



**PARK CITY COUNCIL MEETING
SUMMIT COUNTY, UTAH
March 31, 2021**

PUBLIC NOTICE IS HEREBY GIVEN that the City Council of Park City, Utah will hold its special City Council meeting at the Marsac Municipal Building, City Council Chambers, 445 Marsac Avenue, Park City, Utah 84060 for the purposes and at the times as described below on Wednesday, March 31, 2021.

NOTICE OF ELECTRONIC MEETING & HOW TO COMMENT VIRTUALLY:

On March 4, 2021, the Mayor issued a written determination that because of the public health emergency, conducting a meeting with an anchor location presents a substantial risk to the health and safety of those who may attend in person. For these reasons, this meeting will be an electronic meeting without an anchor location.

Council members will connect electronically. Public comments will be accepted virtually. To comment virtually, use eComment or raise your hand on Zoom. Written comments submitted before or during the meeting will be entered into the public record, but will not be read aloud. For more information on participating virtually and to listen live, please go to www.parkcity.org.

SPECIAL MEETING - 2:30 p.m.

I. ROLL CALL

II. INTERVIEWS

1. Planning Commission Interviews
[Planning Commission Interviews Staff Report](#)

III. CLOSED MEETING

To Discuss Property, Personnel, and Litigation

IV. PUBLIC HEARING - 4:30 p.m.

1. Park City Arts and Culture District – Public Hearing
[Arts and Culture District Staff Report](#)
[Exhibit A: Cultural Facilities and District Feasibility Study](#)
[Exhibit B: Site Plan and Building Visuals](#)
[Exhibit C: Public Engagement Report as of February, 2021](#)
[Exhibit D: Arts and Culture District Council Work Sessions Reference List](#)

V. ADJOURNMENT

A majority of City Council members may meet socially after the meeting. If so, the location will be announced by the Mayor. City business will not be conducted. Pursuant to the Americans with Disabilities Act, individuals needing special accommodations during the meeting should notify the City Recorder at 435-615-5007 at least 24 hours prior to the meeting. Wireless internet service is available in the Marsac Building on Wednesdays and Thursdays from 4:00 p.m. to 9:00 p.m. Posted: See: www.parkcity.org

***Parking validations will be provided for Council meeting attendees that park in the China Bridge parking structure.**

Council Agenda Item Report

Meeting Date: March 31, 2021

Submitted by: Michelle Downard

Submitting Department: Executive

Item Type: Work Session

Agenda Section:

Subject:

Planning Commission Interviews

Suggested Action:

Attachments:

[Planning Commission Interviews Staff Report](#)



City Council Staff Report

Subject: Planning Commission Appointments
Author: Michelle Downard
Department: Executive
Date: March 31, 2021
Type of Item: Informational

Recommendation

Staff recommends Council interview Planning Commission applicants as the City seeks to fill two vacancies created by terms ending in July 2020.

Background

The Park City Planning Commission consists of seven members. Members are appointed by the Mayor with advice and consent of Council. Members serve four year staggered terms, which expire on the second Wednesday in July. Members continue to serve until their successors are appointed and qualified. Members must be residents of Park City and have resided within the City for at least 90 days prior to being appointed.

Analysis

Two Planning Commissioners' Terms (Mark Sletten and Sarah Hall) ended in July 2020. The vacancies were advertised through the Park Record, Park City Website, Park City Newsletter, and social media. These efforts resulted in a strong response from 13 highly qualified candidates.

Council Members individually reviewed applications and provided input. The initial interview slate of the six candidates is listed below. If after these interviews Council determines they would like to interview more applicants, staff will schedule those. Note that current commissioner Sarah Hall is not listed below. The Mayor indicated his recommendation to re-appoint Sarah Hall unless other Council members requested that she go through the interview process. No concerns were submitted and as a result, Sarah was not scheduled for an interview but will be considered with the other candidates.

2:30	Jane Craig
2:45	Ryan Dickey
3:00	Bill Johnson
3:15	Bill Fiveash
3:30	Paul Pilzner
3:45	Jack Rubin
4:00	Closed

Council Agenda Item Report

Meeting Date: March 31, 2021

Submitted by: David Everitt

Submitting Department: Executive

Item Type: Work Session

Agenda Section:

Subject:

Park City Arts and Culture District – Public Hearing

Suggested Action:

Attachments:

[Arts and Culture District Staff Report](#)

[Exhibit A: Cultural Facilities and District Feasibility Study](#)

[Exhibit B: Site Plan and Building Visuals](#)

[Exhibit C: Public Engagement Report as of February, 2021](#)

[Exhibit D: Arts and Culture District Council Work Sessions Reference List](#)

City Council Staff Report



Subject: Park City Arts and Culture District – Public Hearing
Author: David Everitt
Department: Executive
Date: March 31, 2021
Type of Item: Work Session

Recommendation

Review the Project Summary, receive a brief presentation, and take public comment on the future of the Park City Arts and Culture District.

Project Summary

History and Vision

In 2017, Park City (City), Kimball Art Center (Kimball), and Sundance Institute (Sundance) (collectively District Partners or Partners) agreed to work together to create the Park City Arts and Culture District (District) after a set of unique circumstances collided. The City had identified an opportunity to prevent more high-end, mixed-use development in Bonanza Park and potentially resolve the longstanding uncertainty for a major piece of land linking residential neighborhoods and commercial areas. At the same time, Kimball recently moved from its Main Street facilities and was looking for a place to build a new headquarters, and Sundance, long a world-renowned film festival and global draw in and of itself, was exploring new ideas for creating a permanent public-facing home for the Festival and Institute.

Knowing that the District would be a complex and expensive endeavor, the Partners embarked on an extensive effort to answer fundamental questions of purpose and meaning, which included a series of roundtables, workshops, stakeholder outreach and collaboration along with formal Planning Commission and Council meetings. Visioning exercises and public comments revealed a desire to create a District geared more towards locals than tourists, improve access to creative spaces for visual, media and performing arts, education programming, culinary experiences, affordable and workforce housing, and community gathering spaces. (See Exhibit A: Cultural Facilities and District Feasibility Study.) Residents and businesses made it clear that the project should be complimentary to existing amenities and business districts, collaborate with other public and private organizations, and provide an authentic location to reinvest the rewards of the tourism economy into an area for locals to deepen their sense of community and connectivity.

The Partners then spent over a year developing a master plan and preliminary building designs to ensure compatibility within District. The resulting plan co-locates affordable housing and artist/maker studio and retail spaces with headquarters for Kimball and Sundance. It includes a food hall, short-term artist-in-residence housing, and transit and

walkability infrastructure connected by public spaces sited on top of a two-story underground parking structure. (See Exhibit B: Site Plan and Building Visuals.)

Scope and Plan of Finance Changes

As District site planning neared completion, COVID-19 took hold across the world and disrupted the project's timeline and finances. The City and its Partners faced soaring construction costs, negative impacts to a significant source of municipal revenue pledged to the District (Transient Room Tax, or TRT), and an overwhelming sense of uncertainty. Despite the challenges, pre-construction and planning, and public engagement activities continued in anticipation of construction in 2021. Throughout the summer and fall, the City re-engaged stakeholders and the public with a renewed public process.

During a series of public presentations, stakeholder workshops, and City Council meetings, efforts were undertaken to update District plans, evaluate overall municipal finances, evaluate the options and costs for affordable and workforce housing, and consider the financial plans and commitment to pursue the entire project or a phasing plan. (See Exhibit C: Public Engagement Report.) Since July, the Council has received a series of briefings and held in-depth discussions about the future of the District.

Highlights include:

- July 9, 2020 - The first Council meeting about the District after the March COVID-19 shutdown was July 2020 ([Staff report link](#)) and included preliminary construction cost estimates along with a cash flow model that reflected COVID-related tax revenue impacts. Council directed staff to continue pre-construction work and return with updated cost estimates, and additional analysis on the affordable housing component.
- December 15, 2020 - The Council reviewed cost estimates and a proposed phasing plan for City-owned District elements that focused on historically identified funding sources ([Staff report link](#)). At that time, Council directed staff to prepare a plan to fund the entire District buildout and facilitate additional work sessions on transportation and housing. This was followed by a public hearing on December 17.
- January 7, 2021 – Follow up discussion on housing, transportation, and costs - [Staff report](#) and [minutes](#)
- January 21, 2021 – Focused on transportation – [Staff Report](#) and [minutes](#)
- February 4, 2021 – Focused on housing – [Staff Report](#) and [minutes](#)
- February 25, 2021 – Focused on the latest plan of finance and project scope. [Staff report link](#)

See Exhibit D: Reference List of Council Work Sessions for a complete list of council meetings.

While Councilmembers have expressed support for the District, concerns have been raised about using the City's additional resort city sales tax revenues (ARST) to supplement funding for District construction as presented at the February 25 work

session. When enacted, ARST was expected to fund primarily Main Street improvements, open space acquisitions, and other capital projects. Staff recognizes that including the District as an eligible expense for ARST funds is a departure from the historically-understood sources of funds for the project and acknowledges the concerns expressed by the Historic Park City Alliance in particular regarding the future use of these funds.

