

Economic Development, Events, Project Management, Trails & Open Space

October 2020

PC Stat

Data-Driven Action



PARK CITY

1881

A close-up photograph of a sunflower field. The sunflowers have bright yellow petals and dark brown centers. The leaves are green and some are in the foreground, slightly out of focus. The background is a dense field of similar flowers.

OPERATIONS

PARK CITY

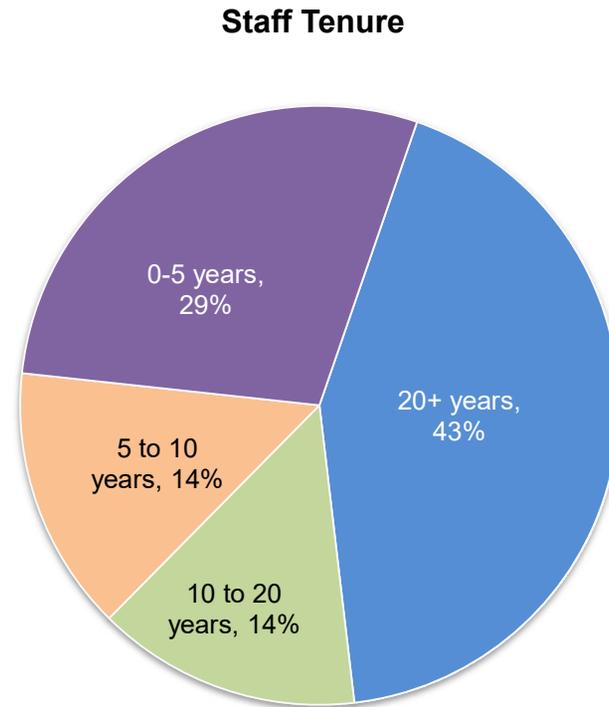
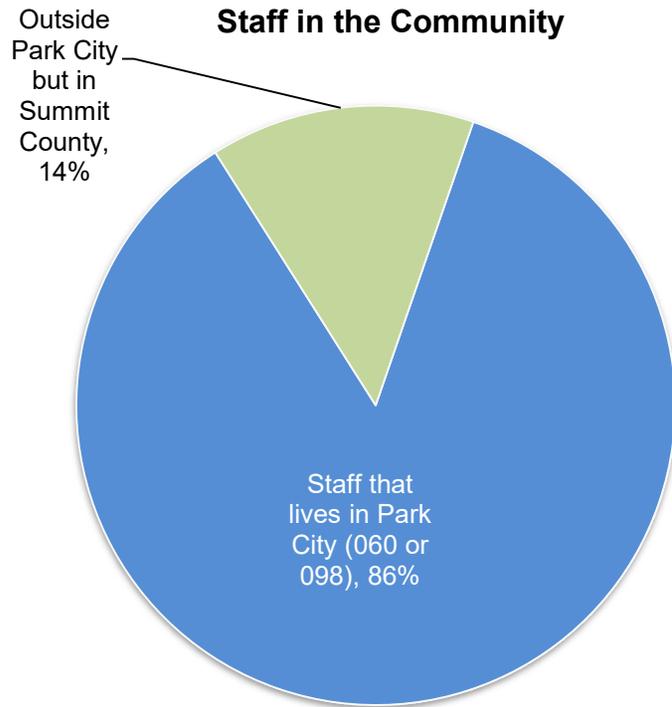
1884

TEAM

Economic Development, Events, Project Management, Trails & Open Space	
Role	Team Members
Economic Development	Jonathan Weidenhamer
Project Management	Dave Gustafson, Matt Twombly
Trails, Open Space & Real Estate	Heinrich Deters, Logan Jones
Special Events	Jenny Diersen, Christopher Phinney

Source: Park City Municipal Corporation. As of 10/16/2020.

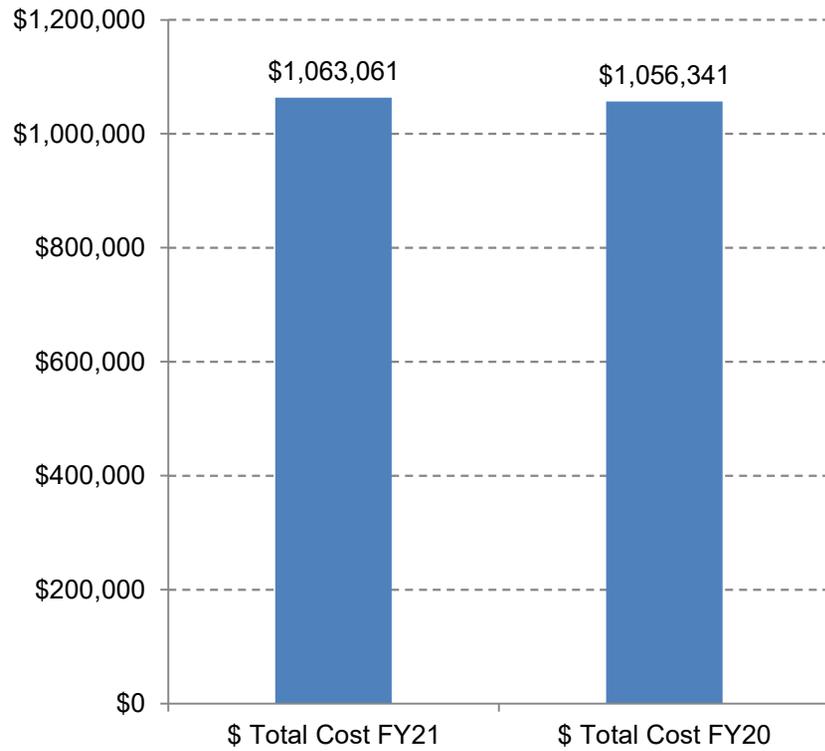
Staff Profile



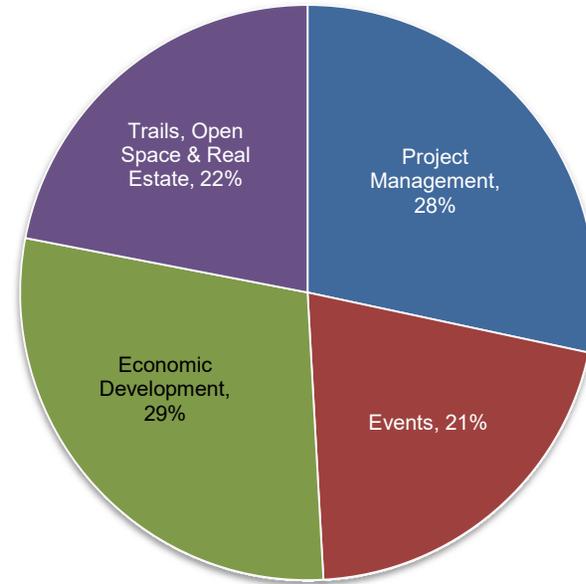
Source: Park City Municipal Corporation. As of 10/16/2020.

PERSONNEL

YoY Total Personnel Costs



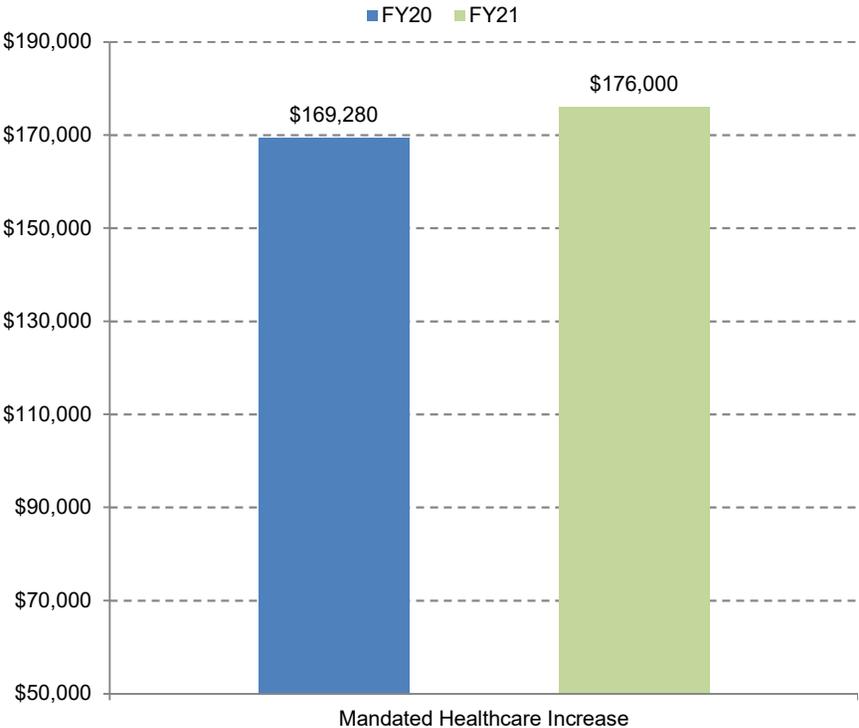
% Personnel Decomposition by Total \$ Cost - FY21



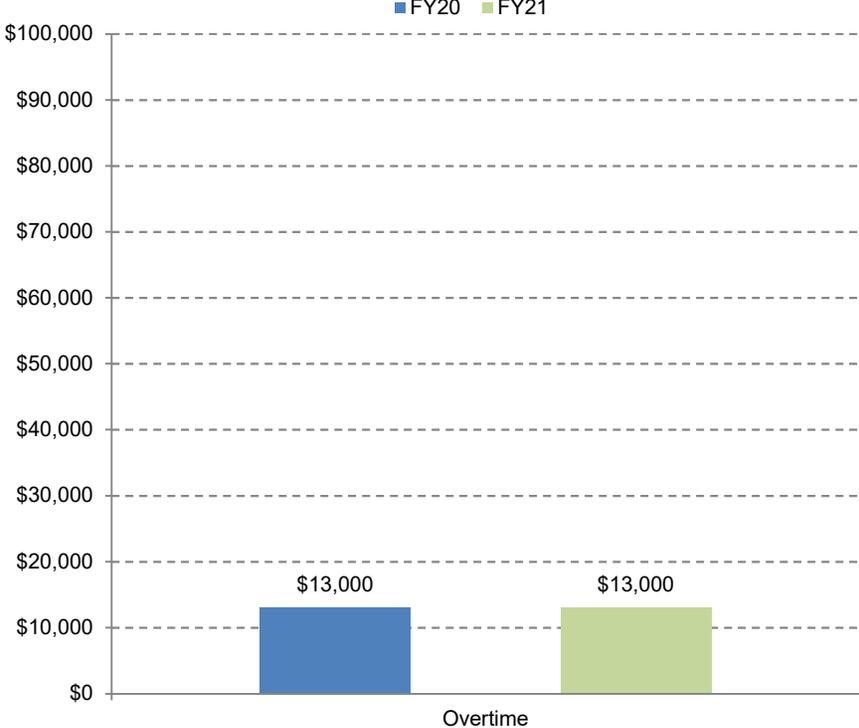
Source: Park City Municipal Corporation. As of 10/16/2020.

EXPENSES

YoY Change in Key Incremental Cost Drivers - FY20 vs. FY21



YoY Change in Key Incremental Cost Drivers - FY20 vs. FY21



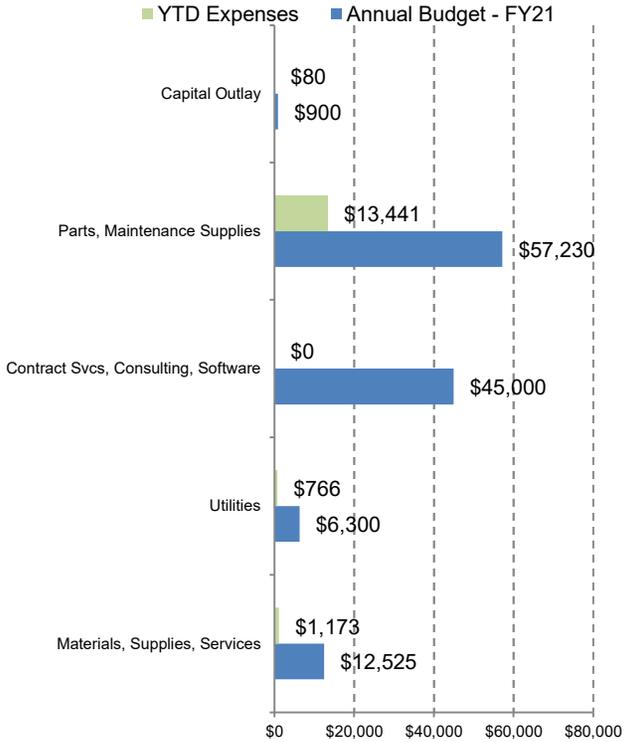
Source: Park City Municipal Corporation. As of 10/16/2020.

EXPENSES

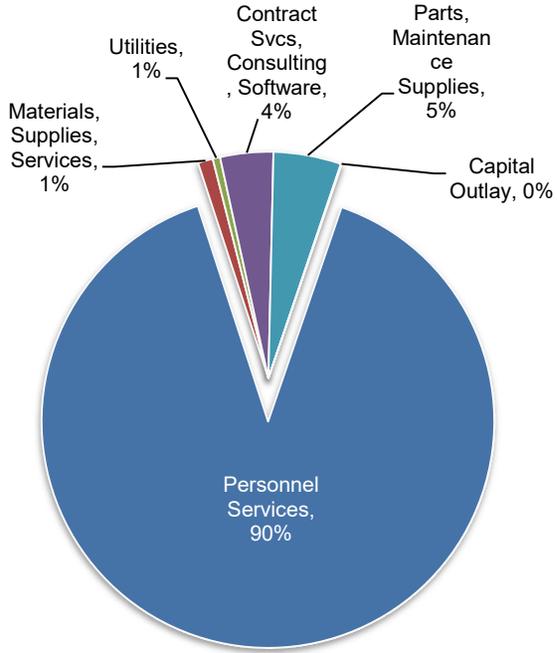
YTD Personnel Expenses vs. FY21 Budget by Type



Additional YTD Expenses vs. FY21 Budget by Type



Budget Summary Decomposition by Expense Type - FY21



Source: Park City Municipal Corporation. As of 10/16/2020.

