

Event Timeline & Operations

The Park City Kimball Arts Festival & Gala will be held as follows:

Park City Kimball Arts Festival *The Art Starts Here Gala:*

- Thursday, August 1 from 6:00 to 9:30 p.m.
- Kimball Terrace Event Space, a full analysis and conditions of this approval can be found [here](#).
- The Kimball Art Center has requested an earlier set up starting on Wednesday between 9 a.m. and 5 p.m. Staff recommends approval of this request under the condition that Kimball Art Center provide a delivery plan of the event to be approved by staff no later than one week prior to the event.

Park City Kimball Arts Festival:

- Friday, August 2 from 5:00 to 9:00 p.m.
- Saturday, August 3 from 10:00 a.m. to 8:00 p.m.
- Sunday, August 4 from 10:00 a.m. to 6:00 p.m.

The footprint of the event includes:

- All of Main Street (and side streets),
- Swede Alley,
- Heber Avenue,
- Bob Wells Plaza,
- Flagpole Parking Lot,
- Wasatch Brew Pub Parking Lot
- Nonexclusive use of Sand Ridge Parking Lots and China Bridge.
- 9th Street is to remain open for Transit Operations.
- Part of North Marsac lot is to remain the footprint for Park City Police, Fire, Sherriff, Emergency Management and other Public Safety Personnel. The other section will be used for Blue Permit holders.
- 7th Street will be utilized as the location for the Bike Valet.

Locations for Kids Activities, VIP, Volunteer, KAC and Staff Offices are as follows:

- Kids Activities – Town Lift Plaza
- Volunteer Lounge – Gateway Business Center with satellite location at the Rockwell Room
- Rockwell Room – Public art exhibition and Brushes & Brunch activity
- Media Lounge – Gateway Business Center
- KAC Staff Check In & Offices – Gateway Business Center
- VIP Lounge – Kimball Terrace Event Space, new for 2019.

Admission & Tickets

- For one year only, instead of offering Free Friday Night for Locals and to celebrate the 50th anniversary of the PCKAF, the Kimball is Freeing the Fest for all Summit County primary residents for the entire three-day event. This promotion is not offered to Summit County Second Homeowners due to financial and operational reasons. Kimball Art Center is encouraging primary residents to register for their wristbands ahead of time. Operational details of this offer are below:
 - Summit County residents will register for their free ticket [online](#) from July 15, 2019 to August 4, 2019. Residents will pick up their wristband at the Kimball Art Center on Kearns Blvd by August 4 with a valid, government-issued photo ID

Exhibit B – Analysis of Park City Kimball Arts Festival Summary of Changes for 2019

proving Summit County residency is required to collect a wristband. If you are picking up for another member of your family, you must also bring their ID to retrieve their wristband.

- Wristbands will not be available for pick up at the Arts Festival on Main Street. Lost or stolen wristbands will not be replaced.
- By freeing the Festival for Summit County primary residents, Kimball Art Center estimates a revenue loss of \$30,000. The organization was able to make up for this loss in sponsorship money from businesses that were excited to be affiliated with a true locals' benefit.
- PCKAF continues to offer admission that includes the entire weekend and made changes to their admission and ticket prices as follows:
 - Kimball Art Center will utilize a new ticketing solution, eTix to help encourage advanced ticket purchasing. This will also help add integrity to data.
 - When purchasing in advance online, Adults \$12 (\$14 with eTix services fees), day of ticket purchase at gate will remain \$15 Kids (ages 6 to 17) will be \$6, as compared to \$5 in 2018. This is to cover service fees for eTix.
- PCKAF wristbands will have RFID chips which will improve the integrity of data. In particular, this will give the City and Kimball Art Center an accurate daily count of attendees.
- Main street employees will no longer receive an employee wrist band (due to RFID costs), but will receive a card to allow entrance through Festival to place of work.

