

Version 1.2  
May 25, 2017



KIMBALL ART CENTER  
1401 Kearns Boulevard  
PO Box 1478  
Park City, UT 84068  
435.649.8882

## Kimball Art Center

Kimball Art Center inspires and connects through art. Art Starts Here™.

Kimball Art Center (KAC) exists to provide arts education and access to everyone. Through our exhibitions, educational arts programs and events, KAC provides a platform and a place for artists and arts enthusiasts to come together to explore, celebrate and cherish the creative spark that lives within us all. We believe that art brings joy, direction, a welcome distraction and hope to the 85,000+ community members we serve each year. We know that art changes lives and brings people together, sustaining our vibrant community and inspiring positive change in the world around us.

KAC has been a pillar of our art community since 1976 when Bill Kimball humbly started the center in an old garage. As the Park City community has evolved through the years, KAC has mirrored its change, evolving into a world-class community art center and the city's cultural hub. Admission to our museum to see renowned exhibitions has remained free since day one. Exhibitions provide local access to nationally renowned artists and works and include quarterly Art Talks and Gallery Tours. We also provide over 300 visual art classes to youth and adults each year, including welding, encaustic, painting, drawing, photography, stained glass and more in our studios. Our Arts Education Program partners with K-12 schools and bridges a critical gap to provide immersive and quality art classes to youth who would not receive an arts education in their school without our programming.

## Park City Kimball Arts Festival

Our largest event of the year is the annual Park City Kimball Arts Festival held in August, which brings over 225 jury-selected artists from around the country to Park City for approximately 55,000 attendees to enjoy. Now in its 48th year, the event brings approximately \$20 million in annual economic impact to Utah.

The 48th Annual Park City Kimball Arts Festival takes place on Historic Main Street and serves as the primary fundraiser for the Kimball Art Center. Proceeds from the Festival enable us to provide, free of charge, year-round art exhibitions, gallery tours, monthly Art Talks and to offer art education to teachers, students and our community.

Each year, we host over **50,000 guests, 220+ jury-selected artists** from over 30 states in 12 categories, 30 live musical acts and an array of cuisine offerings. The event brings in approximately \$20 million in economic impact annually. Come visit us for one of Park City's biggest and best events! Art. Cuisine. Music.

Link to the Park City Kimball Arts Festival: <http://parkcitykimballartsfestival.org/>

## 2017 Kimball Art Center Gala

The annual Gala, presented by Zions Bank, is a longstanding tradition that provides critical funding that directly supports the Kimball Art Center's exhibitions, educational programs and events. Each year, a dynamic committee comes together to plan an

innovative and inspiring event that illustrates the power of art and creativity and the critical role it plays in the health of our community.

Join us on Thursday, July 13 as we amaze and inspire through art! Together we will illustrate the power of art and creativity and the critical role it plays in the health of our community. Your creative evening will include an Art Bar and cocktail reception, an interactive culinary experience and live auction. Featuring the work of legendary artist, Richard Serra, the Gala will be held in the Kimball Art Center's Main Gallery and outside in a courtyard tent.

Dress Code will be black and white cocktail attire. Please wear practical shoes: dress shoes, flats or low wedges are suggested. We highly recommend steering away from wearing stilettos or high heels. Valet Parking will be available.

### PCKAF & Gala Event Schedule

	Date	Day	Start	Finish
<b>Gala</b>	July 13	Thursday	6:00 PM	9:30 PM
<b>PCKAF</b>	August 4	Friday	5:00 PM	9:00 PM
<b>PCKAF</b>	August 5	Saturday	10:00 AM	7:00 PM
<b>PCKAF</b>	August 6	Sunday	10:00 AM	6:00 PM

### Admission

	Type	Adults 18+	Kids 6-17	Kids < 5
<b>Gala</b>	Ticket	\$ 300	-	-
<b>PCKAF</b>	3-Day Pass	\$ 12	\$ 6	Free
<b>PCKAF</b>	Friday Night	Locals Free	Locals Free	Free

### PCKAF Leadership Team

	Title	Phone	Email
<b>Kathy Kennedy</b>	Managing Director	435-649-8882	<a href="mailto:Kathy.Kennedy@kimballartcenter.org">Kathy.Kennedy@kimballartcenter.org</a>
<b>Dave March</b>	Festival Director	435-649-8882	<a href="mailto:Dave.March@kimballartcenter.org">Dave.March@kimballartcenter.org</a>
<b>Hannah Palmer</b>	Artist Relations	435-649-8882	<a href="mailto:Hannah.Palmer@kimballartcenter.org">Hannah.Palmer@kimballartcenter.org</a>
<b>Chris Crowley</b>	Operations	801-718-4628	<a href="mailto:ccrowley@gmail.com">ccrowley@gmail.com</a>

## Parking

Parking remains one of the most challenging aspects of the Arts Festival. Parking operations are divided into Artist & KAC Parking and Public Parking. All parking lots are manned by PCKAF staff to ensure efficient parking and to monitor numbers. China Bridge paid parking is managed by PCMC.

