

Exhibit C -
2019 PSSM Supplemental Plan Summary, PSSM Use Area, Sign Plan Preseason
Summary Measures of Success, Vendor Definition & Mix & Health Dept. Approval &
Application

2019 Park Silly Sunday Market Supplemental Summary

Changes to the 2019 Park Silly Supplemental Plan Includes:

- PSSM will 14 markets on Sundays from June 3 through September 23 excluding the following dates:
 - August 4, 2019, in accordance with section B.2.1.A in order to accommodate the Annual Park City Kimball Arts Festival.
 - August 11, 2019. In accordance with section B.2.1.C. No Event Day. No city approved events are currently scheduled for this day
 - August 18, 2019 in accordance with section B.2.1.B in the Park Silly Sunday Market Service Agreement in order to accommodate the Tour of Utah.
- The Park Silly Sunday Market is requesting to extend the close of market by one hour on September 22, 2018 for Silly Fest. The Park Silly Sunday Market is requesting to have the stage with a band until 6:00 p.m. and for the beer garden to remain open until this time as well. Clearing and reopening of the street will happen no later than 8:00 p.m. Park Silly Sunday Market is asking for this extension of hours which is consistent with allowances in Section B.2.2, in which Park City shall consider expanded hours and special holiday late closures (Opening Day, Holiday Weekends and Silly Fest).
- Increased level of engagement prior to the start of the PSSM season for residential and merchant outreach.
- Total City Service Fees for 2019 are estimated at \$79,782. The City will waive \$60,500 plus an additional \$15,000 if PSSM participates in green efforts. The City has also due to bollard installation, entered into a clear agreement with PSSM including that the City shall reimburse \$550 per market for perimeter safety bollard installation. The City anticipates paying PSSM \$3,418 at the end of the season,

2019 Park Silly Supplemental Plan Satus Quo Details:

- Parking Impacts
 - As per the transportation plan, Staff recommends the establishment of parking rates and continued promotion of the Park City High School Park and ride, which PSSM has secured for the 2019 season. The suggested parking rate for surface lots and Main Street meters is \$5.00 per hour from 10:00am to 5:00 pm. Standard 4 hour meter time limits will apply. The suggested China Bridge garage rate is \$5 per hour, with a daily maximum of \$18, first hour free.
- Sustainable Efforts as per section D.9.5.d of contract:
 - Enforce no idling policy for vendors, staff, and attendees.
 - Create a plan to increase the use of reusable or recyclable event materials:
 - PSSM reuses banners yearly (new sponsors are stickers); signage is such that it can be moved around and used year after year and across events; PSSM does not generate any print material other than a rack card for hotel distribution (hotels are provided a minimal amount and encouraged to use internet or sign up for our "What's Happening" weekly email); similarly patrons/hotels/local businesses are encouraged to sign up for weekly email blast (12,000 subscribers); vendors are encouraged

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- Reducing the use of plastic bags, single use plastic bottles, and Styrofoam throughout the event (PSSM requires use of reusable or compostable serving utensils/bags/packaging for all event vendors, participants and attendees).
 - This requirement of all vendors and is addressed in the PSSM Vendor Handbook and Vendor University.
- As requested by Park City, PSSM will serve as a partner in creating Green Event initiatives to help other events become more sustainable
 - PSSM participates in the Event Sustainability Round Table and provides guidance as well as staff/equipment resources to other events as available.
- Proactive Noise Monitoring
 - Staff will be monitoring the stage sound levels during the Market to ensure compliance with the Park City Municipal Code. PSSM has requested a relief from noise restrictions from the Park City Police Department as allowed under [6-3-11 Relief from Restrictions](#) and required in section 2.5.d of the City Services Agreement.
- Working Group
 - After the 2017 season, Staff discussed reworking the makeup of the working group and the criteria that is evaluated to better inform and articulate the group's mission. This discussion is ongoing and staff will report back to Council when the specifics have been finalized.
 - In accordance with section D.9.7, to the City Services Contract, Park Silly Sunday Market is required to conduct a Working Group three times during the Market season, which will include (a) two (2) HPCA Representatives, (b) two (2) Park Silly Market Representatives, and (c) two (2) members of the Park City Council.
 - Staff believes the working group meetings are important and work well, as they allow Market staff, City Staff, Council Representatives and HPCA time to experience the market, increase communications and transparency, and address challenges and solutions. PSSM is working with HPCA to identify two (2) HPCA representatives.
 - Staff asks Council to appoint two (2) Park City Council Representatives for the Working Group for the 2018 Season, as part of the Supplemental Plan approval.