Construction costs for the full buildout of the City's portion of the District are \$88.4 million. As discussed previously, full buildout of the District may be phased with logical stopping points to provide comfort that the City is proceeding deliberately and within identified constraints. Depending on construction timing, a phased approach may incur additional costs; if there are gaps between phases, mobilization would add expense and materials and labor costs may increase as time passes.

Despite the rise in overall project costs and uncertainty created by COVID-19, Staff continues to believe the District is a transformational investment in the future of Park City. In short, the District:

- Continues to repurpose and reinvest revenues derived from the resort and tourism economy to improve the quality of life for residents;
- Invests heavily in our arts and cultural economy and supports two of our most important cultural institutions within town for the foreseeable future; and
- Also provides meaningful investments in two Critical Community Priorities – affordable housing and innovative transportation infrastructure.

For the March 31 Public Hearing, Staff will describe the District and review different plans of finance previously presented to Council, acknowledging that no decision or particular outcome is being sought other than providing another opportunity to listen and hear from the public.

Following the public hearing, Staff will return to Council in April to review additional scope and plan of finance options.

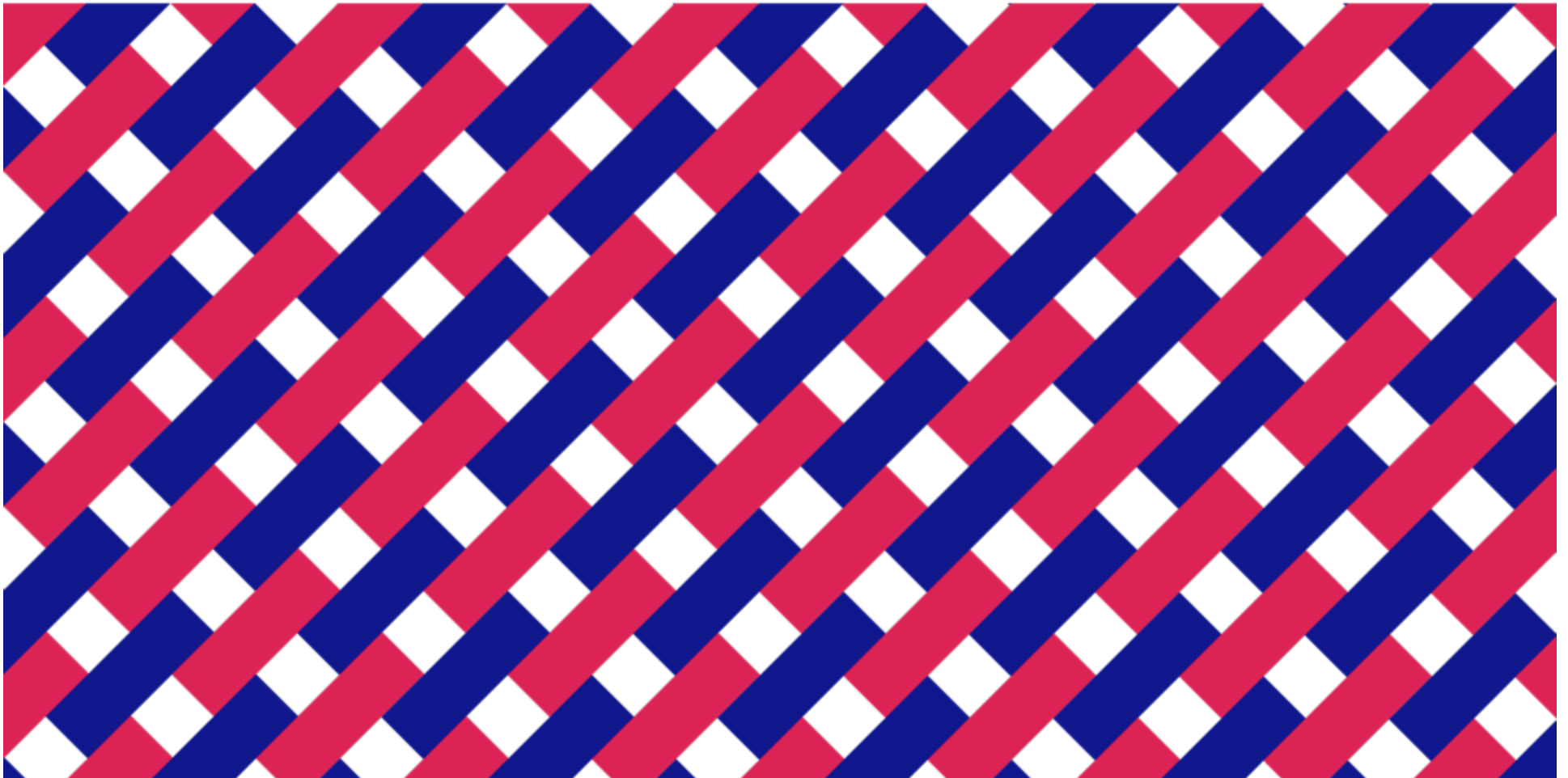
Exhibits

- A. Cultural Facilities and District Feasibility Study
- B. Site Plan and Building Visuals
- C. Public Engagement Report
- D. Reference List of Council Work Sessions

