



Special Event Advisory Committee Meeting Agenda

Date: Wednesday, August 16, 2017

Place: 1255 Park Avenue, Park City Library, 3rd Floor - Community Room

Time: 12:00 p.m. to 2:00 p.m. (meeting estimated to run until 2:00 p.m.)

In attendance:

Absent: Penn Kinsey

Electronic Participation: None expected

Meeting Facilitator: Special Events Staff – Jenny Diersen

Meeting Minutes: Jody Morrison

Next Meeting: Wednesday, September 20, 2017

Topic #1: Meeting Called to Order (estimated time – 12:00 p.m.)

Motion to Call Meeting to Order:

Time:

Topic #2: Board Member Introductions (12:05 p.m.)

Person: Sarah Klingenstein

(1) Board Members, Staff and Council Introduce themselves

Topic #3: Approval of Minutes from June Meeting (12:10 p.m.)

Person: Sarah Klingenstein

(1) Board to Approve Minutes from April Meeting

Changes:

Motion to Approve:

(2) Confirm quorum, attendance, absence, and electronic participation for September 20, 2017 meeting.

Notes: DRAFT Minutes attached. Item is not scheduled to be opened for public comment.

Topic #4: Public Input – Any matter that is not on the agenda (12:15 p.m.)

*Remind anyone who gives public input to sign in. If there is public comment about any events that are not scheduled for debrief below on the agenda, comments should be given during this time of public input.

Notes:

Topic #5: Staff & City Council Communications (12:20 p.m.)

Person: Staff & Council

Purpose: Update SEAC regarding City Council summary of decisions / upcoming discussions.

Action: No Action Required, this is an informational update.

(1) Presentation

(2) Committee Questions & Discussion

Allocated Time: 15 minutes

Past Council Meetings

- [June 15](#)
 - PSSM Supplemental Plan Transportation Changes
- [June 29](#)
 - SEAC Interviews
 - Fourth of July Reminders
 - Arts Festival Supplemental Plan Approval
- [July 13](#)
 - SEAC Interviews
 - Coffee with Council Summary June 27th
- [July 20](#) – no Special Event items
- [August 3](#)
 - 4th of July Preliminary Debrief
 - Park Silly Sunday Market Mid Season Review
 - SEAC Appointments
 - Sundance Supplemental Plan – Venue Changes and Costs
 - Level Three Event Changes – Shot Ski

Currently Scheduled Upcoming City Council discussions (dates subject to change)

- August 17
 - Special Event Parking and Transportation Approvals
 - Park Silly Sunday Market – Charge \$20 for Parking on September 3
 - Miners Day – Charge \$20 for Parking on September 4
 - Halloween on Main – Charge \$10 for Parking on October 31
- August 31
 - Park Silly Sunday Market Contract Approval
 - New Level Three Event – Utah High School Mtn Bike Race – October 6 & 7
- September 14
- September 21
 - SEAC Study Session

September 20 SEAC Meeting Preview (items subject to change)

- Event Debrief
 - Deer Valley Concerts – Wednesday Night, Big Stars Bright Nights, Deer Valley Music Fest
 - Miners Day
 - Autumn Aloft
 - Other Events as the Committee Chooses to Discuss
- Community Survey Scope
- SEAC and Special Event Update with Council (Role, Tools & Goals) – September 21st

Public Comment received through seac@parkcity.org listed below

- None received.

Special Event Calendar Attached (review upcoming events)

- August 18 – Level Two Event – Back Alley Bash
- August 18 – Level Three Event – Big Stars Bright Nights
- August 19 – Level Two Event – Mid Mountain Marathon
- August 19 – Level One Event – Miners Park Concert Series
- August 20 – Level Three Contracted Event – Park Silly Sunday Market
- August 23 – Level Three Event – Final Wednesday Night Concert
- August 24 – First Day of School – non event
- August 26 – Level Two Event – Classic Car Show Lower Main Street
- August 26 – Level Three Event – NAC Summit Challenge – Summit Co and Park City

