

Event Description

The Thin Air Innovation Festival (TAIF) is a three (3) day festival from Thursday, April 5th through Saturday, April 7th, 2018. The Festival brings groups of people together to inspire, elevate and collaborate through talks, breakout sessions, parties and outdoor experiences, including an Olympic and Paralympic Homecoming Parade and an outdoor concert on Historic Park City Main Street. <http://thinairparkcity.com/>

Significant Change:

There is a significant change in the event this year. The Thin Air Innovation Festival has partnered with the Youth Sports Alliance (YSA) to add an Olympic and Paralympic Homecoming Parade as another level of experience to the festival. Returning Hometown Olympic and Paralympic Athletes from Pyeongchang will be paraded down upper Main Street accompanied by Youth Sports Alliance athletes from 5:00 p.m. to 6:00 p.m. on Friday April 6, 2018. The parade route will start in the Brew Pub lot and finish at the intersection of 7th Street and Main Street where the Athletes will be available for autographs and join the spectators for the concert on lower Main Street.

TAIF Activities:

Thursday, April 5

Thin Air Opening Night at PC Live, 6:00 p.m. to 9:00 p.m.

Friday, April 6

Breakout sessions at the Jim Santy Auditorium will start at 8:30 a.m. to 4:00 p.m.
Thin Air Lounge at Butchers Chop House opens at 3:30 p.m./closes at 10:00 p.m.

YSA Parade: 5:00 p.m. to 6:00 p.m.

4:00 p.m.: Upper Main Street and Brew Pub Lot Closure for parade preparations.
Closure will begin at Swede and Main (south) and continue down to 7th Street.
Upper Main and 7th will re-open after parade, @6:00 p.m.

Thin Air Outdoor Concert: Citizen Cope 7:00 p.m. to 8:30 p.m.

5:30 a.m.: Lower Main Street Closure for concert preparations. (Exhibit C)
7th Street is to remain open before and after the parade. Closure will begin on Main Street just north of 7th Street and continue down to 9th Street and Deer Valley Drive and Main Street, intersections.

7:00 p.m.: Outdoor Concert on Lower Main with Citizen Cope.

Saturday, April 7

3:00 p.m. to 11:00 p.m.: Thin Air Lounge at Butchers for après ski, networking, food & drinks, music & panel conversations,

Community Notification:

- The applicant will work with staff to pull permits as necessary for Event Radio (1700 AM) as well as UDOT Variable Message Board permissions.
- The Staff has given written notification to the HPCA and SEAC.
- The applicant will be using the Park Record and KPCW to market and notify the community of this event.

Exhibit B Thin Air Innovation Festival Analysis

- The event text notification system will be used to inform local residents of the event.

Parking and Transit:

- Free parking at the Park City High School with transit to Main Street.
- Free parking at the resorts with transit to Main Street.
- Paid parking in the Old Town area will be available during the events, normal pay rates will apply.
- *Neither Staff nor the Applicant, nor other stakeholders see any current conflicts with parking arrangements*

Transportation

The applicant has been working on a transportation mitigation plan for the events. The applicant is aware of traffic concerns for the event. The applicant is working with the Park City Police Department and Transportation Department, as well as the Special Events team to come up with a traffic barricade plan to ensure traffic continues to move and that the general public is affected in the least way possible. Staff believes there is ample parking available for the event at the Park City High School, Old Town public parking areas and Resort parking areas.

Crowd Control:

The applicant has requested adult and youth volunteers to assist with various tasks during the events. The applicant is expecting crowds of around 1,000 (one thousand) for the keynote speaker as well as more than 5,000 for the Concert on Lower Main Street and is working on a finalized plan for crowd control. The applicant is also working with the Park City Police Department, Kane Security and the Special Events Department regarding security and crowd control.

Weather:

The applicant has submitted a weather conditions plan and would like to ensure the safety of spectators, participants and visitors as well as the general public. The applicant understands that Park City Special Events, Police, Fire, Building Official/Fire Marshal and Emergency Management have the right to cancel the proposed Level 3 Special Event. Due to the fact that much of the festival is indoors, the applicant has decided not to choose a weather date for the Thin Air Innovation Festival, including the concert and parade on Main Street. Should events be cancelled or postponed, the applicant will use the community notification procedures to notify attendees and the community.

Funding:

The event organizer is requesting a one-time fee reduction for all fees of \$9,804. TAIF has historically paid for all fees. The increased cost is specifically to expand the public safety level of service due to the connection with an Olympic related/themed event. Normally this amount can be approved under the authority of the City Manager, according to the Special Event Fee Reduction Policy; however where the total fee waivers for the fiscal year have exceeded the \$200k threshold established by City

Exhibit B Thin Air Innovation Festival Analysis

Council for staff fee waivers, this waiver shall be approved by City Council. The Economic Development Manager is recommending waiver due to the community benefits of bringing together world class and local athletics along with a diverse, innovation festival.

THIN AIR Event Costs 2017 vs. 2018

| City Services | <u>2017</u> Cost | <u>2018</u> Cost |
|---|-----------------------------|-----------------------------|
| Police | \$1,950.00 | \$6,750.00 |
| Mobile Command Trailer | | \$250.00 |
| Parking Services | | |
| Main Street Parking Removal (7th to 9th Street) | \$800.00 | \$800.00 |
| Special Use of Parking Permit - Butchers & OP | \$296.00 | \$296.00 |
| Main Street Parking Removal (Swede to Heber, including Brewpub lot) | | \$504.00 |
| Park Ave Parking Removal (7th to 9th Street) | | |
| Special Events Application fee | \$160.00 | \$160.00 |
| Building Permit | \$343.80 | \$343.80 |
| Trash Services | | |
| Hired Services - Larry Lopez | \$700.00 | \$700.00 |
| Total: | \$4,249.80 | \$9,803.80 |