Free parking lots are located at Deer Valley Resort (until 1:00 p.m.) and Park City High School. These lots will be serviced by our free shuttle buses.

In addition to servicing their regular routes, Park City Transit provides free bus service from our parking lots. We encourage locals and visitors alike to take advantage of this convenient mode of transportation. Service is available Friday evening, Saturday and Sunday from all locations. Buses will run every 15 minutes between 8:00 a.m. and 9:00 p.m.

While we encourage the use of our free lots, limited parking is also available at Park City's China Bridge Park Garage. You may enter this structure via Marsac Avenue off of Deer Valley Drive. The cost is \$10.

The Park City Kimball Arts Festival is a fully accessible event. All of our parking areas provide accessible parking. In addition, we provide a complimentary Festival golf cart shuttle to those who need assistance inside of the Festival. Please feel free to contact us with any questions at (435.649.8882).

Park City Kimball Arts Festival web link PARKING:

<http://parkcitykimballartsfestival.org/how-to-fest/directions>

## Artist Parking

	Type	Available	Demand
<b>Flag Pole Lot</b>	Oversized	57	60
<b>Galleria Lot</b>	Oversized	9	9
<b>Historic Wall Lot</b>	Oversized	60	65
<b>Bob Wells Plaza</b>	Operations	9	9
<b>Old China Bridge L2</b>	Normal	86	86
<b>Old China Bridge L3</b>	Normal	91	91
<b>China Bridge Roof</b>	Oversized	78	78
<b>Brew Pub North</b>	Oversized	0	15

## Public Parking

	Type	Park & Ride	\$	Available
<b>DVR Lot 6</b>	Public	Yes	Free	200
<b>PCM Silver King</b>	Public	Yes	Free	200
<b>PCHS</b>	Public	Yes	Free	200
<b>China Bridge @ Marsac</b>	Public	No	\$25	PCMC
<b>Private Lots</b>	Public	No	Yes	NA

## Traffic

Park City is a small historic town with limited parking capacity. Many of the streets in Old Town will be open to residents with access passes only. These streets will be monitored by police and festival staff.

The PCKAF is working closely with Park City Municipal Event Staff, Park City Transit, Summit County Transportation, Park City Police, Summit County Sheriff and our satellite parking providers in order to develop a comprehensive traffic, transportation and parking plan.

Park City Kimball Arts Festival web link TRAFFIC:

<http://parkcitykimballartsfestival.org/how-to-fest/directions>

*Traffic Mitigation plan pending.*

## Transportation & Alternate Modes

As part of our traffic mitigation plan, the PCKAF is working closely with Park City Municipal Event Staff, Park City Transit and Summit County Transportation to encourage alternative transportation options.

- **PC Transit:** PC Transit will be running FREE buses with added capacity on some routes. All routes remain in effect.. For festival visitor convenience and better PC Transit operations, additional bus stops will be added at 9<sup>th</sup> Street and at Swede Alley across from the Transit Center.

Link to **PC Transit Routes and Schedules:** <http://www.parkcity.org/about-us/transit-bus/routes-schedules>

- **Bike Valet:** The PCKAF will offer FREE bike valet service located at 7<sup>th</sup> Street at Park Ave.

- **Walk:** The PCKAF encourages everyone to take a healthy walk top the festival.
- **Carpool:** If you must drive, please carpool with your family, friends and neighbors.
- **Bus, Ride Walk link:** <http://parkcity.org/about-us/bus-bike-walk>

### **Park City Kimball Arts Festival Site Plan**

Over 225 artists from around the country will converge on the ½ mile long stretch of Main Street. Artists begin move-in at 3:00 AM on Friday morning in preparation for opening at 5:00 PM that day.

Appendix I: Park City Kimball Arts Festival Site Plan

### **Park City Kimball Arts Festival Event Offices**

The Kimball Art Center is exploring numerous options to host infrastructure and event offices. Information as available.