Dates are proposed as follows, times to be varied as to experience the start, mid-day and end of the market:

▪ Sunday, June 23;	11:00 a.m.	Walk-through, Main Street
▪ Sunday, July 14;	1:00 p.m.	Meet at Transit Center
▪ Sunday, August 25;	11:00 a.m.	Walk-through, Main Street
▪ Wednesday, September 18;	10:00 a.m.	Sustainable Efforts – Trip
▪ Wednesday, September 25;	10:30 a.m.	End of Season Debrief, Location TBD

City Service Fees & Municipal Funds.

Final City Service Fees for 2018 Season are \$79,302. As according to section E of the City Services Agreement:

- (a) Annual payment of \$15,000 for zero waste program and mentor as part of the Green Event program in the City annually. No cash will be provided after 2020.
- (b) Annual fee waivers of \$60,500. The City shall waive services for 11 of the 14 market dates. PSSM shall pay for services of 3 market dates.

Due to bollard installation the City entered into a clear agreement with PSSM including that the City shall reimburse \$550 per market for perimeter safety bollard installation.

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A summary of City Service Fees is listed in the chart below.

Departments	Items	End of Season Actual 2018	Estimate of Fees 2019
Parking Department	Parking spaces for 14 days	\$ 22,050	\$ 22,050
Police Department	532 Hours	\$ 39,900	\$ 39,900
Transit Department (rerouting transit and moving two stops on Park Ave)	15 Hours	\$ 2,250	\$ 2,250
Parks Department	Banner installation	\$ 648	\$ 648
Building Department	Inspections and permits	\$ 8,694	\$ 8,694
Special Event Application Fee	Annual Permit Fee	\$ 160	\$ 640
VMS Signs & Barricades	2 VMS/ Electronic Signs (PCMC owned and UDOT signs)	\$ 5,600	\$ 5,600
Total Fees		\$ 79,302	\$ 79,782

Hours

The Park Silly Sunday Market will continue to operate from 10:00 a.m. to 5:00 p.m. Set up is to begin no earlier than 6:00 a.m. and the street will be cleared and available for parking no later than 8:00 p.m. on each market day.

Exception:

- a. The Park Silly Sunday Market is requesting to extend the close of market by one hour on September 22, 2018 for Silly Fest. The Park Silly Sunday Market is requesting to have the stage with a band until 6:00 p.m. and for the beer garden to remain open until

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this time as well. Clearing and reopening of the street will happen no later than 8:00 p.m. Park Silly Sunday Market is asking for this extension of hours which is consistent with allowances in Section B.2.2, in which Park City shall consider expanded hours and special holiday late closures (Opening Day, Holiday Weekends and Silly Fest).

Transportation Impacts:

- Work with Park City to review and create an incentive program for attendees that take alternative modes of transportation. This will include a bike valet located in close proximity to the event, as well as supplemental parking outside of the Old Town core with free transportation to the event. PSSM and Park City will work to track alternative forms for transportation to and from the event as an absolute number and a percentage of event attendees. PSSM and Park City will determine a traffic baseline, and provide plan to lessen vehicle impacts annually.

HPCA Vendor Cancellation & Date Requests

As in 2018, HPCA members who are scheduled and fail to notify PSSM staff prior to 5:00 p.m. on the Thursday before the scheduled Sunday will receive a bill for a \$150.00 cancellation/no show fee. The next scheduled HPCA member will not be permitted to participate or load-in if the cancellation/no-show fee has not been paid. This change was made to encourage those HPCA vendors that sign up to show up and prevent holes or last minute changes to the vendors the day of the market.

The deadlines for HPCA vendor date requests will remain the same as last year. The deadline of for all HPCA requests is May 1, 2018. Any unfilled dates for June that are not reserved by the HPCA May 1 deadline, will be opened to be filled by other at-large vendors as pertains to the Vendor Mix requirements, and subsequently on the first of each month through August 1.

Vendor Mix

PSSM regulates their vendor mix to mitigate for potential of adverse impacts to brick and mortar Main Street Businesses. As outlined in the requirements of the City Services Agreement, the 2019 vendor mix is the same as in 2018.

