



Updated: April 6, 2021

HISTORIC PARK CITY CHALK ART INSTALLATION "CHALK OF THE TOWN"

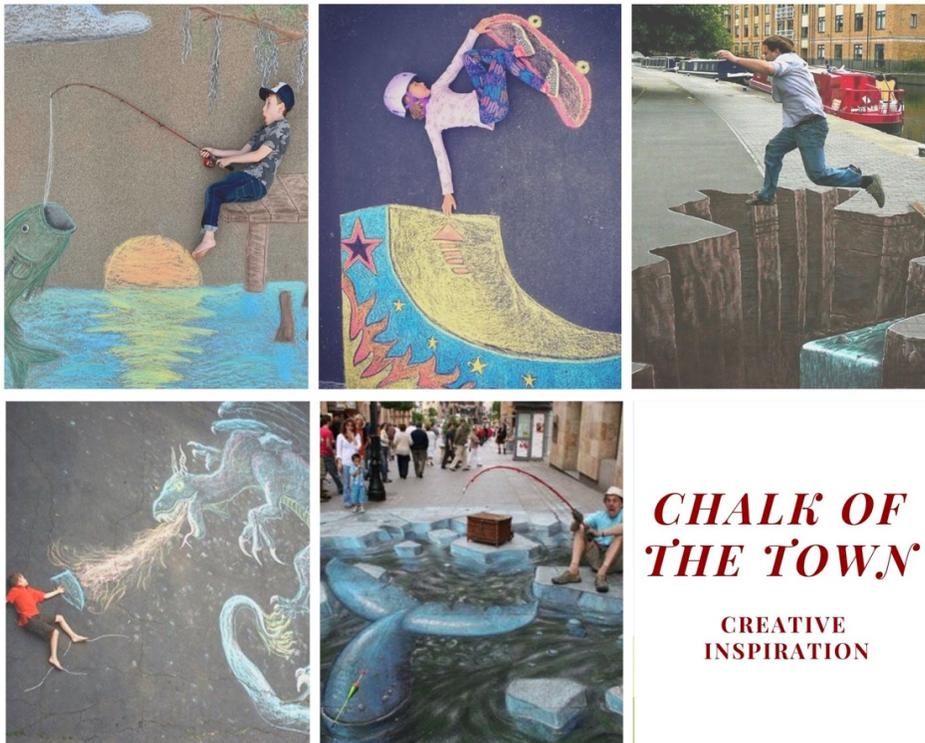
Phase 1: May 25 – 29, June 1 – 5, June 8 – 12

Phase 2: Sept. 7-11, Sept. 14-18, Sept. 21-25

About:

The Historic Park City Alliance looks to increase animation and activation along Historic Main Street as we celebrate the beginning and end of Park City's summer season. Through the use of professional artists, the organization looks to become the Chalk of the Town as artists create dynamic, life-sized chalk art installations along Main Street gathering spaces.

The installations serve to drive traffic to the district as the artists create their installations and once the works are completed and the works become *Instagrammable* moments and, of course, *THE CHALK OF THE TOWN*".



The organization will host one artist each week for three to four weeks each phase of the project. The inaugural “*Chalk of the Town*” would kick-off just before Memorial Day with the working artist on-site mid-week unveiling each creation on Friday evening or Saturday morning.

The intent of the program is to encourage visitation to Park City through the use of an artistic, cultural expression. The creations will be strategically placed throughout the historic district to encourage visitors to stroll the entire street while shopping and dining throughout their experience.

Artists will be encouraged to design their work around iconic experiences and/or scenes representative of the region. This public art installation uses **cultural tourism** to support the business community.

Operational Plan:

The Historic Park City Alliance expects the *Chalk of the Town* to attract members of the Park City community and visitors from outside of the region. The event is designed to drive visitation to Main Street mid-week as the artists are working and over the weekend to experience the finished installation allowing spectators the opportunity to visit at their convenience rather than encouraging a large mass gathering. We expect an estimate of 1,000 – 1,500 attendees to each installation over the duration of each week.

Artists will be use children’s sidewalk chalk to create the base of their project and pastel chinks for the remainder of the project. Artists will be required to provide their own chinks and materials.

The Historic Park City Alliance does not plan to maintain the works. They will remain on the sidewalk until faded due to the elements.

Permission for use of properties:

The HPCA seeks permission for the following possible locations:

Public Property

1. Bear Bench Walkway
2. Claimjumper
3. O.C. Tanner Walkway
4. Miners Park
5. Upper Main Street

BEAR BENCH & CLAIM JUMPER



LUND & NORRSK



DOLLY'S & PARK CITY MUSEUM



TMI STAIRWAY



MINER'S PARK & O.C. TANNER



WASATCH BREWPUB