- **VIP Lounge: Sotheby's Building**
- **Volunteer Lounge: TBD**
- **KAC Offices: TBD**
- **Staff Check In: TBD**

### **Additional PCKAF Activities**

- **Kids Activity Area @ Town Lift Plaza:**  
<http://parkcitykimballartsfestival.org/events/kids-area>
- **Live Music with Mountain Town Music:**  
<http://parkcitykimballartsfestival.org/events/music>
- **Festival After Dark:** <http://parkcitykimballartsfestival.org/events/festival-after-dark>
- **Yoga Fest:** <http://parkcitykimballartsfestival.org/yoga>
- **PCGA Festival Gallery Stroll:** <http://parkcitykimballartsfestival.org/events/pcga-festival-gallery-stroll>
- **Live@Sky:** <http://parkcitykimballartsfestival.org/live-sky>

## Cuisine at the PCKAF

- **Taste of Art:** <http://parkcitykimballartsfestival.org/cuisine/taste-of-art>
- **Food Truck Round Up:** <http://parkcitykimballartsfestival.org/food-truck-round-up>
- **Artisan Tasting:** <http://parkcitykimballartsfestival.org/food-truck-round-up>
- **Main Street Dining Decks:** <http://parkcitykimballartsfestival.org/cuisine/food-vendors>
- **Beer Gardens & Concessions:** <http://parkcitykimballartsfestival.org/beer-garden-concessions>

## Park City Kimball Arts Festival Waste & Recycling Plan

The PCKAF utilizes two contractors and PC Municipal services and resources to maintain our waste and recycling programs. Recycling for the Arts Festival will focus largely on cardboard, metals, plastics and wood. This year will provide a baseline from which to monitor waste totals and diversion rates.

- **Recycling:** Curb-It Recycling
- **Waste:** Questa Landscaping
- **Temporary Waste Bins** at existing and new waste locations
- **Temporary Recycling Bins** at existing and new waste locations
- **Temporary Dumpsters:** 2 temporary dumpsters at Historic Wall Lot and Swede Alley Cut Out.

Waste and Recycling operations will take place during all event hours. Contractors will be responsible for monitoring volumes and waste stream classifications.

Waste & Recycling Reports will be developed following the festival.

See Appendix XX: Miscellaneous Operations

## Insurance Requirements for the 2017 Park City Kimball Arts Festival

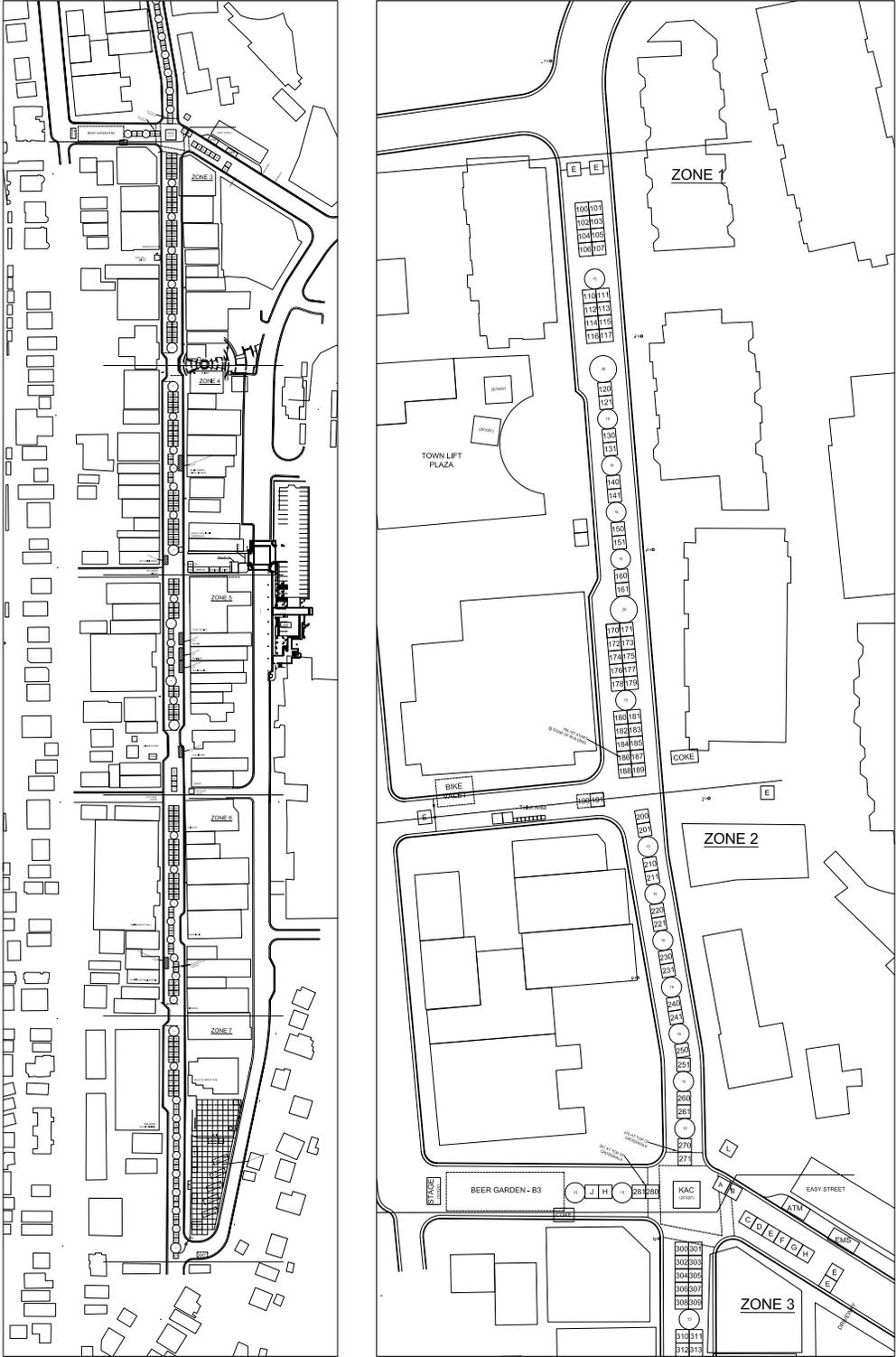
1. Liability Insurance Amount:

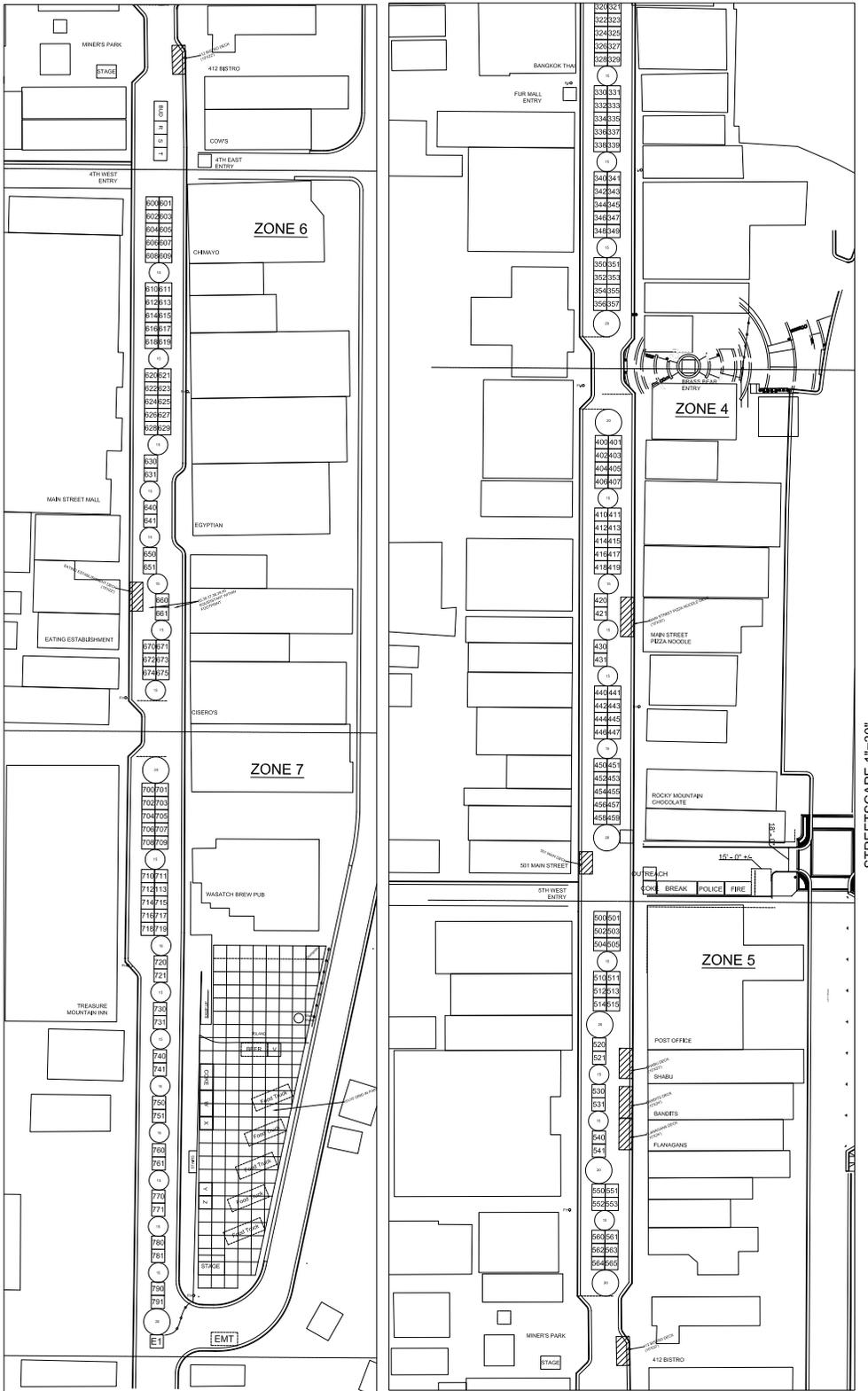
- **General Liability** of \$2,000,000 per occurrence/ \$4,000,000 aggregate
- **Auto Liability** of \$2,000,000 combined single limit for bodily injury and property damage per accident.