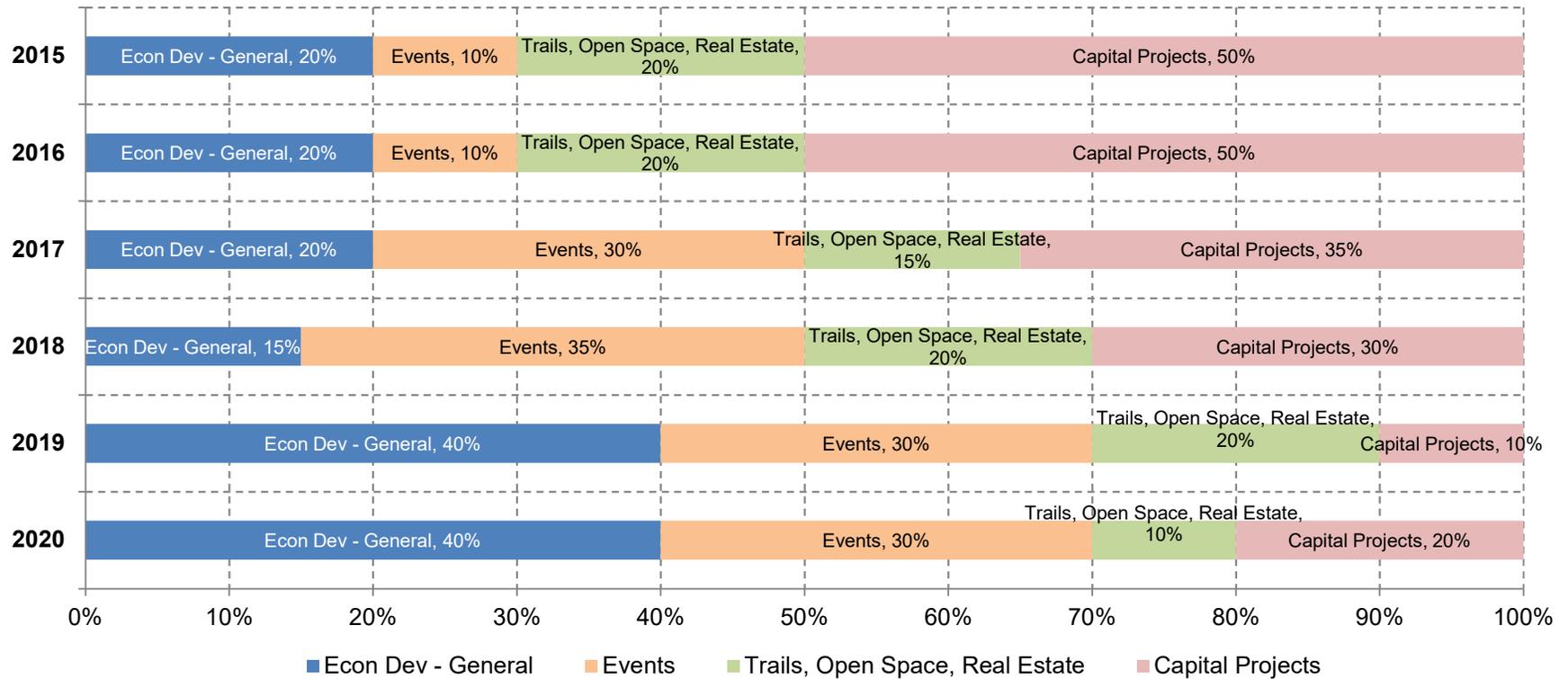


Economic Development

PARK CITY
1884

Resource Overview

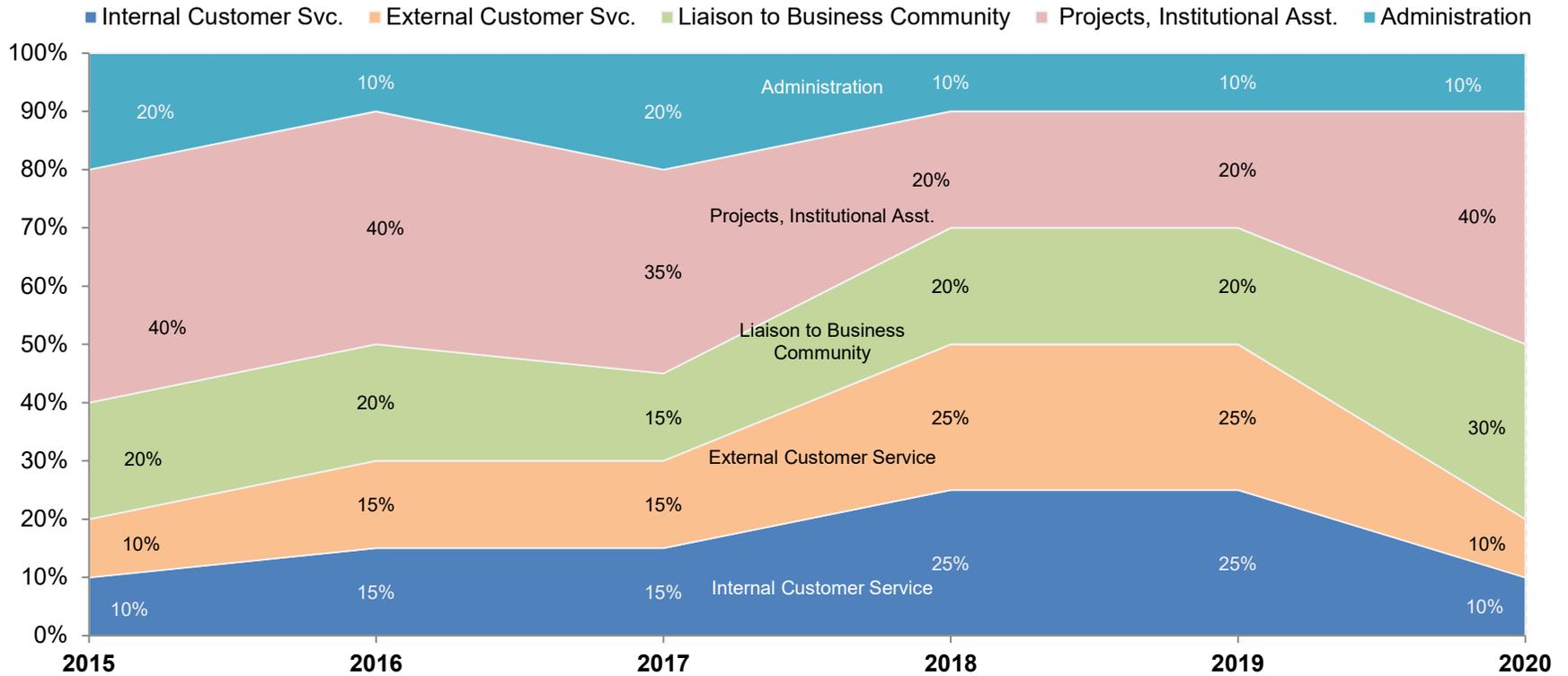
Resource Allocation Over Time



Source: Park City Municipal Corporation. As of 10/16/2020.

Zoom In: Economic Development

Economic Development Activity Decomposition Over Time



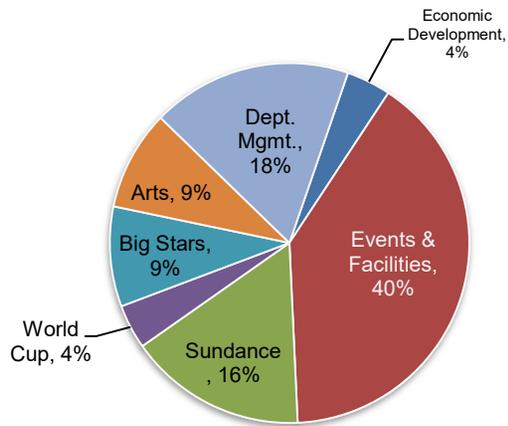
Source: Park City Municipal Corporation. As of 10/16/2020.

Events

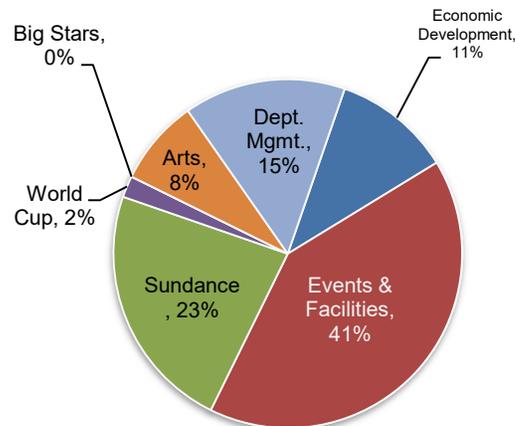


Zoom In: Events

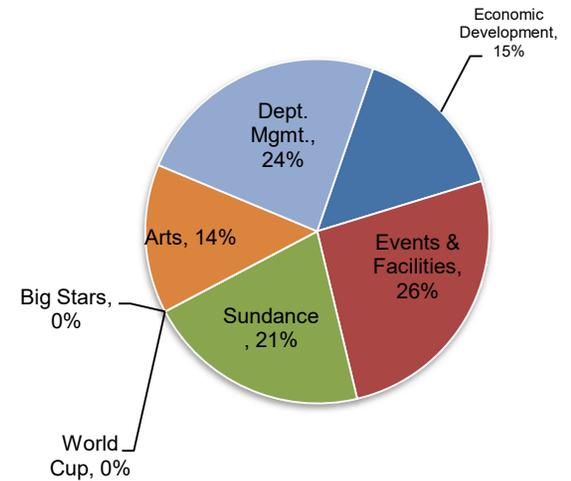
**Special Event & Economic Development Program Manager
Resource Allocation - 2018**



**Special Event & Economic Development Program Manager
Resource Allocation - 2019**



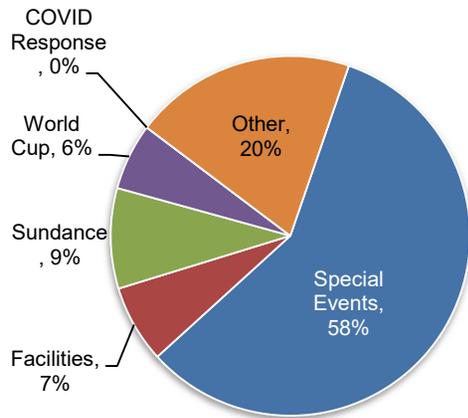
**Special Event & Economic Development Program Manager
Resource Allocation - 2020**



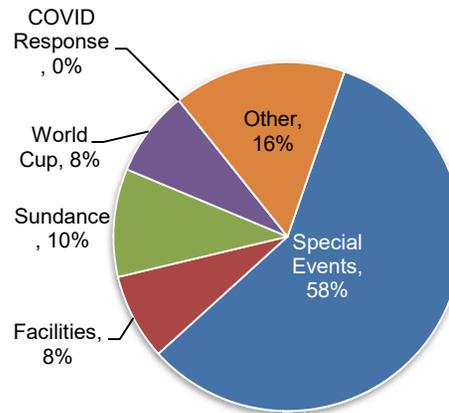
Source: Park City Municipal Corporation. As of 10/16/2020.

Zoom In: Events

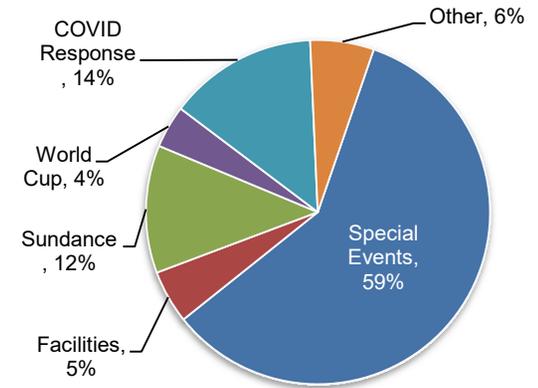
**Special Event & Facilities
Coordinator
Resource Allocation - 2018**



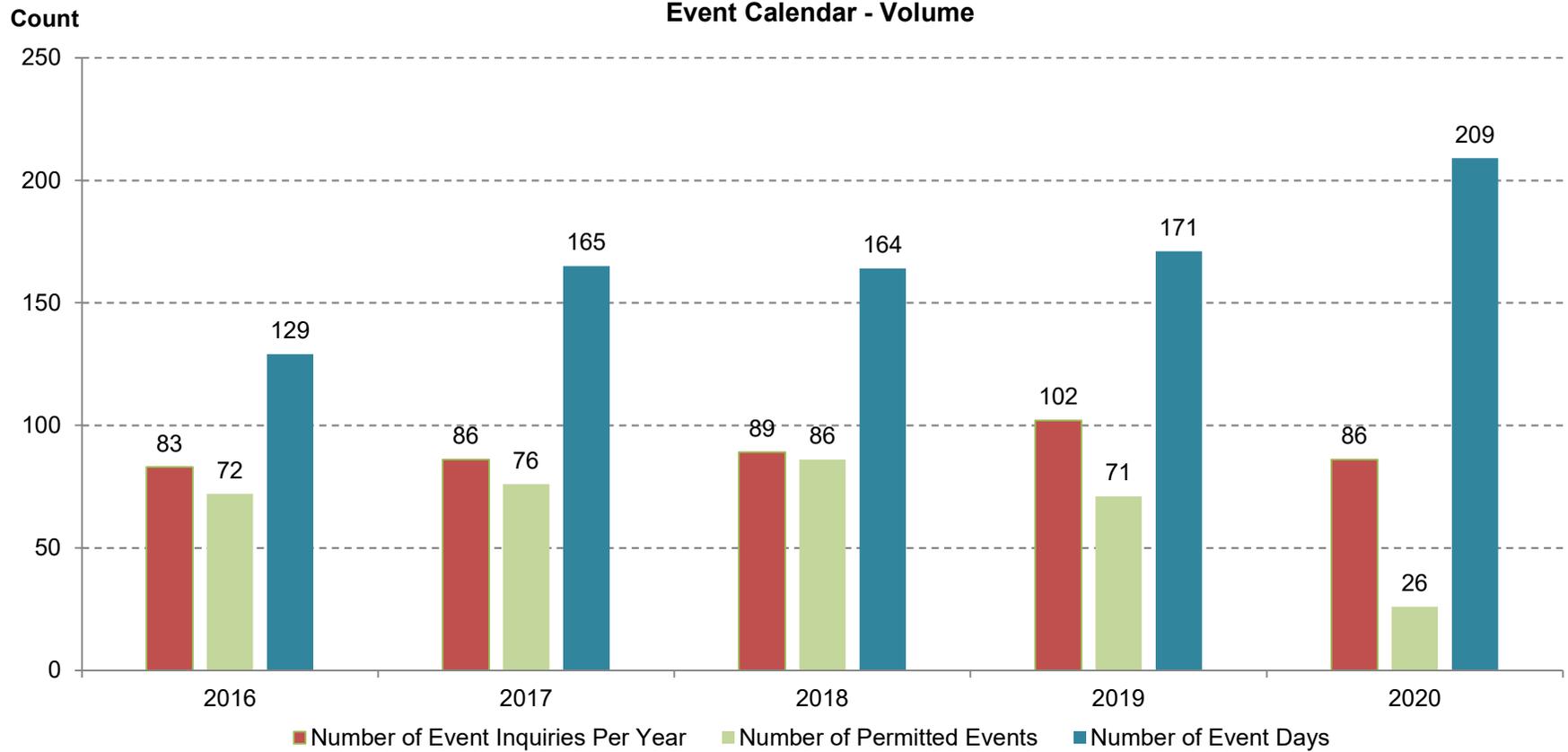
**Special Event & Facilities
Coordinator
Resource Allocation - 2019**



**Special Event & Facilities
Coordinator
Resource Allocation - 2020**



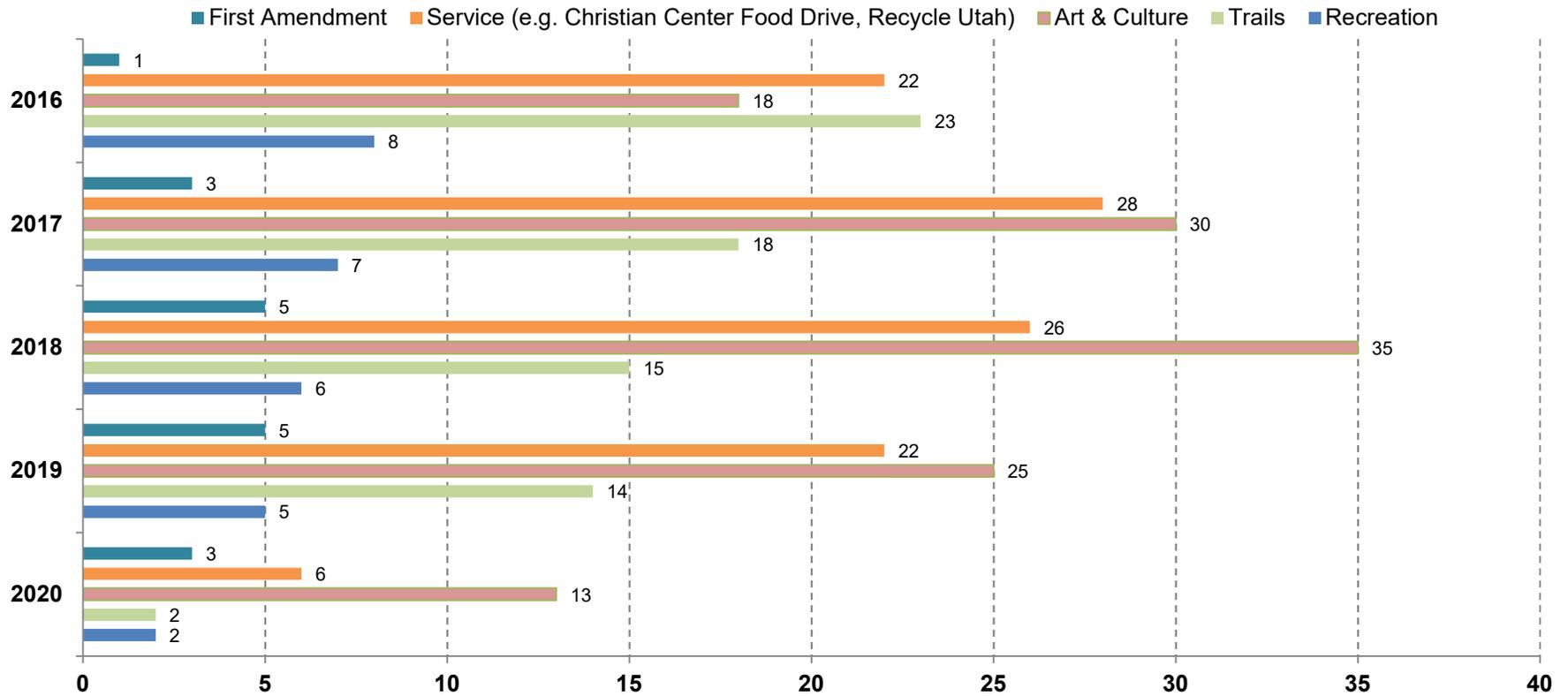
Event Calendar



Source: Park City Municipal Corporation. As of 10/16/2020.

