

Exhibit B – Sundance Supplemental Plan 2018 Approved Changes

Each year, the Supplemental Plan for the annual Sundance Film Festival is amended to recognize changes from the previous year per the long term contract. Unless affirmatively modified by both parties, supplemental plans for future Festivals will follow the plan for the previous Festival.

Sundance Film Festival 2018 changes are included below in the following areas:

- Event Timeline and Operations
- Festival and Official Sponsor Public and Private Property Use
- City Use Request of Public Property (for City Operations)
- Parking Plans & Transportation
- Environmental Sustainability
- Community Engagement
- Financial Considerations

Event Timeline and Operations

The Sundance Film Festival will be held from January 18 through 28, 2018. Festival and Official Sponsor Activities will occur daily during the dates indicated above between 7:00 a.m. and 1:30 a.m. Set up and breakdown for the festival will occur as described specifically for each venue as described in the Property Use Matrix included below for 2018. Currently no other approved or pending Special Event Applications that have been submitted Park City during this timeframe.

- The FIS World Cup Event will be held 6 days prior to Sundance Film Festival at Deer Valley Resort
- The Team USA Winterfest Event will be held 13 days after Sundance Film Festival on Main Street.

Festival & Official Sponsor Venue Use of Public and Private Property (Exhibit B)

Lyft is a TNC that seeks to make a long-term commitment to Sundance Institute as a part of a broader push to increase their market share by partnering with big events and their host cities. A recent example is the Orlando Music Festival (<https://blog.lyft.com/posts/orlando-music-festival-2017>). They intend to do this with an improved customer experience and reduced systematic impacts approach via their operating platform and ability to manage their drivers.

Lyft Operations and Driver Lounge (Old Clinic) at 1665 Bonanza Drive

The City is scheduled to close on the purchase of this property in early January. Lyft would operate, including load in/out, the space from January 10 to February 3, 2018 date for a cost of \$7,500.

This location provides centralized access for drop off and pick up and very short response times to Main Street, Prospector and Eccles Theatre and is adjacent to the new Kimball Venue and The Ray (old Sport Authority)/Holiday Village venue. The building will act as an operations hub, lounge for riders and drivers keeping them fresh and rested. Lyft in return will:

1. Monitor surge pricing closely; potentially reducing the number of TNC vehicles in town; this is consistent with what local taxi companies sought out.
2. Explore the possibility of establishing geo grids that should limit the number of drivers circling in the downtown.

Provide a centralized platform that may allow a higher degree of “control” over drivers which should minimize impacts on the system.

A final lease will be in a form approved by the City Attorney. The following are the substantive deal points:

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1. *Exclusive use of (tbd) space in building, not to exceed 3,000 sf.*
2. *Lounge for drivers and public/customers.*
3. *Defined use areas for exclusive Lyft parking. 5 Youth Sports Alliance (YSA) spaces included in this area.*
4. *City will pay utilities (power, water, sewer, gas) and pass the costs to Lyft through lease payment.*
5. *City will provide for garbage & snow removal and pass the cost to Lyft through the lease payment. Lyft responsible for day to day maintenance, cleaning and removal of garbage from building to dumpster.*
6. *City retains ability to terminate the lease with 24 hour notice for breach (parking out of exclusive area or on public streets, etc) and Lyft will have an opportunity to cure the breach after receiving notice*
7. *Up to 10 Swede Alley spaces behind museum, conditioned on approval of final operational plan (signs, sign location, hours, person on site, snow removal, enforcement, remedy plan/punishment for double parking, etc.) This will be in the lease if it is not adequately captured in a separate agreement.*
8. *Fee - \$7,500 rent & utilities + \$5,000 deposit.*
9. *Term – Use terms Jan 18-28th. Load in/out Jan 10 – Feb 3. We will need to own the property before Lyft takes possession, or Fischer will have to give express permission.*
10. *Lyft will have to meet PCMC insurance requirements and fully indemnify PCMC for their use and use areas.*

Non-Venue Activation - Community Activation Giveaway and Food Truck Proposal

Sundance is proposing daily Festival Giveaways at Miner's Park and Bear Bench Walkway from noon to 4:00 p.m. During these Giveaways, any member of the public who arrives at these locations may receive free giveaways from Sundance and Official Sundance Sponsors. The City has long taken a firm stance on preventing any unofficial sponsors from conducting this type of activity. This would highlight clear offenders to City regulations if any unofficial groups decide to give away items on Main Street.