- August 26 - Level One Event – Miners Park Concert Series
- August 26 – Level Three Event – Big Stars Bright Nights
- August 27 - Level Three Contracted Event – Park Silly Sunday Market
- September 2 – Level Two Event – Point 2 Point Mtn Bike Race
- September 3 – Level Three Event – Big Stars Bright Nights
- September 3 - Level Three Contracted Event – Park Silly Sunday Market
- September 4 – Level Three Special Event – Miners Day
- September 7 – New Level Two Event – Solar BBQ
- September 9 – Level One Event – PCMC Dirt Jump Jam
- September 9 – Level Two Event – Hike for Hunger at Deer Valley
- September 9 – New Level Two Event – Intermountain Health Care Anniversary 5K9
- September 10 – Level Three Contracted Event – Park Silly Sunday Market
- September 10 – Level One Event – Walk A Mile In Her Shoes
- September 12 – New Level One Event – Summit County Health Dept Community Market
- September 15 – 17 – Level Three Event – Autumn Aloft
- September 16 – Level Two Event – Park City Trail Series
- September 17 – Level Two Event – Park City Harley Ride
- September 17 – Level Two Event – Tour De Suds
- September 17 – Level Three Contracted Event – Final Park Silly Sunday Market 2017
- September 22 – 23 – Level Three Event – North Face Endurance Challenge
- September 29 – Level Three Event – Cross Country Invitational
- October 6 & 7 – New Level Three Event – Utah High School Mtn Bike Race
- October 14 – Level Three Event – Shot Ski
- October 31 – Level Three Event – Halloween on Main

SEAC & Community Engagement Opportunities

- Please Review Attached Event Sign Up List
 - Community Engagement – Text Alert System & KPCW Interviews
 - Staff Schedules/ Updates
-

Topic #6: Event Debrief (12:35 p.m.)

Purpose: Discuss event debrief for events with regards to challenges and successes from a community perspective.

Allocated Time: 10 minutes each

Notes: Major events to be discussed are listed below. Comments about events that are not listed below should be made during Public Comment at the beginning of the meeting. SEAC may wish to use their debrief form to help inform this discussion.

Questions for Committee: Please use Debrief Form provided in packet.

What do you think is working? What do you like and why?

What isn't working, where and how can the event improve? What don't you like and why?

What feedback have you heard from community members? How many people are giving you this feedback and how are the comments coming to you or being solicited?

6A: Fourth of July (12:35 p.m.)

- **Description of Event:** The Fourth of July Celebration is a long standing Park City Event. In 2017 the City took on organizing the event and hired an event planner. Goals of the event included bringing back the fun and funk of the event, increasing transportation mitigations and streamlining the activities into one event to help implement mitigation strategies.
- **Location, Day, Date and Time: Tuesday, July 4, 2017**
- **Level of Event:** Council Approval – Level Three Event with changes

- **Other events occurring on same day:** None
- **City Fee Summary:** City Service Fees were \$56,000. Total Budget for this event was \$110,000 including a Restaurant Tax Grant for this event to be used on hiring an event planner and advertising.
- **Estimated Total Attendance:** 42,000 people throughout the day
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:** The Fourth of July Celebration was successful. Event planner worked with the activity providers to streamline operations. 60 parade entries that were all local businesses or residents were in the parade. Parking was charged for \$20.00 per car from 7:00 a.m. to 1:00 p.m. which helped to push people to supplemental parking areas at resorts (Park City, Canyons and Deer Valley) as well as High School. Increased ridership on transit included 2,000 additional riders. Increased residential signage and hired private security helped to reduce residential traffic.

Action: SEAC will discuss review of the event.

- (1) Event Summary by Jenny Diersen
- (2) Committee Discussion
- (3) Open for Public Comment/Input
- (4) Committee final discussion and motion for summary recommendation regarding the event.

Notes: Item will be opened for public comment.

6B: Park Silly Sunday Market (12:45 p.m.)

- **Description of Event:** The Park Silly Sunday Market is a market held on Lower Main Street each Sunday from June 4 through September 17 with 200 vendors, music, food and a farmers market. PSSM will not be held on August 6 or 13th. Park Silly Sunday Market is in the last year of it's extended contract.
- **Location, Day, Date and Time:** Lower Main Street, Sundays from 10:00 to 5:00 p.m.
- **Level of Event:** Contracted Level Three Event, Council Approval
- **Other events occurring on same day:** Several events occur on the same day as the PSSM including concerts at Deer Valley, BBQ at City Park and Triple Crown.
- **City Fee Summary:** \$73,000 in City Services have been waived. Additionally, the City has a \$20,000 allocation to PSSM. This amount does not go towards the annual \$200,000 Fee Reduction Threshold.
- **Estimated Total Attendance:** 14,000 per Sunday
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:** The event has continued to meet required mitigation and been willing to add additional mitigation techniques. In June, staff and PSSM began placing additional residential signs out during the event. On July 2nd, PSSM hired and paid for additional transit to help increase alternate modes of transportation. Both parking counts (taken by City Staff) and attendance numbers (reported by PSSM) continue to slightly decrease from last year's numbers.

