



**PARK CITY COUNCIL MEETING
SUMMIT COUNTY, UTAH
November 4, 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 Thursday, November 4, 2021. To participate virtually, follow the public meeting information at www.parkcity.org.

CLOSED SESSION - 4:15 p.m.

To Discuss Property, Personnel, Litigation and Advice of Counsel

WORK SESSION

5:00 p.m. - Discuss the Administration of Public Bodies

[Administration of Public Bodies Staff Report](#)

5:30 p.m. - Discuss Rossie Hill and Coalition View Court Project Scope

[Rossie Hill Reconstruction Project Staff Report](#)

[Exhibit A: Rossie Hill Survey](#)

[Exhibit B: Rossie Hill Road Width Survey Results](#)

5:50 p.m. - Break

SPECIAL MEETING - 6:00 p.m.

I. ROLL CALL

II. RECOGNITION

1. Consideration to Approve Resolution 24-2021, a Resolution Acknowledging Karen Ovard's Retirement from Park City Municipal Corporation and Recognizing her Many Contributions in Providing Service to Park City
(A) Public Input (B) Action
[Karen Ovard Retirement Staff Report](#)
[Exhibit A: Karen Ovard Retirement Resolution](#)

III. COMMUNICATIONS AND DISCLOSURES FROM COUNCIL AND STAFF

Council Questions and Comments

IV. PUBLIC INPUT (ANY MATTER OF CITY BUSINESS NOT SCHEDULED ON THE AGENDA)

V. OLD BUSINESS

1. Park Silly Sunday Market Debrief
(A) Public Input (B) Action
[Park Silly Sunday Market Debrief Staff Report](#)
[Exhibit A: PSSM Measures of Success Debrief 2021](#)
2. Arts Festival Debrief
(A) Public Input
[Arts Festival Debrief Staff Report](#)
[Exhibit A: PCKAF Debrief Summary](#)
3. Arts District Temporary Programming Update
(A) Public Input
[Arts District Temporary Programming Staff Report](#)
[Exhibit A: Bonanza Art Park Final Report](#)

VI. 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. Public comments can 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.

***Parking is available at no charge for Council meeting attendees who park in the China Bridge parking structure.**

Council Agenda Item Report

Meeting Date: November 4, 2021

Submitted by: Michelle Downard

Submitting Department: Executive

Item Type: Work Session

Agenda Section:

Subject:

5:00 p.m. - Discuss the Administration of Public Bodies

Suggested Action:

Council holds a work session to discuss and reaffirm the authority and process for appointment to boards, commissions, and committees, referred to collectively as public bodies.

Attachments:

[Administration of Public Bodies Staff Report](#)



City Council Staff Report

Subject: Administration of Public Bodies
Author: Michelle Downard
Department: Executive
Date: November 4, 2021
Type of Item: Work Session

Recommendation

Review and discuss the overall administration of boards, commissions, and committees, referred to collectively as public bodies, including the governing resolutions and ordinances, the appointment process, and member per diem reimbursement or incentives.

Background

The City Council has created some Park City public bodies by ordinance and some by resolution. The Board of Adjustment, Board of Appeals, Forestry Board, Historic Preservation Board, Library Board, Planning Commission, and Recreation Advisory Board were created by ordinance. The Police Complaint Review Committee and Public Art Advisory Board were created through resolution. Friends Groups (including Friends of the Farm, Friends of the Library, and Friends of the MARC) are referenced within Park City's Administrative Policy and also created individually. Public bodies are managed individually by Department Managers or designees and play an important role in the inclusion of community members and stakeholders in the administration of City policy, programs, and initiatives.

Over time, the different methods of designing and managing public bodies to meet the intended purpose may have created some confusion, particularly about where to find managing resolutions and ordinances, and about the respective authority of the City Council and Mayor. In addition, per diem reimbursement for members of public bodies varies among different public bodies, and vastly differs from one community to another. Orem City, Steamboat Springs, Eagle County, Estes Park, and Dillon do not reimburse their public bodies. Per meeting reimbursements include \$50 in Winter Park, \$56 in Highland, \$75 in West Jordan, and \$200 in Ketchum. Per month reimbursements include \$150 in Telluride and \$100 in Lindon City, St George, and South Davis. Many of these public bodies are provided a variety of discounts and passes for local facilities.

This report attempts to summarize the underlying governance of PCMC's public bodies and offers potential solutions to provide more clarity and consistency in how they are managed.

Analysis

Appointments: [Utah Code § 10-3-104\(1\)\(c\)\(v\)](#) outlines the general rule in the six-member council form of municipal government: the mayor may appoint members of public bodies, with the city council's advice and consent. However, [Utah Code § 10-3b-303\(1\)\(b\)\(i\)\(A\)](#) allows the city council to modify or remove this power by ordinance.

The Municipal Code of Park City has modified the general rule that the mayor makes appointments, with the Council's advice and consent, but only for some public bodies as outlined below.

To somewhat complicate matters further, the City Council's historical process of interview and appointment for some public bodies but not all continues to create confusion from time to time. While the underlying collaboration facilitates quality discussion and additional inclusion between the Mayor and Council, it technically allows the Council to exceed the advice and consent role and diminishes the role of the Mayor's authority. Historically, the advice and consent of the legislative body have created balance and stability over time.

At PCMC, there are several examples of the Mayor's office not exercising its full authority to make an appointment recommendation to the Council. Instead, the Mayor's office has supported a more inclusive application and interview process that allows the full Council to both make appointments and confirm them. Like most things, there are various pros and cons to this approach, and most of the time it has worked well but often at the expense of efficiency.

The Council and Mayor may wish to more clearly define the process to select members of public bodies, including clarifying Mayoral authority and the Council's role as advice and consent. Staff strongly recommends clarification to provide a more consistent standard and reduce the inherent inconsistency of sometimes following code and other times deviating.

Please note that any process must comply with the Open and Public Meetings Act (OPMA), [Utah Code § 52-4-205](#), which states that a closed meeting may be held for "discussion of the character, professional competence, or physical or mental health of an individual," not decision-making. [Park City Municipal Code 2-3-6 \(A\)\(3\)](#) prohibits approving an appointment during a closed meeting.

Per Diem Reimbursement: Per diem reimbursement varies among Park City's public bodies and ranges from \$0, \$40, \$60, and \$100 per meeting. These are also controlled by Utah State Law, and while modification may be desired, Utah State Law may limit per diem reimbursement for members of public bodies. See below:

Public Bodies	Appointment Authority	Per Diem Reimbursement Governing Language	Existing Per Diem Reimbursement Amount
Board of Adjustment	Mayor with advice and consent of Council	"The Council may fix per diem compensation for the members of the Board of Adjustment by resolution, based on necessary and reasonable expenses for meetings actually attended." PCMC 15-10-1	\$40
Board of Appeals	Council		
Forestry Board	City Manager	Exclusive to City Staff	

Historic Preservation Board	Mayor		\$60
Library Board	City Council	"Directors shall serve without compensation, but their actual and necessary expenses incurred in the performance of their official duties may be paid from library funds." PCMC 2-4-15	
Planning Commission	Mayor with advice and consent of Council	"The Planning Commission members shall receive an allowance for each meeting attended, as established by the City Council." PCMC 15-12-8	\$100
Police Complaint Review Committee	Candidates must be interviewed by Mayor and Council or their designee; Appointments are by the Mayor and Council	"Members of the Committee shall perform their services on the Committee without pay or other compensation, except for payment of reimbursement of expenses actually and reasonably incurred and as approved by the Chief of Police." per Policy adopted through Resolution 05-2017	
Public Art Advisory Board	Mayor and City Council	"Board Members are not compensated." per Policy adopted through Resolution 18-2020	
Recreation Advisory Board	Mayor with advice and consent of Council	"Members...shall serve without compensation." PCMC 2-4-14	

Discussion Topics:

- To clarify the appointment processes and policies for all of Park City's Public Bodies, staff recommends the Council and Mayor consolidate all the boards and commissions into one code chapter with a uniform set of policies.
 - This structure would allow any variations to be made based on the purpose and needs of each Public Body but expressly stated so the deviation is noted and must be justified.
- The Council and Mayor may want to clarify the appointment authority and process for public bodies and recommend changes to the relevant ordinances or resolutions. So instead of large Council interviews, providing the Mayor with a clear path to exercise the authority of the Mayor's Office, and expressly administering the authority of the City Council. This would eliminate any confusion moving forward and decrease the amount of staff time and inherent inconsistency.
- The Council and Mayor may want to direct staff to review per diem reimbursement or other incentives for members of public bodies, within the limitations of Utah State Law. This may include access passes or discounts to city facilities and other non-cash incentives.
 - As a reminder, Utah State Law limits per diem reimbursement for members of public bodies.