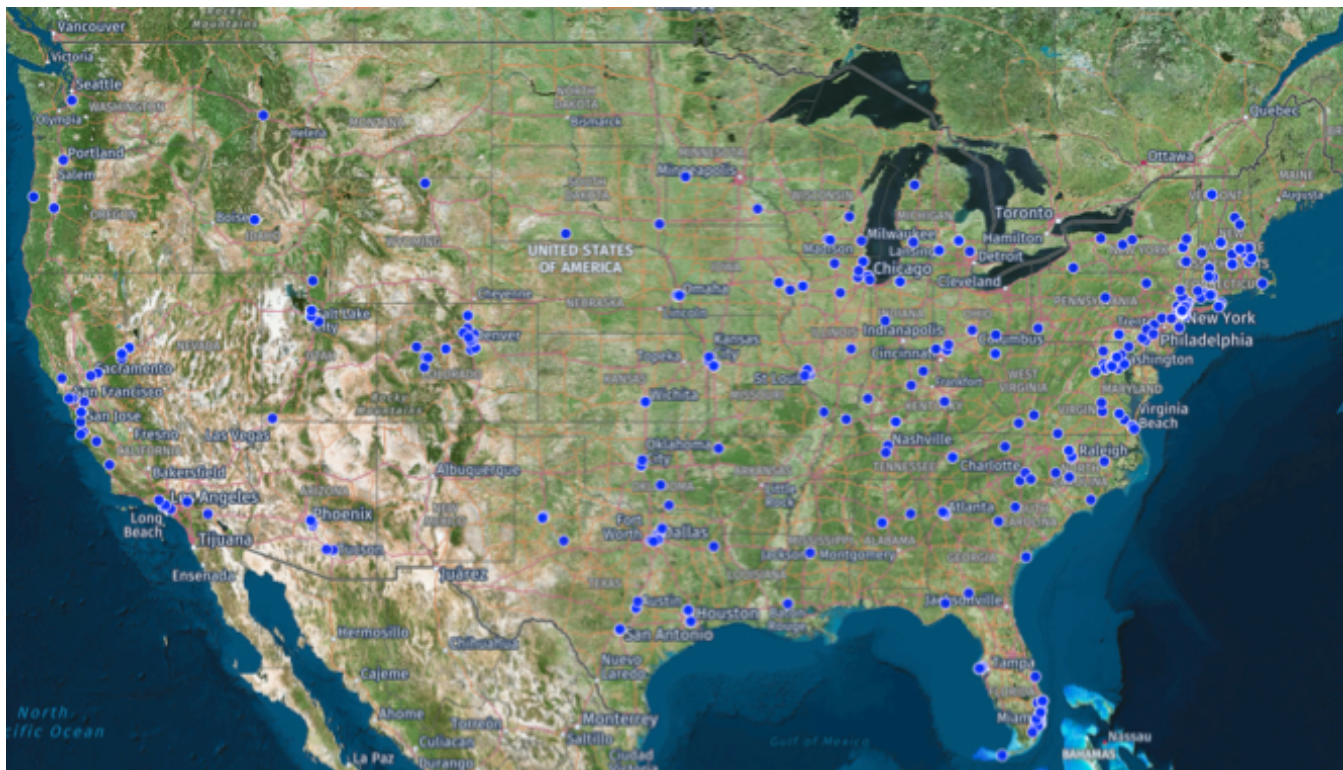
Assessment

Park City Cultural Facilities and District Feasibility Study

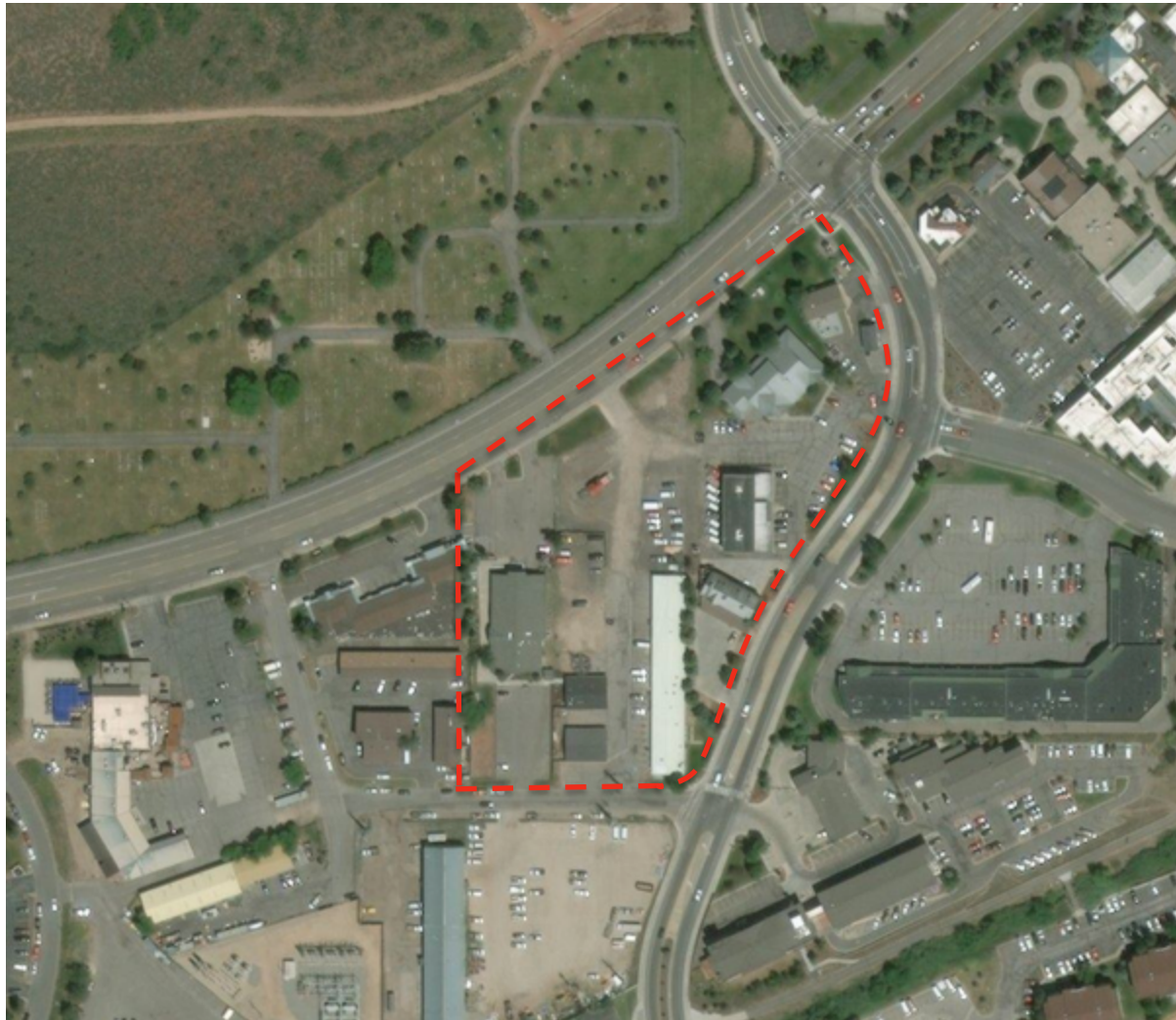
December 14, 2017



Webb Management Services

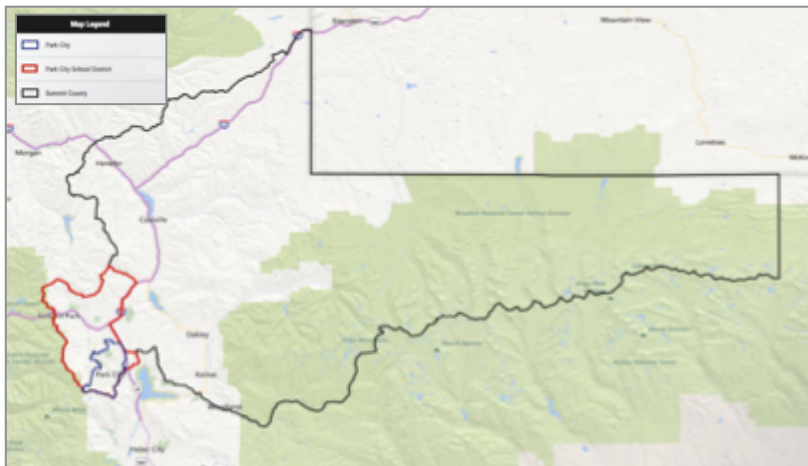


The Bonanza Park site + project



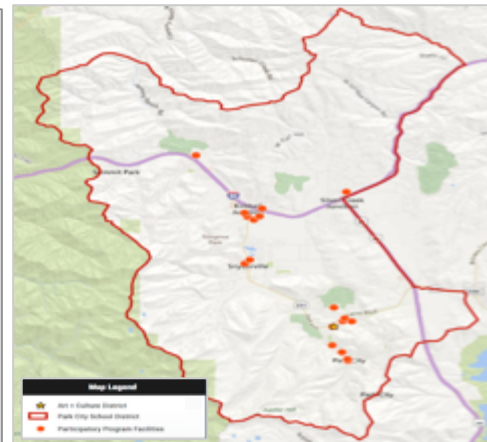
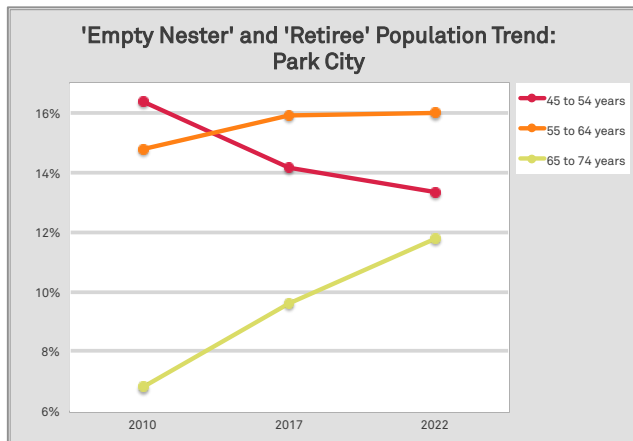
Scope of work

- * What programs and facilities should be included in a new Kimball Art Center?
- * How should Sundance Institute approach community engagement?
- * What are the other structures/tenants/programs to include on the site?
- * What are the outdoor/public space opportunities?
- * How do all of the various project components fit together as a concept?
- * How should the district be programmed, governed, and sustained?



Assessment methodology

- * Interviewed a cross-section of cultural, political, and community leaders;
- * Toured local and regional cultural facilities;
- * Studied the size and characteristics of the market area;
- * Assessed potential user demand for new cultural spaces;
- * Developed and evaluated detailed inventories of existing facilities; and,
- * Searched for example projects and districts.



Facilities responding to change

- * Cultural facilities are responding to new challenges and opportunities by:
 - * Embracing a broader definition of cultural activity;
 - * Shifting from “Friday Night Lights” to the “Community Living Room.”
 - * Evolving from palaces of art to cultural districts;
 - * Focusing on active programs as well as passive participation;
 - * Responding to economic and community development issues;
 - * Placing greater focus on the social experience of attending an event;
 - * Finding ways to maintain a low cost of access for nonprofit arts groups;
 - * Adding secondary, temporary, and outdoor spaces; and,
 - * Providing participants with some measure of control over their experience.

