

Jenny Diersen  
Park City Municipal  
445 Marsac Ave.  
Park City, UT 84060

Dear Jenny,

Thank you for your continued support of the Park City Kimball Arts Festival. As we look forward to 2020 Festival held July 31 to August 2, Kimball Art Center would like to request a few changes we believe will make the event more dynamic, engaging, and enjoyable for patrons.

Our requests include:

1. Eliminating admission for all guests.
2. Expanding and restructuring the Festival footprint.
3. Expanding street closures for safety.

One of Kimball Art Center's core values is to provide art access to all, which complements the City's social equity initiative. We understand a \$15 entry fee is prohibitive to some, frustrating to others, and many Main Street businesses are not supportive having a fee. The Festival is also Kimball Art Center's largest fundraiser and supports much of our operating budget. In order to make the event free, we will need to increase our revenue in other areas, namely the number of artist booths.

As such, Kimball Art Center would like to extend artist booths along 9th Street towards Deer Valley Drive, similar to the Park Silly Sunday Market's footprint. We are in contact with representatives from Marriott Summit Watch and are also seeking permission to place artist booths in the Marriott Summit Watch courtyard as well.

For this to be a reality, the current bus route would need to change so that 9<sup>th</sup> Street is no longer a main stop for arriving guests. Eliminating this stop and rerouting all busses away from Heber and 9<sup>th</sup> Street to the Main Street terminal would allow Kimball Art Center to maximize artist tents, which offset much of our revenue loss from ticket sales.

For the safety of the operations staff working this event, Kimball Art Center also requests to close Swede Alley to vehicle traffic starting Friday July 31st at 8:00am through 10:00pm on Sunday August 2<sup>nd</sup>, and for additional police presence to enforce this closure. Vehicles with a Swede Alley pass would still be allowed access to the street.

Though not a material change, Kimball Art Center intends to work with the Special Events team and the Park City Fire Marshall to maximize the number of artist tents along Main Street.

We greatly appreciate your support in this matter.

Sincerely,  
Canice Harte