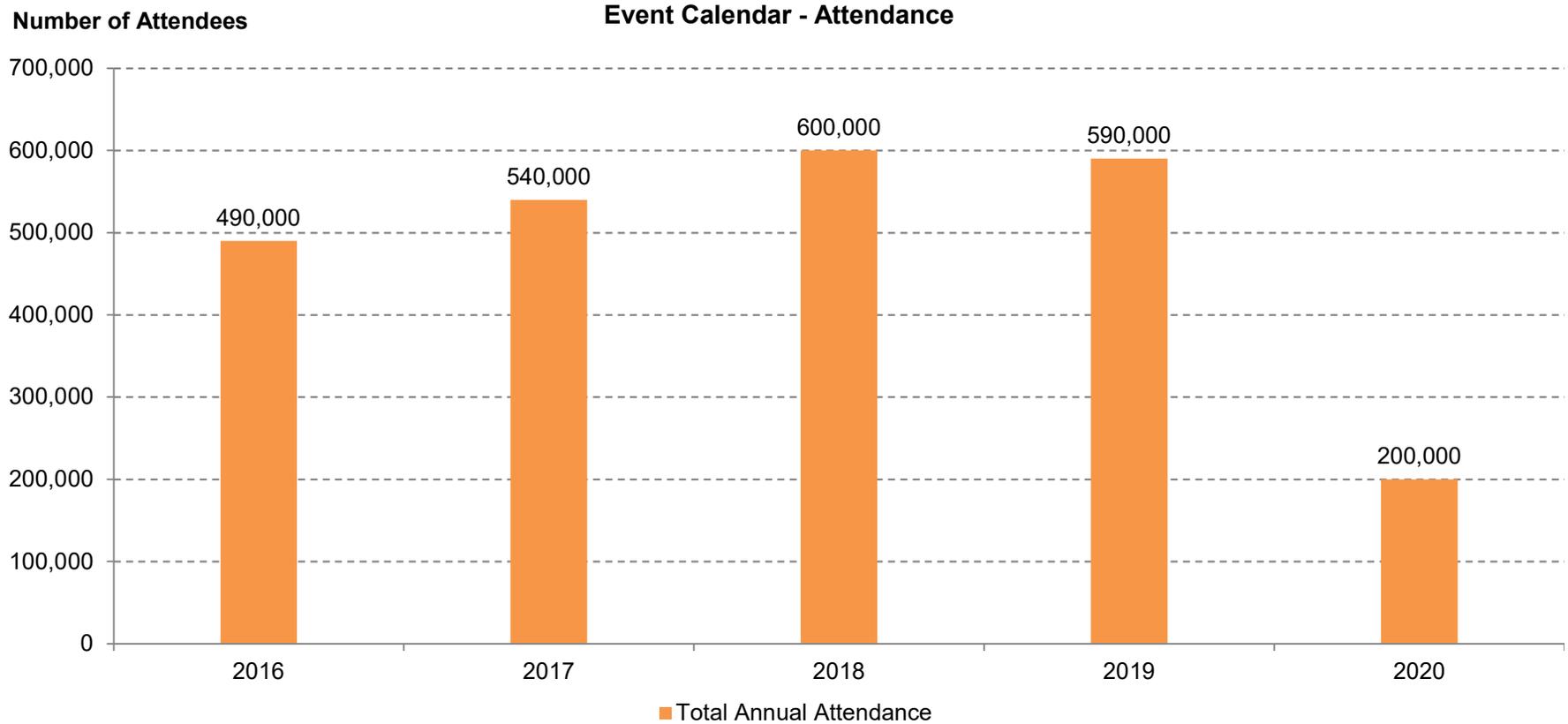
Event Types

Type of Events



Source: Park City Municipal Corporation. As of 10/16/2020.

Event Calendar

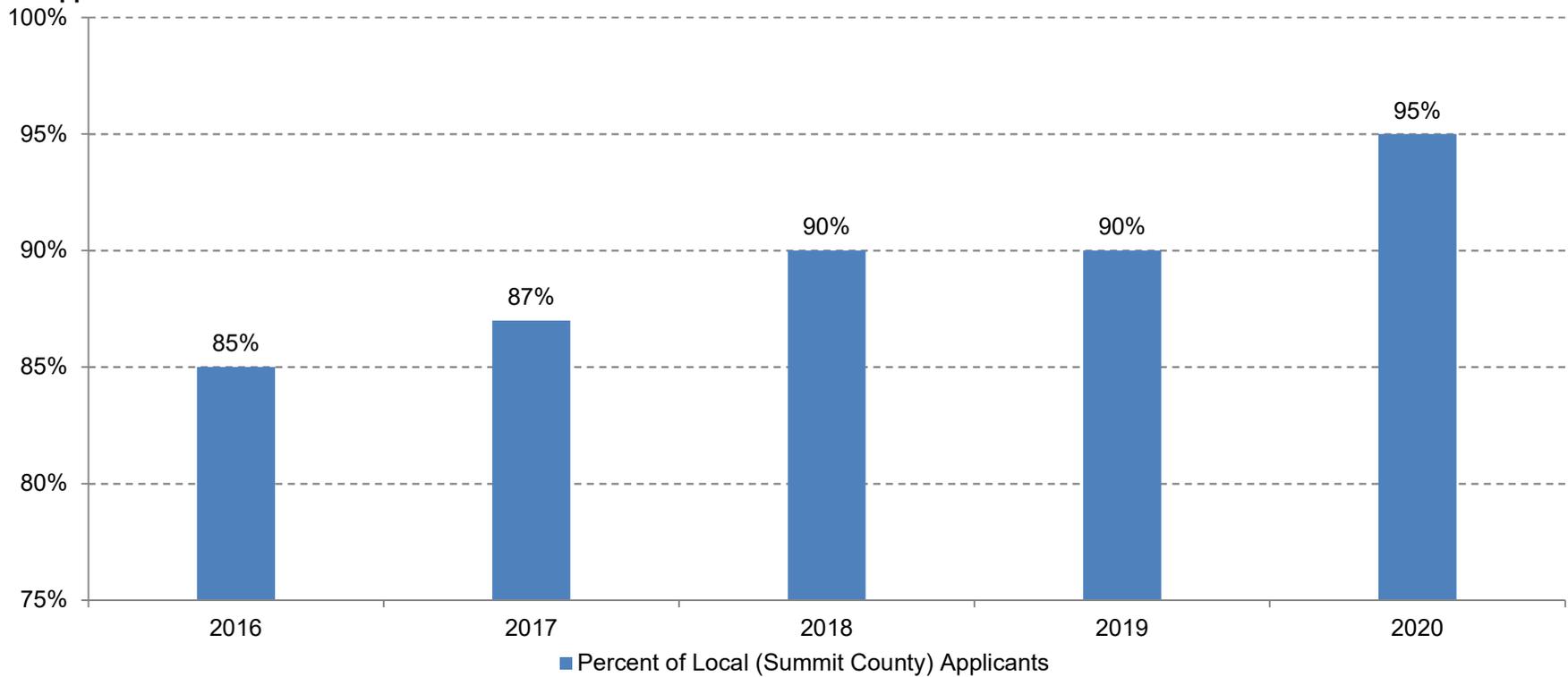


Source: Park City Municipal Corporation. As of 10/16/2020.

Event Calendar

Percent of Local Applicants

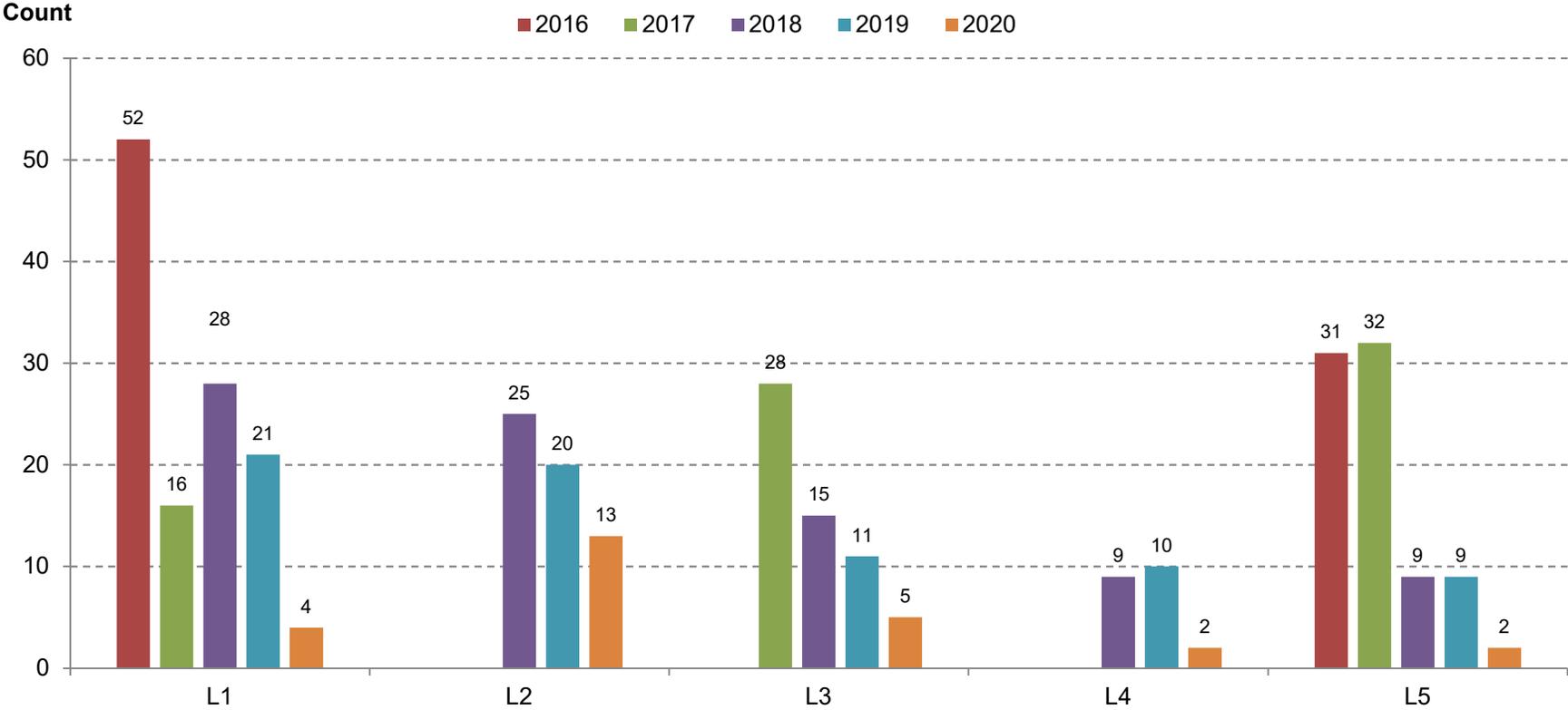
Event Calendar - Local Applicants



Source: Park City Municipal Corporation. As of 10/16/2020.

Event Levels

Level of Events Over Time

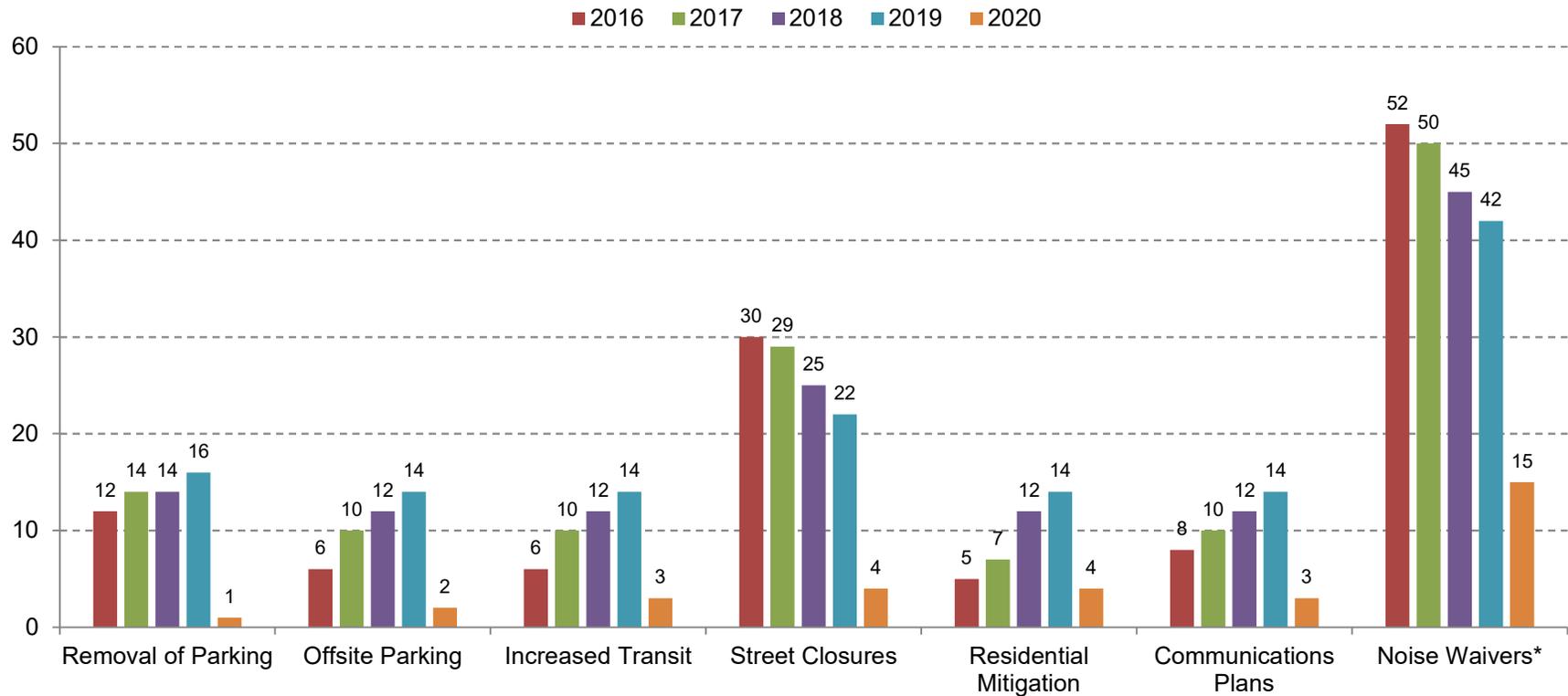


Source: Park City Municipal Corporation. As of 10/16/2020.

