



SPECIAL EVENT ADVISORY COMMITTEE (SEAC) MEETING AUGUST 21, 2015

MINUTES

Attending: Community members Sarah Klinginstein, Mellie Owen, Maria McNulty, Cheryl Fox; Bob Kollar representing the Park City Chamber, Charlie Sturgis representing the Mountain Trails Foundation, Todd Hansen representing Park City School District, Annette Sneed representing Park City Area Lodging Association, Judy Cullin representing the Restaurant Association, Carrie Westberg representing Deer Valley Resort, Council Liaisons Tim Henney and Cindy Matsumoto; PCMC Liaisons Jason Glidden, Jenny Diersen, Tommy Youngblood and Minda Stockdale.

Absent: None

Called to order: 11:07 a.m. at the Marsac Council Chambers

COMMITTEE BUSINESS

The Special Events Department will report to City Council on September 17th and request changes to Title 4 of the Municipal Code to the following topics: Event Type, Approval of Events, Fee Reductions and Liability Insurance. A copy of that report is included in these minutes as Attachment A. Jason reviewed the relevant contents of the report, 4-8-9 Fee Reductions, with SEAC. The report will go to in front of Council in a work session on October 29th, with hope to adopt the changes during a regularly scheduled meeting on November 5th.

SEAC Policies: Meeting Frequency

The Committee agreed that they will meet quarterly and will adjust the policy on meeting frequency as needed. The Special Events Department will follow up with SEAC committee members regarding ideal dates and times and determine a date in October for the next meeting. SEAC policies on attendance and voting will be discussed at the October meeting.

SEAC Policies: Purpose of Special Event Advisory Committee

Jason, Special Events, spoke with the Committee regarding the role of SEAC. The committee will be crucial to steering the direction of Park City's Special Events through providing recommendations to the Special Events Department on event prioritization, resource assistance, specifically fee reductions, and event debriefs. Some of these categories are still being ironed out on a policy level and we value your feedback on our policies as they develop. Event debriefs will consist of a simple go around of what was successful and what was not.

The Committee had the following comments regarding the role of SEAC:

- Mary suggested a single third party survey provider to conduct surveys of attendants and participants of events to be able to compare events along the same criteria. Jason agreed we should explore new tools to obtain reports, economic or otherwise.
- Tim added that from council's perspective, the community will experience additional growth; despite that the number of events has not risen, attendance to existing events has. The community feels the impacts in all areas, and events add to the sense of tension. Community members bring another layer of feedback and provide direction from a community perspective.

Overview of the Special Events Department

Other Information: Permitting flow chart (Attachment B)

Jenny and Tommy, Special Events Coordinators, gave an overview of the Special Events Department and process of permitting events for the committee's general information. The department is umbrella-ed under the Sustainability department and considers events within the context of economic, community and cultural development. The Special Events Department receives and reviews Special Events applications on a rolling basis. The Special Events team ranges from 4-10 staff members and collaborates with multiple city departments and organizations, and the main role of the Special Events Coordinators is to facilitate and regulate events.

- Approximately 76 events per year; forty-three percent (43%) affect Main Street, seventy percent (70%) are hosted by non-profit organizations, and twenty percent (20%) utilize the trail system.
- Park City has 130 days of events and event attendance is estimated based on MFL applications, debrief surveys from city departments and tools such as Blinksey.
- On average, the Special Events Department has permitted 2 to 3 new events every year, and event growth is estimated at five to eight percent (5-8%) per year.
- Economic Impact Reports are a required component for events that have City Service contracts, but not individually permitted events. City Service Contracts are long term, define the city services provided, cash to organizer, and benefits to city as a result of the event. Four events currently have contracts: Sundance, Arts Festival, Park Silly Sunday Market, and Triple Crown.
- Park City limits are loosely delineated as the area from the "White Barn" to US 40.

Events are permitted with Community, Special Events, or Master Festival licenses based on their impacts and determined on the Event Application (Attachment C). The Special Events Department works closely with event organizers during the permitting process to determine the degree of impacts on the city and anticipate their needs. Applications are reviewed by city departments prior to the event to assist in this process, and internal city departments meet monthly to discuss them. The Special Events Coordinators have noticed that incomplete applications often exclude site plans that are difficult for event organizers to compile; staff is currently working to design a template to make this step easier. Events that are unprecedented or especially large are approved by City Council. Debriefs with city departments occur following events, and community comments are incorporated into those meetings. Fees are tracked by department, which all have a Special Events budget, excluding golf and water, which are included in the General Fund.

