

Exhibit B Tour of Utah Background

Park City has hosted the Tour of Utah on six past occasions. A Level Three Special Event Permit was granted for the Tour of Utah every year since 2010 with the exception of 2017 due to date conflict with the Park City Kimball Arts Festival which the City holds a Special Service Contract with.

This event gets both international and national exposure through the broadcast and print media and highlights Park City as a cycling destination. *According to a survey conducted by the 2016 Tour of Utah*, the event was attended by over 380,000 spectators across seven stages generating over \$22 million of economic impact for the State of Utah.

A *larger* portion of the economic impact was generated during the final weekend of the event including the Final Stage with its start/finish line on Park City's Main Street. Conservative estimates of the number of spectators enjoying the Final Stage on Park City's Main Street are 10,000-15,000. In addition, Park City benefitted from 21+ hours of national television coverage on Fox Sports and international television coverage seen in over 49 countries.

It is important to know that though the applicant is Utah Cycling Partnership, the Chamber signs a host City agreement for the Tour of Utah and acts as the Local Organizing Committee, of which the City is part of.

City Council Reports

May 24, 2012	Tour of Utah Update Managers Report – pages 7 – 17 / Summary – page 1 & 2
July 19, 2012	Tour of Utah Approval Staff Report – pages 68 – 78 / Summary – page 2
May 5, 2016	Special Event Fee Reduction Staff Report – pages 152 – 170 / Summary – pages 9 - 10
June 2, 2016	Tour of Utah 2015 Financial Update Managers Report – page 271-274 / Summary – page 5
July 14, 2016	Tour of Utah Approval / Minutes – Page 4-5