Council Agenda Item Report

Meeting Date: November 4, 2021

Submitted by: John Robertson

Submitting Department: Engineering

Item Type: Work Session

Agenda Section:

Subject:

5:30 p.m. - Discuss Rossie Hill and Coalition View Court Project Scope

Suggested Action:

Approve recommended revision to the scope of the project to remove the proposed narrowing of the roadway in Rossi Hill Drive and Coalition View Court from McHenry Street to Deer Valley Drive

Attachments:

[Rossie Hill Reconstruction Project Staff Report](#)

[Exhibit A: Rossie Hill Survey](#)

[Exhibit B: Rossie Hill Road Width Survey Results](#)

City Council Staff Report



Subject: Rossi Hill Drive / Coalition View Court Reconstruction Project Scope
Author: John Robertson, PE, City Engineer
Department: Engineering
Date: October 28, 2021
Type of Item: Work Session

Recommendation

Endorse the majority recommendation from residents that will be impacted by the Rossi Hill Dr./Coalition View Ct. Reconstruction project (Project) to not narrow portions of the existing roadway. The narrowing of the roadway was previously endorsed by Council due to resident feedback at the August 4th, 2016, City Council meeting where it was planned to re-construct portions of the roadway to a narrower width of 26 feet.

Executive Summary

The Project is one of the last projects identified in the Old Town Improvement Study (OTIS) approved in 2002. Over several years, the City received complaints from residents that live along Rossi Hill Drive and Coalition View Court related to parking issues and speeding of vehicles using the road. Based on the complaints and comments received during public outreach meetings held for the Project, it was determined that narrowing of Rossi Hill and Coalition View Court from McHenry Street to Deer Valley Drive would address the concerns raised related to speeding and make it clear where parking was allowed, which in turn would improve safety. It should be noted that at the time there were residents not in support of the narrowing. Narrowing of a roadway is an accepted and proved method to calm traffic within a corridor by reducing the speeds in general.

The project as currently scoped was put out to bid in April of 2021 but did not receive any bids. Due to the relative lateness of the construction season and anticipated volatility of material costs over the summer of 2021, a rebidding of the project was delayed until January of 2022. A public outreach meeting was held in July 2021 to inform residents of the delay and to discuss the new schedule for the project. At this meeting, and via emails sent to the City, a number of residents raised concerns about the proposed narrowing and questioned the benefits vs the impact to residents. To get a more formal response from residents regarding this issue, a survey was sent to sixty-eight (68) properties along Rossi Hill Drive, Coalition View Court, and Echo Spur. Responses representing twenty-two (22) of the properties were received. The total number of responses in favor of maintaining the existing roadway width were twenty-seven (27) vs. three (3) in support of narrowing the roadway.

Background

The Project is one of the last projects to be completed as part of the Old Town Improvement Study (OTIS) approved in 2002. The Project was originally scheduled to

go to Construction in 2018 but was delayed as funding for the Project shifted to prioritize the purchase of the Treasure Mountain property. Below is a summary of meetings held since 2016 where the current scope of work for the project was discussed:

- April 4, 2016 – NTMP Work Session with City Council (pg. 34) regarding parking on Rossi Hill Drive. Parametrix provided a study recommending the width of the street between Ontario and Echo Spur be increased. Ultimately this began the discussions and recommendations for the width of other areas along Rossi Hill.
- August 3, 2017 - City Council meeting held regarding Lilac Hill Subdivision Ordinance. Residents raised concerns about the potential dangers of Rossi Hill Drive and concerns related to the narrowing the street were discussed. (Exhibit E, pg. 171).
- September 21, 2017- Professional Services Agreement for Ward Engineering Group submitted to Council for approval. This staff report (pg. 127) was on the regular agenda and discussed with Council. In the Analysis Section and conversation with Council, the City Engineer received affirmation regarding the narrowing of Rossi Hill Drive and project layout (Pg. 140).

In addition to the narrowing described above, the current scope of the project includes the following: upgrades/improvements to water/storm drain/sewer infrastructure, modifications to the intersection of Rossi Hill Drive and Ontario Avenue, new paved/re-surfaced roads along with curb and gutter, and coordination with dry utility companies for upgrade or replacement of their facilities. The evaluation and update of traffic signs and regulatory signage are also a part of this project. A stairway connecting lower Rossi Hill with Upper Rossi Hill is anticipated to be completed along with this project but will be constructed by under a separate contract.

Analysis

As stated previously, narrowing of roads has been shown to be successful as a traffic calming measure and in reducing speeds. The proposed narrowing of the road would decrease the roadway width by 3 feet. There are multiple residential driveways that would have been impacted to accommodate the narrowing of the roadway, requiring modifications to private snowmelt systems. These costs would be at the owner's expense as stated in the encroachment permits within City rights of way. The total project costs are anticipated to remain relatively similar for narrowing or maintaining the existing roadway width. Narrowing the roadway will require less pavement structural section to be replaced but additional excavation.

While narrowing of the roadway is a proven method to decrease average speeds along a corridor, the relative speeds along this corridor are currently within acceptable levels. Based on this information and concerns raised by residents, the City Engineer's office is supportive of the residents' request to maintain the existing roadway width of Rossi Hill and Coalition View Court between McHenry Street and Deer Valley Drive.

Department Review

This staff report has been reviewed by the City Manager, Community Development, Budget and the Attorney's Office.

Funding Source

The project is fully funded through funds set aside for OTIS projects.

Attachments

- A: Rossi Hill Survey
- B: Rossi Hill Survey Results



Rossi Hill Reconstruction Project Community Questionnaire

Purpose:

PCMC (Park City Municipal Corporation) conducted a community outreach meeting on July 12, 2021, to update residents and property owners on the Rossi Hill Reconstruction Project status, to receive comments, and answer questions. In association with the meeting, the city received multiple written comments for, and engaged a significant part of the meeting on, the proposed width of the street to be constructed. As a result, PCMC desires to receive additional feedback regarding this specific aspect of the project for further consideration prior to commencing with the project.

History:

PCMC has worked with a consultant engineering team to establish the proposed option that you will see as Option B.

The Basis for the Current Design Option to Decrease the Width of Coalition View Court and a Section of Rossi Hill Drive is to:

- Have an effective measure to slow down vehicles in this area
- Increase public works' snow storage capacity
- Decrease future maintenance costs and impacts to re-surfacing and sealing the road

Objective of this Survey:

Provide the community an additional opportunity to express a preference on the constructed road width of Rossi Hill (between Deer Valley Dr. and the upper intersection at McHenry Dr.), and Coalition Court (from the Intersection at McHenry Dr. to the Coalition cul-de-sac).

Next Steps: The survey results will be presented before PCMC Council on September 23, 2021 as they determine the best solution moving forward.



Rossi Hill Reconstruction Project Community Questionnaire

Instructions

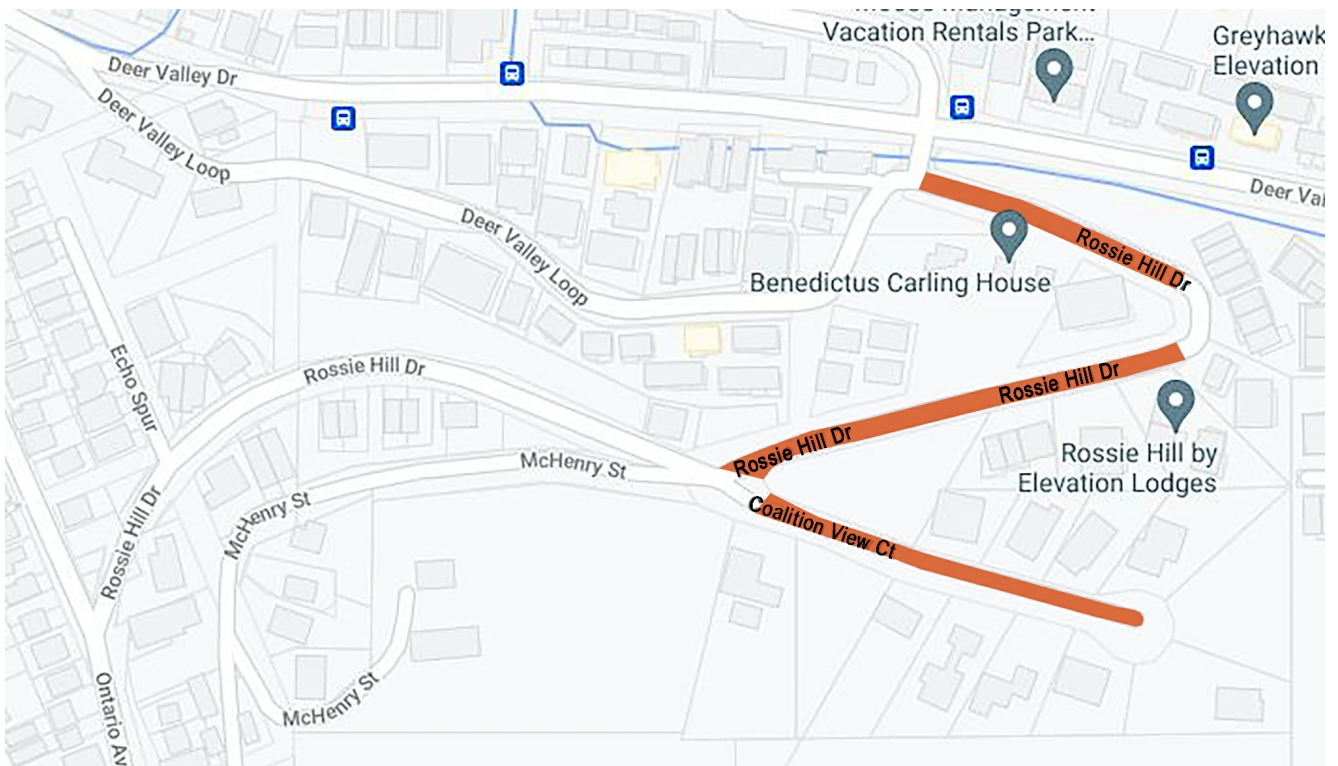
- Exhibit 1 represents the locations applicable to this questionnaire as described in the objective.
- Exhibit 2 represents “OPTION A”, depicting a road section that would remain the same road width as it exists now, which is ‘more or less’ 30 feet wide. Parking would be restricted to the south side of the road only.
- Exhibit 3 represents “OPTION B”, depicting the proposed road section that is currently designed, and is the result of previous studies and PCMC standards, which is to reduce the road width from 30 feet wide to 27 feet wide. Parking would also be restricted to the south side of the road only.
- PCMC has previously received extensive written comments and is now requesting a simplified response regarding the community’s preference on either, OPTION A or OPTION B for the designated locations. Those that wish to participate in this questionnaire, please respond on or before August 31, 2021.