Under the Special Event code 4A, any Special Event Permit holder may request to have a Food Truck Vendor. Food trucks outside of the Special Event Permit holder are not permitted. Sundance has requested that Chase Sapphire, an Official Festival Sponsor, operate a food truck at a location throughout the Festival, including the area outside of New Frontier (Kimball Art Center at 1401 Kearns Blvd)

- During the Festival, the Food Truck will not be permitted on Main Street or at any surrounding Main Street locations.
- Patrons who arrive and find the Festival Food Truck will be given complimentary pastries and coffee from approximately 3:00 to 7:00 p.m, and those who have Sapphire Cards will have and upgrade.

Staff is supportive of this concept, as venue concessions can be congested, and this amenity will be a benefit to Festival patrons. Staff believes that the locations that are listed will not compete with local brick and mortar restaurants, and Sundance has partnered with local providers at venue concessions.

- Local vendor, Silver King Coffee has been made aware of this proposal. The Food Truck will be operating later in the day (between 3 and 7 p.m.), as not to conflict with similar café business in the area.

City Operations – Recommended by Staff, not specifically requested, but supported by Sundance

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These recommendations from City Staff impact the following:

- Adding 13 ADA parking spaces in the Brew Pub Parking lot during the Festival
- About 1/3 of the North Marsac Parking Lot will be reserved for City Operations.

1/3 of North Marsac Parking Lot & Half of Brew Pub– City Operations, Communications and Snow Storage

PCMC staff recommends use of 20 parking spaces in North Marsac Parking Lot for City Operations. While this will remove some public parking spaces, staff believes this will create efficiencies in essential City Operations, Communications and Weather plans. It will increase the efficiency of our emergency response functions.

Park City Licensed For Hire Staging

This recommendation is coming from PCMC staff, this is not a request of Sundance. PCMC issues registration stickers to For-Hire Vehicles, which are affixed to the rear of their vehicles. With the advent of the TNC business, which are exempt from regulation, the number of stickered vehicles is dropping considerably. Currently, as of today for 2018, we have **123** vehicles stickered, and while we expect a surge of possibly 250 licenses this December & January, we anticipate it being on a smaller scale due to the prevalence of the TNC's.

- 2017 – 450 vehicles
- 2016 – 600 vehicles
- 2015 – 720 vehicles

Through discussion with Lyft and concurrent community engagement with licensed, stickered vehicles including a current task force effort Matt Dias is leading, we learned much more about their operations. Staff is recommending we create conditional staging areas serving Park City Licensed For Hire drivers help reduce traffic and congestion specifically on Main Street for this group including:

1. Approximately a quarter of the Brew Pub Parking Lot - the other sections of the Brew Pub Lot will be used for Public ADA parking, and City Operations.
2. West Side of Main Street between Bridge and 9th Street (7 parking spaces)
3. Trolley turn around at 9th Street (10 parking spaces)
4. Parking on East side of the Street directly in front of the Post Office Parking Spaces after 8:00 p.m. (4 parking spaces)

Staff is considering this recommendation, “conditionally”. If the creation of these areas results in problems such as use disagreements or double parking or, in anyway disrupts the system or contributes to additional congestion, staff will reserve the right to terminate this pilot effort at our discretion at any time during the Festival. This use of public property is limited and will be signed exclusively to stage PCMC stickered taxi companies. It may reduce overall congestion and traffic.

Paid Parking Plans

The City has coordinated to make the best possible parking plan to support the overall transportation plan by providing with a variety of options for the community, merchants, employees and Festival patrons. Sundance supports the plan as follows. The following plans will operate for the 10 days of the Festival, Thursday, January 18 through Saturday, January 27th.