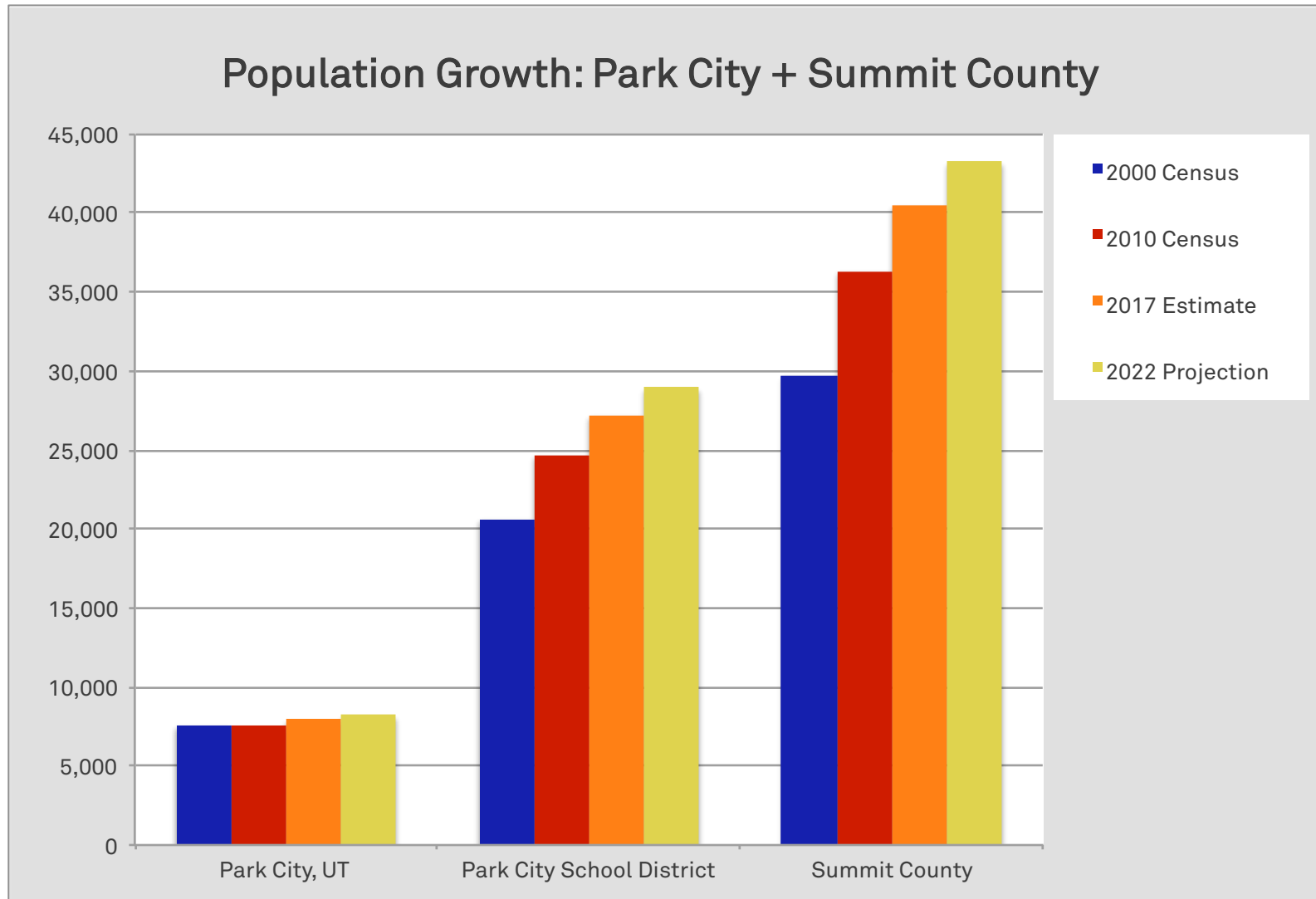


Why we like cultural districts

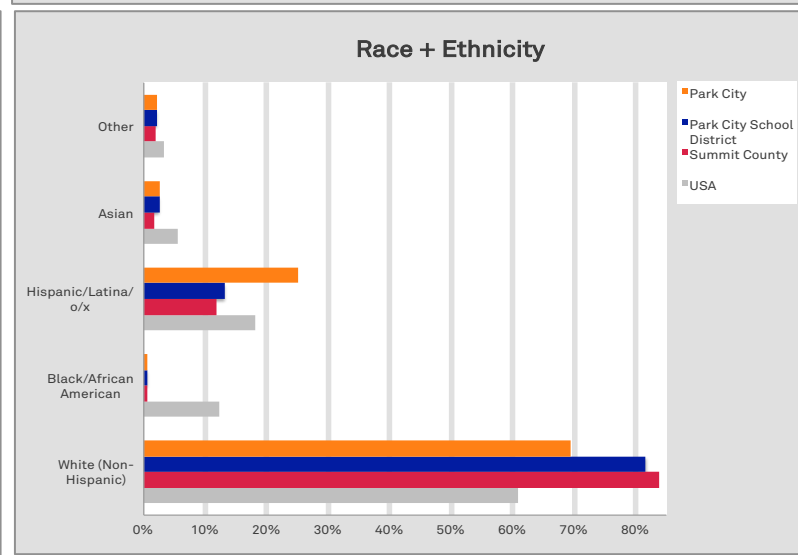
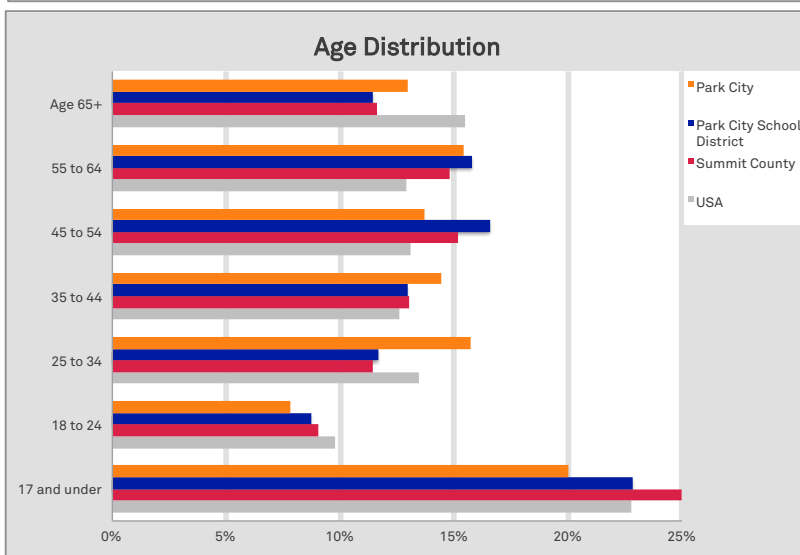
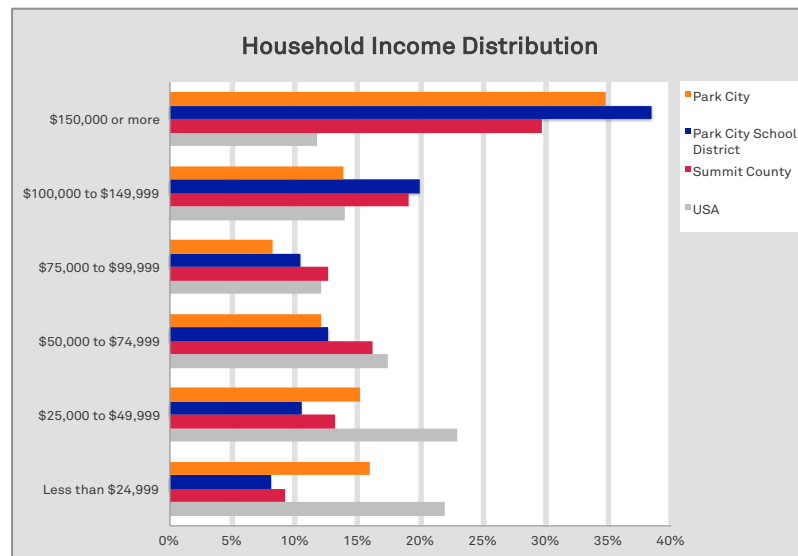
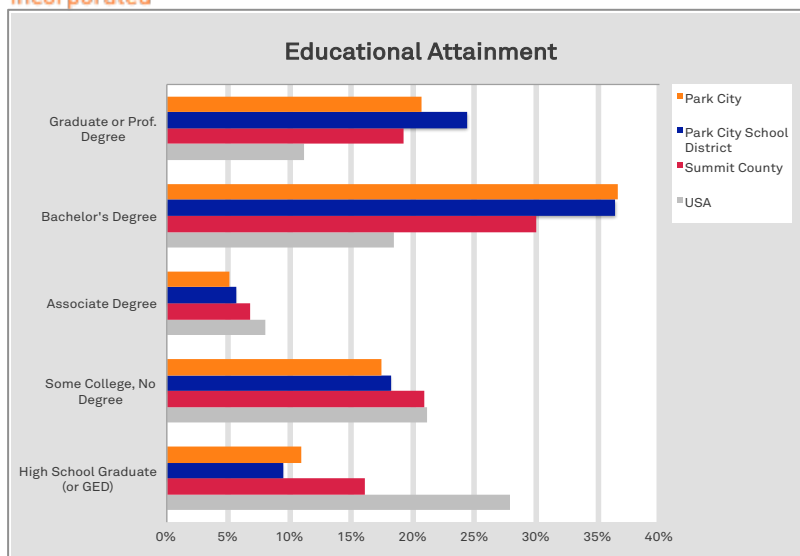
- * They can be developed over time in phases.
- * They can include outdoor and informal programming space.
- * They tend to be more authentic to the community.
- * They are porous enough to drive commercial development.
- * They have the potential to be more inclusive and diverse.
- * They have enhanced ability to attract visitors.
- * They bring the cultural community together.



