,

NOVEMBER 29, 2022
RECREATION ARTS AND PARKS TAX ADVISORY COMMITTEE
REGULAR MEETING - 5:30 P.M.

MASKS ARE HIGHLY RECOMMENDED

City Council Chambers
217 East Center Street
Moab, Utah 84532

1. Call To Order
2. Citizens To Be Heard
3. Approval Of Minutes From The October 17, 2022 Meeting

   Documents:

   RAP TAX ADVISORY COMMITTEE MEETING MINUTES_10.17.2022.PDF

3.1. Approval Of Minutes From The November 7, 2022 Meeting

   Documents:

   RAP TAC MEETING MINUTES 11.7.2022.PDF

4. Approval Of RAP Tax Project Guidelines And Application Process

   Documents:

   DRAFT RAP TAX GUIDELINES AND APPLICATION.DOCX

5. Discuss Next Steps And Timeline
6. Adjournment

Special Accommodations:
In compliance with the Americans with Disabilities Act, individuals needing special accommodations during this meeting should notify the Recorder's Office at 217 East Center Street, Moab, Utah 84532; or phone (435) 259-5121 at least three (3) working days prior to the meeting.
Check our website for updates at: www.moabcity.org

RAP Tax Advisory Committee Meeting
10.17.2022

1. Called to Order at 5:31pm

Attendance by committee members: Richard Codd, Jason Taylor, Barbara Hicks, Annie McVay, Emily Roberson, Molly Taylor. Absent: Neal Clark

Additional attendance: Mayor Langianese, Carly Castle, Ben Billingsley, Kelley McInerney.

2. Welcome and Introductions

3. Background and purpose of the Recreation Arts and Parks Tax
4. Review Of RAP TAC Role And Timeline

In 2020 the City of Moab voted in the RAP Tax, the tax funds started to be collected in 2021 and the current balance is apprximatley 465,000. The designated split for the City portion is 80% and for the community applications is 20%, amounting to 93,000 in its current capacity. This committee will decide how the 20% gets allocated to applicants of the funds. The RAP tax funding will replace the Community Contributions program.

This initial meeting is for introductions, background, and will walk through what the committee needs to establish before accepting and reviewing applications.

First this committee will need to adopt bylaws, develop program guidelines, develop an application form, process and review criteria, present the guidelines and process to City Council. Then we will finalize and open the call for projects, rate and review the applications, and present our project recommendations to City Council for approval.

The RAP tax was voted in with 56% in favor. In was voted in Utah State Legislature in 1993 and over the last 30 years the in favor vote has increased each time it has been up for renewal. Most communities see the value of the projects as time goes on and see the value the tax has in the community. St George incorporates RAP Tax branding into their projects so that people can see what is being done with the funds.

Discussion of RAP Tax Project Guidelines and Application Process

This committee can put certain parameters on organizations and programs that apply, ie matching funds, project timelines. A list from Summit County is provided in the meeting agenda packet and has some examples to consider.

A 501(c)(3) status is required to be eligible for the funding, this is written in the City Code and projects must be in the City Limits. For this to be reconsidered, the Council is the body that would vote on that and update it in the code.

Project Timeline
Discussion: One year timeline versus a longer time period. The Committee discussed the benefits of a one-year timeline.

General Administration Expenses
Discussion: Funds could be limited for this category, for example only 10% on admin.

Reimbursement or Up Front Payment
Discussion: Sometimes this will be based on organization size whether they can put up the money and then get reimbursed, committee will require a reporting process to help with the review. Discussion about 50% upfront and 50% after project completion.

Scoring Process and Rating Projects
Discussion: group would like to look into examples from other cities.

6. Determine Next Meeting Dates

Next meeting: Monday, November 7th at 5:30pm

Adjourn 6:30pm

RAP TAC Meeting
11.7.2022

1, Called to order at 5:32 pm

In attendance: Richard Codd, Neal Clark, Annie McVay, Emily Roberson, Jason Taylor

Absent: Molly Taylor, Barb Hicks

Other in attendance: Kelley McInerney, Lisa Church

2. Citizens to be Heard: None

3. Approval of the minutes from the 10.17.2022 meeting, 2 – ayes, 1 abstain – no quorum and will be passed at later meeting

4. Discussion Of Communication Strategies

Lisa Church, Communications Manager presented avenues to promote the RAP Tax program:

- Updating the City website page for the RAP tax with the application and guidelines
- Running ads in local papers for several weeks
- Put information on the homepage of the website and ins the newsletter
- Social media campaign
- Share with non-profit partners, ask them to put in their newsletters and out in their networks
- Send out to the Arts, Recreation, and Aquatic centers of the City so they can share via their newsletters, email lists, and social media
- Share with the Chamber of Commerce
- Send out via the City mailing list that has the contacts from water/sewer/garbage
- Host events to spread the word, for example an open house where people can come in and ask questions. These often have better attendance when hosted outside of City Hall, for example at the MARC or Grand Center.
- Radio announcements on local stations such as KZMU

