

Attachment B 2018 Latino Arts Festival Analysis

Event Description

The 2018 Latino Arts Festival, a new level three event, is an outdoor 2 day festival located on Park City Library Field, June 16 & 17, 2018, 3:00 p.m. to 9:00 p.m. The Latino Arts Festival gives the community the opportunity to come together through arts and culture, to showcase the beauty and colors of Latin America. The Festival will include live music, art and food vendors, youth activities, folkloric dance performances and a Sundance film screening.

The mission of the Latin Arts Festival is to promote cross-cultural understanding of Latin American cultures and traditions. The spirit of the festival is to invite people from a variety of backgrounds to enjoy and engage with the beauty, inspiration and colors of Latino culture in order to foster greater mutual understanding between diverse cultures.

This is a FREE event presented by the Christian Center Park City.

Event Location:

The Latino Arts Festival will be held on Park City Library Field and in the Jim Santy Auditorium.

Alternate location possibility is South City Park.

Event Timeline & Operations:

Friday June 15, 2018 event set up

- 11:00 – 3:00 p.m. Stage (MIMIS EVENT)
- 10:00 – 4:00 p.m. Tent/ Canopies (DIAMOND RENTAL)
- 5:00 – 7:00 p.m. library's community room set up:

Saturday June 16, 2018 event day

- 7:00 - 10:00 a.m. tables, chairs, trash containers
- 11:00 - 1:00 p.m. bounce houses set up.
- 11:00 - 2:00 p.m. food and art vendor set up
- 12:00 – 2:00 p.m. Entrepreneurship Panel (CCPC - PANDOLABS)
 - LAF producers in conjunction with PandoLabs (A local nonprofit), is adding a new component to this year's Fest as part of the effort to enhance and enrich diversity in our community. 60-80 Latino entrepreneurs will be able to meet talk and interact with successful business leaders in Utah.
- 3:00 PM 'Event Doors' open!
- 3:00 – 4:00 p.m. Band Plays (LOS CHACQUIS – PERUVIAN BAND).
- 4:00 – 5:00 p.m. Welcome (MC: MAX VENTURA AND HADLEY DYNAK).
- 5:00 – 6:30 p.m. Folkloric Dance performance
- 6:30 – 7:30 p.m. Band (BAND: MARIACHI DE MI TIERRA)
- 7:30 – 8:00 p.m. Closing - (MC: MAX VENTURA AND HADLEY DYNAK).
- 8:00 – 8:30 p.m. Clean up (CCPC STAFF AND VOLUNTEERS)
- 8:00 – 9:40 p.m. Sundance Film Screening, followed by Q&A with Film Director.

Sunday June 17, 2018 event day

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- 9:00 AM - 11:00 AM Tables, Trash containers
- 3:00 PM Doors' open
- 3:00 - 4:00 PM (LOS CHACQUIS – PERUVIAN BAND).
- 4:00 – 5:00 PM Welcome
- 5:00 – 6:30 PM Folkloric Dance performance
- 6:30 – 7:30 PM Band plays (MARIACHI DE MI TIERRA).
- 7:30 – 8:00 PM Closing; (MC: MAX VENTURA AND HADLEY DYNAK).
- 8:00 - 9:00 PM Clean Up/ Pick Up.

Monday June 18, 2018 event breakdown/clean up

- 10:00 AM – 3:00 PM Tent/Canopies
- 11:00 AM – 3:00 PM Stage
- 3:00 PM – Final clean up (CCPC Staff)

Vendors:

- 20 art vendors
- 5 food vendors, including 1 to 2 food trucks

Event Sponsors and Partners

- Zions Bank
- Sundance Institute
- Mountain Life Church
- Kimball Art Center
- Telemundo Utah
- LKT Legal Services

Community Notification:

- The Staff has given written notification to SEAC.
- The Staff has given written notification to Summit Land Conservancy for the use of Park City Library Field
- The applicant will be using the Park Record and KPCW to market and notify the community of this event.
- The event text notification system will be used to inform local residents of the event.

Parking and Transit:

- Parking removal will take place at the North End of Library Field along Calhoun Street. (Attachment C)
- The event has been granted 50 parking passes to use in the Park City Library lot and the Mawhinney lot. Staff has advised the applicant to use these passes primarily in the Mawhinney lot.
- The normal 3 hour max parking limit will be in effect in the Park City Library lot.
- Parking for patrons of the Park City Library will not be affected.
- Offsite parking has been established at Park City Mountain Resort.
- The applicant has a plan to promote, walking, biking, carpooling or using public transit to the event.

Weather:

The applicant has submitted a weather conditions plan and would like to ensure the safety of spectators and participants 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. The applicant has decided not to choose a weather date for the 2018 Wasatch Latino Arts Festival. Should events be cancelled or postponed, the applicant will use the community notification procedures to notify attendees and the community.

- Sundance Screening in the Jim Santy auditorium will play rain or shine.

Public Safety:

PCPD had made a risk assessment of this event. PCPD has determined the need for one officer to be onsite for the event as well as a two officer problem solving team to be used as a rover.

First Aid:

The Applicant has worked with Park City Fire for first aid needs.

Signage:

The onsite event signage will include directional signage for bathrooms and first aid. As well as a media booth banner with sponsor logos.

Waste Receptacles and sustainability efforts:

- Trash and Recycling will be handled by the applicant.
- The applicant will park a CCPC truck at Calhoun St, where full bags will be placed and taken to the Christian Center, where there are recycling dumpsters or distributed to Recycle Utah.
- A volunteer will be assigned at each waste station to make sure trash and recycling items are disposed in the correct bin.
- Event coordinators (CCPC) are not handing out paper fliers in order to reduce trash on site.
- Food Vendors will be asked to substitute glass bottle beverage like coke product for cans, as well as to use compostable silverware.
Event producers are setting up drinking water dispenser stations instead of plastic bottles.

Funding:

The applicant has applied for a fee reduction of \$5,029 in City fees. Normally this amount can be approved under the authority of the City Manager, according to the Special Event Fee Reduction Policy; however where the applicant did not apply by the fee reduction deadline of October 1, and where total fee waivers for the fiscal year have exceeded the \$200,000 annual threshold established by City Council, this waiver shall be approved by City Council.

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City Services

2018 Cost

Police	\$4,500.00
Building Department/Fire Inspection	\$369.00
Special Events Application fee	\$160.00
Total:	\$5,029.00

Other Events on June 16 & 17, 2018

June 16, 2018

- Savor the Summit, Level Three Event, Main Street
- Avalanche Soccer Showcase, Level Three Event, Quinn's Park City Sports Complex and Park City School District fields.
- Kids Adventure Games, Level Two Event, Park City Mountain Resort
- Tiny Tri, Level Two Event, Park City MARC, Park Meadow area.
- Summit County Event, Round Valley Rambler, Level Two Event in North Round Valley.

June 17, 2018

- Avalanche Soccer Showcase, Level Three Event, Quinn's Park City Sports Complex and Park City School District fields.
- Park Silly Sunday Market, Level Three Event, Lower Main Street
- Kids Adventure Games, Level Two Event, Park City Mountain Resort