The Committee had the following comments regarding Special Events processes:

- Sarah suggested the Special Events Department have a calendar for events in addition to the Chamber calendar to alert the community about community impacts, including traffic, road closures, etc. Jason responded that we are considering ways of presenting this information.
- Carrie asked about event application deadlines for events that arise after the application deadline and raised the point that event organizers for organizations can get caught between the city and a client. Jenny responded that event applications received after the application deadlines are reviewed by Special Event staff on an event-by-event basis, and that all factors and impacts are taken into account.

SEAC Policies: Fee Reductions

Other Information: Proposed Fee Waiver Policy (Attachment D)

Jason spoke with the Committee about the proposed policy for Special Events Fee Reductions.

Background:

The Special Events department considers the value of an event within our commitment to economic, community and cultural development, and fee reductions allow us to facilitate events that add value to the community. Our current policy accepts applications for Fee Waivers on a rolling basis and no defined budget exists for waiving event fees, and the recommendation for approval of fee waivers by the City Manager or City Council comes from Special Event staff.

Proposed Fee Reduction Policy and Process:

In the past two years, the special Events Department has been tracking city service fees for special events more closely, and requests for reductions has continued to rise; currently, approximately seventy-five percent (75%) of event organizers request a fee reduction. The proposed policy is modeled after City Service grants and will allow us to have a bi-annual deadline, and two sessions per year to compare and

prioritize Fee Reduction requests side by side. SEAC will be a critical component to provide recommendations on these requests, and committee members' feedback and weigh in on this policy is critical to this process. Jason reviewed the **threshold** for reduced fees of two hundred thousand dollars (\$200,000) per year based on costs we have tracked over the past two years and **criteria** the committee will consider when reviewing reduction requests (Attachment D). The Special Events Department will send notification of the new policy to event organizers a year in advance, and they anticipate six months to a year for the process to be fully in place. The Special Events Department plans to reach out to event organizers in October, a year in advance, to let them know about the new Fee Reduction policy. In order to apply for a reduction, the Special Events Department will provide organizers with a fee estimate for their event in consultation with relevant city departments.

The Committee had the following comments regarding Special Events Fee Reductions:

- Sarah suggested adding a criterion to the fee Waiver Reductions Policy that addressed whether community members were able to participate in the proposed event.
- Charlie suggested adding a criterion to the fee Waiver Reductions Policy that addressed whether organizations were raising money for a cause, or if money that was raised from an event was returned to the community.
- Carrie asked about event application deadlines for events that arise after the application deadline and raised the point that event organizers for organizations can get caught between the city and a client. Jenny responded that event applications received after the application deadlines are reviewed by Special Event staff on an event-by-event basis, and that all factors and impacts are taken into account.
- Charlie suggested that that fees not be revenue neutral, but be used to directly cover other costs. Jason responded that that is a policy question that can be addressed down the road; at this point, the city service fees being waived for events do not outweigh the value- we are not operating in the red.
- Carrie suggested that Special Events staff give event organizers adequate notice about fees for upcoming events, which they may not have held event organizers responsible for in the past. It's important for organizers to budget for event fees and have warning ahead of time. Jenny responded that this is a concern for Special Events as they develop the Fee Reduction Policy, and they welcome adjustments to the proposed policy to make this easy for event organizers.
- Carrie suggested that the policy also account for event promoters, and allow time to negotiate who will be responsible for event costs. Bob responded that Special Events is aware that everyone is on a different budgeting and cycle and it is a priority that the policy aligns the Special Events timeline with other budgeting cycles.
- Charlie suggested that the Special Events Department send notification of upcoming events to committee members that they should attend in order to provide feedback. The committee agreed that this is a great idea.

Park Silly Sunday Market Debrief

Jason asked the committee to debrief the Park Silly Sunday Market (PSSM) and provide feedback on the event. The PSSM City Service contract is approaching its renewal date, so this is an ideal time for community input. It has also experienced a significant amount of growth over the past few years.

