



2021 Recreation Arts & Parks Cultural Grant Application

Organization Name: Arts Council of Park City & Summit County

Grant Submitted By: Jocelyn Scudder

Person Authorized to Sign Contract: Jocelyn Scudder

Mailing Address: P.O. Box 4455, Park City, UT 84060

Phone Number: 435-647-9747

Organization's designation (check one): Non-Profit or Government Entity

Name of Point of Contact: Jocelyn Scudder

Phone Number: 413-847-0975

Email: jocelyn@pscarts.org

Federal Tax ID Number: 74-2457798

Date of Non-Profit Incorporation: November 1986

Amount of this Grant Request: \$17,600

Total Annual Operating Budget of Requesting Organization: \$468,435

***Please follow the chart below regarding the requirements for your financial reporting. This financial reporting must be included in your application. ***

TOTAL COMBINED AMOUNT OF FEDERAL, STATE AND LOCAL MONEY	TYPE OF REPORT REQUIRED (REMIT WITH APPLICATION)
MORE THAN \$1,000,000	AN AUDIT IN ACCORDANCE WITH GENERALLY ACCEPTED AUDITING STANDARDS (GAAS)
BETWEEN \$350,000 AND \$1,000,000	A REVIEW CONDUCTED BY AN INDEPENDENT CERTIFIED PUBLIC ACCOUNTANT
BETWEEN \$100,000 AND \$350,000	A COMPILATION OF ACCOUNTS BY AN INDEPENDENT CERTIFIED PUBLIC ACCOUNTANT
BETWEEN \$1 AND \$100,000	A COPY OF THE ENTITY'S MOST RECENTLY FILED FEDERAL FORM 990
AN AUDIT IN ACCORDANCE WITH GAAS WILL SATISFY ANY OF THE REPORTING REQUIREMENTS ABOVE	



Grant Narrative

What is your organization's mission statement and primary focus?

The mission of the Arts Council of Park City & Summit County is to serve our Arts & Culture community by driving creative programming, providing valuable resources, and cultivating connections. We envision a community where Arts & Culture is critical, where creatives thrive, and where all people connect through the arts. We are an umbrella nonprofit organization serving Summit County that conducts marketing, creative programming and public art activities, and policy/advocacy work. We serve as the designated Local Arts Agency for Park City, North Summit, and South Summit/Kamas Valley, and are the only organization with the sole mandate to advance Arts & Culture countywide.

The Arts Council is submitting this RAP Cultural grant on behalf of a local volunteer group called **North Summit Unite** in support of a cultural planning project, *Linking our Past to our Future*, which will be conducted in the North Summit area.

North Summit Unite is a grass-roots volunteer group comprised of energized North Summit residents who care about the historical and cultural preservation of their Summit County region. North Summit Unite is not a formalized 501(c)(3), however it is their goal to incorporate as a nonprofit in the near future. Their working mission statement is to empower North Summit communities (Wanship, Hoytsville, Coalville, Chalk Creek, Upton, Echo and Henefer) to connect with and express their unique identities through arts, education, history, and shared experiences.

The North Summit Unite // *Linking our Past to our Future* cultural planning project aims to bring the North Summit community together by engaging in existing community events, executing community surveying/planning forums, and providing digital and physical resources to help inform a vision for a culturally vibrant North Summit region. The Linking our Past to our Future cultural planning project will give North Summit Unite the information, tools, and path forward to plan grassroots cultural events that foster a tight-knit and welcoming community while celebrating and preserving the unique cultural heritage of North Summit.



If granted monies, when do you plan to spend the funds?

June 2021 - May 2022

In the past year, please list all Government grant monies received:

Granting Entity	Project	Amount
Federal	Click here to enter text.	\$Click here to enter text.
State	Click here to enter text.	\$Click here to enter text.
Local	Click here to enter text.	\$Click here to enter text.