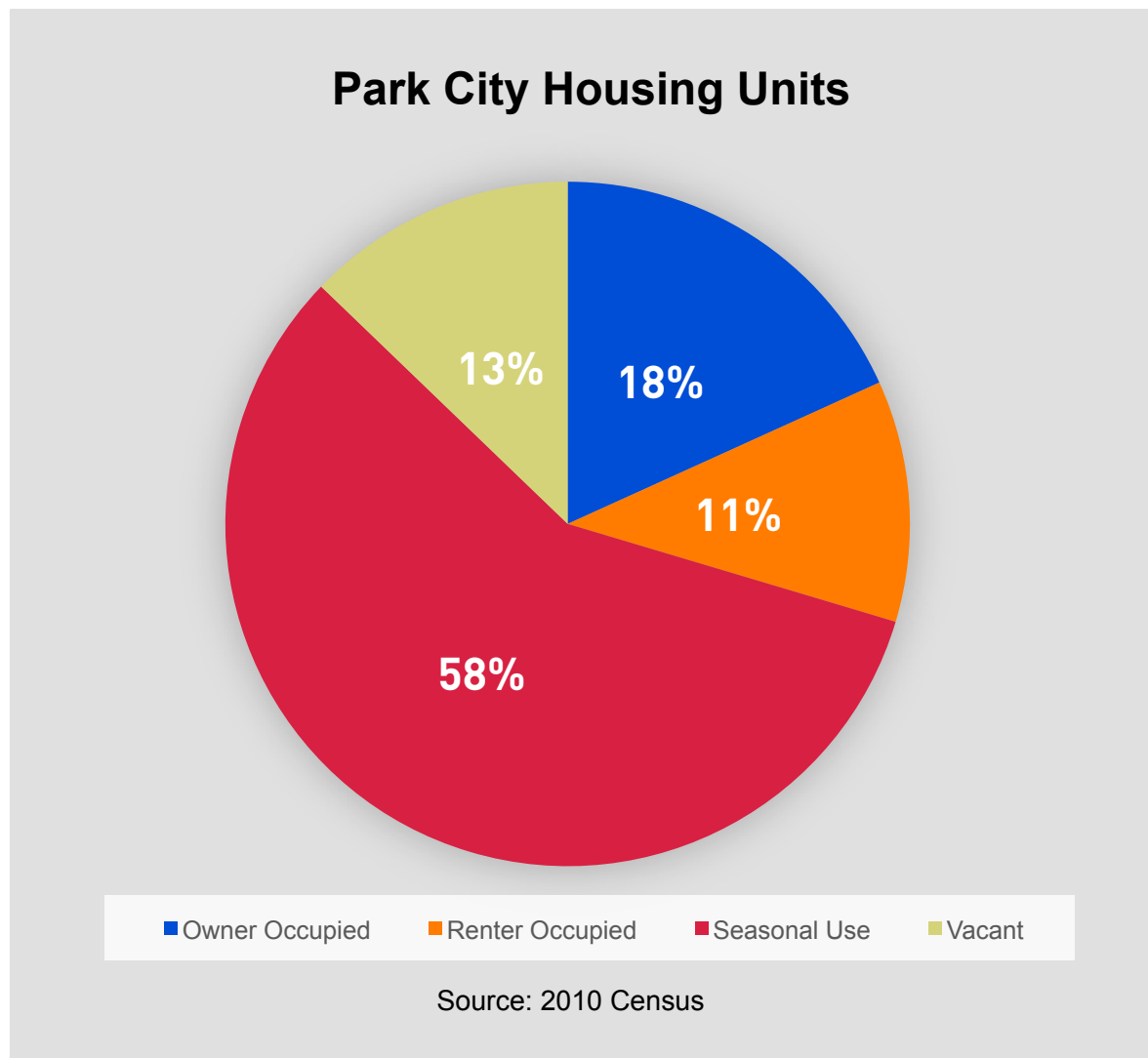
The resident market



The resident market



The seasonal market



The non-resident market

Park City Tourism Profile

	2010	2011	2012	2013	2014	2015
Total Spending by Travelers State of Utah (millions) ¹	\$6,999	\$7,157	\$7,589	\$7,606	\$7,805	\$8,195 (e)
Total Tourism Related Tax Revenue (millions) ²	\$229.1	\$300.4	\$300.8	\$325.8	\$361.3	\$443.4
Total Visitor Nights ³	3,007,970	3,118,065	3,071,015	3,086,547	3,101,293	2,784,091
Winter (Nov-April)	1,655,808	1,743,652	1,665,093	1,693,814	1,715,323	1,726,938
Summer (May-Oct)	1,301,584	1,367,643	1,399,345	1,410,877	1,376,901	1,493,543
Total Overnight Visitors ⁴	537,138	545,925	503,445	505,991	508,409	456,408
Winter (Jan-April, Nov-Dec)	280,645	277,842	248,521	252,808	256,018	257,752
Summer (May-Oct)	232,425	234,873	249,883	251,942	245,875	266,704
Employment Tourism provides nearly 9,000 jobs and accounts for over 40% of Summit County's total employment. Tourism also indirectly supports other industries, such as construction, real estate, insurance, building supplies, automotive, etc.						



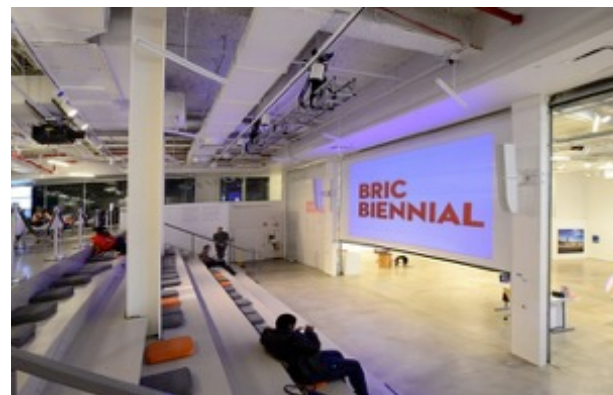
Comparable markets

Theater Seats Per Capita in Comparable Markets				
	Park City, UT	Jackson, WY	Aspen + Snowmass, CO	Breckenridge, CO
Market				
Population: Local	7,963	10,152	6,740	4,682
Population: 30-mile Radius	1,623,580	35,737	51,182	67,435
Local Educational Attainment: Bach and Higher, Age 25+	26%	28%	29%	26%
Local Median Household Income	\$105,102	\$67,117	\$67,164	\$61,394
Visitors				
Festival Visitors	555,575	3,000,000	243,000	145,000
Skier-Visits	1,549,726	1,100,000	1,450,000	1,600,750
Total Visitors	2,105,301	4,100,000	1,693,000	1,745,750
Number of Events	77	95	68	85
Theater/Performance Venues				
# of Venues	5	3	7	5
# of Seats	2,785	1,300	2,414	1,985
Seats per Capita (Population: Local)	0.35	0.13	0.36	0.42
Seats per Total Visitors	1.32	0.32	1.43	1.14



User demand

- * Performance and screening facilities
- * Hands-on programming
- * Artist live, work, teach, and exhibition space
- * Incubation space
- * Outdoor facilities

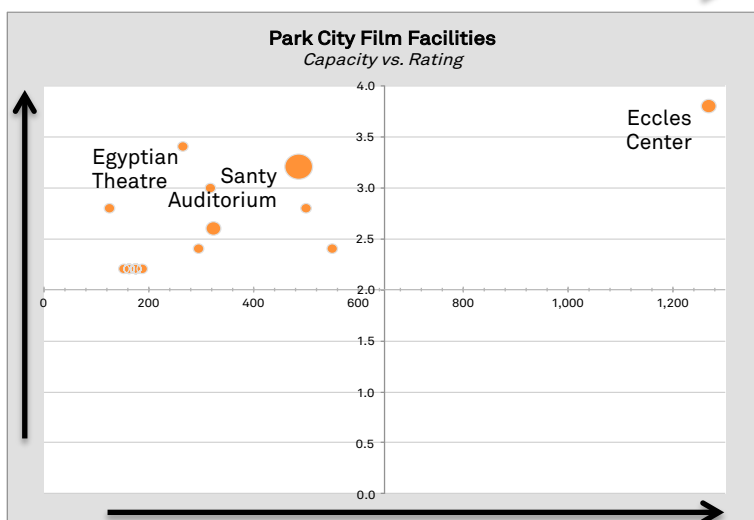
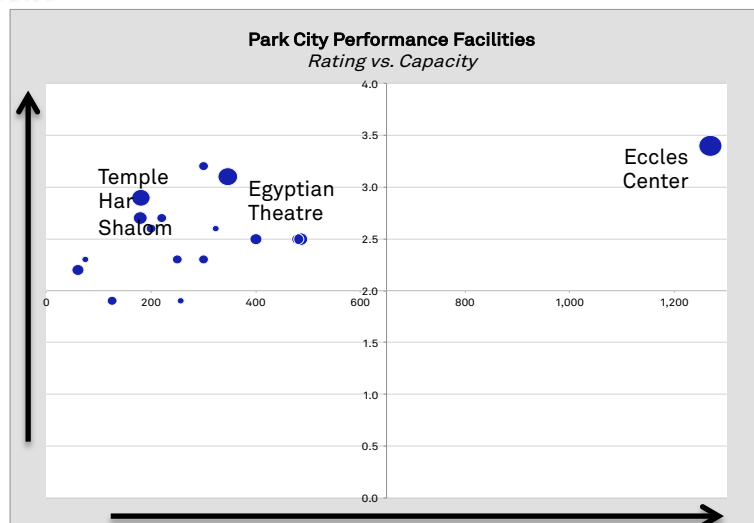