Operations & Set Up for the Park City Kimball Arts Festival

- Operational Set Up begins on Wednesday, July 31. We will notice HPCA and surrounding residents of parking removals the week leading up to this event
- Operational Set Up in the Brew Pub Lot will begin on Wednesday, July 31 on the South side of the lot, entire lot on Thursday, August 1. This is new in 2019.
- Event Setup begins on Friday, August 2 at 3:00 a.m.
- Event Break Down will be complete by Sunday, August 4 at 11 p.m.
- Operational breakdown will be complete by Tuesday, August 6, 2019.

Transportation & Parking Plans

The Kimball Art Center and Park City Staff continue to work closely regarding Transportation and Parking Plans. In coordination with the Transportation Planning and Parking Services Department the Kimball Art Center has created a transportation and parking plan that is consistent with the work that is being implemented to reduce traffic in the City.

Parking has been secured for Park City School District, Park City Resort and Deer Valley at various times throughout the Festival. PCKAF and Staff are working to coordinate consistent messaging for residents and attendees regarding impacts and expectations. Transportation Plans will include:

- Bus Only Lane on Deer Valley Drive
- Free Parking at Park City School District and Resort Lots (times may vary)
- Ecker Hill Park and Ride – New in 2019.
- Paid Parking (\$20) at China Bridge Friday, Saturday and Sunday.
- Increased Public Safety Personnel at Key Intersections at Residential Access Points on Friday Night of the Festival.
- Bike Valet at 7th Street –the same as in 2018.
- As in years past, Transit will add additional Transit Operations on Swede Alley and 9th Street.
- Staff is working to develop Taxi, Ride Share and Hotel Shuttle drop off and pick up locations. These have not yet been finalized at the time of this report.

Exhibit B – Analysis of Park City Kimball Arts Festival Summary of Changes for 2019

- In addition, KAC continues to encourage all attendees to Carpool, Bus, Bike and Walk to the event.

Public Safety & Emergency Management

Due to the nature of protected information of Emergency and Security plans, this information is not included in the report. If Council wishes, they could request for this item to come back in a Closed Session.

- 2 problem solving officers will be added to the security management plan for the Thursday night The Art Starts Here Gala.
- 6 Transportation Mitigation Officers will be added to the mitigation plan located at the intersection of Park Avenue and Deer Valley Drive.
- The additional costs of these officers is listed in the financial considerations section.

Community Engagement & Notification Plans

The Kimball Art Center and Staff have worked to increase notifications regarding the event for both guests and residential impacts. The following is a list of Community Engagement & Notification plans for the event.

- Text Alert System – Text PCARTSFEST to 888777 to receive impact information
- HPCA Coordination & Information – City Staff attended May & June HPCA meetings to make them aware of changes this year. Staff will continue to update and coordinate with HPCA as the event approaches.
- City Hosted Impact Information – To be hosted on the City and Kimball Art Center’s Website. Such information is geared to help residents understand impacts and mitigations during the event.
- Door to Door Merchant and Resident outreach
- Kimball Art Center has provided a direct contact list for coordination with the City’s Community Engagement and Emergency Management Teams.
- Social Media, Radio, TV and Newspaper Marketing & Information – specifically to address using alternate modes of transportation

Environmental Sustainability

As part of their City Service Agreement, Kimball Art Center has a staff member in charge of managing waste for the event. In addition to offering recycling at their event, Kimball Art Center is taking steps to reduce environmental impacts at the 2019 Park City Kimball Arts Festival by:

New to 2019:

- PCKAF will no longer sell single use water bottles at concessions, or provide them to artists, vendors, volunteers or VIPs. PCKAF will sell reusable water bottles and have 4 re-fill water stations to provide water to attendees.
- All entrance gates will be powered by solar charging generators.
- All food vendors are required to use compostable serving materials
- Addition of a vegan food truck at the Food Truck Round-Up.