In the past year, please list your top eight grant monies received: (Highest to Lowest)

Granting Entity	Project	Amount
Click here to enter text.	Click here to enter text.	\$Click here to enter text.
Click here to enter text.	Click here to enter text.	\$Click here to enter text.
Click here to enter text.	Click here to enter text.	\$Click here to enter text.
Click here to enter text.	Click here to enter text.	\$Click here to enter text.
Click here to enter text.	Click here to enter text.	\$Click here to enter text.
Click here to enter text.	Click here to enter text.	\$Click here to enter text.
Click here to enter text.	Click here to enter text.	\$Click here to enter text.
Click here to enter text.	Click here to enter text.	\$Click here to enter text.

*The applicant hereby acknowledges that the submitted information is correct to the best of his or her knowledge.
Applicant agrees to allow county to post all information.*

Narrative Questions:

- Please categorize your organization’s primary discipline and activity type (See the [Eligible Discipline List](#)):**
Local Arts Agency (Arts Council), History (North Summit Unite)
- How will the requested RAP funds be used?** Specific Project/Program Operating Expenses Both
- Is the organization a member of the Utah Non-Profits Association?** Yes or No

If not, does the organization meet nonprofit ethics and professional standards, and have a signed “Ethical Standard Affirmation Statement”? Yes or No



4. **Describe how the *Cultural* funds will be used to support the organization’s mission and primary focus:**

The Arts Council serves as a fiscal agent for smaller Summit County Arts & Culture groups seeking grant funding, such as the Summit County Public Art Advisory Board. We also assist groups like North Summit Unite who are addressing Arts & Culture initiatives in the North Summit community but are not yet a formalized 501(c)(3) organization. The Arts Council acknowledges and embraces opportunities to promote and support cultural programs in Summit County; acting as a fiscal sponsor of any RAP grant funds furthers our mission to serve our Arts & Culture community by driving creative programming, providing valuable resources, and cultivating connections.

Requested funds will support the direct costs of the North Summit Unite // Linking our Past to our Future cultural planning project, including contract expenses for planning and web development services, along with marketing, printing, and materials/supplies to support interactive activities at existing events. Specifically, RAP funds will be spent on three core areas of work to execute the project outlined below:

Cultural Planning Consultant: North Summit Unite, through a fiscal sponsorship agreement with the Arts Council, will contract with a consultant to execute a North Summit community wide cultural survey utilizing both digital and in-person strategies, including visioning sessions and public forum opportunities. The consultant will be responsible for reviewing and synthesizing the data collected through surveys, visioning sessions, and other public forums asking citizens what they would like to see preserved and celebrated in their area. The consultant will also help in compiling data to communicate with the public what was discovered and verify results.

Website Development and Oversight: The development of a North Summit Unite website platform is critical to the project’s success. Currently, the Summit County News is the only newspaper that circulates local community information. Funds will be used to contract with a website consultant who will build the platform and be given a monthly stipend after launch to oversee and update website content. The website would be a tool to conduct surveys and notify citizens of public forums in which people will gather to discuss which aspects of North Summit’s unique cultural heritage to preserve, maintain, and enhance. This website will also serve as a resource for general cultural event info. The website will again play a vital role in communicating outcomes and next steps in celebrating the unique value the North Summit community offers to residents of Summit County.

Project Production: North Summit Unite plans to host cultural visioning sessions and peer review groups with North Summit residents to learn more about the community’s vision for the future of cultural heritage and preservation in their region. As they continue to build relationships with existing North Summit event producers, they plan to host information booths at events throughout North Summit to gain exposure and interact with residents as they execute their planning project. Funding will support printing costs for banners, surveys, marketing, and any creative supplies needed for the interactive information booths.



5. Describe how your organization advances or preserves its artistic or cultural discipline within Summit County:

North Summit Unite is an organically formed group of energized North Summit residents passionate about preserving and retaining the unique culture of North Summit. They acknowledge that Arts & Culture can be used as a tool to connect communities, and the proposed cultural survey and planning project aims to unite North Summit community members in recognizing what they value culturally in their community, and how they can come together to preserve that culture.