Rossi Hill Reconstruction Project Community Questionnaire

Exhibit 1

Locations Applicable to Questionnaire

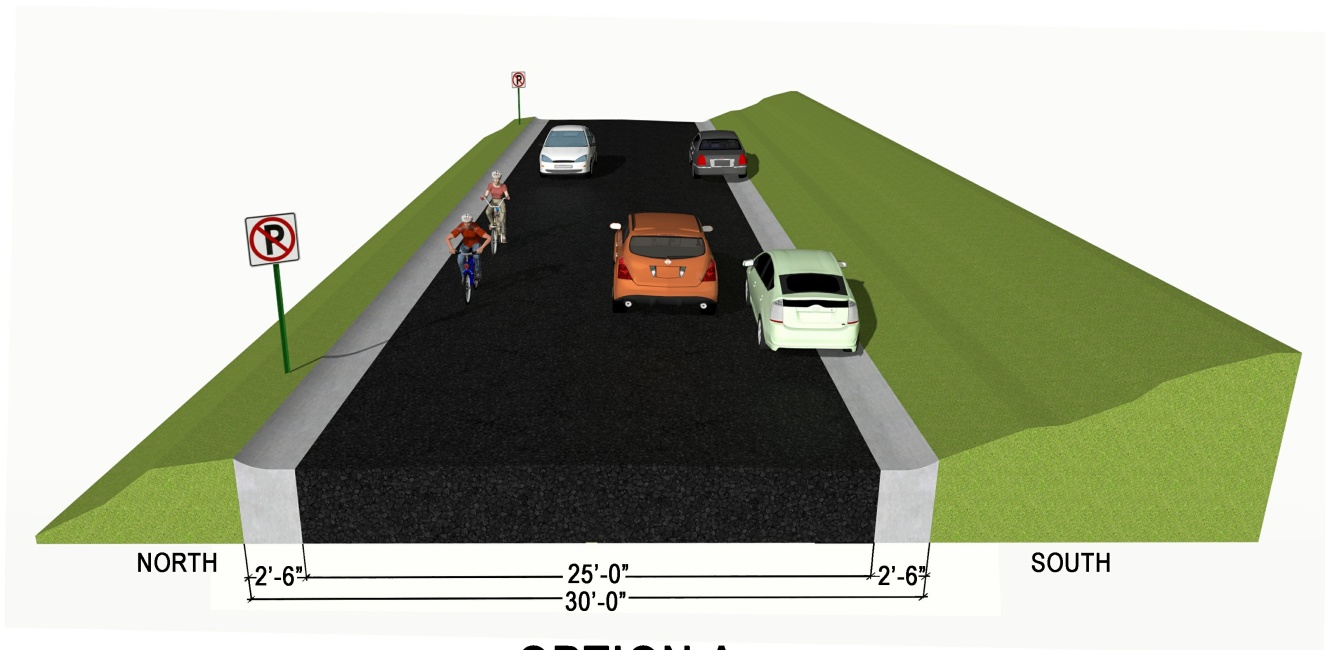




Rossi Hill Reconstruction Project Community Questionnaire

Exhibit 2

Option A - road section would remain the same road width as it exists now. Parking would be restricted to the south side of the road only.



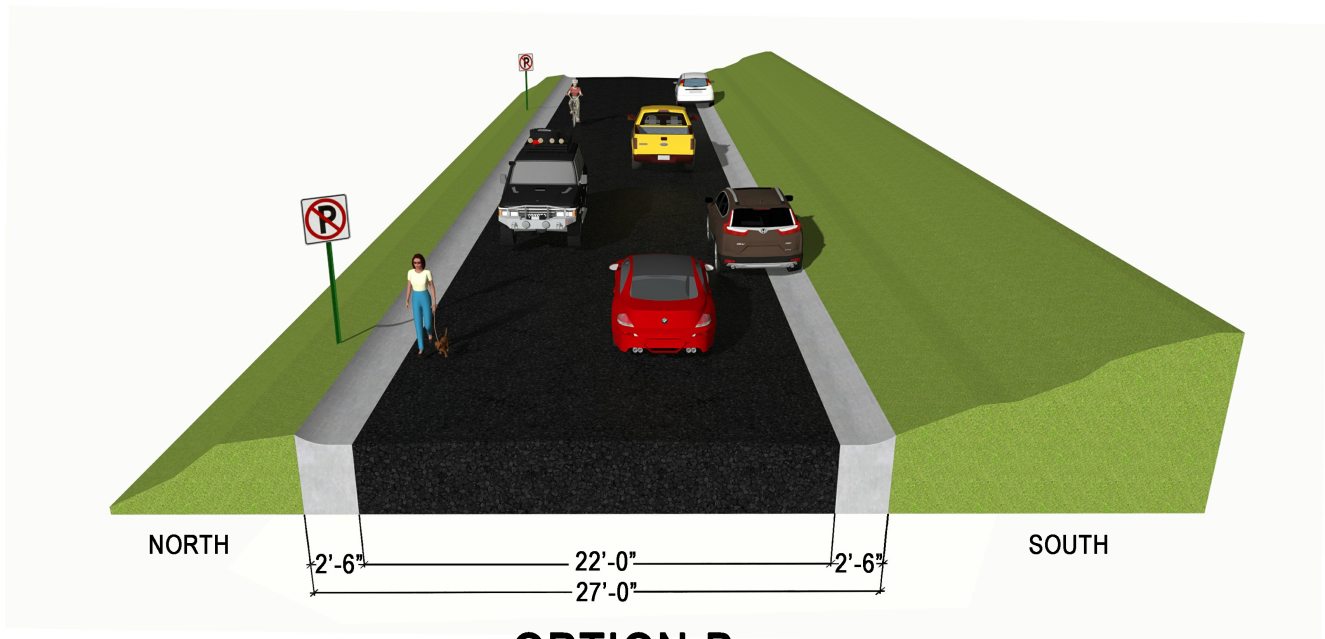
OPTION A



Rossi Hill Reconstruction Project Community Questionnaire

Exhibit 3

Option B - Road width would be reduced from 30 feet to 27 feet wide. Parking would be restricted to the south side of the road only.



OPTION B



Rossi Hill Reconstruction Project Community Questionnaire

*** 1. Would you prefer Option A or Option B?**

- ☐ Option A - Road width remains at approximately 30 feet wide with parking restricted to the south side of the road only.
- ☐ Option B - Road width reduced from 30 feet to 27 feet wide with parking restricted to the south side of the road only.

*** 2. What is Your Name and Address? (This information is required to register your vote)**

Name

Property Address

The next questions are optional. We will utilize the information to keep you updated and to better understand the input from the community.

3. Contact Information

Email Address

Phone Number

4. Do you rent or own the property in the Rossi Hill neighborhood ?

- ☐ Rent
- ☐ Own

Option						
Address	Name	Selected	Email	Phone	Rent or Own	Notes
		A				
		A				
		A				
		A				
		A				
		A				
		A				
		A				
		B				

	see notes			
	A			
	A			
	A			
	A			
	A			
	A			
	A			

Council Agenda Item Report

Meeting Date: November 4, 2021

Submitted by: Mindy Finlinson

Submitting Department: Finance & Accounting

Item Type: Staff Report

Agenda Section:

Subject:

Consideration to Approve Resolution 24-2021, a Resolution Acknowledging Karen Ovard's Retirement from Park City Municipal Corporation and Recognizing her Many Contributions in Providing Service to Park City
(A) Public Input (B) Action

Suggested Action:

Attachments:

[Karen Ovard Retirement Staff Report](#)

[Exhibit A: Karen Ovard Retirement Resolution](#)



City Council Staff Report

Subject: Karen Ovard Retirement

**Authors: Mindy Finlinson, Finance Manager, Sara Nagel, Treasurer
and Kim Atkinson, Accountant**

Department: Finance

Date: November 4, 2021

Type of Item: Administrative

Recommendation

Enact the resolution to honor and commemorate the retirement of Karen Ovard for her more than 39 years of hard work and dedication as an employee of Park City Municipal Corporation and the Park City community.