Event Services

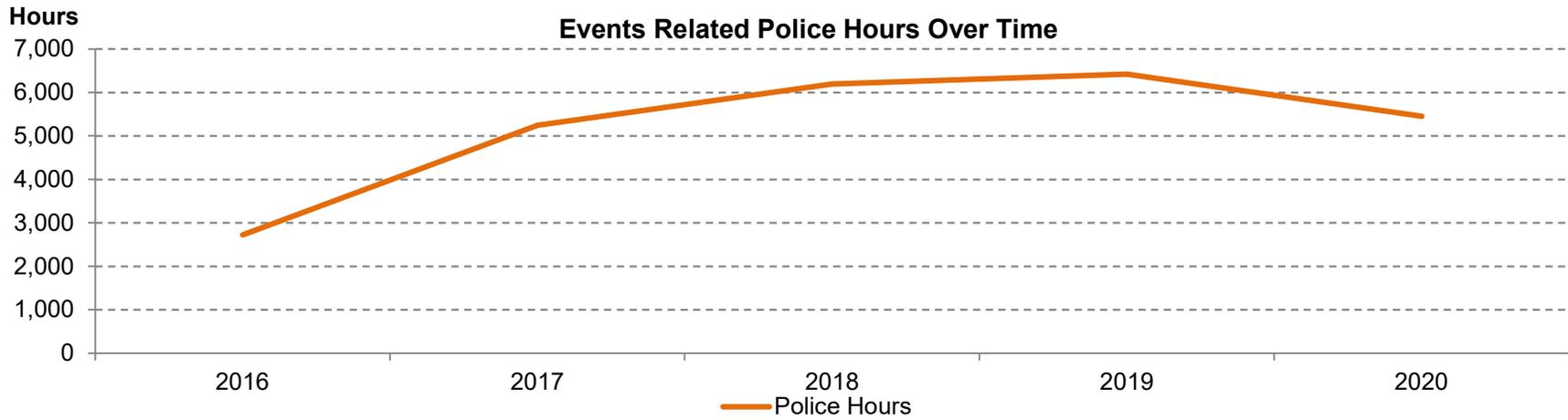
Additional Services Provided for Events Over Time

Count



Source: Park City Municipal Corporation. As of 10/16/2020.

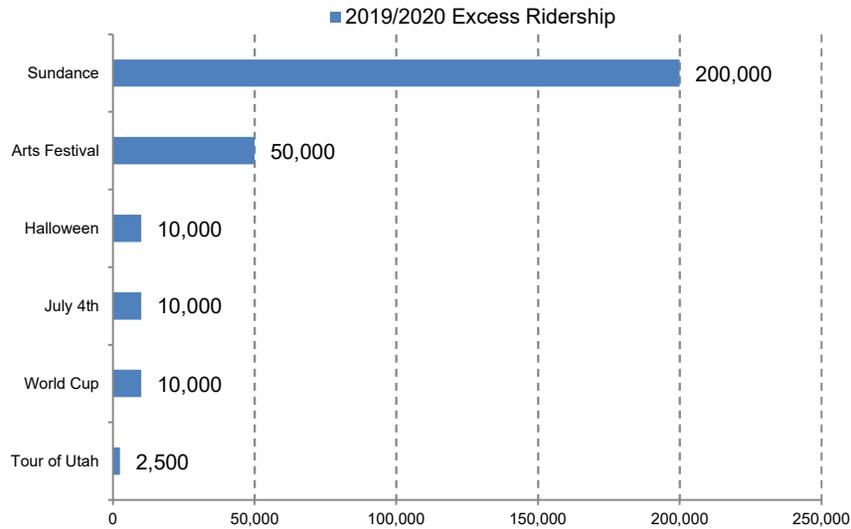
Event Services



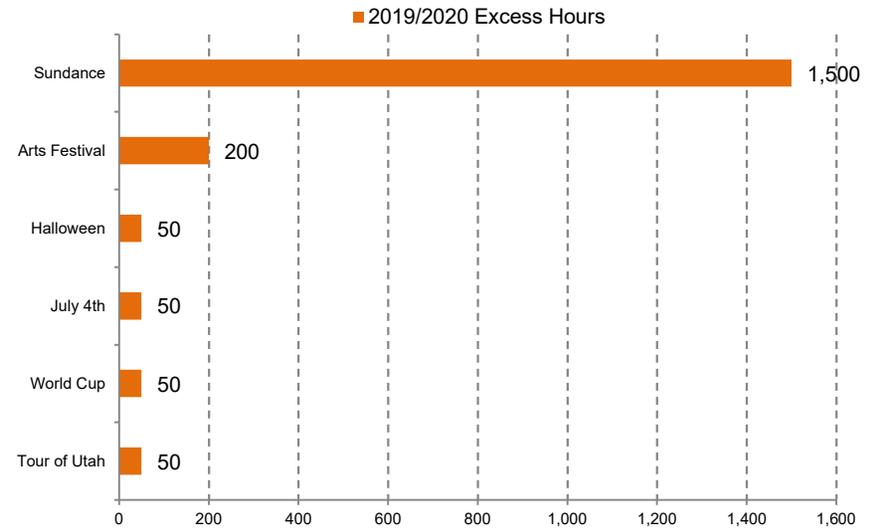
Source: Park City Municipal Corporation. As of 10/16/2020.

Transit Event Services

2020 Event Related Transit Excess Ridership



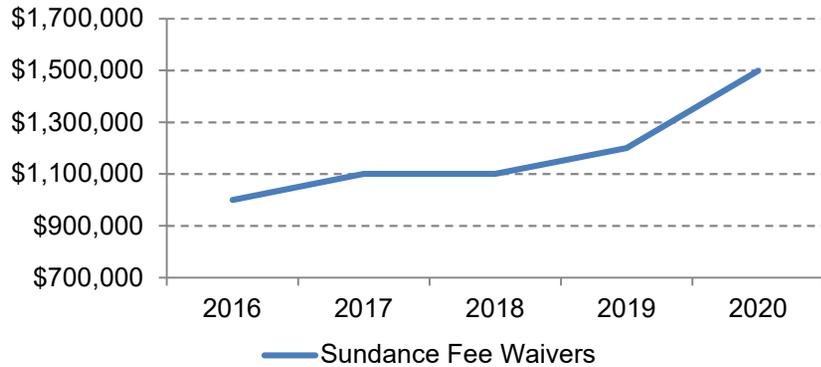
2020 Event Related Transit Excess Hours



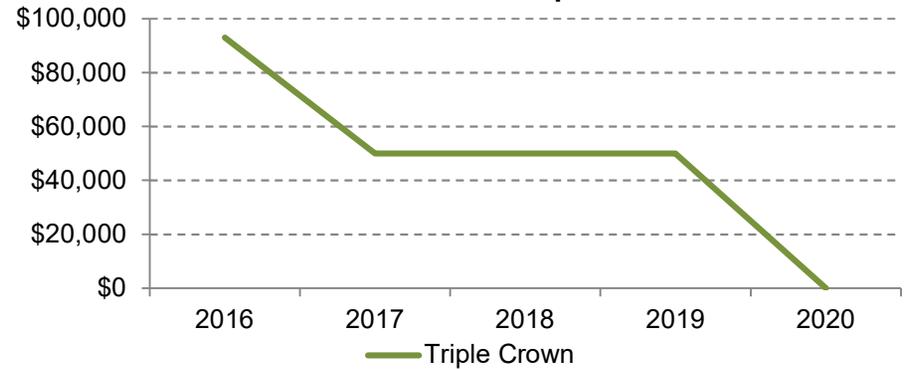
Source: Park City Municipal Corporation. As of 10/16/2020.

Event Fee Waivers & Impact

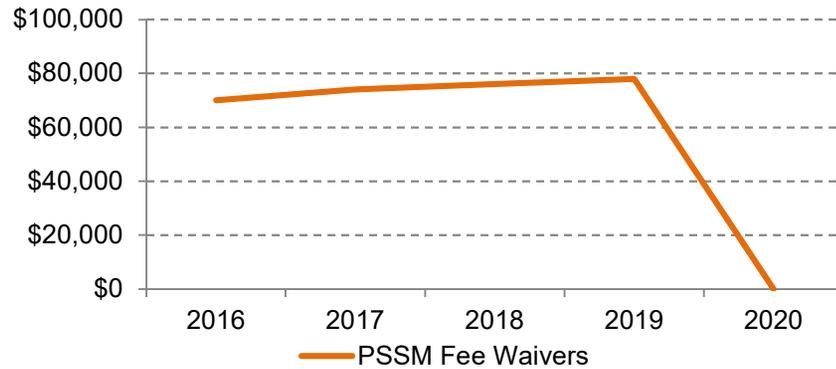
Event Fee Waivers - Sundance



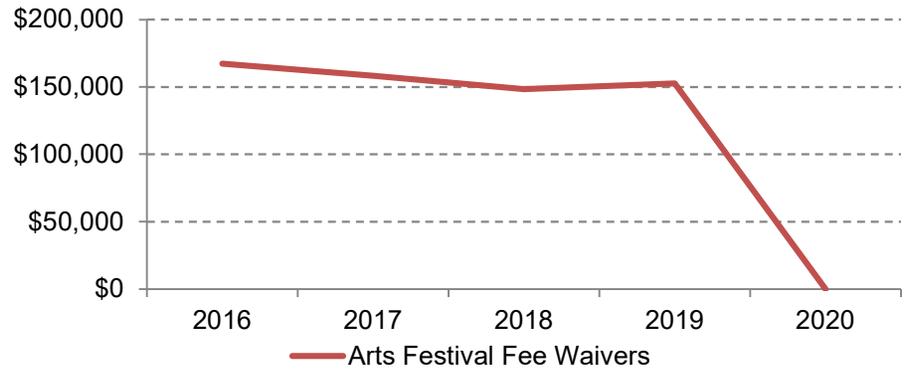
Event Fee Waivers - Triple Crown



Event Fee Waivers - PSSM

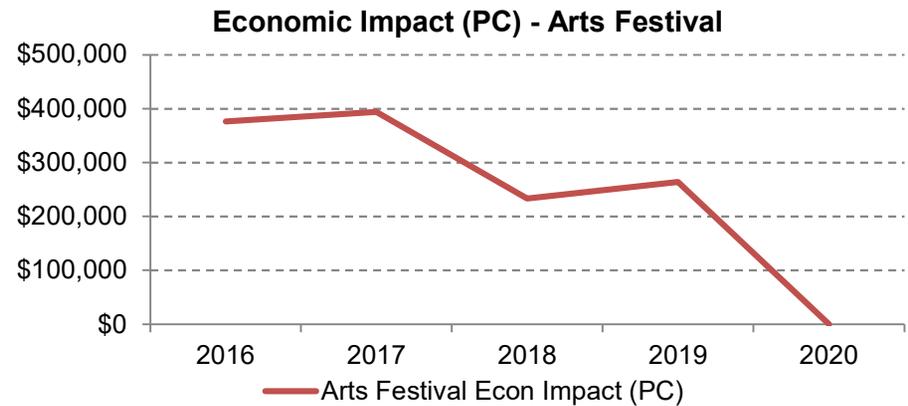
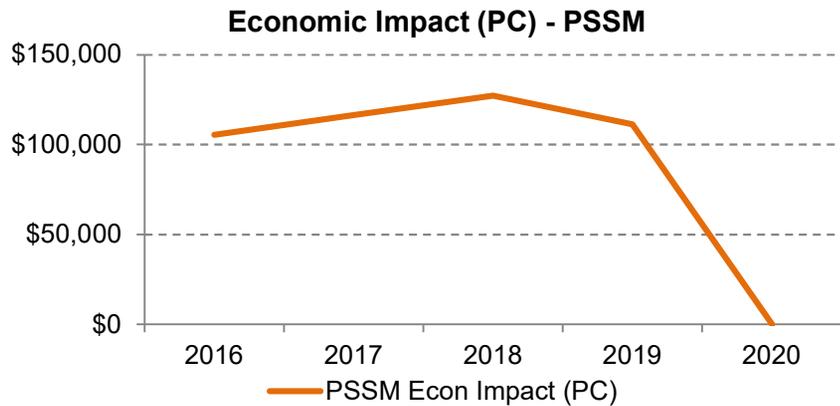
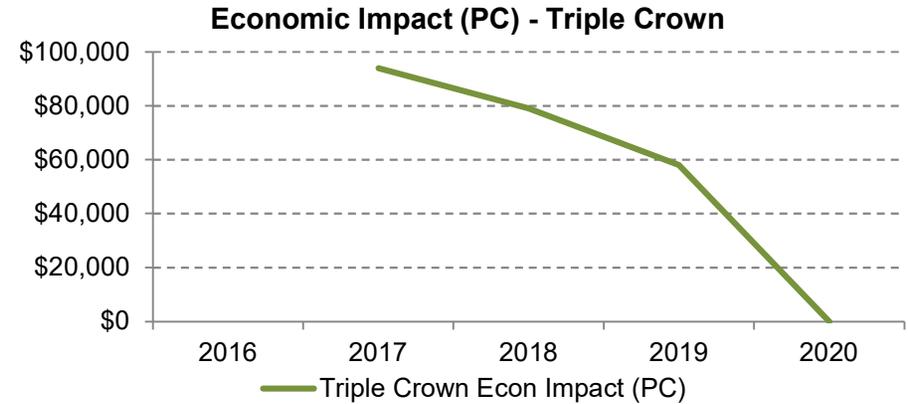
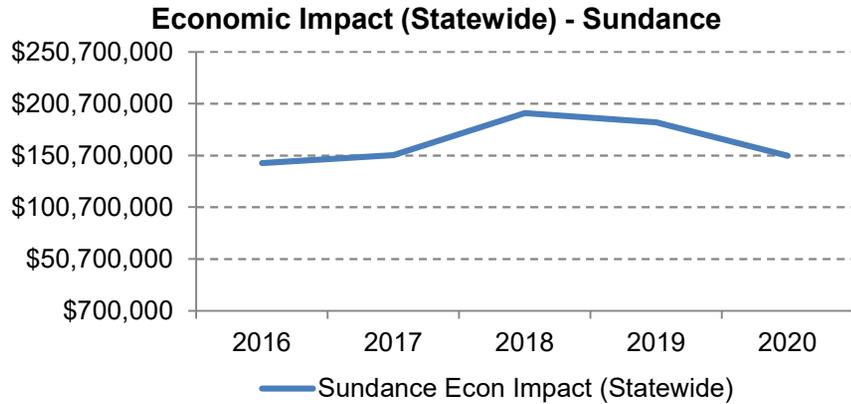


Event Fee Waivers - Arts Festival



Source: Park City Municipal Corporation. As of 10/16/2020.