5. Consider Adopting RAP TAC Bylaws

- The bylaws provided were pulled from the Water Board Bylaws and adapted to fit this committee.
- Richard asked to clarify if the committee members can apply for funding
    - As individuals, no
    - An organization that a committee member works at could apply, but the committee member would not be able to vote on that project, they would have to step out for it
    - The committee would vote on projects individually and then present their recommendations as a whole to the City Council to place a final vote on
- Motion to adopt bylaws, passes 3-0

6. Discussion Of RAP Tax Project Guidelines And Application Process

Recommendations were provided and the group will go through the list and discuss each one.

- 5 Year Public Use requirement on Capital Projects
    - Some cities do not allow capital projects at all with the designated funding
    - Allow for capital projects but require the public to be able to use for the lifecycle of the project
    - Perpetuity vs useful life as the language, we want them to be clear as to what they are signing up for when they apply for larger projects
    - Will the decision be based on the scope of the project?
    - Would the organization be responsible for the upkeep or have to tear the project down if it requires enough maintenance to make it usable for the public?
    - Should we consider not allowing funds for capital projects?

- Location of Projects – must be within the City limits
    - As it is written, the projects must take place within the City limits
        - This currently does exclude Old City Park
        - Could be written to include "and on City Property"
    - Does the 501(c)3 need to be located in the City or the project work; the intention is that the projects primarily benefit the Moab community/residents
    - Geographic area as related to tax collection
- Mission Statement – "Supporting and promoting recreation, cultural, arts, and parks facilities and programs to benefit the Moab community"
    - The group likes the mission statement but is waiting to vote on approval until all members are present or have been able to comment on it
- Projects are to be completed within one year of granted funding
    - Add to guidelines and or application that they will not be eligible to apply for future RAP funding until the previous project is completed and have submitted the reporting
- Minimum of 25% matching funds from the organization
    - Yes, and allow in-kind
- An entity can apply for up to 20% of total funds available for the year ($18,600)
    - Yes, the group is hoping to fund 4-5 projects in the first year
- Grant awards will be distributed in two payments, 50% at the time of award and 50% at project completion and final reporting
    - Yes
- Allowable Use of Funds
- Not allowable uses of funds
    - Schools are not eligible due to state guidelines and funding amounts
    - Magazines and Newspapers
        - Want to be able to allow an arts organization to fund a arts or literature publication
        - Differentiation between a Magazine or Newspaper organization applying vs an organization whose primary focus is elsewhere and the project includes producing a publication
        - Not allowing for-profit mags & newspapers
    - Funds not allowed for litigation
- Marketing the Projects
    - Requiring projects and organizations to announce or display that the work was done with RAP funding

  - Have a logo or a disclaimer on signage that can be used
  - Add a section in the application that asks "How will you recognize funding sources?"

Sample Application

- Will we allow video applications?
  - Not in place of the paper/written form but they can add attachments including photos, videos, audio
  - Placing the following questions at the top of the paper application or the first screen of a digital application as screening questions
    - 501(c)3 status
    - Project within City limits
  - Some questions may not be necessary for review but helpful as data collection
    - Number of full and part time staff, volunteers, seasonal
  - Attachments
    - Eliminate letters of support
    - Board of Directors
      - Put into the application as a section
      - Remove if not necessary to collect
    - Most recent financial statement – using previous Fiscal Year documents

Evaluation Criteria

- How are we determining one organization's financial need over another?
- A bigger factor to consider is the community need for a project
  - Can we use the feedback from the City visioning project?
  - The Parks master plan will have a gap analysis section, this will be a good resource
- Who is being served by the project
  - Asked in application
  - How will it be weighted?
- Hoping to see more of a matrix or scoring rubric to review as a group
- Community need an impact sighted as most important factors by the committee

Timeline

- Should we consider other grants available, for example the UDAM cycle
- Goal of the group is to have the application open by the new calendar year
- How long do we need to advertise/spread the word?
- How long should applications be open for?

7. Next Meeting Date: Tuesday, November 29th at 5:30pm

8. Meeting adjourn: 6:59pm

RAP Tax Project Guidelines

Supporting and promoting recreational, cultural, arts and parks facilities and programs to benefit the Moab community.

These funds are meant to aid project and program based activities (art creation, art presentation, recreation facilities and capital projects, recreation programs).

Capital projects are allowed but must be available for public use for at least 10 years. This timeframe may vary depending upon project specifics including dollar amount, estimated useful life of the capital project etc, this timeframe will be determined before the grant award.