The Committee had the following comments regarding Park Silly Sunday Market:

- Charlie stated that as a prior Main Street business owner he would have been enthusiastic about increased pedestrian traffic on the street. He appreciates their creativity and collaboration with local non-profits, and sees them as willing to mitigate their impacts. He added that increasing circulation up and down Main Street to allow historic retailers better visibility should be prioritized.
- Sarah stated that she has received feedback from Old Town residents that the impact is noticeable and unpleasant, and has changed the character of Main Street. Parking is not enforced and noise and traffic is too much to handle. They find it to be a huge impact and leave town during market hours in order to avoid the event.
- Jason responded that the Special Events Department has reached out to Old Town residents regarding 'Residential Only' parking signage in impacted neighborhoods. Old Town residents

- responded that this would inhibit having guests park on Sundays. Old Town residents may apply for a resident parking permit free of charge for residential zone parking.
- Annette stated that she enjoys coming to the market on Sundays and enjoying a meal on Main Street, and that the traffic congestion is horrible.
 - Cheryl suggested that the market have a shorter duration during the day or be held on fewer Sundays during the year. Charlie added that this may result in fewer vendors who may feel that it isn't worth their time and effort. Annette suggested that the market be moved up the street. Bob responded that it is possible that if the market encompassed all of Main Street they may concede to holding the market on fewer Sundays. Annette replied that this may feel like an Arts Festival every year. Charlie added that Swede Alley could be considered as a location for the market, and that the onus is on Main Street merchants to draw business to their storefronts. Tim added that sidewalk sales are allowed on every market Sunday, as opposed to only twice a year in other instances and the Brew Pub parking lot will be completed in two years and include an event space, which may change pedestrian circulation on Main.
 - Mellie stated that the market music is very loud on Sunday mornings. As a resident, she would like for it to be not as loud. Charlie suggested redirecting the sound by moving the stage, and added that loud music isn't necessary to enjoy it; quiet music would still benefit the market and be a nice gesture to Old Town residents.
 - Carrie stated that resort guests enjoy the PSSM and the option to visit it throughout the day. Deer Valley regularly receives positive feedback about the market and likes being able to suggest it as an activity to resort guests. Charlie suggested that Deer Valley's parking lot be used for PSSM.
 - Charlie stated that it is important to communicate to residents the changes that are being made in response to their concerns. He added that it would be nice to know that some of the profit being generated by PSSM is going back into the community.

Adjournment

Jason suggested the second or third week in October for the next meeting with a survey and more information forthcoming. Committee members are welcome to forward any questions to the Special Events Department.

Attachment A: Permitting flow chart

Attachment B: Event Application

Attachment C: Proposed Fee Waiver Policy, Draft

Special Event –

COMPLETE application 60 days prior

Application is received

Application complete/incomplete letter

Meet with applicant (phone or meeting)

Receive all correct information

Meet with internal departments for qs

Send out event review to group

Receive feedback from departments and review group.
Send fee estimate for City Services.

Message client what we are still looking for

Receive all complete information

Insurance

Building Permits

Parking Plan

Transportation Plan

Barricade/VMS Plan (UDOT)

Operational Plan

Safety, Security, EMS Plan

Trash, Toilets etc...

Letters of Permission

Write Permit and Submit, goal is 2 weeks before event,
sometimes difficult

During event assist client, provide support – sometimes
PD, or other departments.

After the event, send Debrief Request to client as well as
all departments and involved stakeholders. Send final
invoicing.

Review Debrief information.

Meet with Client to review Debrief information. Tentative
date for following year.

Master Festival License – New MFL

COMPLETE application 90 days prior

Application is received

Application complete/incomplete letter

Meet with applicant (phone or meeting)

Receive all correct information

Meet with internal departments

New Events departments may meet before the
application is received.

(How we determine if a new event should move forward)

Send event review to group

Receive feedback from departments and review group.
Send Fee estimate for City Services to client.

Message client with what we are still looking for.

If new or significantly changed MFL, Council Approval is
required.

Receive all complete information

Insurance

Building Permits

Parking Plan

Transportation Plan

Barricade/VMS Plan (UDOT)

Operational Plan

Safety, Security, EMS Plan

Trash, Toilets etc...

Letters of Permission

Write permit/approved by Council – Council 1 mo out?

During event assist client, provide support – PD, other
departments, too

After the event, send Debrief Req to client as well as
departments and involved stakeholders. Send final
invoicing.

Review Debrief information.

Meet with client to review Debrief Information. Tentative
date for following year.