Background

It is with a heavy but happy heart that the Finance Department would like to inform the City Council of the retirement of Karen Ovard on November 12, 2021. As you may know, Karen was hired on March 1, 1982, and worked in Historic City Hall located in the Park City Museum on Main Street. Shortly after being hired, the City purchased the Marsac Building from the Park City School District and City Hall moved to the newly remodeled building.

Throughout her career, Karen spent several years working in an office in what is now the Planning Department, with a view to the North. In 2008, City Hall temporarily moved from Marsac to Ironhorse so safety and sustainability upgrades could be retrofitted and spaces reconfigured for each department. With the reconfiguration, Karen spent the rest of her tenure with a view to the West where she could watch skiers make their way to Town Lift, peek at Sundance-ers, and observe the changes to Old Town over time. Despite the many different locations, Karen has always worked for the Finance Department and greeted members of the public and employees with a warm welcome, dose of humor, and sharp wit.

Karen worked in various positions within the Finance department during her time with the City. She began her career as the receptionist and cashier for all City payments, then issued business licenses and eventually moved to accounts payable and utility billing. In 1996, Karen took over as payroll coordinator and has been in that position ever since. With so many roles over the years, there are not many employees that Karen does not know by name.

Karen embodies what it means to be a friend and public servant to all. She connects with staff and members of the community and genuinely cares about others. She has always gone above and beyond, proving her dedication to both the City and greater community. Karen has been the face of the Finance Department for so long that it will be a difficult adjustment not seeing her in the Marsac Building or hearing her voice happily chatting with an employee.

On behalf of the employees of Park City Municipal, both past and present, we are honored to call Karen our friend and colleague and would like thank Karen for all her years of dedication. We wish her nothing but happiness and fun adventure for this next chapter in her life.

Attachments

A Karen Ovard Retirement Resolution

RESOLUTION ACKNOWLEDGING KAREN OVARD'S RETIREMENT FROM PARK CITY MUNICIPAL CORPORATION AND RECOGNIZING HER MANY CONTRIBUTIONS IN PROVIDING SERVICE TO PARK CITY

WHEREAS, it is with heart-felt gratitude that the City accepts Karen Ovard's resignation after over 39 years of extraordinary full-time service; and

WHEREAS, Karen Ovard, since 1982 has performed with integrity and honor in several roles in the Finance Department including, receptionist, cashier, business licensing, accounts payable and finally payroll coordinator, striving for excellence in each position.

WHEREAS, she excelled in providing customer service to Park City staff, residents, vendors and customers, building lasting relationships and positively impacting the culture of the Finance Department and City as a whole; and

NOW, THEREFORE, BE IT RESOLVED that the Mayor and City Council hereby deems it appropriate to acknowledge Karen Ovard for her diligence and hard work at making Park City a better community over the past 39 years.

PASSED AND ADOPTED this 4th day of November, 2021.

PARK CITY MUNICIPAL CORPORATION

Mayor Andy Beerman

Attest:

Michelle Kellogg, City Recorder

Council Agenda Item Report

Meeting Date: November 4, 2021

Submitted by: Jenny Diersen

Submitting Department: Sustainability

Item Type: Staff Report

Agenda Section:

Subject:

Park Silly Sunday Market Debrief

(A) Public Input (B) Action

Suggested Action:

Attachments:

[Park Silly Sunday Market Debrief Staff Report](#)

[Exhibit A: PSSM Measures of Success Debrief 2021](#)

City Council Staff Report

Subject: 2021 Park Silly Sunday Market Debrief & Next Steps
Author: Jenny Diersen
Department: Special Events & Economic Development
Date: November 4, 2021
Type of Item: Administrative

Recommendation

Review the Park Silly Sunday Market (PSSM/Market) debrief, approve the dates for the 2022 Market, and provide feedback regarding a timeline to negotiate the next multi-year City Service Agreement (CSA) with PSSM.

Executive Summary

As part of the [current CSA](#), PSSM is required to provide an annual debrief of the Market. After canceling the event in 2020 due to impacts stemming from the pandemic, the PSSM went through an exhaustive process to ensure successful operations, public safety, and health during the 2021 event. The Measures of Success show that the Market was one of the most successful in recent years (Exhibit A), and we are thankful to have an Applicant and local organization so invested in balancing the needs of a very successful event and community priorities.

As part of the annual debrief and CSA, Council must approve the 2022 dates, which include the following Sundays – June 5 to July 31 and August 28 to September 25. There will be no PSSM on August 7 due to the Arts Festival, August 14 due to the potential Tour of Utah, and August 21 due to a required event-free weekend.

As a next step, the current PSSM CSA expires after the 2022 Market. Understandably, PSSM desires to negotiate a new multi-year CSA before the end of the 2022 Market season. Staff intends to return to Council after the beginning of the year to begin such discussions unless Council prefers an alternative approach or timeline.

Background

PSSM is a 14-day open-air market (originally 17 days) held on lower Main Street that started in 2006. PSSM's goals were to support and incubate local businesses and non-profits on what was formerly the slowest day of business on Main Street each week. Since then, the event has grown considerably and been tremendously successful. Over time, changes were made to the event to reduce scope, better manage impacts to residential areas, and facilitate collaboration with Main Street merchants and align with community priorities. A [history regarding PSSM is linked here](#).

Council approved the current [City Service Agreement with PSSM](#) on [January 9, 2020](#) ([minutes](#) p. 7). Due to concerns about the pandemic, PSSM proactively canceled its event in 2020. The current Agreement runs through 2022 and includes the following term amendments:

- Acknowledgment of PSSM conflict with Fourth of July;
- Increased Noise Restrictions including that PSSM may not exceed 75 decibels from 10 a.m. to 1 p.m. and 90 decibels from 1 to 5 p.m.;
- Pedestrian Management Measures at the intersection of Main Street and Heber Avenue;
- No Vendor parking on Park Ave;
- Bollard installation management at the cost of \$1,000 per market;
- PSSM will pay City for any City services not credited or waived; and
- Increased insurance requirements to meet City standards.

Annually, PSSM is required to provide a Supplemental Plan, Mid-Season Review, and Debrief of the season. Council approved the 2021 PSSM supplemental plan on [April 29, 2021](#), reducing scope due to COVID-19 concerns. Staff provided the Mid-Season Review as a Staff Communication on [September 2, 2021](#).

Analysis

City Council retains authority to approve annual changes to the Market as stated in section 1.2 of the [City Services Agreement](#). In addition to the CSA parameters, PSSM must follow Chapter [4A of the Park City Municipal Code provides criteria for evaluating the level of event and requirements for approval](#).

Staff has made findings that the PSSM is upholding the current CSA and section 4A of the Municipal Code. Specific highlights for the 2021 event debrief include:

- Attendance: 216,008, which is up 19% since 2019;
- Sustainability Measures: PSSM maintained a 76% waste diversion rate, with a total of 18,105 pounds of recycled materials vs 6,025 pounds of trash that went to the landfill. (In 2019, PSSM maintained a 74% diversion rate);
- Transportation Initiatives, Transit & Parking Data: PSSM continued to offer free shuttles through Protrans, a private shuttle company, on the two busiest market dates (July 4 and Labor Day Weekend). Parking remained above 85% (which is considered functionally full) on Sundays from 11 a.m. until 4 p.m. Throughout the 14 Sundays, we saw a total of 64,710 riders on Park City Transit. The highest ridership was on July 4 with 5,507 riders, and September 5 (Sunday before Labor Day) with 4,824 riders. The Red, White, and Yellow were the most popular routes used;
- Vendor Mix: 1,575 vendors participated, with artists being the highest vendor type, followed by jewelers and On-Site/Snack Foods. This is down 30% compared to 2019. Summit County vendors make up 30% of PSSMs overall vendor mix, of which 79% are from Park City Limits. Utah vendors make up the other 67% of vendors, while 3% are from out of state;
- Noise Compliance: PSSM is allowed up to 75 decibels between 10:00 a.m. and 1:00 p.m., and 90 decibels between 1:00 and 5:00 p.m. Staff proactively measured noise at the Market twice a day at 11 a.m. and 3 p.m. PSSM complied at all readings and did not receive any noise complaints;
- Working Group Walk-Throughs: PSSM and City participated in all the scheduled walkthroughs. HPCA attended most of the walk-throughs but could not attend one in July. This group discussed and worked through transportation challenges, signage, and programming needs; and

- Community Partnerships: PSSM provided 140 free booths for nonprofits, farmers, Park City Professional Artists Association, and the Historic Park City Alliance. This was down 26% from 2019, but Non-Profits were up 28% from 2019. Additionally, PSSM has continued to help with programming and projects such as Arte Latino, Miners Day, and Arts District Programming.

Next Steps

Staff direction to approve the Market's 2022 dates and feedback regarding discussions with PSSM for a new multi-year CSA after 2022. If Council is supportive of continuing PSSM, staff would begin discussions in January, as PSSM desires to have a CSA secured by the end of the 2022 season (September 2022). Staff intends to work with the HPCA Council liaisons to assist unless Council desires alternative liaisons.

Funding

Total City Service Fees for 2021 PSSM were \$72,208. Per section C.6.2.a of the City Service Agreement, the City will waive \$60,500 in fees. The City also pays PSSM for bollard installation, which provides that the City shall reimburse PSSM \$1,000 per market (\$14,000 total). The City owes PSSM the remaining \$2,292 for bollard Installation, which is budgeted for.