- **Liquor Liability** of \$1,000,000/\$2,000,000
- **Proof of Workers Compensation** with regard to statutory limits of \$500,000 per accident. (Please note the City does not have to be listed as additional insured on this policy specifically.)
- The Kimball Art Center shall require any **hired security** to provide a policy of general liability and auto liability insurance and name both the Kimball Art Center and Park City Municipal Corporation as additional insureds on the policy limits set forth above.
- The Kimball Art Center shall provide proof that they require any **hired security** to provide a proof of Workers Compensation insurance in the amount that is required above. (Please note the City does not have to be listed as additional insured on this policy specifically.)  
2. Description of Operations/Special Items Box must include: Park City Municipal Corporation is hereby named an additional insured with respect to liability arising out of or in connection with KAC's activities under the Service Agreement and further indemnify the City from liability occurring at the event, except for any claim arising out of the sole negligence or intentional torts of the City or its employees. It is suggested that the insurer have AM Best Financial Strength rating of at least A:VII.  
3. Certificate Holder: Park City Municipal Corporation PO Box 1480 Park City, UT 84060 Please email certificates to the Park City Special Events Coordinator as follows: Jenny Diersen jenny.diersen@parkcity.org Any change of these requirements must be approved prior to approval of permit by both the Special Events Coordinator and the City Attorney's Office. Event Permits are void until Certificate of Insurance has been provided and accepted as outlined in the conditions of approval on the Special Event Permit.

## Appendices

Appendix I: Park City Kimball Arts Festival Site Plan





## Appendix V: Park City Kimball Arts Festival Marketing Plan



### 48<sup>th</sup> Annual Park City Kimball Arts Festival Marketing Plan

#### 2017 Marketing Plan & Calendar

- **January**
  - Website Listings
    - Festival Site: [www.ParkCityKimballArtsFestival.org](http://www.ParkCityKimballArtsFestival.org) (year-round)
    - Kimball Art Center: <http://kimballartcenter.org/event/park-city-kimball-arts-festival/> (year-round)
    - March 17: Kimball Facebook event listing
  - 3<sup>rd</sup> Party Website Listings
    - January 10: Park City Chamber
    - January 11: SpinGo
    - January 11: Now Playing Utah
    - January 11: Park City Magazine
    - January 11: Park City Summit County Arts Council
    - January 11: The Park Record
    - January 12: Mountain Express Magazine
  - Call for Artists Marketing
    - Art Fair Insider
    - Art Fair Sourcebook
    - Sunshine Artist Magazine & Web
    - Zapplication Email Blasts
    - FestivalNet.com
    - Arstshow.com
    - American Craft Council
- **February - August**
  - (7) Kimball Art Center monthly newsletter emails (9,000 email addresses per)
- **March 1** (March 8 with new deadline)
  - Artist applications due
- **March - August**
  - Social media platforms monthly, at a minimum (Facebook, Twitter, Instagram)
- **March - August**