Park City Municipal Corporation

Master Festival & Special Event Application

Special Events
435.615.5150
specialevents@parkcity.org

Master Festival (MFL) & Special Event Applications **MUST** be complete and submitted to the Special Events Department no Less than **90 Days Prior** to a MFL and no less than **60 Days Prior** to a Special Event for staff review. Applications not submitted within that timeframe may not be granted approval. Refer to Park City Special Event Planning Guide for answers to the most frequently asked event related questions
This application **DOES NOT** constitute a valid permit until approved by the Special Events Department and/or Park City Council

APPLICATION FEES

All new applications require a \$160.00 non-refundable application processing fee
All applications for returning events require a \$80.00 non-refundable application processing fee
Additional fees for other services, including Health Department, Fire Department, and City Services will be estimated and provided to the applicant.

EVENT INFORMATION

MASTER FESTIVAL CRITERIA (PUBLIC EVENT) (If one box is checked the event is automatically an MFL)	<input type="checkbox"/> Attraction of crowds over 500 participants and or spectators	<input type="checkbox"/> Requires Partial or Full Street Closure or use of Public Right of Way	<input type="checkbox"/> Use of City park, buildings or other properties or transportation system	<input type="checkbox"/> Use of off -site parking facility	<input type="checkbox"/> Use of Amplified Music in or adjacent to a residential neighborhood
SPECIAL EVENT CRITERIA (PUBLIC OR PRIVATE EVENT)	<input type="checkbox"/> Causes significant public impacts via disturbance, crowd, traffic, and or parking	<input type="checkbox"/> Disruption of the normal routine of the community or affected neighborhood	<input type="checkbox"/> Necessitates temporary business or liquor licensing in conjunction with public impacts	<input type="checkbox"/> Necessitates the use of city personnel	

EVENT TYPE

<input type="checkbox"/> Street Fair/Festival	<input type="checkbox"/> Run - Walk	<input type="checkbox"/> Parade	<input type="checkbox"/> Trail Event Additional regulations required; see Special Event Planning Guide for details or visit www.parkcity.org	<input type="checkbox"/> Concert	<input type="checkbox"/> Road Bike Event	
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Other Type of Event (Please Specify):

APPLICANT AND SPONSORING ORGANIZATION INFORMATION

NAME:		POSITION:	
STREET ADDRESS:		CITY, STATE, ZIP CODE:	
MAILING ADDRESS: (If different from above)		CITY, STATE, ZIP CODE:	
TELEPHONE (WORK):	MOBILE PHONE:	OTHER:	
EMAIL ADDRESS:		FAX NUMBER:	
SPONSORING ORGANIZATION:		Is organization a registered non-profit? <input type="checkbox"/> Yes <input type="checkbox"/> No (If yes, please provide copy of registration paperwork)	
ONSITE CONTACT: (day/s of event)		MOBILE PHONE:	
NAME OF EVENT:			
<input type="checkbox"/> FIRST TIME EVENT	<input type="checkbox"/> ANNUAL EVENT (How many years?) _____	Will a fee be charged for attendance or participation? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Overall Event Description (Briefly explain event and activities):

EVENT DATES AND TIMES

EVENT DATE(S):		EVENT HOURS - START TIME:		END TIME:
SET-UP DATE/S:	TIME/S:	BREAKDOWN DATE/S:	TIME/S:	
ESTIMATED ATTENDANCE - PARTICIPANTS:		SPECTATORS:	TOTAL:	
EVENT LOCATION:				

EVENTS WITH ATTENDANCE HIGHER THAT 500 REQUIRES A SUMMIT COUNTY MASS GATHERING PERMIT



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OPERATIONAL - PART A

PARADE / STREET CLOSURES – * SITE MAP MUST BE INCLUDED WITH APPLICATION*

Will this be a Complete Road Closure? YES <input type="checkbox"/> NO <input type="checkbox"/>	Will this be a Partial Road Closure? YES <input type="checkbox"/> NO <input type="checkbox"/>	Will this be a Rolling Road Closure? YES <input type="checkbox"/> NO <input type="checkbox"/>
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Names of Streets to be Closed : * SITE MAP, with proposed route if applicable, MUST BE INCLUDED WITH APPLICATION *

Street:	Between:	And:

Description of reason for closure:

Days of Closure: (including setup and breakdown)	Start Date:	Reopen Date:	Time Of Closure:	Start:	End:
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Parade Information