Parking Plans that are new this year include the following (this is where Council should focus):

In past years, these spaces have operated at a \$25 daily flat rate fee. Staff recommends parking plans, as coupled with the supplemental free parking areas will help reduce traffic and single occupant cars in the Old Town area, as well as will create turn over in the spaces instead of having patrons park and remain in the garage throughout the day. Staff has worked to create a predictable and consistent parking plan for all 10 days of the Festival. The additional alternative parking listed

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The following recommendations are made by staff in coordination with Sundance.

- China Bridge Parking Rates: \$40 day rate – General Parking
 - Guaranteed Passes during Sundance are \$550, which was previously approved by Council.
- Flagpole Parking Rates: \$40 per day flat rate – This is to encourage longer term parking in this lot (5 hrs+) to help decrease turnover and increase transit operations which is in close proximity to this parking lot.
- Sandridge South – Free and Open to the Public
- Sandridge North – Reserved for Carpool Permit Holders
- North Marsac – 1/3 of the Lot Used for City Operations, rest of the lot used for Blue Dot permit holders as in years past.
- Brew Pub – Park City Taxi License Staging Lot, City Operations, ADA,
- Homestake Parking Lot – Free Main Street Employee Parking, including 10 minute shuttle service to and from Main Street 12 p.m. to 4 a.m. through festival.
- Richardson Flat Parking Lot – Free all 10 days of the Festival with Transit to Park City High School Thursday, January 18 through Saturday, January 27.
 - Shuttle Service to and from High School (7 a.m. to 2a.m. daily). This is being paid for by Sundance Institute.

Parking Plans that will remain the same as in years past include:

- North Marsac Parking Lot (spaces not being used by City Operations)– Blue Dot Permit Holders as available (not guaranteed)
- South Marsac Lot will continue to be operated for City Business throughout the Festival.
- Gateway Parking – Blue Dot Permit Holders as available (not guaranteed)
- Main Street Parking Spaces – No Parking, Active Drop and Load Only – must obtain permit for active loading and unloading
- Park Avenue Heber to 9th Street – No Parking, to assist with traffic flow and snow operations
- Park Avenue East Side Heber to 11th Street, No Parking to assist with traffic flow and snow operations.
- Park City Resort Mountain Base – Free Parking from 4p.m. to 2 a.m. daily
- Park City Resort Canyons Village – Free Parking from 4p.m. to 2a.m. daily
- Deer Valley Resort – Free Parking from 4p.m. to 2a.m. daily
- Treasure Mountain Middle School, McPolin Elementary and Learning Center Parking – Free Parking from 4 pm to 2 pm daily and on the weekends.
- Park City High School – Sundance Film Festival operates the Park City High School Parking for Festival Patrons.
- City Park Parking – Free and enforced as signed.

Transportation and Transit Plans

Venue Loadin/Out Permits (Official Sponsor and Unofficial Sponsors)

- Green Permits for 15 minutes at a time for trucks 15 feet in length or less (catering, linen service, floral delivery)
- Blue Permits for musical equipment, bands, amplifier and cord loading only.
- Red Permits for large scale loading operations are only permitted between 4 a.m. and 10 a.m. on designated days. First opportunity to load out with a Red Permit is Tuesday, January 23
- Venue Loading cannot block traffic, vehicles must pull all the way to curb.

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Delivery Companies (Daily Merchant Deliveries)

Delivery companies frequent Main Street to bring goods to merchants daily throughout the year. As in years past, a Delivery Staging area will remain. This will not be used for venue load in/out.

For Hire and TNC Plans (Exhibit E)

Staff has worked with Sundance Institute Sponsor Lyft and local For Hire Taxi Work Group to come up with new solutions for For Hire and TNC groups.

- Park City Licensed For Hire Staging will be at the following locations:
 - 9th Street Trolley Turnaround (10 spaces)
 - Main Street between Bridge and 9th Street on the West side of the Street
 - 12 spaces in Brew Pub Parking Lot
 - 5 spaces in front of Post Office on eastside of Main Street after 8 p.m.
 - Only those drivers with Park City License Decals will be able to stage in these locations.
- Lyft Staging will be at the following locations:
 - 10 spaces behind Dolly's bookstore on Swede Alley
 - Lyft Lounge for Operations and Drivers at 1665 Bonanza (Old Clinic)
 - Only those drivers with Lyft decals will be able to stage in these locations.
- The City reserves the right to revoke permission of use of these spaces at any time (for For Hire or Lyft) due to performance challenges that interfere with public transit and public safety concerns.
- These groups have agreed to work with the City in helping to reduce traffic in residential areas.