Applicants are required to have a 501(c)(3) status to qualify for a grant. If an applicant (such as a local artist) does not have such status, they are then recommended to partner with an organization that does.

The location of the project takes place within Moab city limits

Projects must be completed within one year of grant award.

Projects must be matched by at least 25% (direct or indirect match)

An entity can apply for up to 20% of total funds available for the year. ($18,600)

Grant awards will be distributed in two payments, 50% at the time of award and 50% at project completion and final reporting.

If the organization has a currently open RAP Tax project, they are ineligible to apply until it's completed.

Projects are required to announce and display that funding was provided by the City of Moab RAP Tax Program.

<u>RAP/Tax funds may be USED for expenditures directly related to:</u>

- Collections /Exhibits: Acquisitions or public display of items that in part or as a whole are collected or exhibited.
- Contracted Services: Services obtained through the aid or direction of a second individual or company. that are directly related to the project.
- Salaries that have a direct relation to the project (i.e. an art instructor's time in preparing and teaching an art program)
- General administration and overhead costs may be allowed if the applicant can demonstrate a direct relation or need to the proposed project: These costs are limited to a maximum of 10% of the total requested amount.
- Marketing/Advertising: Promotion of the organization's projects/programs
- Programs/Performance/Production: Staging of programs, performances, productions, cultural festivals

- Projects: Development of one-of-a-kind or one-time physical item or one-time event
- Travel/Housing: Travel by organization’s staff for specific projects/programs; travel and housing for performers

RAP/Tax funds may NOT BE USED for:

- Accumulated deficits or debt retirement
- Public schools and/or school programs or hiring of temporary or permanent staff
- Lobbying Expenses
- Scholarships, purchase awards or cash prizes
- Regular operations of Magazines or Newspapers
- Activities intended primarily for fundraising
- Rehabilitative or therapeutic programs
- Fireworks
- Rodeos
- Non-cultural celebrations
- Activities that are primarily religious in purpose
- Cash reserves

RAP TAX APPLICATION

Is your organization designated as a 501(c)3? YES ☐ NO ☐

Will the proposed project take place within Moab City limits? YES ☐ NO ☐

If you answered no to either of the above questions, the applicant will not be able to proceed.

Organization Information

Organization Name: ______________________________ Date: ____________________

Address:

Street Address *Suite/Unit #*

City *State* *ZIP Code*

Phone: ______________________________ Website: ______________________________

Description of Organization and Mission Statement:

Number of Full-Time Staff: _____

Number of Part-Time Staff (associated with this project): ___

Number of Volunteers(associated with this project) : _________

EIN: _______________

Please list key staff positions of your Organization on this project:

Staff

Grant Contact

Executive Director: _________________________ Phone: ________________ Email: __________________

Alternate Contact: ___________________________ Phone: ________________ Email: __________________

Project Information

Project Title: ___________________________

Project Start Date: ________________ Project End Date: ________________

Amount Requested: ________________ Total Cost of Proposed Project: ________________

Project Title and Summary- In the space provided, please provide a brief summary of the proposed project.
Max 500 characters

Provide a Needs Assessment (Why is this project important?):
Max 500 characters

Project Goals and Implementation- Please describe in detail how this project will be accomplished, who will be involved, the timeline for completion, and how this project will benefit the citizens of Moab City.
Max 2000 characters

Project Target Audience- In the space provided, include the number of people expected to be reached by the project. Please include any plans to target specific age groups or underserved populations.
Max 500 characters

Please detail any partnerships for this project.
Max 500 characters

What qualitative and quantitative measures will you be using to evaluate your project goals?
Max 500 characters

Attachments

501(c)(3) Determination Letter
List of Board of Directors
Most Recent Financial Statement
Other Supporting Documentation

Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge.

If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release.

Signature:

Project Budget

Project Expenses		
Item	Total Amount	
	Grant Request	Match
	Comment	

Project Income		
Donations: Please provide a list of committed funding sources for this project:		
Source	Amount Committed/Items Donated	
Organization Contribution		
Other grants		

Evaluation Criteria

- Quality of proposed project (25 points)
  - The quality and clarity of the project goals and design
  - Completeness
  - Value of supporting mater

- Demonstrated community need (25 points)

  - What is the current need of Moab citizens that this project aims to address?
  - Are other projects or programs already addressing this need?

- Benefits to the community (25 points)
  - The number of Moab residents by age, user group etc. served by the project;
  - Does this project have the potential to become an influential part of the
  - community experience in years to come?
  - In what tangible ways will this project benefit Moab?

- The organization's history, ability to implement project and financial considerations.(25 points)
  - The ability to carry out the project based on factors including the appropriateness of the budget, the resources involved, and the qualifications of the project's personnel
  - History of past City funding