Assembly Area:	Disbanding Area:	# of anticipated Entrants:
Does the event cross over city boundaries? YES <input type="checkbox"/> NO <input type="checkbox"/>	Into Summit County <input type="checkbox"/>	Into Wasatch County <input type="checkbox"/>

PUBLIC FACILITY USE – * SITE MAP MUST BE INCLUDED WITH APPLICATION*

ADDITIONAL FEES MAY APPLY

Check any or all that apply :	<input type="checkbox"/> Miners Hospital	<input type="checkbox"/> Main Street - Miner's Park	<input type="checkbox"/> McPolin Barn
	<input type="checkbox"/> City Park Softball Field	<input type="checkbox"/> Library Field	<input type="checkbox"/> Dirt Jump Park
	<input type="checkbox"/> City Park Rugby Field	<input type="checkbox"/> Sports Complex Fields	<input type="checkbox"/> Skate Park
	<input type="checkbox"/> City Park Gazebo Area	<input type="checkbox"/> Ice Arena	<input type="checkbox"/> School District Fields
	<input type="checkbox"/> City Park Covered Picnic Area	<input type="checkbox"/> Rotary Park	

EVENT PARKING – * SITE MAP MUST BE INCLUDED WITH APPLICATION*

ADDITIONAL FEES MAY APPLY

Request for Closure of or Access to any public parking, This includes any activity that will remove public parking: YES NO

If yes, you must complete a **Request for Special Use of Public Parking Application**

Will event parking be on Private property? YES NO (Written Permission from Owner of Private Parking Area is Required)

Will there be transportation services to and from Parking Lots? YES NO

If yes, who is the provider? Name : _____ Contact Information: _____

TEMPORARY STRUCTURES & IMPROVEMENTS – * SITE MAP MUST BE INCLUDED WITH APPLICATION*

All temporary structures must be approved and inspected by the Park City Building Department at 435-615-5100. Check all that apply

<input type="checkbox"/> Bleachers	<input type="checkbox"/> Inflatable's	<input type="checkbox"/> Canopies
<input type="checkbox"/> Stage/s	<input type="checkbox"/> Temporary Lighting	<input type="checkbox"/> Tent/s < 200 sq ft
<input type="checkbox"/> Trailer/s	<input type="checkbox"/> Structures over 6' in height	<input type="checkbox"/> Tent/s > 200 sq ft

Will you have electrical needs? YES NO Do you propose to use generators? YES NO

What is the purpose of the structures:

Will you be using flammable materials, including fuels and gasses? YES NO

Will you be requesting permits for fireworks? YES NO

If yes to either above question, a **Fire Permit Application** must be submitted 20 days prior to the event.

Toilet Facilities – Depending on the size, scope and location of this event the SUMMIT COUNTY HEALTH DEPARTMENT may require additional public faculties. **Site plan must include the location of public facilities**

Refer to Park City Special Event Planning Guide for answers to the most frequently asked event related questions



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Master Festival & Special Event Application

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OPERATIONAL - PART B

WASTE MANAGEMENT & RECYCLING

The Park City Municipal Corporation encourages sustainable efforts in Waste Management including the recycling of as much event waste as possible. Please refer to the Park City Event Planning Guide for a list of local recyclers to find out how they may assist you.

All applications must include a waste management plan that includes pre and post event details

FOOD AND MERCHANDISE SALES

Will there be sale of Merchandise? YES NO

Will there be sale of or complimentary food? YES NO

Describe Items for sale :

Will food items be pre-packaged? YES NO

Will food items be cooked at event? YES NO

Will food items be prepared off site? YES NO

**All individual vendors must obtain a Park City Business License & Summit County Temporary Food Service Permit
If cooking onsite a permit may be required for use of appliances**

Will there be beer, wine, and/or liquor sales during the event? YES NO

The Park City Finance Department requires application for a Beer & Liquor License.

The Utah Dept. of Alcoholic Beverage Control (UDABC) may require application for a Single Event Liquor License or other state permit.

TEMPORARY SIGNS

Will there be Temporary signs at the event? YES NO

If yes, attach sign plan describing sign content, sizes and locations

ANIMALS AT EVENT

Will there be animals at the event? YES NO

If yes, attach plan to address nuisances or health hazards associated with the animals.

COMMUNICATIONS NEEDS

Will there be installation of antenna for communications? YES NO

If yes, attach site plan and specifications of antenna.