Background: On March 5, 2021, the Arts Council of Park City & Summit County hosted a virtual session titled Project ABC Community Convening on Arts and Rural Place Keeping. Citizens were involved, and the focus was the rural areas of Summit County. Lenise Peterman, Mayor of Helper, Utah, and Kim Konikow, Executive Director of North Dakota Council of the Arts, were the main presenters. They shared stories of how they developed their areas into cultural destinations. This virtual presentation invigorated a group of North Summit citizens to begin the process of a cultural assessment of their own community.

Located East of I-80 and surrounded by two Utah State Parks, the North Summit community is defined by school district boundaries incorporating one city, one town, and several distinct communities. Those entities are known as Wanship, Hoytsville, Coalville, Chalk Creek, Upton, Echo, and Henefer.

These areas are known for their agricultural heritage and western hometown flair. The town of Henefer recently built a Daughters of Utah Pioneers building that houses and displays valuable artifacts; these treasures tell the stories of pioneers who pursued the dream of religious freedom, migrating through Henefer to settle in the Salt Lake Valley. The community of Echo has several landmark buildings consisting of the post office (still operating), historic church that includes a museum, and schoolhouse. The Echo Community has a nonprofit Echo Community Historical Society whose function is to operate and maintain the heritage of Echo. Echo Canyon, known as the gateway to the West, has many historical artifacts, an information center, and a historic display detailing the importance of the canyon. The City of Coalville is the county seat of Summit County, and a beautiful museum is located in the basement of our historic courthouse. Coalville is home of the Summit County Fair which showcases art, music, dance, and 4-H youth exhibits. The Fair hosts a PRCA rodeo that includes the top rodeo contestants in the State of Utah. Additionally, the State of Utah maintains a rail trail which travels primarily through the North Summit community.

The above are examples of what our community members value and have shown interest in preserving. Our ultimate goal is to support such vital projects.

6. Describe your organization's major activities (up to three). Specify particular successes and challenges:

Over the last year, the Arts Council has deepened its work and role in the community. We have conducted cultural tourism and marketing activities to promote Arts & Culture to locals and visitors, produced programs to connect the community through creative content, executed multiple public art



projects throughout Summit County, and advocated for the future of Arts & Culture in Summit County through Project ABC.

Implementation of the Project ABC Cultural Plan is particularly relevant in this scenario, as we are able to directly link the growth of enthusiasm around culture and history in North Summit to Project ABC community organizing and programming efforts. RAP's continued investment in the Arts Council has given us the capacity to continue our cultural planning work, and we are thrilled to support energized residents of North Summit to take action on cultural initiatives in their community.

The relationship the Arts Council has developed with the North Summit Unite group also showcases our continued commitment to engaging Arts & Culture as a tool to achieve local priorities, including social equity and inclusion of diverse groups and viewpoints.

North Summit Unite is a new group of volunteers who care about history, culture, and community; they want to link their past to their present, and help shape a community driven and community-informed vision for the future. While they are yet not a formalized 501(c)(3), a core goal of North Summit Unite is to establish a nonprofit through which to continue their work in cultural community building. North Summit Unite plans to engage with a professional planning consultant who will help drive a strategic survey process to effectively gather information and learn from the North Summit community in order to help proactively plan for a future in which cultural heritage and historic preservation is a key element to fostering a more vibrant community.

Part of this work will include being out in said community. North Summit Unite is comprised of a dedicated group of volunteers who are excited to host interactive and creative information booths at existing community events, which will encourage participation and engagement with their goals of preserving history and culture in North Summit.

Recognizing that there is not a well-visited website resource for North Summit cultural events, they plan to develop and construct a North Summit Unite website that will host information about cultural events throughout their area.

7. Define how you promote your work to your target audiences. Describe the outreach efforts your organization undertakes. What marketing and or audience development strategies do you use?