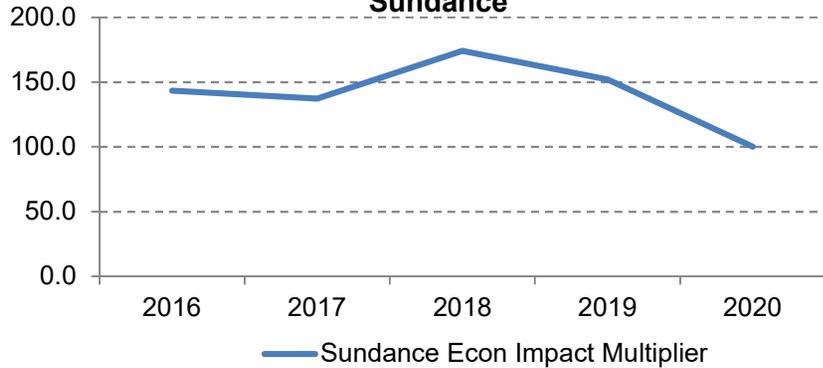
Event Fee Waivers & Impact



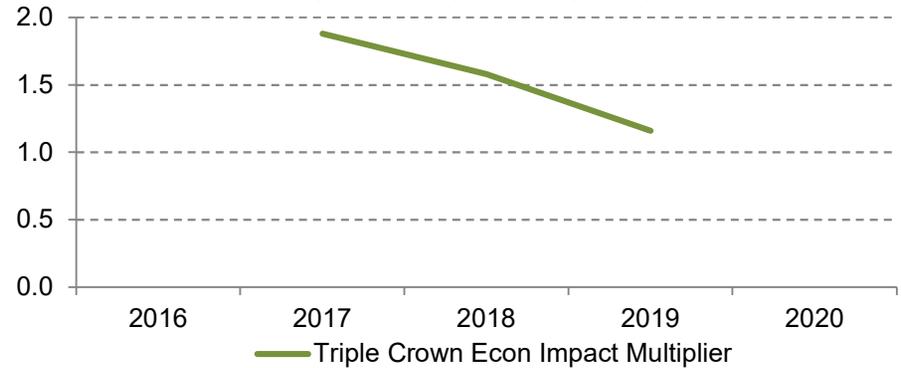
Source: Park City Municipal Corporation. As of 10/16/2020.

Event Fee Waivers & Impact

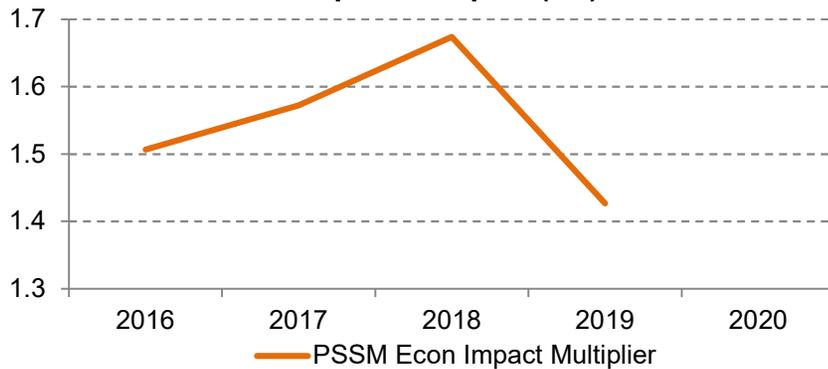
Economic Impact Multiplier (Statewide) - Sundance



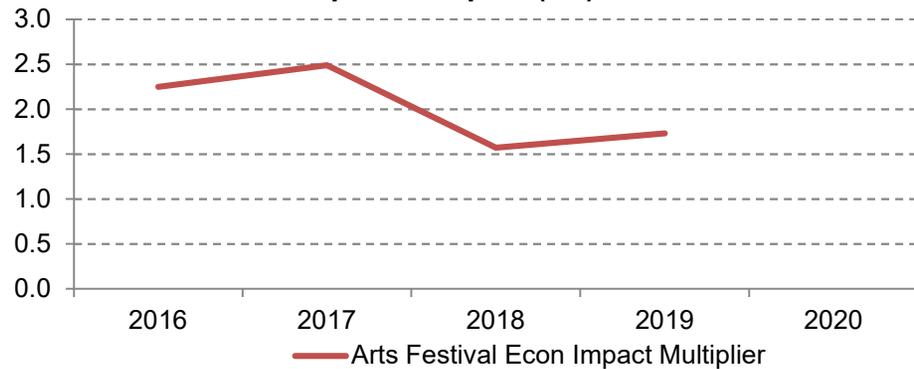
Economic Impact Multiplier (PC) - Triple Crown



Economic Impact Multiplier (PC) - PSSM



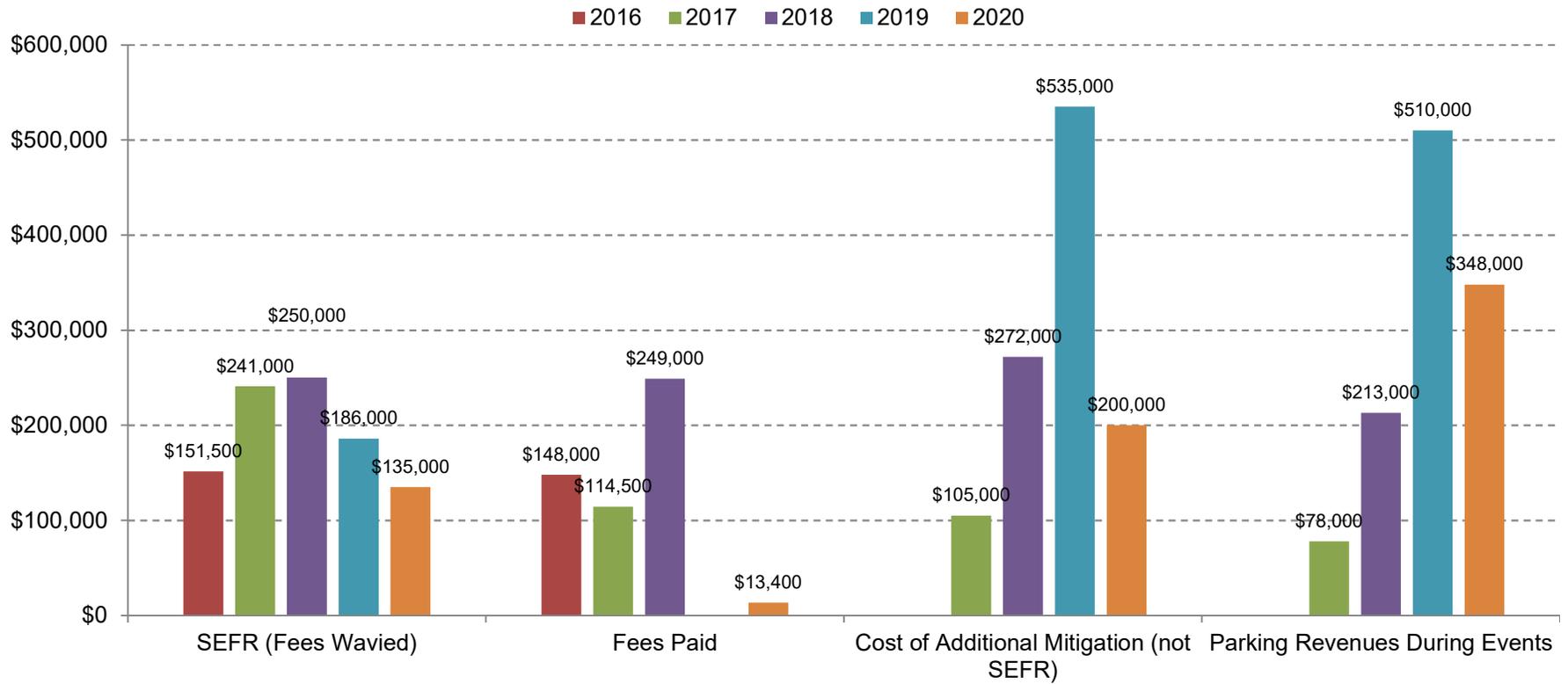
Economic Impact Multiplier (PC) - Arts Festival



Source: Park City Municipal Corporation. As of 10/16/2020.

Event Fee Waivers & Impact

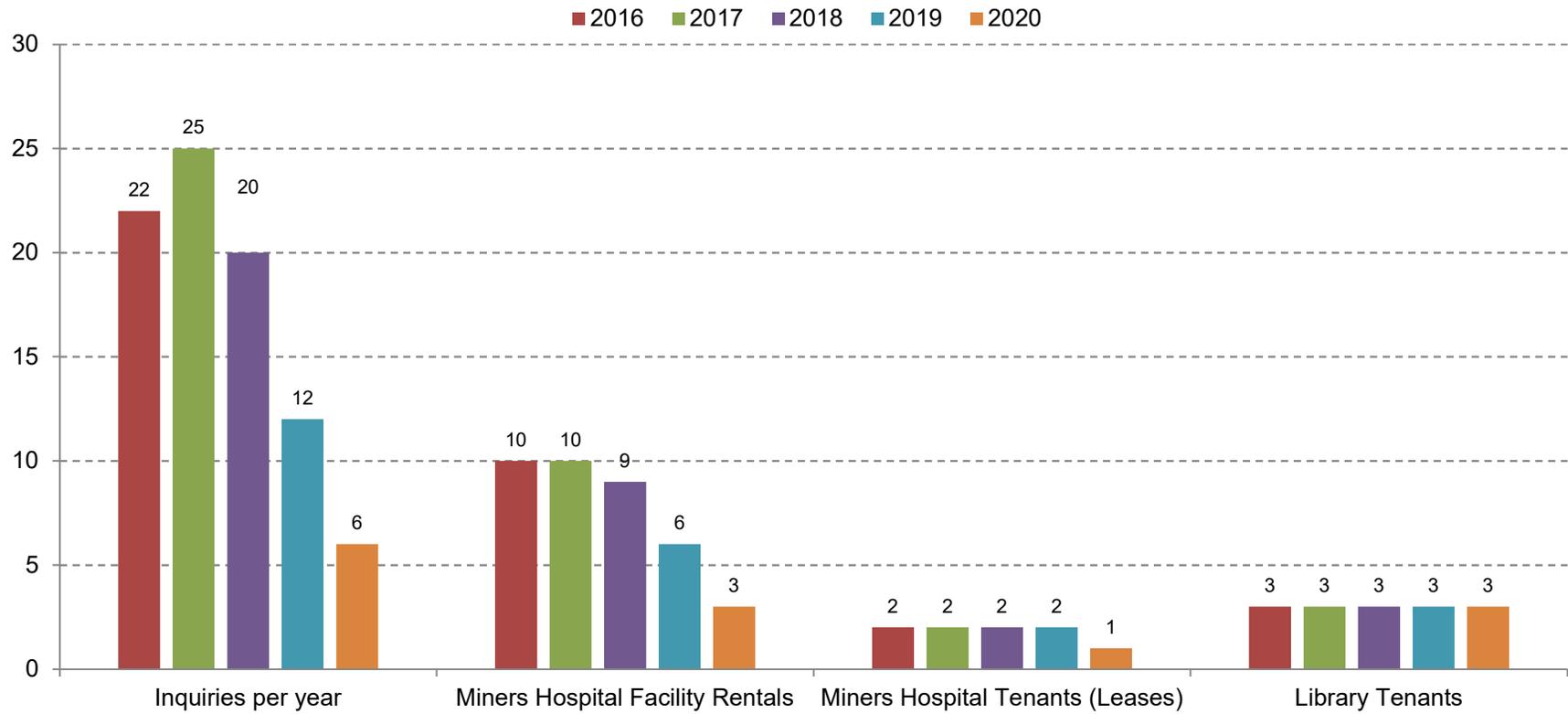
Additional Fee Reduction Provided for Events Over Time



Source: Park City Municipal Corporation. As of 10/16/2020.

Facilities

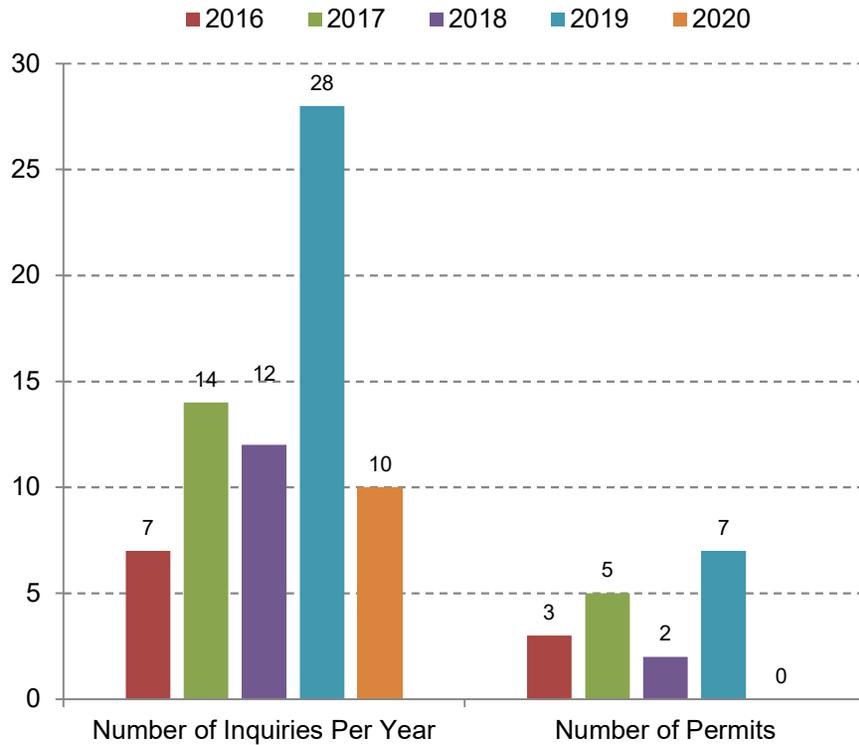
Facilities Usage Over Time



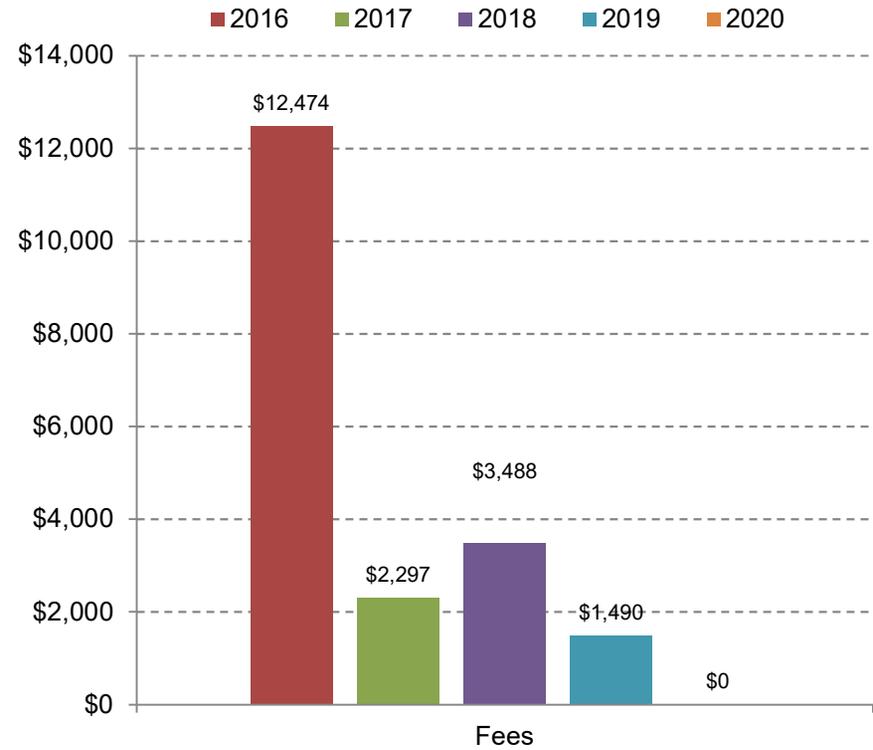
Source: Park City Municipal Corporation. As of 10/16/2020.