- No more than twelve (12) on site food vendors; twelve (12) jewelers or six (6) importers at each market

Parking & Residential Mitigation

Staff will place 'residential parking only' signs in the Old Town Area in an effort to reduce traffic in Old Town. This will continue to be required at each Market.

In an effort to increase coordination, Park Silly Sunday Market continues to require their vendors to submit license plate numbers to the Parking Services staff to help identify vendors who are parked outside of the designated vendor parking areas located at the Upper and Lower Sandridge parking lots and top level of China Bridge. Oversized vehicles cannot be parked in the China Bridge. PSSM will submit an updated vendor plate numbers to the Parking Services Department each Sunday no later than 10 a.m.

Event Coordination

A summary of events that occur on the same day as Park Silly Sunday Market 2018 Season is below. According to section [4A-2-5](#) of the municipal code, staff finds that these events will not duly interfere with each other. Staff will continue to work with organizers of both PSSM and the events as outlined below to ensure traffic and transportation plans run smoothly, as well as, that

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the organizer of each event is mitigating impacts they cause.

DATE	EVENT	A – Geographic Separation	B - Proposed Time & Duration	C – Anticipated Attendance
June 16	Park City Red Wolves Game	Dosier Field	8am – 8pm	400-500
July 21	Triple Crown	Quinn’s Sports Complex, Park City School District Fields, City Park	8am – 8pm	
August 25	Walk A Mile In Her Shoes	City Park	8 a.m. to noon	250
September 15	Autumn Aloft	Main Street, N40	7 a.m. to noon	2,500
September 15	Tour De Suds	City Park	9 a.m. to noon	400

Staff will report any other events that are not currently known during the mid-season and end of season reviews.

Department Coordination

Park Silly Sunday Market has worked with Staff to set meetings with Public Safety as well as Parks and Building Maintenance, and Transportation to ensure that operations with regards to both aspects remain well coordinated. At this time, Staff does not anticipate any changes to the Public Safety or Parks & Maintenance logistics. As staff continues to coordinate and implement City wide transportation standards and increased mitigations, PSSM has agreed to help implement these changes. Staff will report on this at the mid-season review.

Community Engagement Outreach

Staff and PSSM will work in conjunction to notify Old town residents and the general public of the market activities as well as parking and transportation changes. This could involve use of the PCMC event text alert system.

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Park Silly Sunday Market – 2018 Season Preview		<u>Legend</u>
Measures of Success		S – Succeeding in meeting Contracted I - In progress / Meeting Requirements U – Unsatisfactory - Not meeting
Requirements		
Vendor Mix		
Importers (allowed per week maximum) i. 2019- 6	Notes: Requirements are currently being met	I
Jewelers (allowed per week maximum) i. 2019- 12	Notes: Requirements are currently being met	I
On-site Food Vendors & Snack food Vendors (per week maximum) i. 2019 - 12	Notes: Requirements are currently being met	I
PSSM will invite two (2) HPCA representatives in the jurying of jewelry vendors.	Notes: Requirement was met by PSSM. HPCA was only able to send one representative.	S
PSSM will coordinate three (3) market walkthroughs with the HPCA and PCMC to identify possible conflicts and/or issues with vendor mix.	Notes: June 10, July 15, August 26 and September 16 have been suggested. HPCA and City are identifying representatives.	I
PSSM will provide to the City a list of vendor classification definitions along with preference criteria for vendor mix.	Notes: Requirements have been provided and met.	S
Parking / Traffic / Pedestrian Management		
Create event parking plan i. Identify vendor vehicle with license plate identification. ii. Identify public parking locations both in Old Town/Main Street along with alternative parking areas. iii. Identify locations where parking will be removed to provide space for event and mitigate impacts of event iv. Continue increased communication between departments and PSSM to encourage parking of vendors in suggested vendor locations.	Notes: PSSM continues to work with Staff & private parking garages to park vendors in appropriate areas. A resident parking area has been established and is being enforced along the west side of Park Ave. from 9 th to 13 th Street. Parking Enforcement continues to communicate with the residents to resolve parking concerns during the Park Silly Sunday Market. This increase in fees for parking in China Bridge and other areas will be monitored. An update will be given to council at the Mid-Season review.	I
Work with Special Events and Transit to get out alternate transportation messaging out with: i. Co- messaging with PC Transit Dept. ii. PSSM will create and implement different methods of informing the public (PSA's, print ads) iii. Create and implement a program encouraging non-motorized forms of transportation to the market. ix. Addition of Shuttle Service on expected heavy attendance day – June 30 and Sept 1	Notes: Meeting requirements; PSSMs print, online and radio advertising includes directions for participants to take alternate transportation to the event. Including City transit, bikes or walking to attend.	I
Submit sign Plan to Staff at the time of Supplemental Plan containing the following: i. Locations ii. Size & Type	Notes: Requirements are currently being met	I