- Save the Date included in March Volunteer Newsletter
- (6) Monthly Volunteer emails from Kimball Art Center (600 email addresses per)
- **April**
  - April 1: Acceptance Packet is sent to artists (210+)
  - April 13: Dedicated email to all previous 2016 volunteers (600)
- **April (Week of April 24)**
  - Dedicated Volunteer email from Kimball Art Center (9,000 email addresses)
- **May**
  - Press Release
    - Focus on What's New
      - Walkabout Interactive Map
      - Bike Valet
      - 5-year agreement with Park City Municipal Corporation
  - Booth Assignment Packet is sent to accepted artists including lodging info
- **June**
  - Soft launch of new Walkabout Interactive Map
  - June 19: Dedicated Arts Festival email from Kimball Art Center (9,000 email addresses)
  - Out of State Digital Media Buys (banners ads, newsletters, interstitials, mobile, etc.)
    - LA/Orange County: LA/OC Weekly
    - Arizona: Arizona Republic, AZ Central
    - Colorado: Daily Camera (Boulder), Westword (Denver)
    - Austin Chronicle (Texas)
  - FOX 13:
    - :30 and :15 TV spots (TBD)
    - Facebook ads
    - Digital and mobile ads
    - Homepage takeover
    - Other
  - Utah Digital Services
    - SLC and Out of State in 5 geo markets
    - Mobile
    - :15 video pre-roll
    - Wallpaper
    - Native ads
  - PR/Media
    - KPCW
      - Focus on Friday Night Locals' Night, presented by PCMC
    - SLC TV Outlets
    - KUER
    - Park City Magazine
    - Salt Lake Magazine
    - The Park Record
    - Big Life Magazine
    - Salt Lake City Weekly
    - Mountain Express Magazine
    - St. George Spectrum

- Other
- **July**
  - July KAC newsletter inclusion
  - July 18: Dedicated Arts Festival email from Kimball Art Center (9,000 email addresses)
  - SLC and PC local advertising (Park Record, Salt Lake Tribune, Mountain Express Magazine, Salt Lake Magazine, etc.)
- **August**
  - August KAC newsletter inclusion
  - Final Dedicated Arts Festival email from Kimball Art Center (9,000 email addresses)
  - Aug. 4-6: Park City Kimball Arts Festival on Historic Main Street, Park City, Utah

## Appendix VI: 2017 Kimball Art Center Gala Plan



### 2017 Kimball Art Center Gala Thursday, July 13, 2016

#### Event Summary

- The annual Gala, presented by [Zions Bank](#), is a longstanding tradition that provides critical funding that directly supports the Kimball Art Center's exhibitions, educational programs and events. Each year, a dynamic committee comes together to plan an innovative and inspiring event that illustrates the power of art and creativity and the critical role it plays in the health of our community. The 2017 Gala will again be held here at the Kimball's Main Gallery, featuring the work of [legendary artist Richard Serra](#), and outside in a courtyard tent. The evening will include a cocktail reception, seated dinner, live auction and entertainment. The theme of this year's event will be "Art Starts Here." The Gala begins at 6:00pm and tickets are \$300 per person.

#### Event Info

- Thursday, July 13
- 6:00pm – 9:40pm
- Live Auction
- Seated dinner and cocktail party for 400 people (40 tables of 10)
- Catering by Done to Your Taste (DTYT)
- Event décor by Bluebird Events
- Exact tent and stage company TBD
- Exact AV company TBD

#### Operations Schedule

- Monday, July 10: Tent (60' x 114') setup
- Tuesday, July 11 - Wednesday, July 12: Power, Lights, Fire Extinguishers, decor, general event setup
- Thursday, July 13: Final setup, then Gala begins at 6:00pm
- Friday, July 14: Event teardown

#### Weather Plan

- All activities are scheduled to take place inside both the tent and existing building

#### Food & Beverage

- We will doing all food and beverage via DTYT catering. They will provide approved UDABC liquor permits as needed