Filming

Filming Over Time - Inquiries & Permits

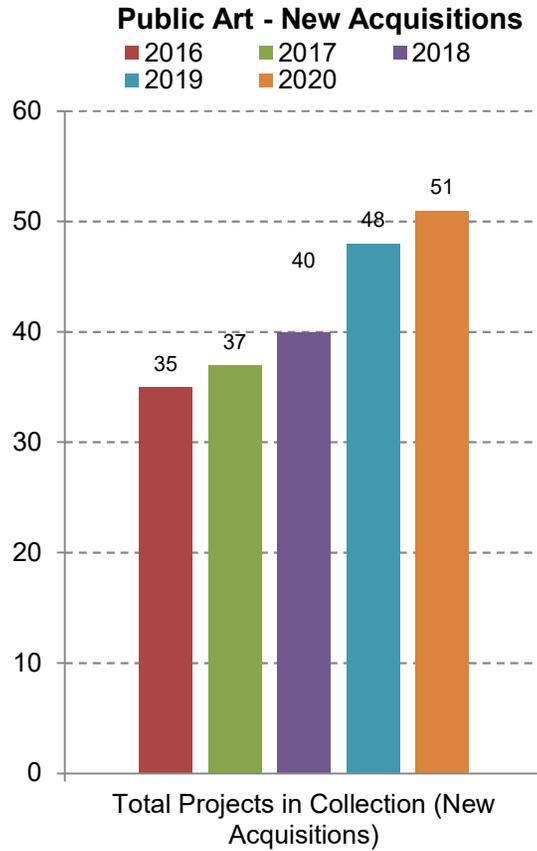
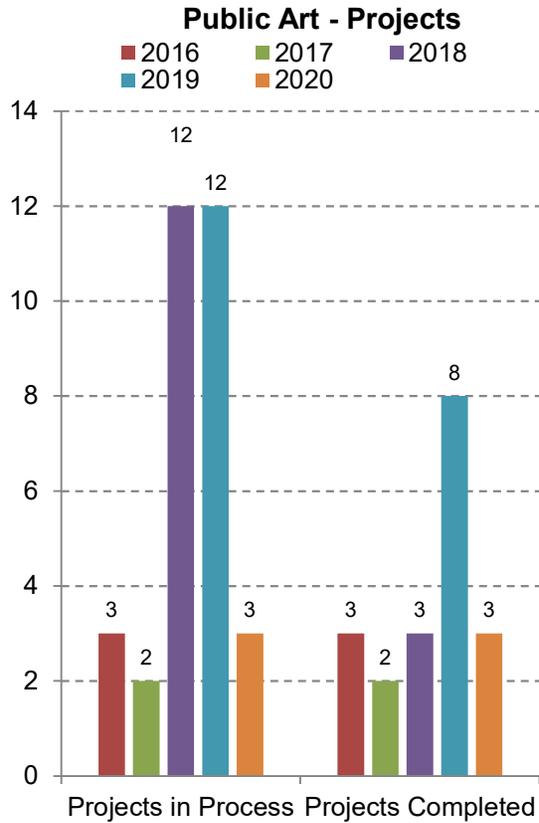


Filming Over Time - Fee Revenue



Source: Park City Municipal Corporation. As of 10/16/2020.

Public Art



Source: Park City Municipal Corporation. As of 10/16/2020.

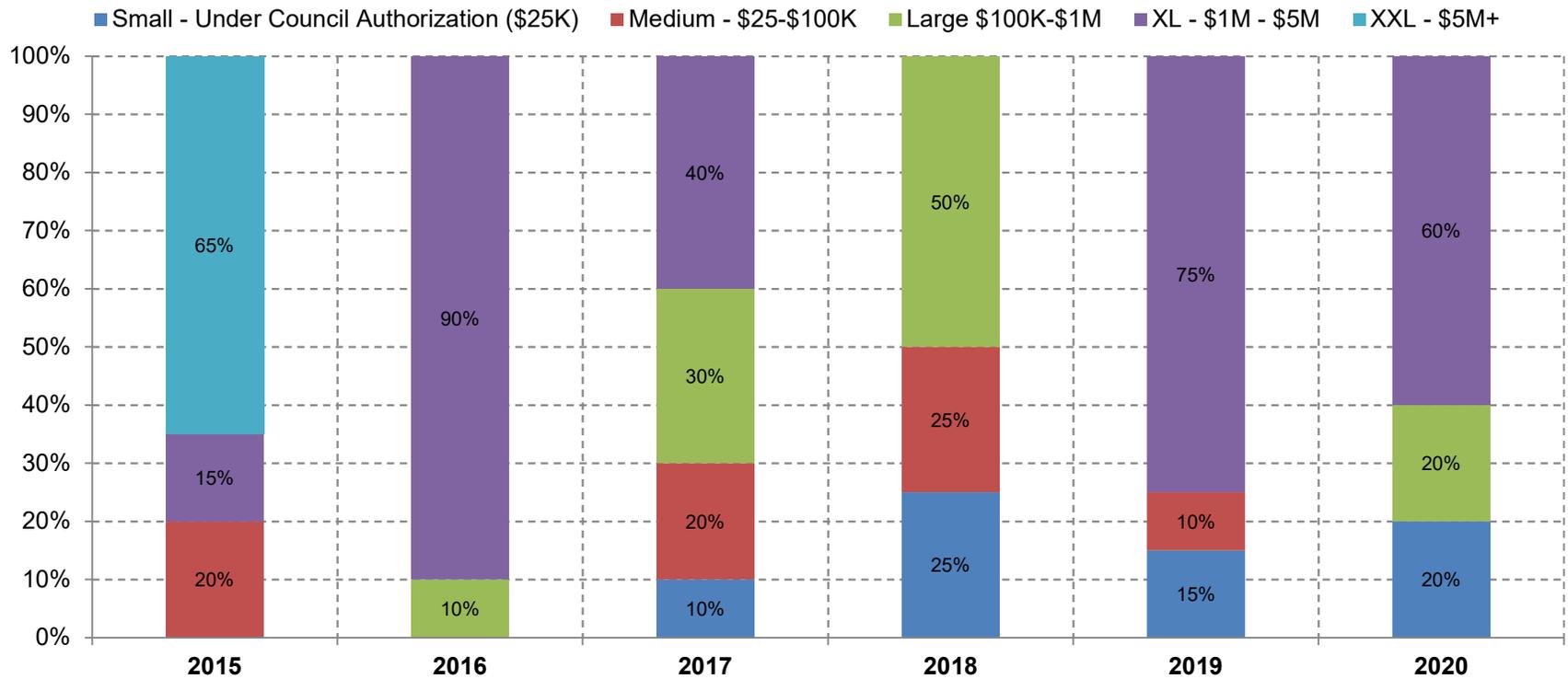


Project Management



Zoom In: Project Management

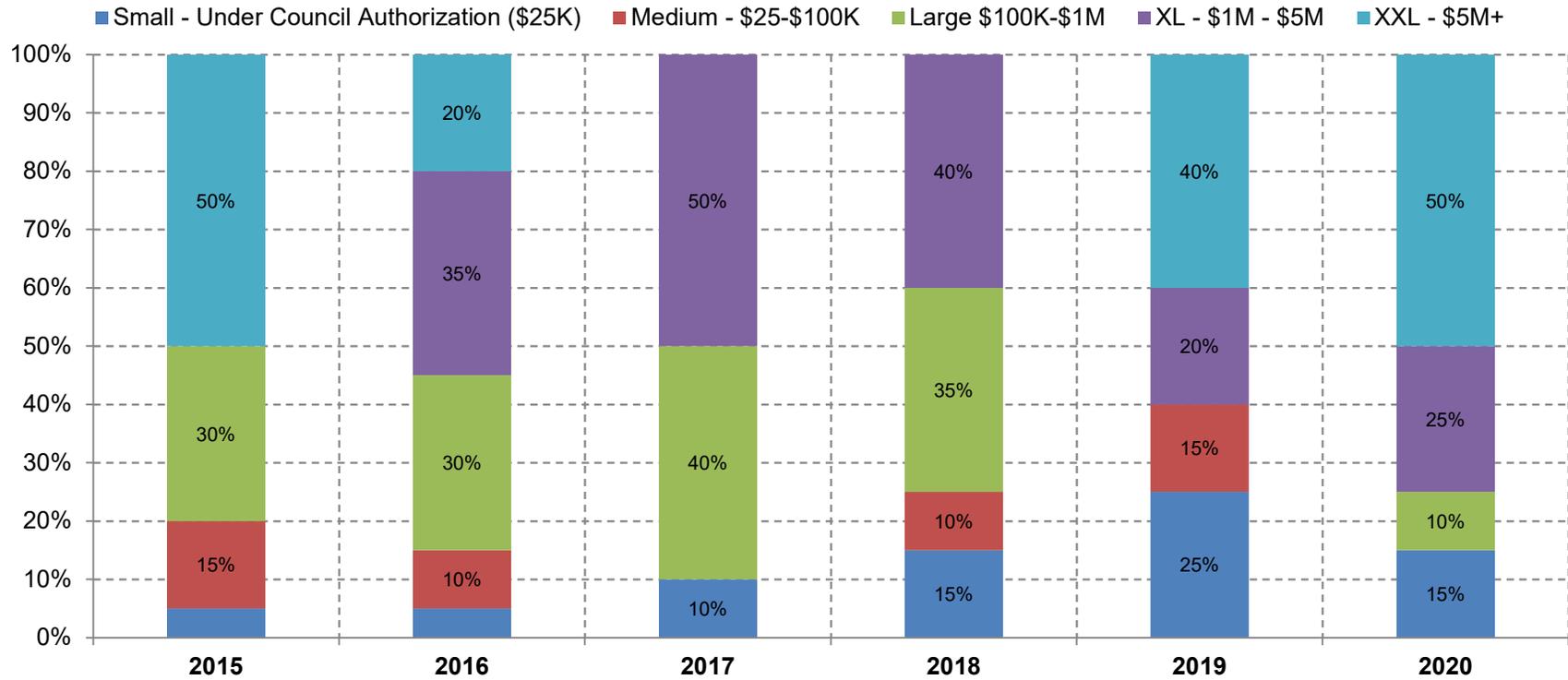
Project Manager 1 Resource Decomposition Over Time



Source: Park City Municipal Corporation. As of 10/16/2020.

Zoom In: Project Management

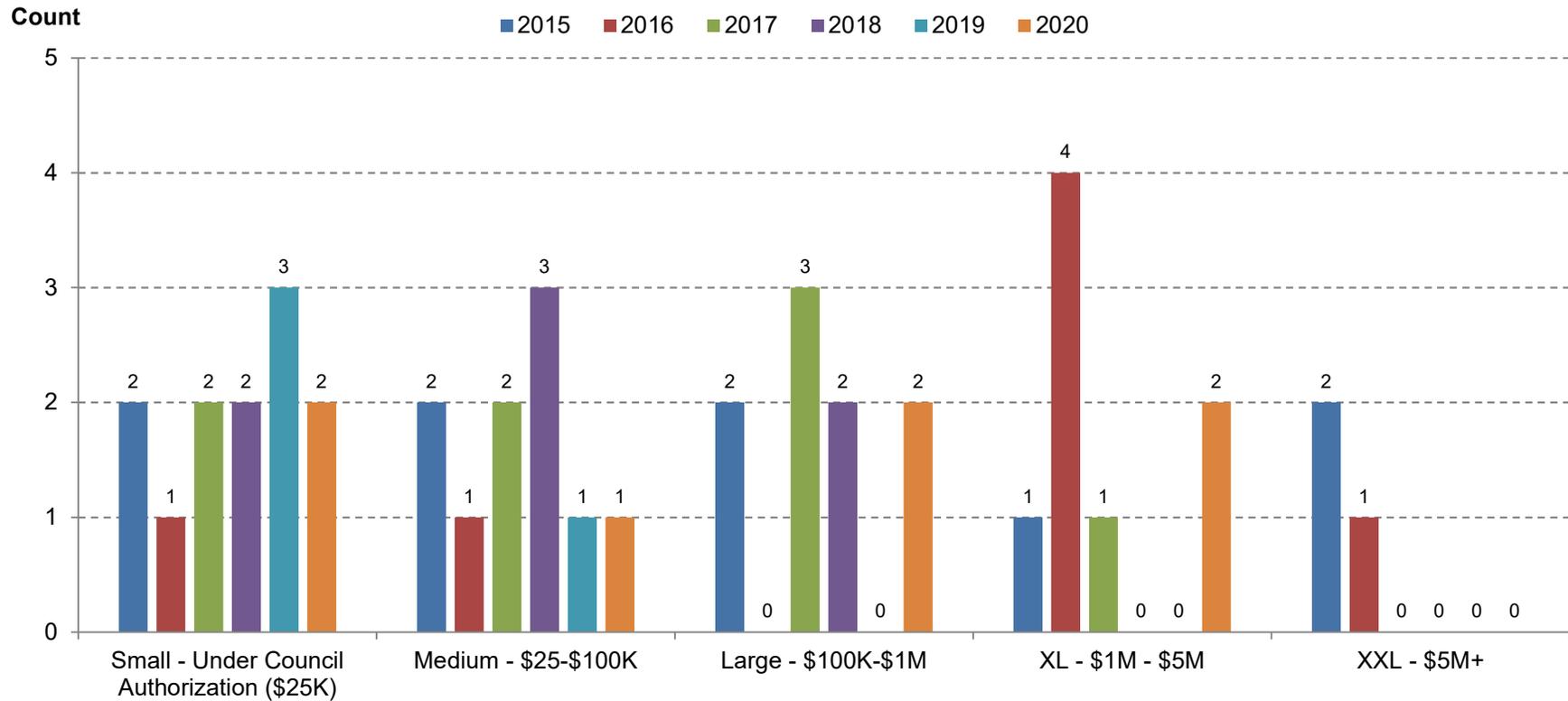
Project Manager 2 Resource Decomposition Over Time



Source: Park City Municipal Corporation. As of 10/16/2020.