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iii. Message iv. Placement and removal times		
Work with City to create a pedestrian management plan that addresses the crossings of Heber/Main and Swede Alley	Notes: Requirements are currently being met - Intersection is currently manageable and requires no additional resources.	I
Market Set-Up and Inspections		
a. Weekly notification to staff of footprint or operational changes	Notes: Staff is working with PSSM to ensure that requirements are met.	S
b. Location of interior sponsor signs	Notes: Requirements are currently being met	I
Street Cleaning and Trash Removal		
a. Pre-Meet with City's Street Department to create a street cleaning and trash removal plan	Notes: Requirements are currently being met	I
b. Meet with Street Department two (2) additional times throughout summer to address any issues with plan.	Notes: Will meet during the 2018 Market Season – dates TBD	I
Coordination with PCMC and HPCA		
a. PSSM will schedule monthly 'Working Group' meetings from June through September	Notes: June 10, July 15, August 26 and September 16 have been scheduled and Staff will request attendance of representatives from HPCA, City Staff and City Council.	I
b. PSSM will schedule four (4) market walkthroughs with the "Working Group" within the season.	Notes: PSSM has set dates for the 2018 Working Group.	I
c. PSSM will schedule a weekly market walk through with City representatives	Notes: PSSM and the City have scheduled the weekly meetings.	I
d. PSSM will supply the City Representatives with weekly report containing the following i. Estimated attendance ii. Zero Waste statistics iii. Breakdown of number of vendors and types iv. Provide a list of other sustainable efforts throughout the event. v. PSSM to participate in and provide a list of City functions related to Green Event management that they participate in, as well as, a list of non- profits who they provide sustainable mitigation efforts for. vi. PSSM to present a year over year a comparison for sustainable effort comparison in coordination with the City during annual end of season review.	Notes: Requirements are currently being met	I
e. PSSM will supply the City Representatives with an ongoing list of vendor and staff license plates: i. Prior to the start of the June 3 Market. ii. At any time they add license plates to the market throughout the 2018 season. iii. License plate lists should be provided to the City Representative no later than 10:00 a.m. each Sunday.	Notes: Requirements are currently being discussed to work on best coordination between PSSM and the City.	I
Marketing and PR		
a. HPCA logo on all advertisements & promotions	Notes: Requirements currently being met.	I
b. Engage in cross promotions with Chamber, HPCA, Park City Restaurant association	Notes: Requirements currently being met.	I
c. Media – The HPCA logo and sponsorship credits will be provided in all media placement that the PSSM currently employs, including but not limited to: I. Print ads	Notes: Requirements currently being met.	I

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II. Ads, links or info listings on Utah tourism, business and special internet websites; III. Periodic television coverage; IV. Radio PSAs and promotions; V. Website spots, summer guides, fairs, non-profit organization calendar listings; VI. Email blasts; and VII. Social media, 'if applicable'		
Other Items:		
Quantify Marketing & PR Value	Notes: In progress.	I
PSSM shall present an annual preceding market season. This report will contain the following: i. Estimated attendance ii. Zero Waste statistics iii. Breakdown of number of vendors and types iv. List of non-profit groups attending the market v. Advertising information etc. vi. Transportation and parking counts – to be coordinated with PCMC Transportation Services Department	Notes: This was reported to Council in the 2017 End of Season Report. PSSM is aware of the requirement and will gather the required information for the 2018 report.	I

There
two
that

are
items
have

occurred that staff would like to inform Council on outside of the measures as written:

1. PSSM staff has been reminded that all amplified music and announcements are to be halted prior to 5:00 p.m. in accordance with their contract.
2. Staff has monitored the PSSM stages and found that all noise ordinance requirements are being met and properly coordinated.

PSSM Vendor Types Definition & Vendor Mix

All categories are juried by the PSSM staff by way of required online application details including, but not limited to: product descriptions, photo samples of products, photo of booth display, history/business description including their 'story', list of sources and co-packing use.

