

Midway City Council
20 September 2022
Regular Meeting

RAP Tax / Funding

LET'S TAP

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



TAP provides a way



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



TAP 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



Come TAP
with us!