Attachments

Exhibit A: 2021 Park Silly Sunday Market Measures of Success

Exhibit A – PSSM Measures of Success Debrief 2021

Park Silly Sunday Market – 2021 Mid-Season Review Measures of Success		Legend S – Succeeding in meeting Contracted I - In progress / Meeting Requirements U – Unsatisfactory - Not meeting
Requirements		
Vendor Mix		
Importers (allowed per week maximum) i. 2021- 6	Notes: PSSM exceeded number of allowed Importers to compensate for lost revenue from reduction in booth space due to COVID-19 event impacts. 2 markets have had 5 importers, 5 markets had 7 importers and 1 market had 9 importers. Since we reported this to PSSM, there been no more than 5 importers and as few as 3 importers at each market.	S/U
Jewelers (allowed per week maximum) i. 2021- 12	Notes: Requirements are currently being met. One market on July 18 had 12 jewelry vendors. All other market dates had less than 12 jewelry vendors	S
On-site Food Vendors & Snack food Vendors (per week maximum) i. 2021 - 12	Notes: Requirements are currently being met. At all markets Food Vendors have had less than 12 food vendors to date	S
PSSM will invite two (2) HPCA representatives in the jurying of jewelry vendors.	Notes: Requirement was met by PSSM.	S
PSSM will coordinate three (3) market walkthroughs with the HPCA and PCMC to identify possible conflicts and/or issues with vendor mix.	Notes: - Sunday, June 27; 11:00 a.m. Walk-through, Main Street – Staff, Council and HPCA liaisons were in attendance. - Sunday, July 25; 11:00 a.m. Staff and Council Liaison attended. HPCA could not attend. - Sunday, August 22; 3:00 p.m. Walk-through, Main Street, Staff, Council and HPCA were in attendance. - Sunday, September 12; 11:00 a.m. – Walk-through Main Street, Staff, Council and HPCA were in attendance.	S
PSSM will provide to the City a list of vendor classification definitions along with preference criteria for vendor mix.	Notes: Requirements have been provided and met.	S
Parking / Traffic / Pedestrian Management		
Create event parking plan i. Identify vendor vehicle with license plate identification. ii. Identify public parking locations both in Old Town/Main Street along with alternative parking areas. iii. Identify locations where parking will be removed to provide space for event and mitigate impacts of event iv. Continue increased communication between departments and PSSM to encourage parking of vendors in suggested vendor locations.	Notes: These requirements are being met. PSSM continues to provide vendor license plates, works with Staff & private parking garages to park vendors and patrons in appropriate areas. PSSM secured Park City High School as supplemental offsite parking.	S
Work with Special Events and Transit to get out alternate transportation messaging out with: i. Co- messaging with PC Transit Dept. ii. PSSM will create and implement different methods of informing the public (PSA's, print ads) iii. Create and implement a program encouraging non-motorized forms of transportation to the market. ix. Addition of Shuttle Service on expected heavy attendance day – July 7 and Sept 1	Notes: Meeting requirements: PSSMs online information includes directions for participants to take alternate transportation to the event. Including City transit, bikes or walking to attend. PSSM has not done any marketing of the event this year so alternative transportation is not included in marketing materials. PSSM added free private shuttles on July 4 and had 510 riders on the shuttles they provided. On September 5,	S

Exhibit A – PSSM Measures of Success Debrief 2021

	private shuttles had 160 riders. PSSM continues to offer a Bike Valet on 9 th Street. The Bike Valet has had a total of 1,718 bikes over 14 Sundays with an average of 123 bikes each week. The highest usership for the Bike Valet was July 4 with 295 bikes.	
Submit sign Plan to Staff at the time of Supplemental Plan containing the following: i. Locations ii. Size & Type iii. Message iv. Placement and removal times	Notes: Requirements are currently being met	S
Work with City to create a pedestrian management plan that addresses the crossings of Heber/Main and Swede Alley	Notes: Requirements are currently being met. With Car Free Sunday event, pedestrian management at Heber and Main is not a concern. PSSM has supported operational changes City made to help address concerns of traffic on Park Avenue and Swede Alley.	S
<u>Market Set-Up and Inspections</u>		
a. Weekly notification to staff of footprint or operational changes	Notes: Staff worked with PSSM to ensure that requirements are met.	S
b. Location of interior sponsor signs	Notes: Requirements are currently being met	S
<u>Street Cleaning and Trash Removal</u>		
a. Pre-Meet with City's Street Department to create a street cleaning and trash removal plan	Notes: Requirements are currently being met	S
b. Meet with Street Department two (2) additional times throughout summer to address any issues with plan.	Notes: Meeting requirements. No issues have been identified.	S
<u>Coordination with PCMC and HPCA</u>		
a. PSSM will schedule monthly "Working Group" meetings from June through September	Notes: - Sunday, June 23; 11:00 a.m. Walk-through, Main Street – Council and HPCA liaisons were in attendance. - Sunday, July 28; 1:00 p.m. Meet at Transit Center - Sunday, August 25; 11:00 a.m. Walk-through, Main Street - Wednesday, September 12; Walk-Through Main Street	S
b. PSSM will schedule four (4) market walkthroughs with the "Working Group" within the season.	Notes: PSSM set dates for the 2021 Working Group.	S
c. PSSM will schedule a weekly market walk through with City representatives	Notes: PSSM and the City have scheduled the weekly meetings.	S
d. PSSM will supply the City Representatives with weekly report containing the following i. Estimated attendance ii. Zero Waste statistics iii. Breakdown of number of vendors and types iv. Provide a list of other sustainable efforts throughout the event. v. PSSM to participate in and provide a list of City functions related to Green Event management that they participate in, as well as, a list of non- profits who they provide sustainable mitigation efforts for. vi. PSSM to present a year over year a comparison for sustainable effort comparison in coordination with the City during annual end of season review.	Notes: Requirements are currently being met Total attendance over 14 days was 216,008. Average attendance was 15,429 with highest attendance on July 4 with an estimated 20,333 people. PSSM continues to provide weekly zero waste and vendor breakdown. PSSM maintained a 76% diversion rate in 2021.	S
e. PSSM will supply the City Representatives with an ongoing list of vendor and staff license plates:	Notes: Requirements are currently being met.	S

Exhibit A – PSSM Measures of Success Debrief 2021

i. Prior to the start of the June 6 Market. ii. At any time they add license plates to the market throughout the 2021 season. iii. License plate lists should be provided to the City Representative no later than 10:00 a.m. each Sunday.		
Marketing and PR		
a. HPCA logo on all advertisements & promotions	Notes: Requirements currently being met. No paid advertising happened in 2021.	S
b. Engage in cross promotions with Chamber, HPCA, Park City Restaurant association	Notes: Requirements currently being met.	S
c. Media – The HPCA logo and sponsorship credits will be provided in all media placement that the PSSM currently employs, including but not limited to: I. Print ads II. Ads, links or info listings on Utah tourism, business and special internet websites; III. Periodic television coverage; IV. Radio PSAs and promotions; V. Website spots, summer guides, fairs, non-profit organization calendar listings; VI. Email blasts; and VII. Social media, ' if applicable"	Notes: Requirements currently being met. No paid advertising happened in 2021	S
Other Items:		
Quantify Marketing & PR Value	Notes: PSSM has not marketed the event in 2021 due to the pandemic. Requirements currently being met.	S
PSSM shall present an annual preceding market season. This report will contain the following: i. Estimated attendance ii. Zero Waste statistics iii. Breakdown of number of vendors and types iv. List of non-profit groups attending the market v. Advertising information etc. vi. Transportation and parking counts – to be coordinated with PCMC Transportation Services Department	Notes: PSSM is currently working toward satisfying this requirement. Average attendance is 15,429 The current Average Diversion Rate is 76%. Transit and Parking Counts are being collected by City Departments and reported weekly.	S

Council Agenda Item Report

Meeting Date: November 4, 2021

Submitted by: Jenny Diersen

Submitting Department: Sustainability

Item Type: Staff Report

Agenda Section:

Subject:

Arts Festival Debrief

(A) Public Input

Suggested Action:

Attachments:

[Arts Festival Debrief Staff Report](#)

[Exhibit A: PCKAF Debrief Summary](#)

City Council Staff Report

Subject: Park City Kimball Arts Festival Debrief
Author: Jenny Diersen
Department: Special Events & Economic Development
Date: November 4, 2021
Type of Item: Informational

Recommendation

Consider a debrief of the Park City Kimball Arts Festival (PCKAF/Festival) from the Kimball Art Center (KAC) and provide feedback on the recommended timeline for negotiations of the next City Service Agreement (CSA), which would begin in 2023, after the 2022 Festival.

Executive Summary

The [current CSA Agreement](#) requires KAC to provide an annual debrief of the PCKAF. After canceling the event in 2020 due to pandemic impacts, the KAC went through an exhaustive process to adapt to COVID impacts that ensured a successful event in 2021. The data from the operations and economic impact study show that the Festival was one of the most successful in recent years (Exhibit A).