A robust outreach plan is in place to encourage participation from our North Summit community.

- The Arts Council will leverage its social media presence (with 14,000 Facebook followers and a growing 2,000 plus Instagram followers), monthly newsletter (that reaches 1,900 plus), and website for even outreach (over 4,000 per month on average).
- Event organizers will leverage connections with KPCW, the Park Record, The Summit County News, and radio and newspaper outlets to spread the word.
- North Summit Unite volunteers will oversee event production and will connect with families and



event producers to help with the outreach.

- Throughout the year, community convenings will be held in different communities. Support partnerships will be completed through working with other groups or committees in the area.

8. What are the short-term and long-term goals and objectives for your organization? How will RAP funds help accomplish your goals?

Short term goals —

1. Create awareness of North Summit Unite by bringing people together
2. Establish a North Summit Unite nonprofit
3. Create a brand

Long term goals —

1. Unify communities through honoring the past, celebrating the present, and planning for the future
2. Maintain that “brand” to educate residents, visitors, and developers about what we value
3. Create a balance of life as we know it with the understanding of economic realities
4. Raise awareness of the Eastern County Culture

9. Does your organization sell discounted tickets, or do you give free tickets to residents of Summit County?

- Yes or No

If yes, please describe:

10. How would you describe your primary and/or target audience? Explain how your organization intends to maintain and/or grow its audience over the next year:

The primary target audience for North Summit Unite is individuals and families who live in the North Summit area, including Coalville, Hoytsville, Henefer, Wanship, Upton, Echo, and Chalk Creek. The group aims to leverage relationships with existing event producers to host informational and interactive survey booths that will engage local residents in visioning for their future. Targeted existing events include the Coalville BBQ in June, Henefer 4th of July, and multiple youth sporting events produced by North Summit Recreation, to name a few.

11. Please provide the following information on your organization’s staff and audiences/constituents for the period in which you will receive RAP Funds:

Arts Council:

- a. Number of paid full-time staff: 2
- b. Number of paid part-time staff: 2
- c. Number of contract personnel: 1-4
- d. Number of volunteers: 75-100
- e. Professions: Artists, Arts & Culture nonprofits, Arts & Culture supporters, locals and visitors to Summit County.
- f. Total audience: 40,000+



g. Tickets - Public/Other: _____ 200

North Summit Unite:

- h. Number of paid full-time staff: ____ 0
- i. Number of paid part-time staff: ____ 0
- j. Number of contract personnel: ____ Aiming to hire 2
- k. Number of volunteers: _____ 15-20
- l. Professions: _____
- m. Total audience: _____ 0
- n. Tickets - Public/Other: _____ 0

12. How many Summit County citizens did your organization serve with the previous RAP Tax grant monies?

We do not have this data as this is a new project and cultural group.

13. Describe how your organization partners with other organizations and service providers located within Summit County:

Partnership and collaboration will be a critical component to North Summit Unite's success as their project outcomes will be informed by community.

Below is a list of established North Summit groups that we plan to partner with:

- Coalville City
- Henefer Town
- Henefer Daughters of the Utah Pioneers
- Coalville Daughters of the Utah Pioneers
- Coalville Lions Club
- Echo Historical Society
- Summit County Historical Society
- Cluff Ward
- North Summit Recreation
- Cedar Crest Overlay Committee (a newly planned community located in East Hoytsville involving 25 landowners and approximately 1,000 acres)
- Wohali Development (1,664 acres and 125 residential lots and a private golf course)
- Echo State Park
- Rockport State Park
- North Summit Senior Citizens

14. Describe the internal and external organizational challenges and opportunities you faced during the past year, and how your organization addressed them:

The North Summit area is currently experiencing significant growth, and an influx of new citizens is expected. With growth comes change, and based on the informal survey by the "I Love Coalville" group, there is a concern among the community that these changes may significantly alter the traditions and homespun flavor of the area. The following comment from a survey participant exemplifies this sentiment:

"New developments need to focus on the character of the area as opposed to recreating their out-of-area properties and catering to those same cookie cutter clients and owners. Market what we value here, not what sells in other parts of the county and state."