SAFETY - SECURITY

A Operational Plan is required for all events outlining : Security and Crowd Control specifics, Fire District and Access Information, First Aid & EMT requirements (Refer to Park City Special Event Planning Guide for more information)

Does your event require Law Enforcement services beyond routine periodic patrol? YES NO

Upon review the Park City Police Department may require additional on-site personnel for event approval

MARKETING OF EVENT

Proper marketing your event is vital to its success. Please contact the Park City Chamber Bureau (www.parkcityinfo.com) as a resource.

Who is the target market for this event?

Where is the target market for this event? Local Regional National International

Will this event be televised? YES NO

Local Regional National International

Describe coverage:

Please list print advertisements including newspapers and magazines:

Please list range of marketing budget

< \$100

\$100 - \$500

\$500 - \$1000

> \$1000

Refer to Park City Special Event Planning Guide for answers to the most frequently asked event related questions

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INFORMATIONAL - PART A

INSURANCE REQUIRMENTS

MUST BE SUBMITTED AT LEAST 10 DAYS PRIOR TO EVENT

Park City Municipal Corporation requires proof of liability Insurance in the minimum amount of two million dollars (\$ 2,000,000) and the applicant shall name Park City Municipal Corporation, 445 Marsac, P.O Box 1480, Park City, Utah 84060 as additionally insured

RULES AND REGULATIONS

To insure prompt and accurate processing of your application, ensure that ALL relevant support materials and documentation accompanies application. Failure to do so will constitute an incomplete application and may delay review.

A complete application must include a event site plan that includes, but may not be limited to the following: street closures, signs, operational vehicles, barricades, tents and other temporary structures, activity locations, bleachers, portable and fixed toilets, water stations, event headquarters, solid waste & recycle containers, entrances/exits, walkways, fire lanes, event route, operational plan , security / crowd control plan, power sources, cooking facilities, etc.

Upon application the Park City Special Event Department may set up a meeting to discuss your event

The Applicant(s) shall assume and reimburse the city for any and all costs and expenses determined by Park City Municipal Corporation such as City's staff's time if required at event, additional garbage or waste in city receptacles, providing, erecting or moving equipment such as barricades, directional or event signs, garbage and waste receptacles. Park City Municipal Corporation may require a deposit that shall not exceed one thousand dollars (\$ 1,000.00) to cover such expenses.

AGREEMENT AND SIGNATURE

I, the undersigned representative have read the rules and regulations with reference to this application and am duly authorized by the organization to submit this application on it's behalf. The information contained herein, including supporting documentation is complete and accurate.

Name (Printed)

Signature:

Date:

Refer to Park City Special Event Planning Guide for answers to the most frequently asked event related questions



Special Event Fee Reduction Policy

Park City Municipal Corporation is committed to facilitating Park City's community vibrancy and economic development by hosting special events, and to mitigating for the impact of these events. In this effort, the city will annually allocate up to two hundred thousand dollars (\$200,000) to be used towards reducing fees required to provide city services for special events. Fees eligible to be reduced include the following City Service Fees: Application, Building Permit, Facility or Equipment Rental, Public Safety Personnel, Field and Park Rental, Special Use of Public Parking Permit, and Trail Use. Fees may be reduced for qualifying first-time and recurring events. In order to be eligible for a Special Event Fee Reduction, applications must be filled out in their entirety.

A. Special Event Fee Reduction Evaluation Criteria

The City will consider the following when reviewing a special event fee reduction request:

1. **Criterion 1:** Charges event admission or fees for participation, and policy for attendees or participants unable to pay such fees;
2. **Criterion 2:** Provides free programs, or raises funds for organizations or free programs, benefitting local youth, seniors or underserved constituents;
3. **Criterion 3:** Provides positive tax benefits, raises funds or provides revenue opportunities to the city to offset City services and costs required by the event;
4. **Criterion 4:** Provides event opportunities during resort off seasons, defined as September 21-November 15, and April 1-May 15, excluding holidays;
5. **Criterion 5:** Demonstrates that the imposition of fees would create a financial hardship on the Applicant or would have a detrimental effect on services provided to the public.

The City's Special Events Department and Special Events Advisory Committee (SEAC) will review applications and submit recommendations to a panel consisting of the Economic Development Manager and Budget Manager(s) and the City Manager. The City Manager may approve fee reductions up to twenty five thousand dollars (\$25,000). If the total fee reduction request exceeds twenty five thousand dollars (\$25,000), or includes city service fees other than those indicated above, the request must be approved by City Council in a Public Meeting or through an approved City Services

Contract. Appeals may be brought to the Special Events Department with final authority by the City Manager or his or her designee and City Council.