Project Management Volume

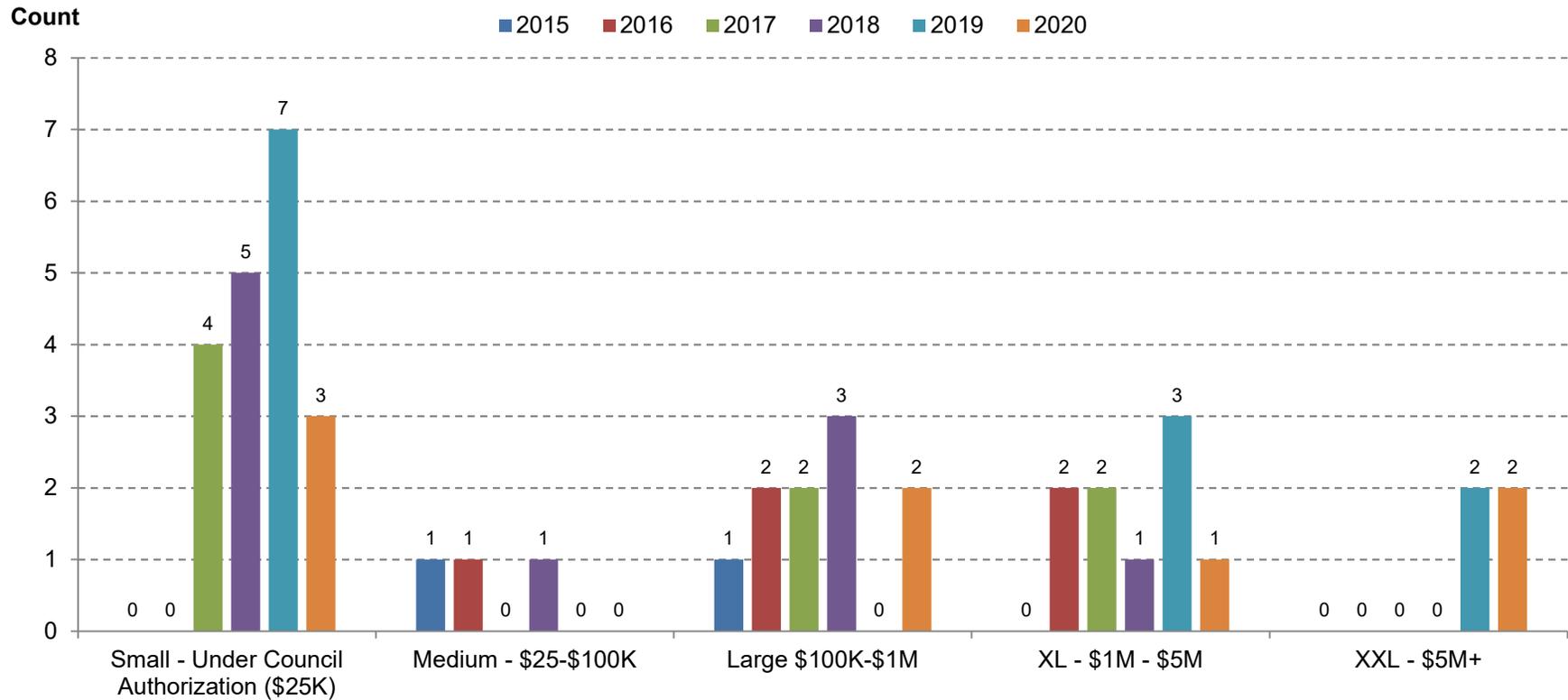
Sustainability - Capital Project Management by Size Over Time



Source: Park City Municipal Corporation. As of 10/16/2020.

Project Management Volume

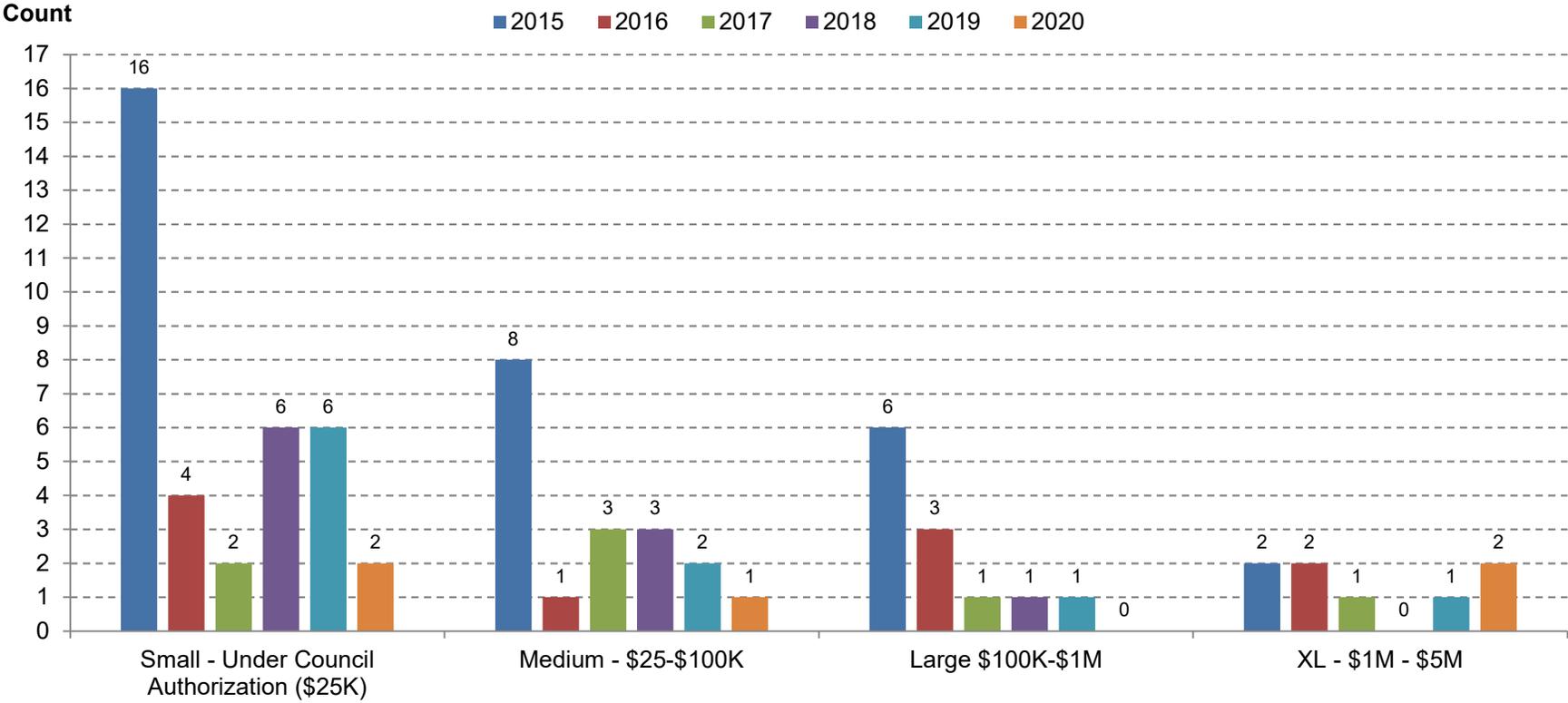
Other Departments - Capital Project Management by Size Over Time



Source: Park City Municipal Corporation. As of 10/16/2020.

Contract Management

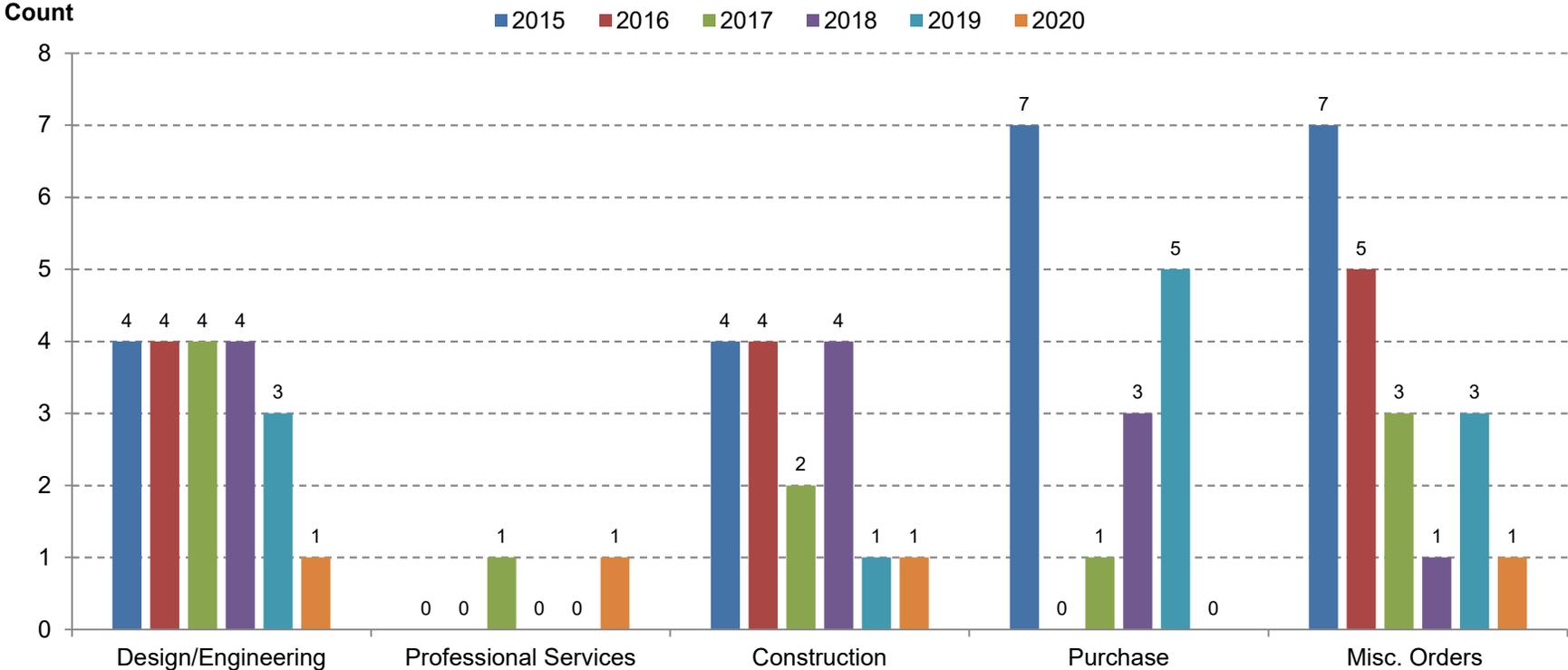
Contract Administration by Size Over Time



Source: Park City Municipal Corporation. As of 10/16/2020.

Contract Management

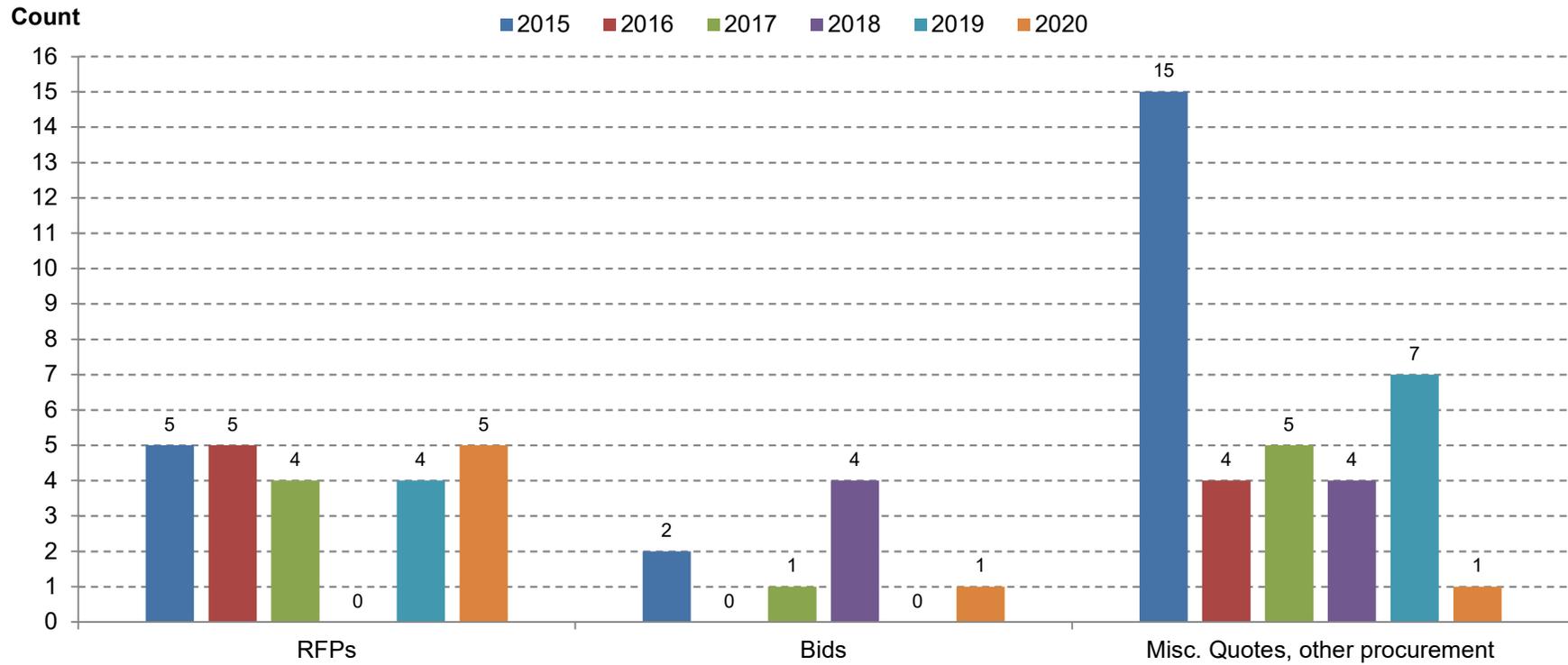
Contracts Over Time



Source: Park City Municipal Corporation. As of 10/16/2020.

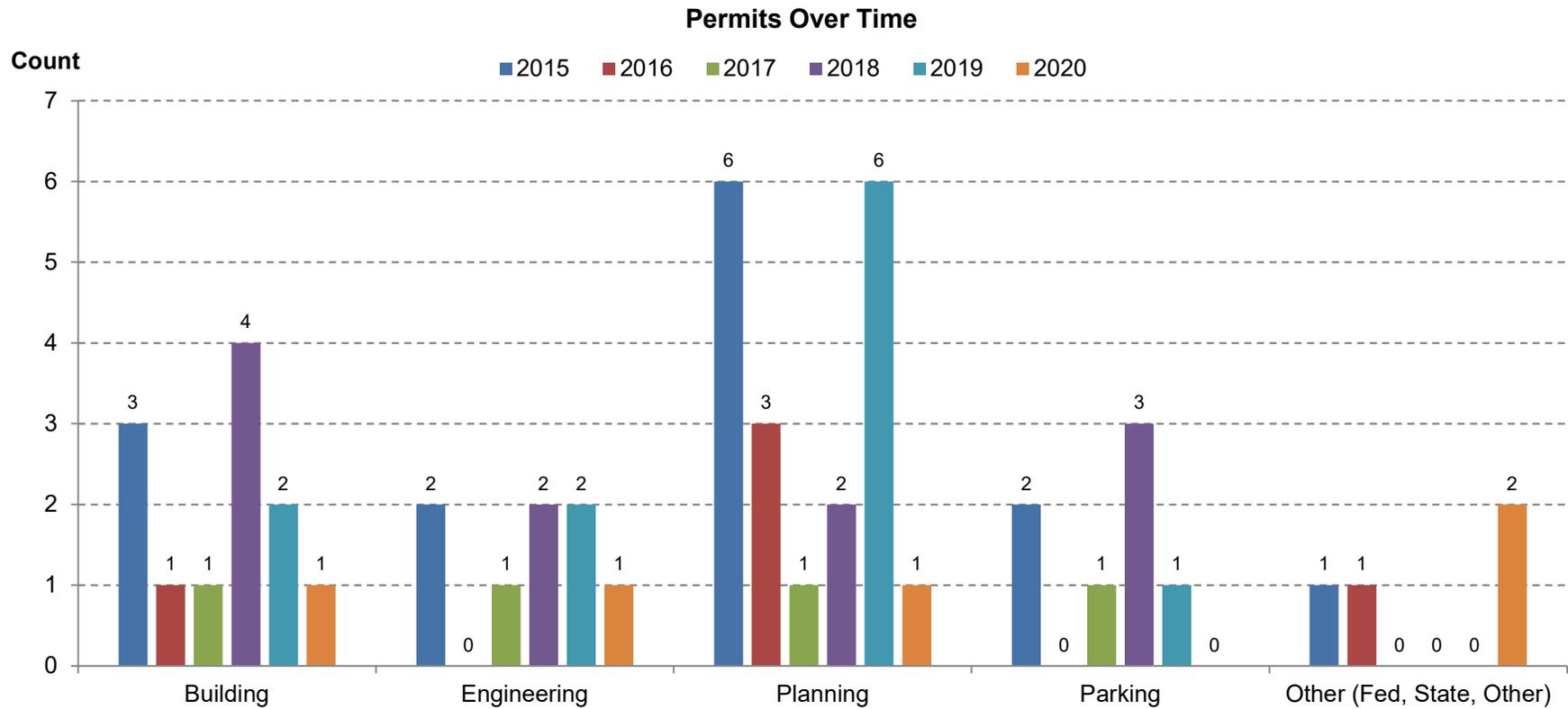
RFP Management

RFPs and Bids Over Time



Source: Park City Municipal Corporation. As of 10/16/2020.