This preliminary survey reveals a strong desire by the current residents to maintain the distinct identity of the



North Summit area. Without thoughtful and coordinated planning, growth can naturally gravitate toward homogenized communities that look and function like surrounding areas.

Celebrating the differences among individuals and communities is a unique part of the human experience. North Summit Unite intends to enhance and maintain the distinct qualities that make our rural area unlike any other place to live and work.

NS Unite seeks to promote:

- A place where hard work, thrift, and fierce independence are valued.
- A place where our agricultural roots are recognized; locally grown produce and locally raised meat are prized.
- A place where history is remembered.
- A place where local entrepreneurs can innovate and thrive.
- A place where artists, musicians, and creatives can express the unique aspects of our culture.
- A place where people can live close to the land and enjoy the outdoor activities of hunting, fishing, hiking etc.
- A place small enough to recognize the value of each individual, but where everyone feels part of something larger.

By instilling confidence in the long-time residents that these cultural qualities will be respected and maintained, concerns and fears can be assuaged. A more welcoming atmosphere can be created toward newcomers, and as our population expands, North Summit Unite can be instrumental in blending our cultural legacy with new people and new ideas. With proper planning and execution, the North Summit way of life can be preserved and enhanced for future generations to enjoy.

2020 ACTUAL USE REPORT

For the contract time period June 10, 2020 – June 10, 2021

Organizational Planning and Strengthening

1. In what way did your organization develop or change since receiving the RAP Tax funds in 2020?
Click here to enter text.
2. Did you reach the short-term goals stated in last year's application? If so, how and if not, explain the reasons.
Click here to enter text.
3. How did you measure the success of your efforts?
Click here to enter text.
4. How did the RAP Tax funds help in accomplishing these goals?
Click here to enter text.
5. How did you spend the granted funds? Did this differ from how the funds were granted?
Click here to enter text.

Community Impact



1. What were your goals for serving the community in Summit County?
[Click here to enter text.](#)
2. Did you reach these goals since receiving the RAP Tax funds in 2020? If so, in what way and if not, explain the reasons.
[Click here to enter text.](#)
3. Who, where and how many constituents do you think you served/reached in the past year?
[Click here to enter text.](#)
4. How did you measure the success of your efforts?
[Click here to enter text.](#)
5. How did the RAP Tax funds help accomplish these goals?
[Click here to enter text.](#)

Proposed Project Funding:

If your organization is requesting funds for a specific project or program, what is the total budget of your proposed project or program?

Proposed Use of Requested RAP Funds	Total Project/ Program Amount	Requested RAP Tax Amount
Collections/Exhibits	0	0
Contracted Services	\$13,000	\$13,000
General Administration (excluding salaries)	\$1,600	\$1,600
Performance/Production	\$3,000	\$3,000
Total Salaries (Administrative)	0	0
Total Salaries (Other)	0	0
School Outreach Program	0	0
Space Rental	\$1,250	0
Travel	0	0
Other Expenditures*	\$6,500	0
**TOTAL:	\$25,350	\$17,600



*Please attach additional information detailing other expenditures.

**The total should equal the requested amount of RAP funds.

Documents to be submitted with application:

- Most recent IRS Form 990 (last fiscal year filed tax return)
- Date of 501(c)(3) status, and copy of IRS letter
- Utah Business Registration Entity Number
- Basis for contractual authority (signing authority)
- Organizational chart with total salary and benefits for the organization
- Board Members List including names, addresses, and phone numbers of Members
- Articles of Incorporation (only if this is your first time applying)
- Financial Reporting

All applications are due on or before 5:00 PM on April 30, 2021. Applications along with attachments shall be submitted electronically through Summit County website portal: <https://www.summitcounty.org/867/RAP---Cultural-Tax-Grant>