PRIORITY 1: Artisan- A vendor that sells unique, art and handmade crafts (excluding food and jewelry). Starting materials must be significantly altered and enhanced by the artist. Preferential consideration given to local artists based in the state of Utah.

PRIORITY 2: Farmer - A vendor that sells fresh produce from his or her farm and/or a vendor that sells food products made of produce from his or her farm.

PRIORITY 3: Jeweler - A vendor that sells unique, handmade jewelry of their own making and design. limited space available in this category (12 per market date).

PRIORITY 4: Gourmet Food - A vendor that sells foods or baked goods, made in Utah, which are intended/packaged for off-site consumption. Preferential consideration given to members of Utah's Own.

PRIORITY 5: Designer - A vendor that plans the precise form, look or working of an item, excluding jewelry, in writing before such item(s) is manufactured pursuant to that vendor's specific request. To qualify as a designer, the vendor shall be required to submit specific design plans of all item(s) to be sold at the market. Preferential consideration given to local designers based in the state of Utah.

PRIORITY 6: Young Vendor - A vendor, 17 years of age or younger, that sells their own unique, handmade goods.

PRIORITY 7: Food - A vendor that prepares and sells food for consumption at the Market. First right of refusal is offered through the HPCA membership. Limited space available in this category (12 per market date, 10 of which are propane approved space)

PRIORITY 8: Service Vendor -A vendor that provides on-site services to market attendees (ex. - henna, face-painting).

LAST PRIORITY: Importer - A vendor that purchases goods manufactured and/or procured outside the U.S. (jewelry not permitted in this category). This category is considered a 'last sell' vendor type. Vendors in this category are invited in April, based

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on remaining space available, in an effort to maximize opportunity to other vendor types. Limited space available in this category
(6 per market date)

PSSM Use Area

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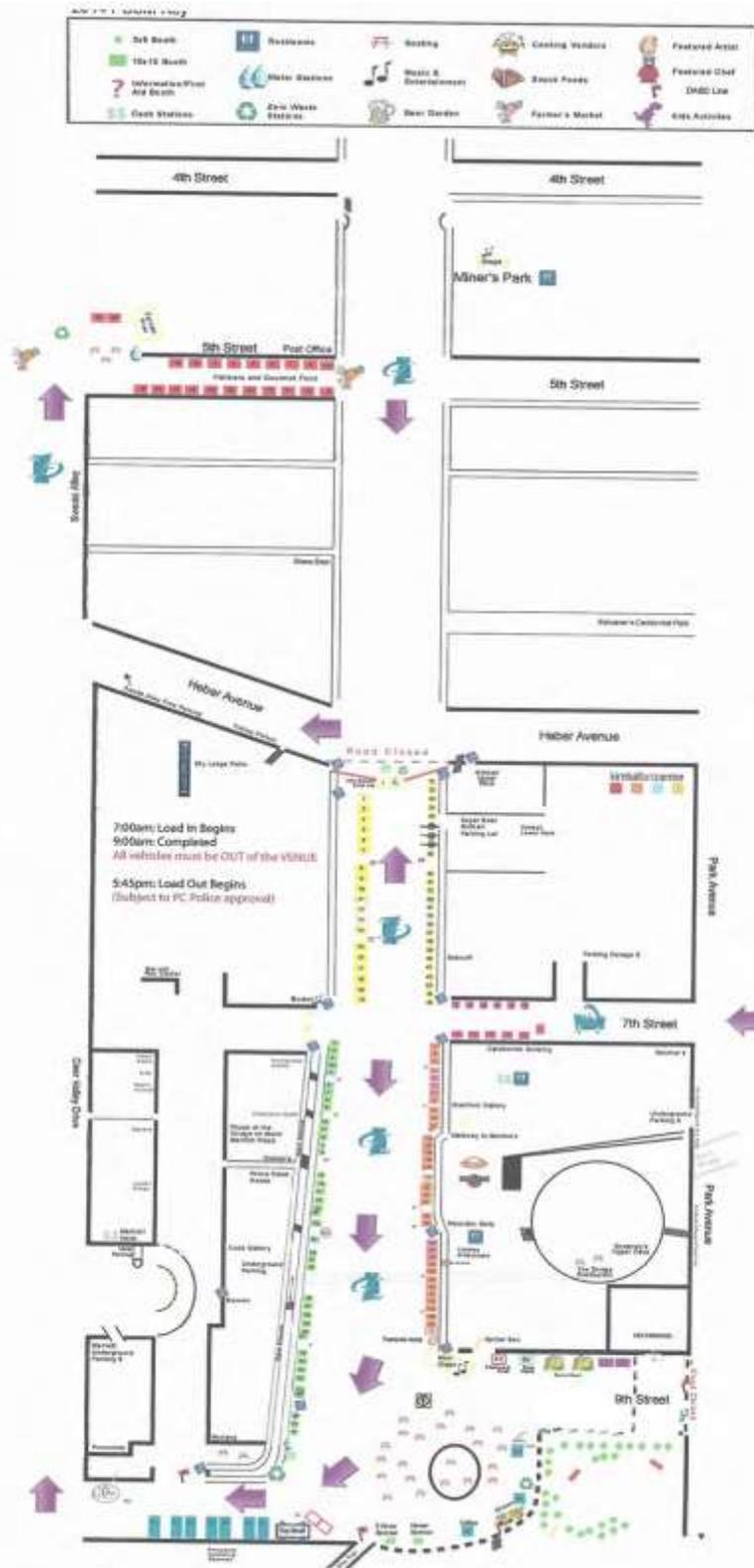