Same as in years past:

- The Kimball continues to promote alternative transportation options to the event.
- The Kimball staff will work with vendors to promote a no idling policy during set up and breakdown of the event.
- Require vendors (food and artists) to no longer use plastic bags, and to use recyclable serving materials. It is highly encouraged that packaging and serving materials be biodegradable.
- Proper disposal of waste water
- Tents will be weighted with cement blocks instead of water filled weights as available.

Exhibit B – Analysis of Park City Kimball Arts Festival Summary of Changes for 2019

- Kimball has encouraged their food vendors to no longer offer products in glass bottles or use Styrofoam.
- Offering a free Bike Valet
- Encouraged vendors to have materials printed on post-consumer recyclable materials.
- Many artists use repurposed or recycled materials in their work.

Signage

- New banner signage will be added to the Marriot Summit Watch/Town Lift pedestrian bridge and the stairs leading from Main Street to the Town Lift Plaza.

Sponsorship

Intermountain Park City Hospital is the Park City Kimball Arts Festival 2019 Title Sponsor, As the Title Sponsor, the following activities will be provided at the PCKAF: Sunscreen and Sanitizer Stations, Helmet and ATV safety in the kids area with handouts and stickers to personalize helmets, Women and Newborn interactive chalkboard, Select Health will have a Naloxone training and health screenings for blood pressure, BMI, Depression and pre-diabetes, sports performance offerings, healthy school lunches and food demos and more.

Financial Considerations

According to section 10 of the City Services Agreement, The Kimball Art Center is required to make an annual contribution to the City towards the cost of City Services in the amount of \$10,000, with City Services not to exceed \$180,000. A Chart of Anticipated City Service Fees is below, including a comparison of City Services between 2018 and 2019. Noted increases in Public Safety (addition of Thursday, August 1 Gala and Transportation Mitigation Park Avenue and Deer Valley Drive intersection) and the Special Event Application Fee (Level 5- \$640).

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Special Events Application Fee	Special Events	\$ 160.00	\$640.00
Building Permit	Building	\$ 1,254.00	\$2,000.00
Special Use of Public Parking (Parking Removal)	Parking Services	\$ 10,000.00	\$10,000.00
Increased Cleaning	Building Maintenance/ Parks	\$ 1,500.00	\$1,500.00
Transportation Operations	Transit	\$ 70,000.00	\$70,000.00
Banner Installation	Parks	\$ 800.00	\$800.00
Public Safety Personnel	Police	\$ 66,075.00	\$72,900.00
Equipment	Streets	\$ 3,000.00	\$3,000.00
Total Estimated City Service Cost		\$ 152,789.00	\$160,840.00

Event Coordination

A summary of events that occur on the same day as PCKAF are below. According to section [4A-2-5](#) of the municipal code, staff finds that these events will not duly interfere with each other. While this is a Peak Time Period, all of the events listed below are the same are returning events that existed on the 2018 Calendar. Please also note that the weekend after Arts Festival (August 9, 10 and 11) is the ‘quiet weekend with no Park Silly Sunday Market, before Tour of Utah which is on August 17 & 18.

DATE	EVENT	A – Geographic Separation	B - Proposed Time & Duration	C – Anticipated Attendance
August 1	No other permitted events	NA	NA	NA
August 2	Deer Valley Music Festival	Deer Valley Snow Park Amphitheatre	6:00 p.m. to 10:00 p.m.	4,500 – anticipating sell out concert with increased transpo mitigation

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August 2	Sundance Summer Series	City Park	6:00 p.m. to 11:00 p.m.	300
August 3	Summer in the City Volleyball Tournament	City Park	7 a.m. to 9 p.m.	600 all day
August 3	Deer Valley Music Festival	Deer Valley Snow Park Amphitheatre	6:00 p.m. to 10:00 p.m.	4,500 - anticipating sell out concert with increased transpo mitigation
August 4	No other permitted events	NA	NA	NA