RAP TAX / FUNDING

DALLIN KOECHER

LET'S TAP

about the difference you can make to Wasatch Recreation,

Arts and Parks



TAP provides a way

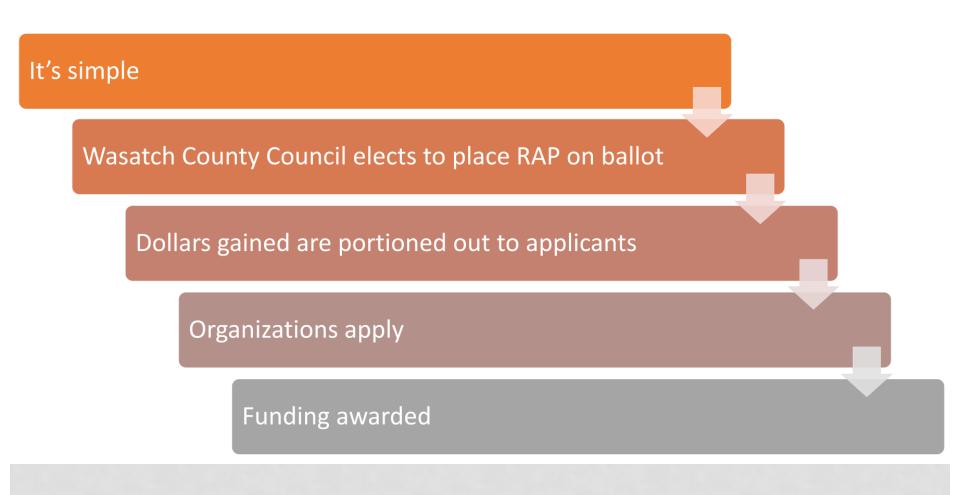


TAP can:

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:



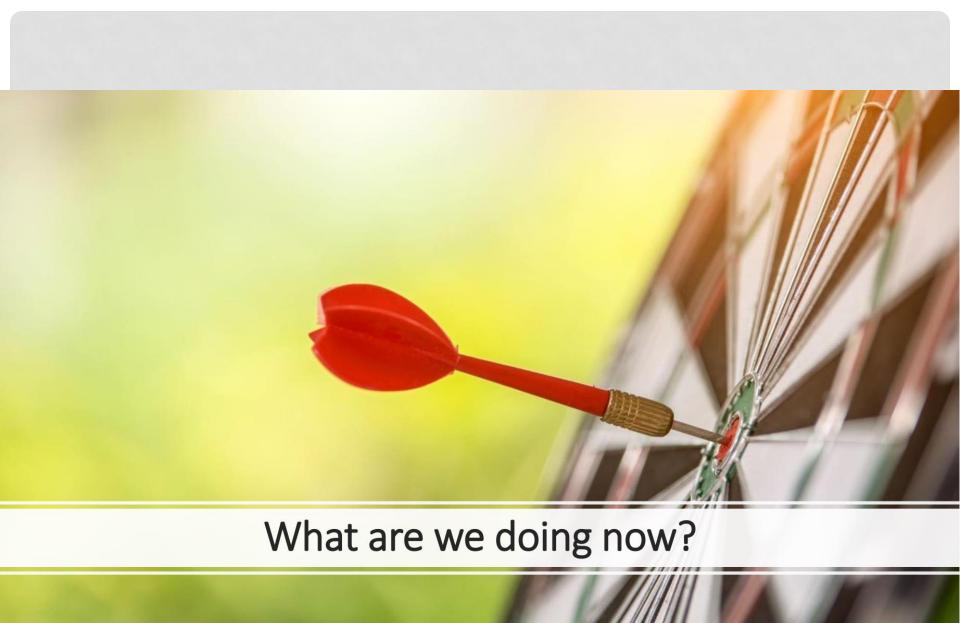
How does the county collect TAP?

- 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



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









HEART OF THE WASATCH BACK







Come TAP with us!