Permit Management



Source: Park City Municipal Corporation. As of 10/16/2020.

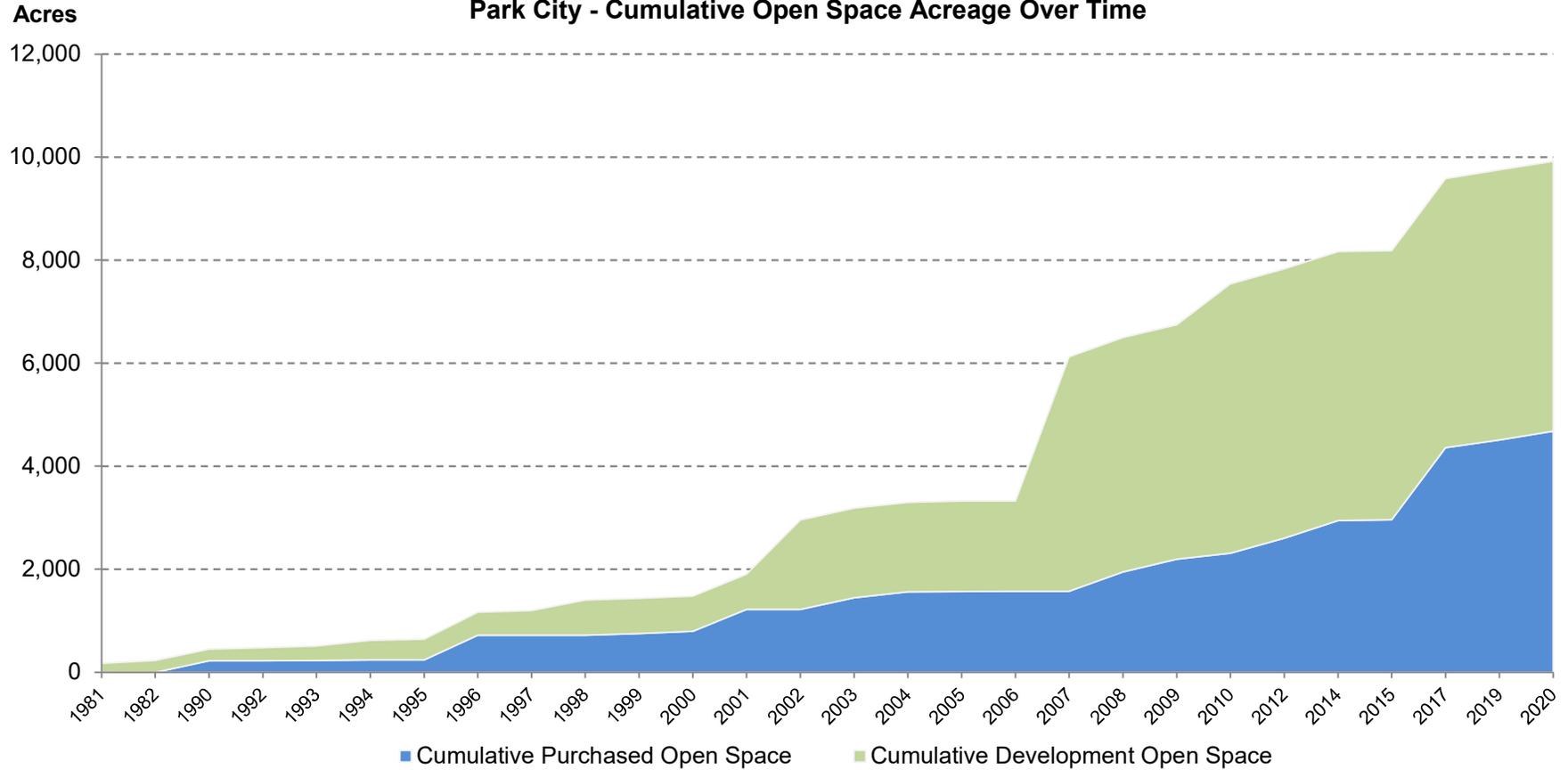


Trails, Open Space & Real Estate



Open Space Acquisition Over Time

Park City - Cumulative Open Space Acreage Over Time

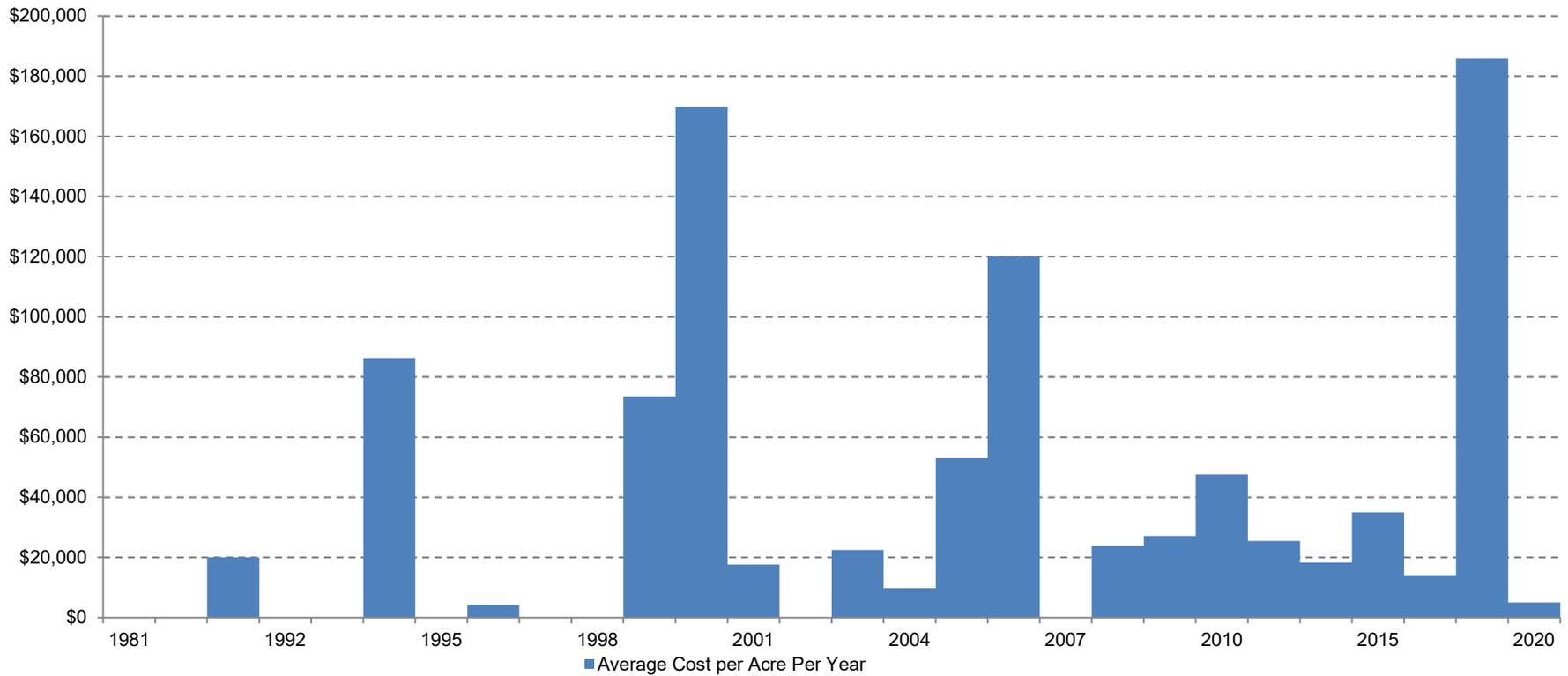


Source: Park City Municipal Corporation. As of 10/16/2020.

Open Space Acquisition Over Time

Open Space – Average Annual Cost per Acre Over Time

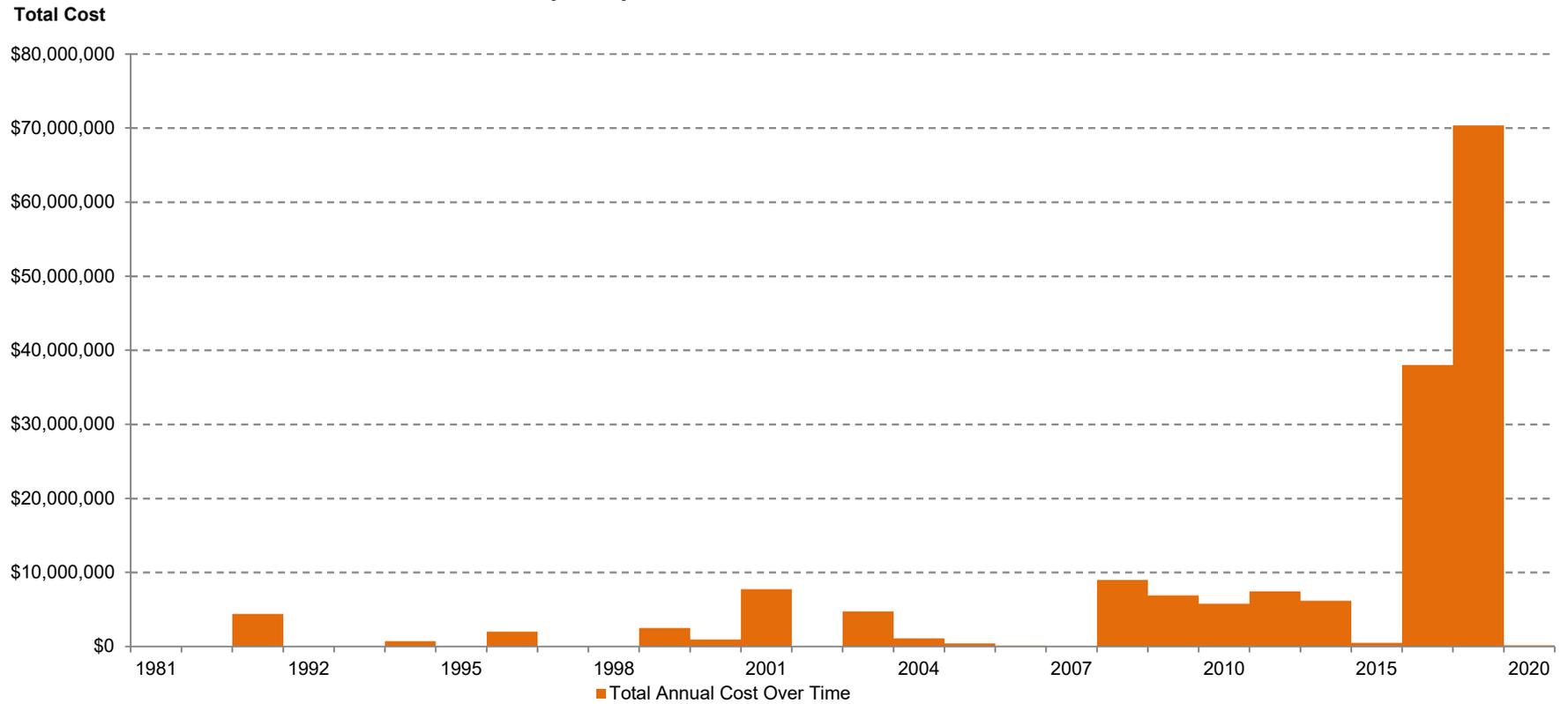
Average Annual Cost per Acre



Source: Park City Municipal Corporation. As of 10/16/2020.

Open Space Acquisition Over Time

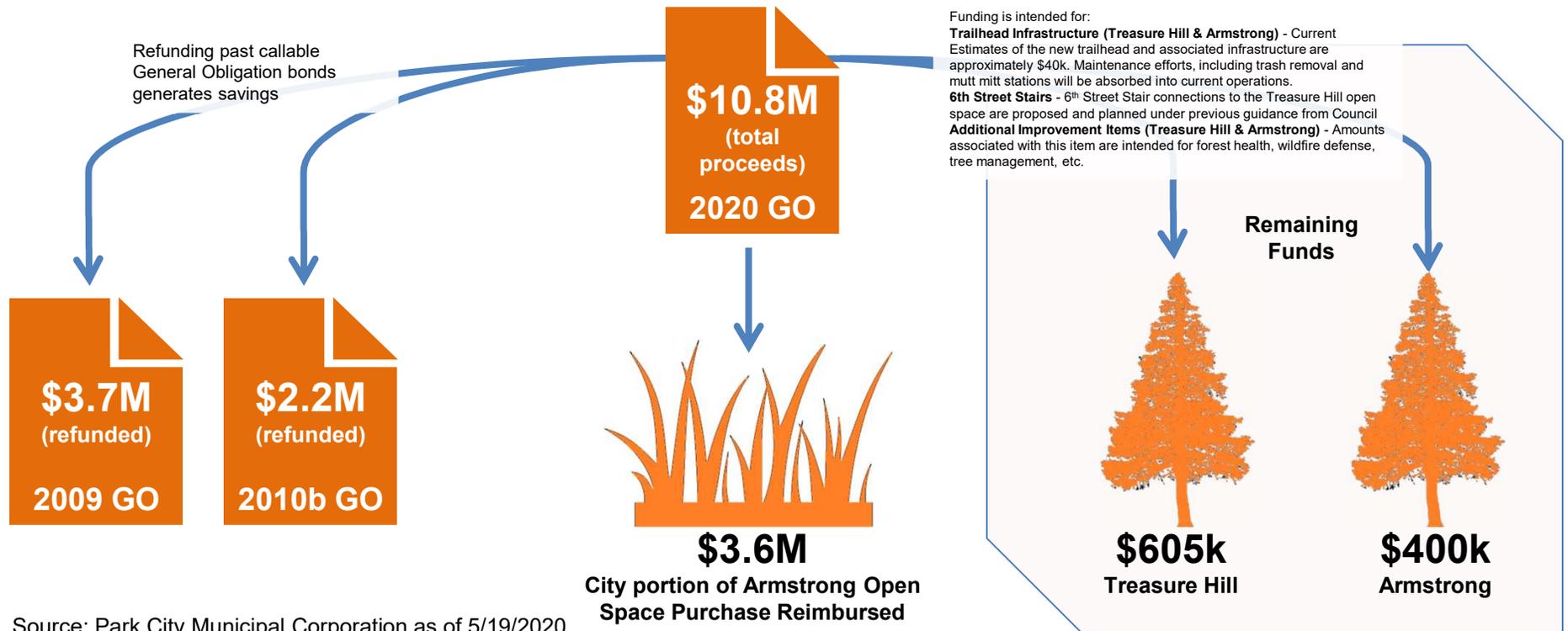
Open Space - Total Annual Cost Over Time



Source: Park City Municipal Corporation. As of 10/16/2020.

Open Space Acquisition & Improvements - Treasure Hill & Armstrong

- Per the City's existing plan regarding Treasure Hill & Armstrong, staff recommends updating the project budgets to account for the increased funding from the City's recent 2020 GO Bond issuance



Source: Park City Municipal Corporation as of 5/19/2020.

Open Space Acquisition & Improvements - Treasure Hill & Armstrong

Funding is intended for:

Trailhead Infrastructure (Treasure Hill & Armstrong) - Current Estimates of the new trailhead and associated infrastructure are approximately \$40k. Maintenance efforts, including trash removal and mutt mitt stations will be absorbed into current operations.

6th Street Stairs - 6th Street Stair connections to the Treasure Hill open space are proposed and planned under previous guidance from Council

Additional Improvement Items (Treasure Hill & Armstrong) - Amounts associated with this item are intended for forest health, wildfire defense, tree management, etc.

Open Space Acquisition & