

# RAP TAX / FUNDING

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# LET'S TAP

*about the difference you can  
make to Wasatch Recreation,  
Arts and Parks*



**TAP provides a way**

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TAP can:

TAP is  
important to  
your  
constituents  
who:

- Ride a bike
- Play pickle ball
- Ride a horse
- Play an instrument
- Skateboard
- Use the pavilions
- Take a hike
- Enjoy the rivers
- Attend the theater



# How TAP works:

It's simple

Wasatch County Council elects to place RAP on ballot

Dollars gained are portioned out to applicants

Organizations apply

Funding awarded

# How does the county collect TAP?



It's about pennies. And pennies add up



Example: You spend \$10 on greeting cards – TAP adds 1/10 of 1% or one penny



If you buy greeting cards, and your friend does – the pennies add up



RAP will not be applied to groceries or gasoline



What are we doing now?



# THE NITTY GRITTY LIST



- **Executable Strategy**
  - Day-by-day or week-by-week roadmap with planned milestones that breakdown each organization's goal
- **Creative**
  - Visual
    - Graphic design & branding
      - Website, collateral, etc.
    - Photography, video and audio
  - The Written Word
    - Advertising copy, blog and social media posts
    - Issue development, speaking notes

# THE NITTY GRITTY LIST



- **Targeting & Marketing**
  - Traditional Advertising
    - Media buying (television, radio)
    - Direct mail (design, print, send)
    - Billboard
  - Digital Advertising
    - Text message strategy
    - Email strategy
    - Social media (paid, organic)
    - Best practices (Retargeting, local website buys, programmatic advertising)
    - "Cable-cutter" buys (e.g. Hulu, Verizon, Roku, YouTube)
  - Direct Consumer Contact
    - Paid phone calls
    - Paid canvassing

# THE NITTY GRITTY LIST




- **Tested Messaging**
  - No nonsense polling
  - Focus group message testing
- **Public and Influencer Relations**
  - Individual reporter pitches, media advisories, press releases, press events
  - Creation of influencer contact list



**\$39,411.19**

WASATCH  COMMUNITY  
FOUNDATION

 THE  
**Heber**  
**Valley** UTAH

  
**HEBER CITY**  
HEART OF THE WASATCH BACK

wasatch county  
**arts**  
c o u n c i l



Midway



A large orange circle with a white outline, centered on a white background. The circle is partially framed by two horizontal grey bars at the top and bottom. Inside the circle, the text "Come TAP with us!" is written in white, with "TAP" in all caps and a wavy underline below "with us!".

Come **TAP**  
with us!