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MUST BE POSTED IN A CONSPICUOUS LOCATION

PARK SILLY SUNDAY MARKET
1895 SIDEWINDER DR
PARK CITY, UT 84060-7565



License Number: B-013196
Customer Number: 082073
Issue Date: 10/1/2018
Expiration Date: 9/30/2019

BUSINESS LICENSE

BUSINESS DESCRIPTION: OPEN AIR MARKET
LEGACY ZONE: 01

KUEHN, KIMBERLY

2019

PARK SILLY SUNDAY MARKET
PO BOX 684229
PARK CITY, UT 84068

CITY MANAGER

FINANCE MANAGER

NON-TRANSFERABLE



Park City Municipal Corporation
445 MARSAC AVE
P.O. BOX 1480
PARK CITY, UT 84060

RECEIPT

PARK SILLY SUNDAY MARKET
PO BOX 684229
PARK CITY, UT 84068

Date Paid :

License	Description	Amount
B-013196	Business License Fee :	
	Administrative Fee :	
	Penalty :	
	Total :	_____

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2019- Signage

Drop	Location	Sign
1	High School	Market Parking
2	Opp Side of 224	Park Silly Today
3	Opp Side of 224	Park Silly Today
4	Welcome to PC Sign	Park Silly Today
5	DV Drive & Main St	(3) Red Barriers VIP Potty No Main St Access
6	Farmers Market	(2) Green Barriers (1 on each side) Zero Waste Information
7	Transit Station	Farmers Market
8	Heber & Main	(2) Red Barriers (2) Farmers Market Information Booth
9	Park Ave & 7th	Road Closed Restroom Restroom / First Aid No Left/Right Turn Zero Waste
10	Park Ave & Flying Sumo DABC Line	Zero Waste No Alcohol
11	Park Ave & 9th & Stage	(4) Red Barriers (10) Silver Barriers - Bar No Left/Right Turn (2) Bike Valet (2) Zero Waste (4) No Alcohol Road Closed Wristband Restroom

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Google Maps Park City

2019- Signage



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STATE OF UTAH
DEPARTMENT OF COMMERCE
DIVISION OF CONSUMER PROTECTION
REGISTRATION



EFFECTIVE DATE: 03/23/2018

EXPIRATION DATE: 04/01/2018

ISSUED TO: PARK SILLY SUNDAY MARKET
2052 Prospector, Suite 200
Park City UT 84060

REFERENCE NUMBER(S), CLASSIFICATION(S) & DETAILS(S)
7204245-CHAR Charitable Organization

25% of contributions REPORTED to be used in charitable purpose

David L. O'Banion

Director, Division of Consumer Protection

**STATEMENT: THE STATE OF UTAH MAKES NO CERTIFICATION AS TO THE CHARITABLE WORTHINESS
OF ANY ORGANIZATION ON WHOSE BEHALF A SOLICITATION IS MADE NOR AS TO THE MORAL
CHARACTER OF THE HOLDER OF THE PERMIT**

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Exhibit D – 2019 PSSM Parking Map