On [July 15, 2021](#), (report p. 259, [minutes](#) p. 13) the City Council approved a one-year extension to the PCKAF CSA, which expires after the 2022 Festival. KAC desires to negotiate a new CSA no later than March of 2022 that would go into effect after the 2022 Festival. Staff intends to return to Council no later than January to begin discussions.

Background

The Park City Kimball Art Center Festival is a long-standing event that is fundamental to the identity and character of the Park City community. The event is the KAC's primary fundraiser and supports many programs that provide free access to the arts year-round.

On July 1, 2021, Council approved the [2021 PCKAF Supplemental Plan](#) (report p.218/[minutes](#) p. 8). Specific changes to the Festival included:

- COVID-19 parameters: KAC reduced booths by 10% for social distancing, offered masks at gates, and changed ticketing to a day pass with capped attendance, instead of offering a weekend pass.
- Transit: City and Transit support staff were on the ground helping people quickly find where they needed to go and encouraging transit ridership. The change this year was City staff from various departments covered this effort instead of placing the work solely on Transit. Staff spent 179.51 hours toward this effort at a cost of wages of \$6,082. Additionally, \$7,522 was spent on incentives and meals for staff and signs to ensure adequate support for Arts Festival patrons and community members.
- Signage: New signage was installed including banners along Kearns Blvd and new signs at Town Lift Plaza.

- Programming: PCKAF eliminated fees for children's programming and focused on promoting KAC exhibitions, PCKAF also partnered with Mountain Town Music to offer performance art and with local business Top Shelf to manage bar areas.

Sustainability measures continued, including partnerships with Momentum Recycling, maintaining two refillable water stations, and adding additional bike parking when staffing was too short to offer a bike valet.

Analysis

City Council retains authority to approve annual changes to the Festival under section 1.2 of the [City Services Agreement](#). In addition to the CSA parameters, PCKAF must follow Chapter [4A of the Park City Municipal Code provides criteria for evaluating the level of event and requirements for approval](#).

The KAC has met the terms required by the CSA and section 4A of the municipal code, which includes a requirement to present a debrief. Highlights for the 2021 event are below and outlined in Exhibit A. Data was compiled by the KAC from Lighthouse Research and Development, Utah State Tax Commission, and Momentum Recycling:

- Economic Impact: \$14,079,908, including \$267,518 in local sales tax, and \$70,399 statewide. Mean spending for those primarily attending Park City to attend the Arts Festival was \$1,521.
- Attendance: Total Attendance was 26,853. This was a decrease from an estimated 55,530 in 2019. However, KAC did not apply any multipliers for weekend attendance, as the Festival only sold daily ticket sales this year. They believe this allowed them to get more accurate data. There was attendance from all 50 states, but the top 5 states were Utah, California, Texas, Florida, and Arizona. Illinois, New York, Nevada, Virginia, and Colorado made the top 10 list.
- Sustainability: KAF collected and diverted a total of 12,11.25 pounds of recyclable materials and compost. These recycling efforts conserved 2.05 metric tons of CO2.
- Transit & Parking Data: Parking remained full (85% or above) Friday, Saturday, and Sunday. There was good traffic circulation and residential areas remained generally quiet due to mitigation measures implemented by the Special Events Dept. Transit ridership totaled 21,280 rides over the weekend. While ridership on City routes was down 38% compared to 2019, in comparing 2021 attendance and transit ridership, we had success in getting the public to ride transit.

In addition to the debrief, staff, requests Council feedback about a proposed timeline for negotiating a new PCKAF contract starting after the 2022 Festival. Staff intends to work with the HPCA Council Liaisons to assist unless Council desires alternative Liaisons. If supportive, staff intends to begin discussions in January because KAC desires to have a CSA secured by March of 2022.

Funding

The City provides up to \$180,000 in City Services towards the event based on the community benefit and economic return. The City contributions are budgeted for and covered within departmental budgets. Total fees for the 2021 Festival were estimated at

\$167,036. Actual fees were \$149,095. KAC is invoiced \$10,000 annually to pay towards fees regardless of the total amount. The City does not provide any cash subsidies towards the event.

Attachments

Exhibit A: Arts Festival Debrief Summary

2021 Park City Kimball Arts Festival Recap

Summary

The Park City Kimball Arts Festival is one of the country's top ranked arts festivals and one of Kimball Art Center's most celebrated programs. Each year, the arts festival showcases the work of jury-selected artists and welcomes guests from around the country. Looking forward to its 53rd year, this three-day, open-air celebration of the arts is considered one of Park City's signature events. This year we completed the arts fest successfully despite pandemic modifications and a significant haze from Western fires. Feedback we received from area residents was very positive.

In 2021, the Park City Kimball Arts Festival welcomed 26,853 visitors to Main Street, including 4,576 Summit County locals who attended Friday's Locals Night free of charge. Attendees came from all 50 states to purchase art from 191 participating artists, enjoy live music and dance performances provided by Mountain Town Music and Ballet West, visit food vendors, Main Street restaurants and boutiques, and engage in art activities for all ages provided by the Kimball Art Center.

Attendees who visited Park City primarily to attend the festival spent over \$14 million on lodging, dining, festival purchases, transportation needs, and other expenses over the course of the three-day festival. This amounted to \$267,518.27 in tax revenue for Park City and \$132,118.69 for Summit County. These tax dollars will directly impact our community through initiatives driven by the RAP tax, Restaurant Tax and Transient Room tax, among others. In addition to the revenue impacts for local businesses and tax dollars invested back into our community, revenue from the Festival itself is used to provide year-round educational and exhibition programming at the Kimball Art Center for the benefit of the Park City community.

After needing to go virtual in 2020 due to COVID-19, the Kimball Art Center is excited to report the 2021 festival was an astounding success for both our organization and the Park City community. The return to Main Street showcases the artistic culture of our community while driving business to Old Town merchants. We look forward to continuing our relationship with Park City Municipal Corporation and Park City businesses to strengthen not only the festival itself, but it's economic and social impact on Park City's community.

Data Overview

Overall Economic Impact

Based on data provided by Lighthouse Research & Development, Inc, the estimated total economic impact for the 2021 Park City Kimball Arts Festival is **\$14,079,908.81**.

- Total Spends by Type
 - Hotels: \$1,960,449.70
 - Restaurants: \$2,402,552.02
 - Retail: \$2,104,346.53
 - Arts Festival: \$7,196,621.30

- Other: \$415,939.26
- The total reported income generated by arts festival artists and food vendors is **\$1,888,427.12** according to the Utah State Tax Commission. This is a **51.3% increase** from 2019 and our highest reported sales ever!
 - Artist Sales: \$1,852,443.98
 - Food Sales: \$35,983.14

Estimated Spending per Attendee during the Arts Festival Weekend by Lighthouse Research & Development, Inc.

	Mean Spending by Interviewed Attendees Visiting Park City Primarily to Attend the Festival
Lodging	\$220.30
Restaurants	\$269.89
Other Food and Beverage	\$45.88
Recreation	\$38.39
Retail Shopping	\$157.55
Gasoline	\$33.04
Arts Festival	\$808.70
Other	\$8.35
Sum of Means	\$1,582.19
Avg. Spending per Person	\$1,520.86

Tax Revenue

According to reports by Lighthouse Research & Development, Inc., the estimated total taxes paid by 2021 Park City Kimball Arts Festival attendees was **\$470,036.50**.

- During the 2021 festival, artist and food vendor sales alone accounted for \$171,019.12 in tax revenue according to the Utah State Tax Commission. This number is included in the above estimate and is a 51.4% increase from 2019.
- Tax Breakdown
 - Park City: \$267,518.27
 - Local Sales and Use Tax allocated to Park City: \$70,399.54
 - Resort Community Tax: \$154,879.00
 - Mass Transit: \$42,239.73
 - Summit County: \$132,118.69
 - RAP: \$14,079.91

- County Option Sales: \$35,199.77
- Tourism Restaurant: \$24,025.52
- Transient Room: \$58,813.49
- Local Sales and Use tax allocated to the rest of Utah state: \$70,399.54
 - Total Local Sales and Use Tax income was \$140,799.08. One-half of Local Sales and Use Tax paid is returned to the city of origin and one-half is distributed statewide based on population.