Increased Transit Efficiencies

Sundance and Staff agree that transit efficiency is of utmost importance during the Festival. We have coordinated to increase efficiencies in transit system running during Sundance. These needs for efficiencies were heightened due to Sundance's loss of vendor All Resort Group. The following changes were made to the routes, which in turn increased costs to both Sundance and the City as outlined in Financial Considerations below. Such increased efficiencies include:

- First year that Electric Xpress will operate during Sundance. We will run an additional two Electric buses to handle increased demand and increase efficiencies.
- Streamlined and reworked the red and yellow routes to increase efficiencies.
- Created an in town theatre express (Eccles, The Ray/ Theatre District, Old Town) loop.
- Sundance secured contract with LeBus to replace the service they were previously obtaining.
- Sundance secured partnership with Proterra to bring two additional electric buses to the City during the event.

Transportation Flow Plan Main Street (Exhibit D)

Transportation flow plans have changed from 2017, the changes to transportation flow on Main Street are specifically removing the closure of Lower Main Street and the closure of 5th Street. We have increased residential mitigation with increased, and better worded signage, as well as, contracted staffing.

- 4th Street will no longer be closed. 4th Street will be one way only headed East (exit Main Street to Swede). Fire and EMS have moved their operations to another location.

Transportation Flow Plan Library/Mawhinney/Shop (Exhibit F)

Transportation Mitigation Plan at 12th and Woodside for Library Building and Shop-Yoga Studio at 1167 Woodside.

- Due to feedback regarding concerns in this area, the following changes have been made to this plan:
 - Sundance increased staffing during peak event times to help with traffic flow in the area.

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- Increased signage and barricades in the area.
- Provided Park City Police with a list of peak times.
- The plan will continue to allow the following as in years past:
 - This includes use of 22 of the 72 parking spaces at the Mawhinney Parking Lot.
 - 3 staffed Traffic Management personnel to maintain traffic flow.

Transportation Flow Plan The Ray Theatre District & Bonanza Park (E & G)

In August the City approved the addition of two new venues including the Ray (former Sports Authority) at 1768 Kearns, and the Kimball Art Center at 1401 Kearns during the Sundance Film Festival. Exhibits I and E outline the finalized operational plan, including traffic, parking and pedestrian management plans for these spaces. These plans were finalized both with City Staff, as well as with business owners and HOA required approvals.

- Taxi Staging will occur towards the west of the lot.
- No Left turns will be permitted from the lot, to help with traffic flow both in the venue and on Kearns Blvd.
- No through traffic will be permitted from the Fresh Market.

While there is no public parking for this venue, Sundance has offset parking by offering parking at Richardson Flats throughout the Festival. Additionally, parking in the area is reserved for business patrons.

Residential Mitigation Plans

This staff recommendation is supported by Sundance. Staff has been working throughout the summer to reduce residential traffic impacts. For past summer events such as Fourth of July, Arts Festival, Halloween on Main, Park Silly Sunday Market, and Miner's Day, staff implemented increased residential signage and in some cases staffing to help decrease traffic in residential areas. Each time staff has implemented these changes; there has been both praise and concern from local residents. Some residents have appreciated the increased residential traffic mitigation, while others have brought concern that access to their homes has become increasingly difficult with the increased staff at residential roads. Staff believes that there is value in continuing this tiered approach of increased signage and physical presence to help reduce traffic in surrounding residential neighborhoods. The goal of these residential mitigation plans, is to continue to deter commercial and local traffic from cutting through residential streets in times of peak demand on roads. These increased mitigations are not focused on ticketing residents or visitors. Recommended changes to operations related to increasing residential mitigation include:

- Increasing residential signage throughout Old Town, that discourages through traffic and parking in residential areas.
 - In winter weather conditions, signage may need to be removed for plowing, and signage may not be able to be placed back up until winter weather has subsided.
- Increased residential enforcement through Parking Services Contract AMB.
- VMS Boards at Park Ave and Deer Valley Drive Intersection, discouraging anyone other than locals to proceed ahead. Sign will direct people to Deer Valley Drive.
- Increased Traffic Mitigation Staffing at Hillside, King and Park Avenue, as well as, along Empire Drive for the first full weekend (Thursday through Sunday) of the Festival and the second weekend (Friday and Saturday) of the Festival. This will occur each day from 3:00 p.m. to 10:00 p.m.
 - This traffic mitigation cannot be staffed by the Park City Police Department, as they are at a maximum for their existing staffing needs. This contracted service is expected to come to City Council for approval no later than December 21. Park City Police, Parking Services, Special Events and Transportation will sit on the selection committee for this vendor.

Environmental Sustainability Plan (Exhibit H)

Sundance has provided a list of their sustainable efforts as outlined in Exhibit J. Staff wanted to highlight a few changes to this year's festival below:

- To reduce vehicle emissions, Sundance is providing two extra electric buses to shuttle people during the Festival
- To reduce the use of plastics, disposable items at officially sanctioned Festival events are contractually required to be made exclusively with 100% recycled paper or with materials made of natural fibers (e.g. corn, potato, sugarcane)
- The New Climate programming will continue to raise awareness on climate change, this year the theme of this program will likely focus on the impacts of climate change on indigenous populations.

Community Engagement

Staff has been working on community engagement for the 2018 Festival and supplemental plan since August, but specifically has been completing outreach for this portion of the 2018 Festival since October 15, 2017. Changing Festival and City Operations have made it more challenging to conduct outreach, however, staff appreciates the ongoing outreach efforts and constructive feedback that we have received through this process. The purpose of our outreach efforts have been to propose plans, gain constructive feedback, so that we can bring the best possible plans for the whole community to Council for approval.

Staff's outreach efforts are outlined in the Staff report under community engagement. The focus of outreach up to this point has been regarding property use and heavily focused on transportation and parking plans.

SEAC

At the October 20 and November 15 SEAC meeting, staff presented details of 2018 Festival to SEAC during their staff communications portion of the meeting. SEAC is aware of the event and did not have any concerns of the proposal for the event and that the event proposal is coming to Council this evening.

HPCA Engagement

Staff presented a preview of this event at the October 17 and November 19 HPCA Board Meeting. HPCA was initially very concerned about proposal to have Homestake Lot be for community members for a lower cost charged fee. After attending both the HPCA Board meetings and completing door to door merchant outreach, staff recommended that Homestake Lot be used for Main Street Employees at no charge. Staff has also continued additional outreach efforts with HPCA's new Events Committee, which meets monthly between HPCA board meetings to discuss specific event operations in further detail. Staff appreciates the time of the Community Engagement team, especially Lynn Ware Peek, and all of her door to door merchant outreach efforts leading up to the supplemental plan this evening. During these meetings or outreach opportunities the merchants were presented with a site plan, a preliminary parking plan, event operation plans, City staff contact information and tentative Council date of when this item would be presented.

- Staff did complete merchant to merchant outreach on Wednesday, October 25 and received positive responses about the event. If business owners were not present, information was left employees and staff followed up with a direct email to merchants regarding the event with contact information for the merchant to reach back out to staff with any questions or concerns. Staff was specifically able to speak with the following business owners regarding the Sundance 2018:
 - Atticus on Main

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- Engle & Volkers
- Berkshire Hathaway
- Bahnoff Sports
- Grace Clothers
- Old Town Cellars
- Mustang
- Rich Haines Gallery
- PCARA – restaurant association
- Image Eyes
- Keller Williams
- Hi West
- Butchers
- Reefs
- Bodega
- Motherlode
- Oishi Sushi
- Little Donuts
- Panache
- Vinto
- Back Door Deli
- Terzian Gallery
- Summit Sotheby's
- Park City Sport
- Trove Gallery
- Harvest
- Allsport eyewear
- New Caledonian
- Marriott – Wendy
- Marriott – Marigold

Taxi Stakeholder Group

Staff began coordinating with the Taxi Stakeholder Group in mid-November, regarding staging plans for Local Taxi Permit Holders, as well as, other TNC's. Staff has continued to meet and engage with Taxi Stakeholder Group, as well as, direct representatives for Lyft and Uber and Hotel/Concierge Shuttles. Staff appreciates the feedback, challenges and opportunities that each of these groups have brought forward. These groups are aware of the plans and discussion being brought to Council this evening.