Project ABC findings

Workspace for Artists of Diverse Fields * Needed by visual + performing artists, musicians, creative entrepreneurs * Affordable * Interdisciplinary * Open collaborative space + private studios * Storage	Small, Intimate Performance Venues (cap. <100) * Black box or listening room * Affordable * Locals focused * Easy to book * All ages	Community Exhibition Space * Locals focused * Platform for cutting edge contemporary art	Adaptable + Flexible Public Space * Gathering space * Public art * Community performance space * Potential to soften event challenges on Main Street
	Big, High-quality Performance Venues (cap. >500) * Accessible to the community * Affordable * Easy to book * Ability to schedule years in advance	Affordable Housing * Dedicated to artists/creatives * Live/work * Maybe family friendly	
		Co-op Gallery Space * Interdisciplinary * Locals focused * Incubator	Education Space * Flexible * Multi-disciplinary * All ages * Accessible
			Community Kitchen * Potentially paired with an incubator program



Performance facilities



Rehearsal + Hands-on Program Facilities Inventory: Park City, UT

Indoor facilities in Park City (defined according to Park City School District boundaries)

Facility	Disciplines Supported										Activity				
	Dance	Music	Theatre	History	Food/Cooking	Film/Digital Media	Digital/Media Arts	Visual Arts	Health/Wellness	Youth Education	Adult Education	University/Academic	Camp (Summer, School Break, etc.)	Birthdays Parties	Private Rental
Alf Engen Ski Museum															
Ballet West															
Dance Tech Studios															
Egyptian Theatre															
Granger School of Music															
Kimball Arts Center															
Open Air Art Space															
Paint Fusion															
Paint Mixer															
Park City Community Church															
Park City Film Studios															
Park City Library															
Park City Museum															
PC Marc															
Prospector Square Theatre															
Summit Co. Library: Kimball Junction Branch															
Swaner Preserve and EcoCenter															
Utah Conservatory															

Gallery + Exhibition Spaces in Park City (defined according to Park City School District boundaries)

Visual Arts Facilities	Type	Size			Discipline										Genre				
		Small	Medium	Large	Visual Art	Screen/Living Collections	History/Culture	Children's Family	Prints/Drawings	Photography	Photography	Photography	Photography	Photography	Photography	Photography	Photography	Photography	Photography
Alf Engen Ski Museum	Museum																		
Artworks Gallery	Gallery																		
Bret Webster Images	Gallery																		
Crosby Collection	Gallery																		
David Beavis Gallery	Gallery																		
Designs By Knight	Gallery																		
Earthlight Galleries	Gallery																		
Fatali Gallery + Museum	Gallery																		
Gallery Mar	Gallery																		
Hope Museum + Gallery	Gallery																		
JGO Gallery	Gallery																		
Julie Neeter Gallery	Gallery																		
Kimball Art Center	Gallery																		
Lunda Fine Art Gallery	Gallery																		
Main Street Gallery	Gallery																		
Mangelsen	Gallery																		
McMillen Fine Art Photography	Gallery																		
Meyer Gallery	Gallery																		
Montgomery-Lee Fine Art	Gallery																		
Mountain Trails Gallery	Gallery																		
Old Town Gallery	Gallery																		
Open Air Art Space	Gallery																		
Paint Fusion	Event																		
Paint Mixer	Event																		
Park City Fine Art	Museum																		
Park City Museum	Museum																		
Pando Fine Art	Gallery																		
Prothro Gallery	Gallery																		
Prospect Gallery	Gallery																		
Rich Holmes Gallery	Gallery																		
Robert Kelly Home	Gallery																		
Susan Swartz Studios	Gallery																		
Terrace Gallery	Gallery																		
Thomas Anthony Gallery	Gallery																		
Thomas Kearns McCarthy Gallery	Gallery																		
Town Gallery	Gallery																		
Willie Holdman Photographs	Gallery																		

* S= less than 20,000 sf; M=20,000 - 59,999 sf; L=60,000+ sf



Benefits + impacts

Environmental Impacts	Quality of Life Impacts
Redevelopment, not new development	Opportunities for arts engagement
Inward, focused growth	School arts program benefits
Includes a transit hub	Youth and seniors programs
Includes open space	Alleviate event fatigue
Social Equity Impacts	Economic Impacts
Affordable housing component	Drives commercial development
Promotes cultural diversity	Collective marketing impacts
Sharing cultural hertiage	Improved connectivity
Incubator space	Workforce retention



Conclusions on facility needs

- * There is a market for additional cultural programs and facilities in Park City given the size, growth, and characteristics of the full-time, seasonal, and visiting market segments.
- * There is demand for various types of arts and cultural space on the part of local and regional organizations, emerging organizations, presenters, educators, and individual artists and entrepreneurs.
- * There are gaps in the current inventory of cultural facilities serving Park City.
- * The development of a district in Park City is in line with a number of community goals.



Our concept for a district

- * A focus on creation and process, as opposed to just presentation and product.
- * It is a hub of creative energy that influences the entire community.
- * It is a home for creators and those aspiring to create.
- * It features formal and informal places and programs.
- * It is a place to share cultural heritage.
- * It is a destination for residents and visitors.
- * It is not *the* district, but *a* district with connections to others.
- * It has day-to-day flexibility.
- * It has decade-to-decade flexibility.
- * It makes appropriate and evolving use of technology.



Recommended additional components

- * Flexible and technology-rich performance space
- * Informal and flexible performance space
- * Dance studios
- * Wet and dry classrooms
- * Industrial arts production space
- * Community kitchen
- * Outdoor performance, film, and event space
- * Nonprofit incubator
- * Artist live work space
- * Public art
- * Food hall



What goes where

- * In Sundance:
 - * Flexible and technology-rich performance space
- * In/adjacent to Kimball:
 - * Informal and flexible performance space
 - * Wet and dry classrooms
 - * Industrial arts production space
- * Separate elements:
 - * Dance studios
 - * Community kitchen and food hall
 - * Outdoor performance, film, and event space, plus public art
 - * Artist live work space and nonprofit incubator



Food hall

- * A combination of a farmers market, a place to sell other locally produced food and beverages, and the sale of prepared food that can be consumed there or taken home, plus other events.
- * Issue an RFP for a development partner and operator, either a for-profit or nonprofit organization.
- * Priorities for the food hall should be a strong mix of products and prepared foods that drive traffic to the district on the part of both residents and visitors. Informal, live events should also be added to the food hall to increase vibrancy.



Pybus Market | Wenatchee, WA

- * Owned by County and operated by a nonprofit on former steel mill site.
- * Four grocery and specialty food shops, seven restaurants and cafés, and six artisanal craft shops.
- * Emphasis on unique products and services
- * Each vendor has a 20x20 space with an additional 12x20 of space available in the concourse. Most leases are 3-year leases, however some are year-to-year.
- * Vendors pay \$16/sq.ft. Management initially paid for all utilities to encourage applicants. Utility costs are slowly shifting to vendors over a 3-year period.
- * Cooking classes are offered in a commercial Demonstration Kitchen. These classes are meant to be fun, group events that strengthen ties to local food and drink.



Community kitchen

- * We have recommended a community kitchen to support food production, food programming, and food preparations (i.e. catering).
- * Issue an RFP for a development partner and operator, either a for-profit or nonprofit organization.
- * Priorities for the community kitchen should be the support of local businesses creating products and services that are responsive to the community.



Blue Ridge Food Ventures | Asheville, NC

- * An 11,000 square foot shared-use kitchen and natural products manufacturing facility. It offers support in product development, guidance through the maze of government regulations, equipment for bottling and packaging, and advice on marketing and label design.
- * Includes appliances to accommodate all prepping, cooking and baking, packaging, and storage needs.
- * In addition to the kitchen space, the development of natural products is a key program area for Blue Ridge. Whether it's a dietary supplement, an herbal extract, or a topical cream with natural ingredients, staff assist with managing the many rules and regulations for these products as well as the business planning. By offering services in production, finance, and marketing, they ensure local food start-ups are equipped with the knowledge to be successful.



Outdoor event space

- * Multiple outdoor spaces within the district.
- * Actively programmed with informal events and programs.
- * To be managed by the Special Events Department.
- * The Department would also coordinate events and festivals in multiple Park City locations, addressing communications and transportation issues.



Abbott Square | Santa Cruz, CA

- * With six mini-restaurants, two bars, a garden, performance space, and public seating, the Square welcomes the community to enjoy a festive atmosphere outside the Museum of Art + History.
- * Supported through foundation, individual + business, and City + County funds, the outdoor area hosts a variety of performances and audience engagement programs.
- * Partnering with the Arts Council of Santa Cruz County, Chamber of Commerce, and First Friday Santa Cruz, the Museum staff manages the partners, provides leadership in curation and audience experience.
- * Square sustained through donations and tenant fees.
- * A facilities coordinator for the museum manages all tenant relationships and community access.



Public art

- * A strong public art component to the district.
- * Managed by Special Events department working with the Public Art Advisory Board and governed by the approved 2016 Public Art Policies.
- * Include the commissioning of specific pieces by national and international artists, local and regional competitions, and events around public art.