Attendance

2021 Attendance Overview

- **26,853 total visitors** over the course of the weekend
 - 23,229 paid visitors
 - 3,624 comp'd visitors (artists, sponsors, volunteers, etc.)
- Based on the above attendance numbers from Etix, for each \$10 ticket sold, the Park City Kimball Arts Festival saw an average spend of \$81 per person on artwork and food vendors.
- **Friday: 8,638 Total Attendance**
 - Paid, Non-Local: 2,956
 - Free, Local: 4,576
 - (KAC note: major amounts of area smoke!)
 - Comps: 1,106
- **Saturday: 9,607 Total Attendance**
 - Paid: 8,324
 - Comps: 1,283
- **Sunday: 8,609 Total Attendance**
 - Paid: 7,374
 - Comps: 1,235
- **Three-day Passes: 444 Total Attendance**
 - VIP:
 - Paid: 89 passes
 - Comps: 254 passes
 - Party Like a Local Packages: 101 passes

Attendance by State

- Attendance from all 50 states!
 - Plus District of Columbia, Puerto Rico, and Ontario
- Top 5 States
 - Utah - 14,646 tickets sold
 - California - 1,361 tickets sold
 - Texas - 1,041 tickets sold

- Florida - 741 tickets sold
- Arizona - 515 tickets sold
- Rounding out the top ten are Illinois, New York, Nevada, Virginia, and Colorado

Demographics*

- Age
 - 18-30: 9%
 - 31-45: 15%
 - 46-50: 26%
 - 61-70: 30%
 - Over 70: 20%
- Level of Education
 - Less than High School Grad: 1%
 - High School Graduate: 6%
 - Some College/Technical School: 18%
 - Associates Degree: 5%
 - College Graduate: 45%
 - Post College Graduate: 26%
- Household Income
 - Under \$50,000: 4%
 - \$50,000-\$99,000: 24%
 - \$100,000- \$149,999: 18%
 - \$150,000- \$200,000: 19%
 - Over \$200,000: 35%

Artists

- 191 participating artists
 - Art Sales: \$1,852,443.98
 - Approximately \$9,698.65 generated per artist
- 706 applications submitted
- 28 states represented
 - Additional artists from Canada, Germany, and Israel
- 46 artists from Utah
 - 17 from the Wasatch Back

Volunteers

- 220 total number of volunteers
- 409 total number of shifts
- 1,484.50 total hours

Recycling***

A total of 12,111.25 pounds of recyclable materials and compost were collected throughout the Arts Festival weekend

- 10,101.25 lbs of glass recycling (bars)
- 1,920 lbs of food waste
- 90 lbs of mixed recycling

These recycling efforts conserved 2.05 metric tons of CO₂! This is equal to one of the following:

- 260,741.32 smartphones charged
- 2,235.01 lbs coal burned
- 231.06 gallons of gas consumed
- 4,999.63 miles driven by car

Media

- Total media impressions: 8,788,245
- 2021 advertising focused on both in-state and out-of-state marketing via programmatic digital and paid social media advertising targeted to travellers both ready and willing to travel with an expressed interest in Park City and arts and culture. We also focused our marketing efforts on digital billboards in the Wasatch Front and print ads in the Park Record.

2021 Initiatives

- Revised Artist booth layout
 - Decreased artists on street
 - Modified for increased audience experience and COVID-19 safety
- Enhanced Local's Night with live art activations, opportunity drawings, and lounge furniture
- Changed to daily ticket sales
- Eliminated Beer Garden at Miner's Park and replaced with Studio on Main activities
- Removed participation charge for all Kid's Area and Studio on Main activities to increase accessibility
- Two water bottle refill stations at Miner's Park and Wasatch Brew Pub to decrease single plastic water bottle use
- Rocky Mountain Power, festival sponsor, purchased renewable energy credits (RECs) to offset entry-gate and music stage energy use
- Goal Zero, festival sponsor, generator powered gates
- Momentum Recycling, festival sponsor, provided mixed recycling, glass, and composting bins at the Food Truck Roundup and the Spirit Garden
- Top Shelf Services came on board to manage bar operations

Priorities for 2022

- Improve recycling plan

- In talks with Momentum to hopefully cover all recycling, landfill trash, and composting throughout festival footprint
- Strengthen KAC connection to Main Street and local businesses.
 - Better service to Main Street businesses for parking pass and employee access pass distribution - earlier communication on process, online request process, door-to-door delivery
 - Amplify Main Street and local businesses throughout the festival - Main Street restaurant for artist lunches and local businesses as food vendors in festival
- Transportation plan - city services, bike valet, ebikes, parking, ect.
- Re-evaluate ticketing service
 - Experience pre, during, and post festival for organizers and customer experience with purchasing and redeeming tickets
- Continue to prioritize Park City as a creative destination by highlighting KAC programs and mission throughout festival.
- Increase accessibility though translations, interpreters, mobility, price points, etc.
- Increase local partnerships including corporate sponsors for festival.

Sources

*Data information provided by Lighthouse Research & Development, Inc. Only paid attendees reflected in data, no comp'd ticket holders.

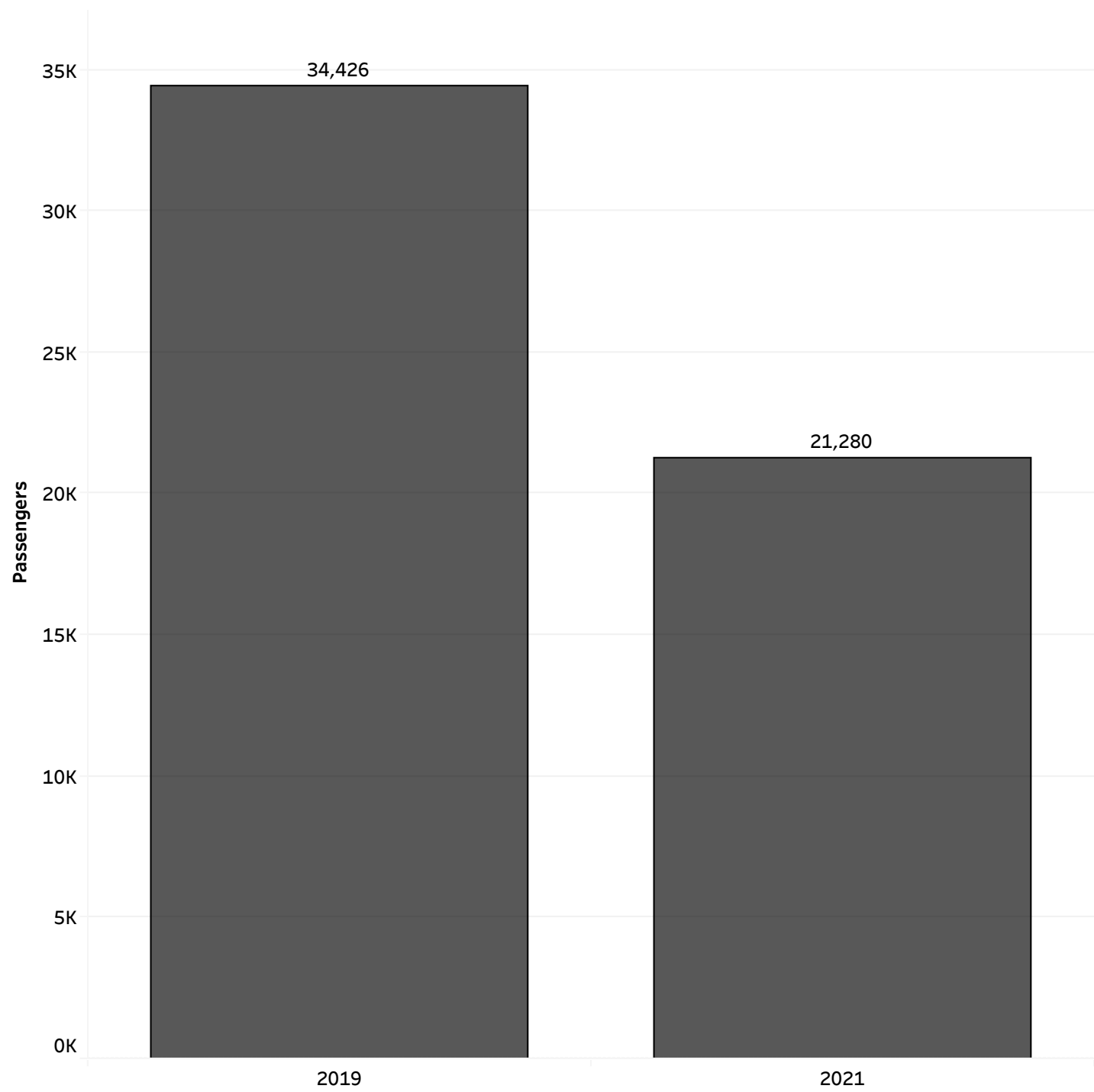
**Data information provided by the Utah State Tax Commision.

***Data collected by Momentum Recycling, LLC

[†] 2019 Totals: \$26,366,156 total economic impact, \$112,945.15 total tax revenue, \$1,248,291.48 total revenue, \$1,211,375.47 art sales revenue, \$36,916.01 food sales revenue. Equation Used: $((CY-PY) \div PY)100 = \%Change$

[†] [†] 2019 reported unique visitors was approximately 27,000, total attendance 53,550

Kimball Art’s Festival Transit Ridership 2019 compared to 2021 -
Decrease of 38%
(City Routes Only)



Council Agenda Item Report

Meeting Date: November 4, 2021

Submitted by: Jenny Diersen

Submitting Department: Sustainability

Item Type: Staff Report

Agenda Section:

Subject:

Arts District Temporary Programming Update

(A) Public Input

Suggested Action:

Attachments:

[Arts District Temporary Programming Staff Report](#)

[Exhibit A: Bonanza Art Park Final Report](#)

City Council Staff Report

Subject: Arts District Temporary Programming Update
Author: Jenny Diersen
Department: Special Events & Economic Development
Date: November 4, 2021
Type of Item: Work Session

Recommendation

Review and provide feedback on exploring possible winter uses and summer 2022 programming at the Park City Arts District (PCACD/District).