After the Supplemental Plan is approved, staff's focus will shift to Festival operations and will include the following:

- Continued use of the PCEVENTS text alert system leading up to and during the Festival. During this year's festival we will also create a Festival Specific Text alert system (FILMFEST), in which Sundance will also help to promote. This text alert system will continue to be used only for emergency and transportation information.
- Local Community Guide posted on website before the Christmas Holiday Break (printed in English and Spanish)
- Transportation Impact Map on the City's website by the second week of January (having this up too soon creates confusion).
- Coordination with the Community Engagement Team for Merchant to Merchant outreach reminders, HPCA and Chamber Newsletter Reminder, social media outreach and local media

Exhibit B – Sundance Supplemental Plan 2018 Approved Changes interviews. We will continue to push information out to numerous stakeholders as outlined in the staff report.

Financial Considerations

City and Sundance agree that reducing Transit Service and Public Safety isn't an option.

- Change order request according to section 6.2 of the City Services Contract:
 - 2018 Additional City Services result in increased costs of \$258,650.
 - City to waive \$163,982 in increased costs for 2018 Festival, and \$88,482 as related to the Ray (Sports Authority) Agreement with a 2% inflation for the Festival in years 2019 through 2022.
 - Sundance to pay for \$103,668 for 2018 Festival for increased hard costs and City Services, and \$81,168 as related to the Ray (Sports Authority) Agreement with a 2% inflation for the Festival in years 2019 through 2022.
 - As approved on 8/3/2017 in the amount of \$169,820 (City to waive \$88,482 for City Services and Sundance to pay \$81,168 in City Services and Hard Costs)
 - 2% inflation for 5 years (2018 through 2022).
 - Public Safety and Transportation Agreement in the amount of \$89,000 (City to pay \$74,000 and Sundance to pay \$15,000 to the City for increased City Services)
 - One year agreement

2018 Additional City Services (6.2 of Contract)							
Item	Total Cost	City	Items included in fees	Sundance	Items included in fees	Agreement Terms	Notes
The Ray (Sports Authority) Agreement	\$169,650	\$88,482	B. Permits, Ped Mgmt, Barricades, Transit, Traffic Mit. Officers/Public Safety,	\$81,168	recycling, signage, parking attendants, transit and barricades	5 year w/2% inflation	8/3/17 Council approval
Public Safety	\$29,000	\$29,000	Traffic Mitigation Officers				
Transit	\$60,000	\$45,000	Increased Transit efficiencies	\$15,000	Increased Transit efficiencies and Public Safety	1 year agreement	
Totals	\$258,650	\$162,482		\$96,168			

Plans from previous festivals that will continue to carry forward include:

- Waiver of Main Street Delivery Code provision of time restrictions during the Festival. This means that merchant deliveries can occur after 12:00 p.m. (noon). This includes a waiver of the Martin Luther King holiday weekend 'no work' provision for Festival and Official Sponsor activations. This does not include restrictions and provisions regarding venue load/in load/out.
- Use of Historic Wall Lot, Bob Wells Plaza, Park City Library and Jim Santy Auditorium, Miners Hospital, Miners Park, Rec Building, PCMARC, Bear Bench Walkway for Festival and Official Sponsor Activations
 - Minor Change - Bob Wells/Historic Wall Lot for Festival Village Operations
While the Festival has historically utilized the Bob Wells/Historic Wall Lot, due to recent venue changes, this location will now be used for the Festival Village, instead of New Frontier.
 - Staff has coordinated with Sundance, and because there is one vendor in the space (in the past there has been several vendors) can reduce the load in/out scheduled by 23 days. The space will be utilized by Sundance Festival Sponsor, Acura, from January 14 to January 29 (15 days). The load in is scheduled to begin the Sunday of MLK weekend.

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- This includes time to build out the space, activate during the Festival itself, and load out. This space will be programmed all 10 days of the Festival.
- The Sponsor, Acura, does pay \$31,500 for use of the lot and is required to sign a Property Use Agreement