Action: SEAC will discuss review of the event.

- (1) Event Summary by Jenny Diersen
- (2) Committee Discussion
- (3) Open for Public Comment/Input
- (4) Committee final discussion and motion for summary recommendation regarding the event.

Notes: Item will be opened for public comment.

6C: Park City Kimball Arts Festival (12:55 p.m.)

- **Description of Event:** The Park City Kimball Arts Festival is a long standing contracted Level Three Event. The event is used as the primary fundraiser for the Kimball Art Center, which is a

local non-profit organization with more than 220 artists, music, kids area and food. Friday Night entry is offered for free to local residents.

- **Location, Day, Date and Time:**

Main Street

Friday, August 4 through 6

Friday – 5:00 to 9:00 p.m. (Set up from 3:00 a.m. to 5:00 p.m.)

Saturday – 10:00 a.m. to 8:00 p.m.

Sunday – 10:00 to 6:00 p.m. (breakdown from 6:00 p.m. to 11:00 a.m.)

- **Level of Event:** Contracted Level Three Event – Council Approval
- **Other events occurring on same day:** Deer Valley Concerts each night, Friday Night Sundance Summer Series Movie, Saturday PCMC Summer In the City Volleyball Tournament
- **City Fee Summary:** \$173,000 in City Services have been waived. Kimball Art Center pays the City \$10,000 for City Services. This amount does not go towards the annual \$200,000 threshold of City Services.
- **Estimated Total Attendance:** TBD – 50,000 people
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:** The Park City Kimball Arts Festival was a successful event. With paid parking Friday starting at noon through Sunday (\$20 per car), and Parking available at Deer Valley Resort, Park City High School and Canyons Cabriolet Lot, staff did not see China Bridge fill during this event. (As compared to last year, parking was only charged on Saturday and Sunday for \$10). Residential mitigation included increased PCPD and signage. Kimball Art Center increased sustainable efforts including in their programs such as the Kids Area Activities, type of tshirt they produced and reusable banners. Power outages on Saturday and Sunday effected traffic signals between 4:30 and 6:30 p.m. Deer Valley Concert was sold out on Saturday evening, also effecting traffic.

Action: SEAC will discuss review of the event.

(1) Event Summary by Jenny Diersen

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

Notes: Item will be opened for public comment.

6D: Firecracker Baseball Tournament (1:05 p.m.)

- **Description of Event:** For-Profit Company Youth Baseball Tournament
- **Location, Day, Date and Time:** June 30 through July 3, 8 am -8pm , with play at Quinn's and School District field as well as fields in Wasatch County
- **Level of Event:** Level Three Contracted Event – Staff Approval, no substantial changes
- **Other events occurring on same day:**
- **City Fee Summary:** Does not apply for fee reduction.
- **Estimated Total Attendance:** 4,200 people
- **Main Contact at City:** Tommy Youngblood
- **Staff Summary of Event:** The group has challenges finding volunteers and a third party to maintain trash and recycling. Overall good event and we continue to work on waste challenges.

Action: SEAC will discuss review of the event.

(1) Event Summary by Tommy Youngblood

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

Notes: Item will be opened for public comment.

6E: Food & Wine Classic (1:15 p.m.)

- **Description of Event:** A destination event, July 6 – 11 , 9am – 11pm where winemakers, culinary arts, and attendees gather to play, wine, and dine in Park City, Utah. More than 100 food artisans, wineries, breweries, distilleries, epicurean purveyors, and locally-made products The city permits all activity within the city limits as a whole for this event , however the Main Street Stroll is the only activity that requires a specific city approval.
- **Location, Day, Date and Time:** Friday night Stroll on Main St.
- 21 other activities on public and private property within and outside of Park City limits
 - Trail rides and hikes
 - Paddle boarding
 - Tastings and classes
- **Level of Event:** Level Two Event – Staff Approval
- **Other events occurring on same day:**
- **City Fee Summary:** Fee Reduction was not applied for
- **Estimated Total Attendance:** 1,000 at Wine Stroll, 2,000 for other activities
- **Main Contact at City:** Tommy Youngblood
- **Staff Summary of Event:** There were no operational challenges with this event. We received a noise complaint from a main street merchant about a compressor running on a refrigerator truck in the Brew Pub Lot. There is discussion of some concerns with how the event production group worked with the local restaurants. The debrief is ongoing. Overall good event , work need on restaurant relations with organizer.

Action: SEAC will discuss review of the event.

(1) Event Summary by Tommy Youngblood

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

Notes: Item will be opened for public comment.