Executive Summary

Temporary programming at the District, which was branded Bonanza Art Park (BAP), was viewed positively based on community feedback including feedback from local residents, artists, and small businesses that participated in the fun. Highlights of the BAP activation included focused partnerships with local non-profits, small businesses, and artists. A key component underpinning the success was the visitation by Park City locals and not tourists. A myriad of challenges was also encountered included staffing capacity and shortages, a tight timeline for the project and site preparation, and rainy and winter weather.

As staff looks ahead to Winter and Summer, Council must express a desire to continue temporary programming to enable staff to return at a future meeting to discuss programming and budget.

Background

On July 1, 2021 ([report](#) p. 70, [minutes](#) p. 5), the City Council approved a Level Two event at BAP and approved a budget not to exceed \$149,000. This included two Service Providers, Park Silly Sunday Market (PSSM) and the Park City Summit County Arts Council (PCSCAC/ Arts Council), to help manage day-to-day site operations, programming.

Before construction commences, temporary programming presented a unique opportunity to involve the local community and showcase local artists, makers, and small businesses. BAP aimed to strengthen community connections and inform future discussions regarding the possibilities of programming and operations of a future Arts District.

Analysis

The temporary programming included art installations and live performances, educational exhibits, music, food trucks, and games and activities for children and adults. While staff and the service providers worked on a very tight timeline to implement the project, it showed how the location and programming geared towards locals can provide a destination for families to enjoy during the week. In addition, the programming can be used to inform future discussions regarding the site.

PSSM and Arts Council are quality partners and are already working to prepare the site for the winter. This includes storing some of the temporary artwork and items in storage. Exhibit A outlines data collected as part of the scope of the Service Providers:

- BAP was intentionally a small-scale event. On average the activations attracted 70 people per activation with minimal marketing or advertising, all geared to Park City locals;
- Though 12 days of programming were planned, four were canceled due to weather;
- Additional programs were scheduled including Rocky Mountain Power - Power Shut Off Demonstration and Transit to Trails continued on weekends and complimented the site;
- BAP supported 11 visual artists, two dance groups, and 17 musicians/bands from the local region;
- Marketing was focused on locals using social media only, and a few blog posts and emails/posters in both English and Spanish;
- [Dropbox to photos of BAP programming](#).

Parking on-site was adequate, including two parking lots within the district at or near capacity. Overflow parking was directed to the City's Homestake Lot, though many locals simply walked or biked from work or nearby neighborhoods.

Staff performed typical site preparations including establishing water and power, sanitation, and sweeping site debris. To address any concerns of soils mitigation, staff graded portions of the site fenced off certain areas, and applied magnesium chloride where necessary. Compliance with the Park City's Soil's Ordinance was maintained, and the County Health Department confirmed the site was appropriate and safe to support temporary programming.

Next Steps:

Consider two options for future programming at BAP:

1. Winter Programming:
 - a. Temporary Programming. Council may consider continuing programming at the site. PSSM is unable to continue providing site management in the winter. Arts Council is willing to provide some programming, but staff will need to find a solution for winter site management.
 - b. Temporary Uses. Council may consider temporary uses, such as overflow parking and a venue for Special Events. Costs for site improvements (potential paving) and maintenance (snow removal) will need to be considered to explore this option. The HPCA has submitted a request for winter parking to the City and received permission for use of Homestake Lot with existing transit connections. Staff has also received interest from other organizations that are interested in using the venue for Special Events.
2. Spring/Summer Programming: Spring/Summer programming will require time to plan and organize. PSSM and Arts Council remain interested in continuing their role next summer.

Attachments

Exhibit A: Summary Debrief of BAP Temporary Art District Programming



BONANZA ART PARK // FINAL REPORT

August 31- October 29, 2021

CREATIVE | BOLD | LOCAL | COMMUNITY | URBAN ART PARK | GRITTY | COOL | FUNKY | WELCOMING | FAMILY FRIENDLY | GATHERING HISTORY | INSPIRE | REPRESENTATION | DIVERSE | AWE | NOOKS + CRANNIES | COLLABORATE | OUTSIDE THE BOX | HEART + SOUL | SCRAPPY IN A GOOD WAY | BUZZWORTHY | ENVIRONMENTALLY MINDFUL | ENGAGE UNIQUE | INCLUSIVE | RESOURCEFUL | EXPRESSIVE | CONNECTION | A PLACE FOR EVERYONE.

Bo·nan·za /bəˈnanzə/Noun

1. *mining* : an exceptionally large and rich mineral deposit (as of an ore, precious metal, or petroleum)
2. something that is very valuable, profitable, or rewarding
3. a very large amount

Drawing from the site specific location of the district parcel (Bonanza Drive) along with deepening relevance with our mining history, the project partners called this site Bonanza

Art Park for this series of temporary activities. Metaphorically, we aimed to align the historical mining meaning of the word ‘bonanza’ with the goals of the project—creating a space that showcases a wealth of creative activity, a rich concentration of vibrancy, and a rewarding experience for the community.

BACKGROUND

PCMC in partnership with two local creative nonprofits, the Arts Council and Park Silly executed a series of community driven creative programming (active and passive) at the Bonanza Art Park—an outdoor community gathering space located on the corner of Munchkin Rd. and Bonanza Dr. (future potential Arts & Culture District site). Our goal was to collectively create an awesome temporary creative space that inspires and excites the community, connects the community, and celebrates local arts and culture.

ACTIVE + PASSIVE CREATIVE ACTIVATIONS

- 11 pieces of visual art created onsite (mural panels, mural cubes, and mural courts)
- PC Marc Rec Trailer and yard games including a new Bocce Ball court built by PC MARC using upcycled wood, and Cornhole Workshops with Mountain Town Cornhole
- Fall Bulb Planting Workshop with Summit Community Gardens
- Singer/Songwriter Sessions with MusePC
- Ballet Performances (youth and adult) with Ballet West and BalletNEXT
- Interactive Mural Project surrounding education and prevention awareness surrounding the Parley's Canyon Fire with Bridgette Meinhold and TREEUTah
- Live Music featuring local musicians in partnership with

Mountain Town Music

- Film Screenings in partnership with PC Film and Basin Rec
- Face Painting and Pinata Making featuring local artist Dulce Cecilia Méndez
- Performances provided by Park City Museum and their Glenwood Cemetery Ghost Actors
- Pumpkin Painting for kids and Pumpkin Stroll partnership with PC MARC
- 4 events in October were cancelled due to weather: 10/12, 10/19, 10/26, 10/27

ATTENDANCE + PARTICIPATION

- Overall Attendance: 642 (weekly average of 69)
- Number of Dogs Attended: 35 (weekly average of 6)
- Organizations represented in Bonanza Art Park Paint Out Selection Committee: 5 (Park City Gallery Association, Park Silly Sunday Market, Park City Professional Artist Association, Kimball Art Center, Park City Community Foundation).
- NonProfit Participation: 15 (Arts Council, Park Silly Sunday Market, Muse PC, BalletNEXT, Ballet West, CONNECT Summit County, Summit Community Gardens, Mountain Town Music, Park City Film, TREEUtah, Park City Museum, Kimball Art Center's YAA program, Planet Earth First, PC Marc, Basin Rec).
- Local Summit County businesses that participated: 8 (SUR Taco Truck, Murley's Acai, Red Bicycle, Offset Brewery, Sip + Stir Bartending, Dulce Cecilia Méndez Face Painting & Pinata Services, Mountain Town Cornhole, DJ Funky Boss).
- Summit County Visual Artists: 11 (Bonanza Park Artists/Artist Teams include Bridgette Meinhold, Emily Quinn Loughlin, Anna Leigh Moore, Marley Wright, Rachel Devine, Emily Miquelon, Blake Peterson, Kelly Franklin & Karen Kendall Artist Team, Caitlyn Barhorst, Chloe Taurel and the Park City Figure Skating Junior Board Artist Team, AD Allegretti).



LOCAL MARKETING + SOCIAL MEDIA

[ARTS COUNCIL]

The Bonanza Art Park creative programming was promoted through blog posts, landing pages, newsletters, and through social media posts and video stories throughout the duration of the event. Aspects of the creative programming were also shared on some community calendars including KPCW PSAs, the Park Record's online calendar, and the Arts Council's calendar.

Our Bonanza Art Park [landing page](#) received just over 400 total organic sessions since launching. Our Bonanza Art Park [blog](#) on participating artists received 53 total organic sessions since its publish date of October 13th. We promoted the programming in both our September and October Arts & Culture Calendar newsletter and our CREATE newsletter, which lists opportunities for artists, makers and those working in the creative industry. We have a newsletter audience just shy of 2000 subscribers. Our

social media posts and story highlights featuring Bonanza Art Park reached just over 10,000 people during the program run with just over 10,000 impressions as well. Our social posts received just over 600 likes and were shared more than 10 times.

TESTIMONIALS + FEEDBACK

“I think the Bonanza Art Park is really awesome. I loved the band last night and thought it was a great turnout. Congrats on turning a demo site into a really cool place. I look forward to the other nights.” - local artist, September 2021

“Thanks for the opportunity. Been loving hanging out with other creatives at the art park!” - local artist, October 2021

“This is what our community is all about!” - attendee at Pumpkin Fest, October 2021

“Thanks for a fun family Halloween event!” - attendee at Pumpkin Fest, October 2021