financial recovery, how is management ensuring that operations for two theaters remain sustainable? What concrete steps are being taken to align staffing, production schedules, and other resources with the organization's long-term capacity?

### **Financial Health**

5. Considering the ongoing financial challenges noted during this and last year's review, how are the financial performances of both theaters being evaluated? What specific measures or strategies are being implemented to support fiscal stability and inform both short- and long-term planning?

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## **4. This Is The Place Foundation**

### **Artistic & Cultural Vibrancy**

1. How does the Foundation plan to more fully reflect the cultural and historical diversity of Utah beyond LDS history in its exhibits and programming?

### **Public Benefit & Outreach**

2. What efforts are being made to improve accessibility and inclusivity—for example, through multilingual signage or partnerships with diverse community groups?

### **Governing Board**

3. How is the board working with the new executive director to balance tradition with broader community representation and ensure leadership effectiveness?

## **Organizational Capacity**

4. Given the challenges around large-scale events like the Christmas market, what steps are being taken to improve traffic management and community relations?
  5. How is the Foundation evaluating and communicating the impact of its public events to demonstrate broader community benefit and visitor satisfaction?
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## **5. Utah Arts Festival**

### **Artistic & Cultural Vibrancy**

1. How does the Festival maintain artistic excellence and innovation while ensuring a seamless and accessible visitor experience?

### **Public Benefit & Outreach**

2. What steps are being taken to strengthen volunteer training and improve overall audience navigation and accessibility during the event?

### **Governing Board**

3. How is the leadership team addressing the challenge of limited full-time staffing, and what measures are being considered to improve operational oversight?

### **Organizational Capacity**

4. What systems are in place—or being developed—to better manage logistics such as vendor relations, crowd flow, and amenities like water and signage?
  5. How is the organization working to ensure year-round community engagement and sponsorship development to build financial stability beyond the festival period?
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