

Park Silly Sunday Market (PSSM) Background - City Council Reports and Agenda Items

<u>Date</u>	<u>Item</u>
November 3, 2016	PSSM 2016 End of Season Review / Minutes – p14-15
November 10, 2016	PSSM Contract Extension / Minutes p 7 -8
April 27, 2017	PSSM 2017 Supplemental Plan Approval / Minutes p10 - 11
June 15, 2017	PSSM 2017 Addendum to Supplemental Plan Transportation Alternatives / Minutes – p 5 -6
August 3, 2017	PSSM Mid-Season Review – Staff Communication
August 31, 2017	PSSM 2017 Addendum to Supplemental Plan – Parking & Transportation Plans
September 14, 2017	PSSM – City Service Agreement Extension / Minutes – p.12
November 9, 2017	PSSM 2017 End of the Season Review /Minutes – p. 4 -5
May 3, 2018	PSSM 2018 Supplemental Plan Approval/Minutes – p.18 -19
August 2, 2018	PSSM 2018 Mid-Season Review/Staff Report
November 15, 2018	PSSM 2018 End of Season Review Staff Report / Minutes
May 2, 2019	PSSM 2019 Supplemental Plan Approval Staff Report p. 242-252 / Minutes p. 11
August 1, 2019	PSSM 2019 Mid-Season Review p. 7 -16
October 22, 2019	PSSM 2019 Season Debrief Staff Report p. 75 -88 / Minutes p. 6-7
December 5, 2019	Work Session PSSM Request for 2 year Contract Extension p. 111 to 114/ Minutes p.10-11

On September 14, 2017 City Council approved City Service agreement with PSSM beginning with the 2018 season expiring in 2020 subject to annual non- automatic renewals. The agreement shall renew for an additional two (2) years for the 2021 and 2022 Markets, provided both parties execute written notice of consent to renew by March 1, 2020. The contracted terms included the following:

- Number of Market Dates - 14 Market Dates, Sundays June 3 through September 23, except for the dates August 2, 12, and 19.
- Financial Contributions - \$15,000 to help offset the cost of PSSMs zero waste efforts which greatly exceed the City's proposed standards. PSSM to be required to participate in City activities and events to help increase other event's sustainable efforts.
- City Service Fees – City to waive \$60,687.55 (or the equivalent of 11 markets), and PSSM to pay for \$16,551.15 (or the equivalent of 3 markets).
- Contract Length – Three year contract, with a possibility to renew the contract for two years after the three year contract ends. This is not an automatic renewal.
- Use Area – Use Areas remain the same as previous and will be reviewed annually with each supplemental plan.
- Performance Measures – Removal of marketing and attendance requirements from 2017, while keeping vendor mix, sustainable and transportation measures for the length of the contract.

As part of the City Service Contract section 2.1, the Supplemental Plan should have

Council approval by the second week in April for the Market to begin in June of each contracted year. Staff is late in returning for the approval of the Supplemental Plan due to both staff and PSSMs continued coordination for event operations and impacts.

PSSM is an important event that helps promote local businesses, create vibrancy, community and culture. They are one of the most professional event organizers and work hard to minimize residential and business impacts. In addition, PSSM is arguably one of Park City's premier local business incubator and community builders – assisting more than 138 local businesses and providing 53 free nonprofit booths annually. In addition, PSSM continues to support the City's Critical Community Priorities, including:

1. Sustainability – PSSM maintains 80% waste diversion rate or better, and mentor other events and community groups with sustainability efforts;
2. Transportation – PSSM promotes parking outside of the Main Street core, provides free bike valet, and supplements transit options at the High School; and
3. Social Equity – PSSM offers free or affordable booth spaces to showcase local non-profits and community groups.