Jackson Hole Public Art Program | Jackson, WY

- * Led by a full-time director, two part-time experts, 10-member board, and 7-member task force, the Program has an annual operating budget of \$402,991.
- * Over 50 percent of operating expenses goes towards artist installations and programs.
- * Funded through a combination of public and private sources.
- * Consulting services are provided to local businesses interested in a public art installment.
- * Programs include mobile design studio, Building STEAM and Public Art + Creative Place-making Toolkit



Nonprofit incubator

- * Offices, workspace, and meeting space for various local nonprofits in environmental, social services, and cultural sectors.
- * Invite proposals from outside organizations willing to partner on the development and operation of this facility. The RFP might also encourage interest in the development and operation of the live/work space as a combined project.
- * Groups invited to participate in an application process. Criteria include prospects for growth, worthy mission, ability to work with others, and community impact.



Vineyard Arts Project | Martha's Vineyard, MA

- * The performing arts incubator curates new works during week long sessions where dancers, actors, and musicians collaborate.
- * The nonprofit operates in a house adapted for four larger studio rehearsal spaces.
- * The total operating budget for the program is \$199,514 and is supported through program fees and facility rentals.
- * The program operates from May to October, with the peak business in July + August.
- * One full-time staff member and a part-time assistant recruit artists during the off-season from across New England and the East Coast.
- * The program aims host a diverse set of professional and youth arts groups and provides them the opportunity to experiment with new works.
- * Each group is required to perform for a local audience at the end of their incubator session.



Artist live/work space

- * Eight live/work studios, also including common workspace, a teaching space, and an exhibit space.
- * Artists invited to apply for year-long leases with potential for renewal. Criteria include career-stage income, community impacts, fit with other artists, and willingness to engage with others and the district.



Artspace Loveland Lofts | Loveland, CO

- * A 32,750 sq.ft. facility made up of studios, one, two, and three-bedroom units, the first floor includes a Community Room, Gallery, and 12,000 sq.ft. of commercial space.
- * Owned by ArtSpace, a nonprofit arts live/work space developer, and operated by the Loving Housing Authority, the lofts are designated low-income housing units.
- * All tenants must income-qualify (between 30 to 60 percent of area median income depending on the unit) and preference is giving to local artists. Non-artists may apply but local and regional artists are giving preference.
- * Capital costs: \$8.4 million
- * Capital Sources:
 - * \$5.4 million - Low Income Housing Tax Credits via Colorado Housing + Finance Agency
 - * \$2 million - from State and Historic Preservation Funds.
 - * \$1 million - City of Loveland
 - * \$900,000 - Private Sources



Dance studios

- * Three dance studios, plus support spaces.
- * Used for dance education, rehearsals, performance, yoga, and other programs.
- * Leased out and operated by a dance company, studio, and/or dance educator.
- * There should be conditions pertaining to community access and outside rentals.



Dancers' Workshop | Jackson, WY

- * The Dancers' Workshop utilizes the studios within the Jackson Hole Center for the Arts.
- * In total, their studios are 9,734 square feet and costs the organization \$152,738 in 2016.
- * As a resident organization at the Center, tenants are offered 1 or 5-year leases. For 1-year leases, \$21.64 per built square foot for administrative space, \$14.94 per built square foot for studio + classroom space, and \$7.13 per built square foot for storage space.
- * In addition to classes for children and adults, Dancers' Workshop has a resident professional modern dance company.
- * The professional company's programming includes a presenting series with nationally recognized groups, such as the Bill T. Jones + Arnie Zane Company.



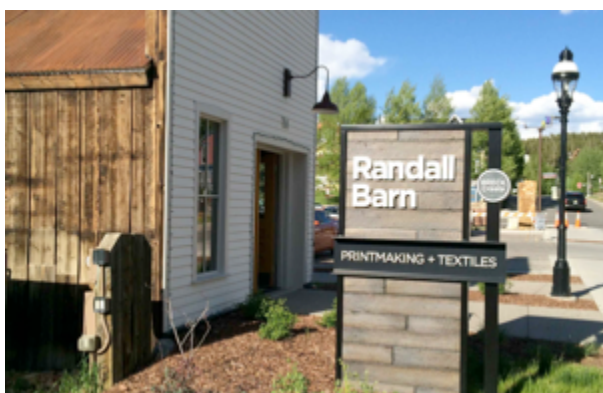
Planning for the district

- * The Municipal Corporation should complete the transaction to purchase the District property and then manage its development.
- * An authority should be established to advance the project on behalf of the Municipality, including representatives of tenants groups.
- * Full-time and part-time staff should manage contract/lease development and administration, event planning and execution, community relations, district marketing and facility oversight.



BreckCreate | Breckenridge, CO

- * One-acre campus with studios, galleries, performance spaces, historic landmarks, public art, restaurants, cafes, and other creative businesses.
- * Nonprofit developed to manage the district and programming, with annually more than 750 workshops, exhibits, tours, and activities are offered.
- * Town of Breckenridge provides the majority of financial support for the district, although 20% of the District's budget is supported through earned revenue streams.
- * With an annual budget of \$2.25M, the District supports a public art program, collaborations with local artists, organizations, and businesses, and venue maintenance for resident companies, special event partners, promoters, and rental groups.



Planning for the district

Component Summary	Community Kitchen	Food Hall	Outdoor Programs	Public Art	Live/work space	Nonprofit Incubator	Dance Studios
Components	Industrial kitchen, classroom and support	20 stalls plus public, event and support space	Spaces for 100, 200 and 500, plus combination	Commissioned work, competitions and programs	10 units plus support	10 offices plus meeting and support space	3 studios plus admin and support
Gross Square Footage	5,000	10,000	10,000	40,000	10,000	20,000	5,000
Partner/Operator	Commercial or nonprofit selected via RFP	Commercial or nonprofit selected via RFP	Department of Special Events	Department of Special Events	Commercial or nonprofit facility manager	Commercial or nonprofit facility manager	Commercial or nonprofit dance organization



Planning for the district

Operating Budget Summary	Community Kitchen	Food Hall	Outdoor Programs	Public Art	Live/work space	Nonprofit Incubator	Dance Studios	Overall District	Base Year Total
Event Attendance	2,500	10,000	40,000	5,000			5,000		
Earned Revenues									
Ticket Sales	12,500		187,500						200,000
Rental Income	120,000	120,000	25,500		90,000	75,000			430,500
Services to Renters	39,600	39,600	8,415			37,500			125,115
Sponsor Fees			75,000	100,000					175,000
Program Fees	100,000						135,000		235,000
Special Events		12,000							12,000
Food and Beverage Income			53,790						53,790
	272,100	171,600	350,205	100,000	90,000	112,500	135,000	0	1,231,405
Operating Expenses									
Staffing	155,000	175,000	85,000	25,000	55,000	85,000	37,500	190,000	807,500
Production	75,000	12,500	115,000	140,000			10,000		352,500
Facility Costs					45,000	108,500	25,000		178,500
Marketing							20,000	175,000	195,000
Equipment			140,000						140,000
Overheads	108,500	78,000	40,000	50,000	0	65,000	40,000	43,000	424,500
	338,500	265,500	380,000	215,000	100,000	258,500	132,500	408,000	2,098,000
Funding Requirement	-66,400	-93,900	-29,795	-115,000	-10,000	-146,000	2,500	-408,000	-866,595



Economic impacts

Summary

Attendees	Total	122,500
	Distinct	87,000
	New	40,500
Expenditures	Operational	\$1,055,000
	Audiences	
	Retail	\$365,472
	F&B	\$711,585
	Accommodations	\$432,540
	Transportation	\$171,234
	Total	\$2,735,831
Economic Impacts	Sales Impact	\$4,254,833
	Earnings Impact	\$868,015
	Jobs Impact	41.7