#### Trash & Recycling Plan

- We will utilize existing building operations for trash and recycling

### Restrooms

- We will use existing restrooms in the building

### Safety & Emergency Plan

- General Staff Emergency Procedures
  - If unsure of correct course of action, call 911 immediately
  - Always consider your personal safety during emergency situations
  - Do not risk injury or inclusion in an emergency event
  - Remain calm
  - Alert Events Director and Front Desk of all emergency situations: Front Desk: 435.649.8882 or Dave March: 435.901.2960
  - Use plain speak and identifiable locations
  - Assess situation thoroughly before taking action
  - Do not perform rescue actions or medical procedures unless you have proper training
  - Consider the safety of the public while assessing the situation
  - Report all dangerous, suspicious or hazardous authorization from Events Director
  - Do not initiate an evacuation without authorization from Events Director
  - Direct all arriving Police, Fire Department or First Responders to Events Director. Alert Events Director in all cases
  - Following an emergency event, fill out an Incident Report
- Animal Nuisance
  - Alert EMS, Fire Department or Police on site
  - If unable to locate First Responders, call 911
  - Do not attempt to apprehend the animal
  - Alert nearby patrons of danger
- Criminal Activity
  - Alert Police on site or call 911
  - Do not intervene
- Disorderly Conduct
  - Alert Police on site or call 911
  - Do not intervene
- Electrical Storm
  - All activities will be suspended until threat levels decrease
  - Staff to prepare for evacuation. Preferred refuge at indoors location
  - Follow Evacuation procedures
- Evacuation
  - Do not initiate an evacuation without authorization from Events Director
  - If evacuation is considered, confer with First Responders on site
  - Stand by until staff and security personnel are in place and ready to safely execute plan
  - Ensure the evacuation routes, refuge areas and shuttle systems are safe and prepared
  - Position staff to assist
  - Secure parking lot entrances and exits. Prevent all public traffic from entering the site unless otherwise instructed
  - Stage shuttles, if necessary, prior to initiating evacuation
  - Calmly alert patrons of the evacuation and location or direction to evacuate to

- Staff to perform a final venue sweep to ensure it is clear and safe
- If safe, position staff to prevent patrons from re-entering site
- Continue to monitor safety of area of refuge
- Fire
  - If safe, trained staff should extinguish small fires with fire extinguishers
  - If fire is determined too large to be safely extinguished, call 911
  - If safe, staff should section off affected area
  - All event activities will be suspended until threat level decreases
  - If necessary, follow Evacuation procedures
- High Winds
  - Identify potential hazards and report to Events Director
  - Secure structures as needed
  - Secure all potential hazards
  - All event activities will be suspended until threat level decreases
  - If necessary, follow Evacuation procedures
- Medical Emergency
  - Call 911 in case of emergency
  - Alert EMS, Fire Department of Police on site
  - Provide support and assistance as necessary
  - Do not perform rescue actions or medical procedures unless you have proper training
- Power Outage
  - Event to continue unless determined otherwise
  - Music program requiring electricity suspended
  - Food service requiring electricity suspended
  - If threat level increases, all event activities will be suspended
  - If necessary, follow Evacuation procedures
- Rain
  - Event continues unless threat level increases
  - If threat level increases, all event activities will be suspended
  - If necessary, follow Evacuation procedures
- Emergency Numbers
  - Emergency Agencies: 911
  - Kimball Art Center (KAC): 435.649.8882
  - Kimball Art Center Events Director: 435.901.2960
  - PC Police: 435.615.5500
  - PC Fire Department: 435.649.0653
  - PC Emergency Management: 435.640.2222
  - Summit County Sheriff: 435.615.3600
  - Summit County Animal Control: 435.615.3985
  - Park City Medical Center: 435.658.7000
  - Utah Power: 888.221.7070
  - Questar Gas: 435.654.3600/435.649.0670
- Key Contacts
  - Dave March, KAC Mktg & Events Dir.: 435.901.2960
  - Chris Crowley, Operations Director: 801.718.4628
  - Courtney Dean, KAC Events Coord.: 720.371.6559

- Kathy Kennedy, KAC Managing Dir.: 435.901.2814
- Jenny Diersen, PCMC Events: 435.640.5063

**Venue Site Plan** (see attached)

---

## Appendix VII: 2017 Kimball Art Center Gala Marketing Plan



### DIGITAL

- **Kimball Art Center E-mail Blasts** (9,000 email addresses per)
  - April 3: April Newsletter Inclusion
  - April 7:
    - Dedicated 2017 Gala Save the Date Email
    - Dedicated VIP Gala Evite (free invite for sponsors)
  - May 1: May Newsletter Inclusion
  - June 1: June Newsletter Inclusion
  - June 12: Dedicated 2017 Gala Email
  - July 3: July Newsletter Inclusion
  - July 10: Dedicated 2017 Gala Email
  
- **Sponsor E-mail Blasts**
  - Gala and Exhibition Sponsor database communications as able
  
- **Social Media**
  - March 31: Create Facebook event listing
  - April 13 – June: Bi-monthly updates on all social platforms
  - June 19 – June 30: Paid social campaign on Facebook and Instagram
  - July 1 – July 13
    - Weekly mentions across Facebook, Twitter, Instagram and Pinterest to highlight:
      - Gala ticket sales/seating capacity (create sense of urgency)
      - Event/brand awareness theme: Art Starts Here™
      - Richard Serra exhibition opening
      - Live auction items
      - Kimball Art Center fundraiser
      - Sponsor inclusion and direct links to their sites
  - July 5 – July 13
    - Bi-weekly, then daily promotion leading up to event
    - Live social media content during the event
  
- **Website Event Listings**
  - Kimball Art Center: <http://kimballartcenter.org/event/2017-kimball-art-center-gala/>
  - PC Chamber
  - 15 Bytes
  - Jane's List
  - Now Playing Utah

- Park City Magazine
- Mountain Express Magazine
- Park City Summit County Arts Council
- SpinGo (encompasses 30+ event sites)
- The Park Record
- Utah Cultural Alliance
- Utah Office of Museum Services
- Salt Lake Tribune

#### **PRINT COLLATERAL**

- May 2: Gala invitation goes to print
- Gala Event Program
- Onsite Signage
- Auction Signage

#### **PR/MEDIA OUTREACH**

- Working with Panic Button Media on all press opportunities and media outreach
- Press release to be sent in late April/early May
  - Press release to be posted on Pitchengine
- Media Alert to be sent in June
- Richard Serra/agency live interviews, KPCW, Park Record, SLC Pubs (early June)
- Media Coverage
  - SLC Podcasts
  - Fresh Living - KUTV Channel 2 (CBS Affiliate)
  - Other SLC TV stations based on availability of spokespeople and artists to appear
  - The Park Record
  - Park City Magazine
  - Salt Lake Magazine
  - City Weekly
  - City Home Collective blog
  - Big Life magazine blog
  - AOL Travel blog
  - Park City Chamber newsletter
  - KPCW (morning show with Leslie Thatcher, Mountain Mix Show and Randy Barton)
  - PCTV
  - 15 Bytes (online art blog)

#### **RADIO**

- July 1: KPCW Underwriting Spots

Appendix VIII: Kimball Arts Center Gala Site Plan



**Appendix IX: Traffic Mitigation Plan**

<<Pending PC Transportation Input>>

Appendix XIII: Parking Lot Use Schedule (including Satellite Lots)

2017 Park City Kimball Arts Festival  
Parking Lot Usage

DRAFT

5/24/17

Operations Schedule

Location	Start Date	Time	End Date	Time	Use
Bob Wells Plaza	Tuesday, August 1, 2017	6:00	Monday, August 7, 2017	12:00	OPS Compound
Brew Pub Lot - North	Wednesday, August 2, 2017	6:00	Monday, August 7, 2017	12:00	Festival Operations - OPS & Artist Parking
Brew Pub Lot - South	Thursday, August 3, 2017	6:00	Sunday, August 6, 2017	22:00	Festival Operations - Food & Music
Big Pole Lot	Friday, August 4, 2017	3:00	Sunday, August 6, 2017	22:00	Festival Operations - Artist Parking
Galleria Lot	Friday, August 4, 2017	3:00	Sunday, August 6, 2017	22:00	Festival Operations - Artist Parking
Historic Wall Lot	Friday, August 4, 2017	3:00	Sunday, August 6, 2017	22:00	Festival Operations - Artist Parking
Old China Bridges Levels 2 & 3	Friday, August 4, 2017	3:00	Sunday, August 6, 2017	22:00	Festival Operations - Artist Parking
New China Bridge Roof - South	Friday, August 4, 2017	3:00	Sunday, August 6, 2017	22:00	Festival Operations - Artist Parking

**Appendix XV: PCMC Resource Request**

The following items have been traditionally provided by PCMC for use by PCKAF Operations.

Item	Description	Quantity	Rate
Bike Rack Barricade	8' & 6' bike rack style, metal barricade	All available	
Traffic Cones	36" orange traffic cones	100	
Water Meter & Key	Fire hydrant key & water meter	1	