B. Special Event Fee Reduction Appropriations

The City currently reduces fees for Special Events through collaboration with multiple city departments. Of the fees required for city events, no more than two hundred thousand dollars (\$200,000) per annum will be waived; allocation of fee reductions will be determined at the sole discretion of the Economic Development and Budget Manager(s), City Manager or City Council. Unmet thresholds at the end of a year will not be carried forward to future years.

C. Special Event Fee Reduction Categories

Applications for Special Events Fee Reductions will be placed in five potential categories for tracking and evaluation processes. Categorization is determined by the event meeting at least one criterion listed for each category:

1. Local/Community Cultural Event:
Events of or relating to artistic or social pursuits, hosted by organizations from Summit and Wasatch counties, and including vendors and/or participants and marketed to audiences within the state of Utah;
2. Local/Community Recreational Event: Events of or relating to sporting or competitive pursuits, hosted by organizations from Summit and Wasatch counties, and including vendors and/or participants and marketed to audiences from within the state of Utah;
3. Regional Cultural Event:
Events of or relating to artistic or social pursuits, hosted by organizers from Utah counties including Summit and Wasatch counties, or from states including but not limited to Colorado, New Mexico, Arizona, Nevada, Idaho, Wyoming, or Montana, and including national vendors and/or participants and marketed to national audiences;
4. Regional Recreational Event: Events of or relating sporting or competitive pursuits, hosted by organizers and including vendors and/or participants from Utah counties including Summit and Wasatch counties, or from states including but not limited to Colorado, New Mexico, Arizona, Nevada, Idaho, Wyoming, or Montana, and including national vendors and/or participants and marketed to national audiences;
5. National and/or International Event:
Events of or relating to artistic or social, sporting or competitive, or other pursuits determined to be valuable by the City, hosted by international or national organizations from states excluding those defined as 'regional', listed above, and including vendors and/or participants and marketed to national or international audiences.

D. Application Process

Application forms may be downloaded from the City's www.parkcity.org website, available via email from the Special Events Coordinators, or within the Special Events Office of City Hall. In order to apply for a Fee Reduction, applicants must

request an estimate of City Service event fees from the Special Events Department; estimates will be made available by the Special Events Department no later than one week (7 days) prior to the Application deadline. Estimates are not binding on the City; event organizers should anticipate fluctuations in final costs based on estimated fees.

E. Deadlines

All applications for Special Events Fee Reductions must be received no later than the following dates each year to be eligible for bi-annual consideration;

- **October 1st** for events occurring January 1st through June 30th, and
- **April 1st** for events occurring July 1st through December 31st.

Applications received outside the scheduled application process may be considered when the applicant demonstrates an immediate need for funding and provides justification for why the application was not filled within the specified deadline, unless otherwise directed by the Council.

Extraordinary requests received must meet all of the following criteria to be considered:

1. The request must align with the Special Event Fee Reduction Evaluation Criteria;
2. The applicant must show that the requested fee waivers represent an immediate fiscal need that could not have been anticipated before the deadline; and
3. The applicant must demonstrate significant consequences of not being able to wait for the next semiannual review.
 - i. Significant consequences could include inability to hold event due to event date or immediate fiscal need, but not wish or preference.

F. Award Policy

The reduction of Special Events fees shall be administered pursuant to applications and evaluation criteria established by the Special Events Department and Special Events Advisory Committee, and approved by the Economic Development and Budget Managers, City Manager or City Council upon the determination that such action is consistent with the overall goals of the City.

Fee Reduction amounts will be noticed to the applicants by May 15th for those events occurring July 1 through December 31st, and November 15th for those events occurring January 1 through June 30th.

Nothing in this policy shall create a binding contract or obligation of the City. Individual event permits and their associated fees may vary from permit to permit at the discretion of City. Any reduction of Special Event fees is valid only for the permit specified therein and shall not constitute a promise of future reward. The City reserves the right to reject any and all applications, and to waive any

technical deficiency at its sole discretion. All submittals shall be public records in accordance with government records regulations ("GRAMA") unless otherwise designated by the applicant pursuant to UCA Section 63-2-308, as amended.