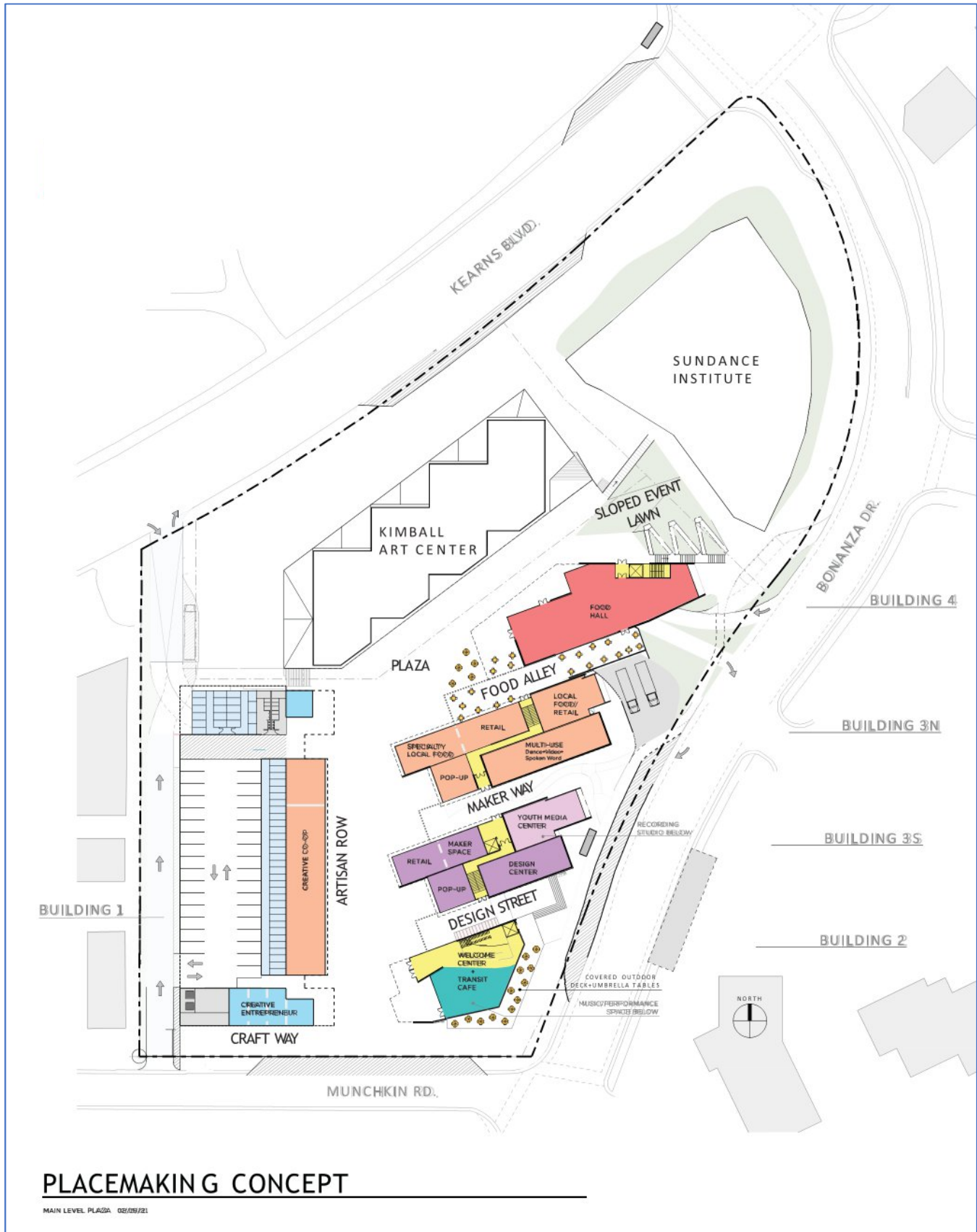


Qualitative impacts

- * Important additional impacts, including a catalytic effect on the development of the Bonanza Park area, attracting/retaining companies and workers, and enhancing quality of life for full-time and seasonal residents.



Exhibit B: Site Plan and Building Visuals





Aerial view facing south from above the intersection of Bonanza Dr. and Kearns Blvd.



Street view from the District's northern entrance along Munchkin Rd. looking south



View of Building 3 (artist creative spaces and artist-in-residences) from Plaza level of Building 1



Looking south from the edge of the Food Hall area (Building 4), with views of Building 1 in the background



The second-story view from Building 3 of the Food Hall (Building 4), facing northwest



View of the sloped lawn and east side of the Food Hall (Building 4) from slightly above Bonanza Dr.

Public Engagement Report

2017 – 2021

Meetings & Presentations

- 2017 Meetings & Presentations (6)
 - Bonanza East Concept Presentation (May 26, 2017)
 - Editorial Roundtable with Park Record, KPCW & Park City Magazine (July 7, 2017)
 - Community Conversation at Park City Library (July 11, 2017)
 - City Council Presentation (July 13, 2017)
 - City Council Presentation (July 20, 2017)
 - Open House at the Doubletree/Yarrow (November 2, 2017)
- 2018 Meetings & Presentations (2)
 - Arts & Culture Future City Employee Discussion (December 11, 2018)
 - Arts & Culture Top Priority Discussion (November 30, 2018)
- 2019 Meetings & Presentations (3)
 - Planning Commission Meeting (July 10, 2019)
 - City Council Meeting (July 11, 2019)
 - Florida Arts and Culture District Presentation (April 18, 2019)
- 2020 Meetings & Presentations (19)
 - Design Committee Meetings (June 19, 23, 25, July 7, September 14, 15, 2020)
 - Prospector HOA Board Presentation (June 25, 2020)
 - County and City Council 2x2's (June 29, 30, July 1, 2020)
 - Summit County Staff Presentation (July 1, 2020)
 - Small Group "Backyard Conversations" (July 7, 8, 9, Aug. 7, Sept. 1, 23, 29, Oct. 20, 27, 2020)
 - Park City Special Edition Roundtable (July 15, 2020)
 - Vail Resorts Executive Staff Presentation (July 29, 2020)
 - Holiday Village Meeting Presentation (September 21, 2020)
 - Historic Park City Presentation (September 30, 2020)
 - Life is Beautiful Staff Presentation (October 5, 2020)
 - Board of Realtors Presentation (October 15, 2020)
 - Latinx Community Presentation vis Park City Municipal (October 21, 2020)
 - Claim Jumper HOA Presentation (October 22, 2020)
 - Park City Arts & Culture Roundtable (October 26, 2020)

- Park City Area Restaurant Association Presentation(November 5, 2020)
- Latinos in Action Public Engagement Youth/Latinx Meeting & Presentation (November 12, 2020)
- Park City Chamber Staff Presentation (November 12, 2020)
- University of Utah School of Architecture Partnership Meeting (November 19, 2020)
- Park City School District Presentation (December 1, 2020)
- 2021 Meetings & Presentations (3)
 - Compark Property Owners Association (January 5, 2021)
 - Lodging Association (January 6, 2021)
 - Art Leadership Roundtable (February 2, 2021)
 - Park City Film Series Board of Directors (February 17, 2021)

2020 Stakeholder Emails

- September Project Update (51 Recipients) – 33 opens, 13 clicks
- October Project Update (79 Recipients) – 55 opens, 12 clicks
- December Project Update (86 Recipients) – 49 opens, 3 clicks

Online Surveys

- Winter 2017 Engage Park City Survey
 - Total Visitors – 89
 - Visitors Provided Feedback - 34
- Fall 2020 Survey (results report attached)
 - English Survey – 121 responses
 - Spanish Survey – 1 response
- Winter 2020 Survey – (active survey on imaginepcarts.org)
 - English Survey – 9
 - Spanish Survey – 0

Social Media

Facebook Analytics

- Page Likes: 138
- Page Followers: 148

Instagram Analytics

- Followers: 185

Website

Lifetime Analytics (Beginning June 1, 2020)

- Unique Users: 860
- Sessions: 1,262
- Pageviews: 2,032
- User Acquisition:
 - Direct: 558
 - Organic Search: 167
 - Social Media: 44
 - Referral: 113

Media Coverage Summary

Full List of Coverage Attached

- 2017 News Stories: 21
- 2018 News Stories: 17
- 2019 News Stories: 2
- 2020 News Stories: 37
- 2021 News Stories: 4
- **Total News Stories: 76**

Exhibit D: Reference List of A&C Council Work Sessions

2017

- [July 20](#)
 - o Approved Letter of Intent – Sundance Institute [link](#)
 - o Approved Letter of Intent – Kimball Art Center [link](#)
 - o Transient Room Tax Ordinance 2017-34 [link](#)
 - o Bonanza Park Purchase Agreement [link](#)
- [September 14](#)
 - o Arts and Culture District Update – [meeting notes](#)
- [September 21](#)
 - o Resolution 26-2017, Sale of Sales Tax Revenue Bonds [link](#)
- [October 12](#)
 - o Webb Management Services Contract Award [link](#)
 - o Sale of Sales Tax Revenue Bonds Public Hearing [link](#)
- [December 14](#)
 - o Review Arts & Culture District Recommendations by Webb Management – [meeting notes](#)
- [December 21](#)
 - o Lake|Flato Architects Contract Award [link](#)

2019

- [July 11](#)
 - o Arts & Culture District Process Update - [Staff Report](#)

2020

- [January 30](#)
 - o Lake|Flato Architects change order for additional architecture and engineering design services – [Staff report](#)
- [July 9](#)
 - o Arts and Culture District Update - [Staff Report](#)

- [November 19](#)
 - o Arts and Culture District Update - Timeline for Council Policy Discussions - [Council Communication](#)
- [December 15](#)
 - o Arts and Culture District Update – Proposed Phased Approach and Financial Plan – [Staff Report](#)
- [December 17](#)
 - o Arts and Culture District follow up public comment and council discussion – [Staff Report](#) and [minutes](#)

2021

- [January 7](#)
 - o Arts and Culture District follow up discussion – [Staff report](#), [presentation](#), and [minutes](#) (discussion focused on housing, transportation, and costs)
- [January 21](#)
 - o Arts and Culture District follow up discussion regarding transportation – [Staff Report](#) and [minutes](#)
- [February 4](#)
 - o Arts and Culture District follow up discussion regarding housing – [Staff Report](#) and [minutes](#)
- [February 25](#)
 - o Arts and Culture District follow up discussion regarding plan of finance – [Staff Report](#) and [minutes](#)
- [March 11](#)
 - o Construction Agreement for Demolition Services – [Staff Report](#)