6F: Triple Crown (1:25 p.m.)

- **Description of Event:** For-Profit Company Youth Softball & boys baseball Tournament.
- **Location, Day, Date and Time:** July 10 through 22, 8am -8pm, with play at all city and School District field including Basin Recreation Fields with a parade of team each Monday of the event on lower Main Street.
- **Level of Event:** Contracted Level Three Event – Last year of current contract.
- **Other events occurring on same day:**
- **City Fee Summary:** City Services Agreement
- **Estimated Total Attendance:** 1,500 per week
- **Main Contact at City:** Tommy Youngblood
- **Staff Summary of Event:** No operational challenges with the event, overall great event.

Action: SEAC will discuss review of the event.

(1) Event Summary by Tommy Youngblood

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

Notes: Item will be opened for public comment.

6G: Extreme Soccer Tournament (1:35 p.m.)

- **Description of Event:** For profit youth soccer tournament.

- **Location, Day, Date and Time:** July 27 – 29, 8am -8pm, with play at all city and School District field including Basin Recreation Fields
- **Level of Event:** Level Three Special Event with no substantial changes – staff approval
- **Other events occurring on same day:**
- **City Fee Summary:** \$1,800 in fee reduction (25% fee reduction) awarded. Total paid fees \$5,400.
- **Estimated Total Attendance:** 2,500 players and spectators per day
- **Main Contact at City:** Tommy Youngblood
- **Staff Summary of Event:** Because of the large groups of family's the event has maximizes parking at the Quinn's and need more management of the Ice Arena Parking. Overall great event with continued work on parking and attendance flow.

Action: SEAC will discuss review of the event.

(1) Event Summary by Tommy Youngblood

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

Notes: Item will be opened for public comment.

Topic #7: Event Growth/Threshold Discussion (1:50 p.m.)

Person: Jenny Diersen

Purpose: Final discussion with SEAC regarding update with Council in September including overall perspective of event threshold, SEAC policies, tools, goals and questions for Council.

Action Requested:

(1) Staff to provide summary

(2) Board comments/ discussion

(3) Open Item for Public Comment

(4) Final Committee Discussion and summary recommendation.

Allocated Time: 15 minutes

Notes: Please review Board Policies & attached minutes. Members are encouraged to review the materials ahead of time and come prepared to discuss the topics.

Topic #8: Recap Recommendations (2:05 p.m.)

Purpose: Summarize recommendations made during the meeting.

Person: Sarah Klingenstein

Allocated Time: 5 minutes

Action:

(1) Board Chair to provide high level meeting summary of outcomes and recommendations from the meeting.

Notes: Item is not scheduled to be opened for public comment.

Meeting Adjourned (estimated time 2:10 p.m.)

Next SEAC meeting is currently scheduled on Wednesday, September 20, 2017 at noon in at the Park City Library Community Room.

Attachments:

- June DRAFT SEAC Minutes
- Debrief Form
- Event Growth Worksheet
- Special Event Staff Walkthrough Sign Up List
- 2017 City Special Event Calendar DRAFT

Special Events Advisory Committee Growth / Threshold Question To Guide Discussion

SEAC will engage in a discussion regarding Event Threshold and Growth. The questions below will help you during our discussion. We will outline several discussion topics including Proposed Goals of SEAC, Tools/Information Needs of SEAC, Threshold & Growth Recommendation & Questions for Council.

1. SEAC's role is to make recommendations to City Council regarding Special Event Threshold and Prioritization, City Service Fee Reduction Policy & Event Debrief. Given the role of SEAC, what do you proposed as the goals of SEAC over the next year?
2. How do special events fit into [Councils Goals/ Community Vision](#)?
3. What do you, as a member of SEAC, need in order to move forward in achieving the goals of SEAC that you may have listed above?
4. What questions do you have regarding Events, Event Threshold or Event Growth for City Council? For Staff?
5. Based on community feedback, do you feel that Park City has met an event threshold level that cannot be mitigated? Please explain.
6. Based on community feedback, do you feel that Park City has met an event threshold that needs to be better mitigated? Please explain.

7. Based on community feedback, do you feel that there certain times of the year when event threshold has been exceeded? Are there other times when event threshold is not met or exceeded?

8. Based on community feedback, do you feel that Park City has room for any new events? If so, based on feedback is there a certain that you specifically think needs to be grown? Please explain.

9. What do you think causes the City to hit event threshold limits? Is it solely the events or are there other factors to consider?

10. What tools could be used to reduce event threshold or event growth? Which ones would you recommend the City consider using?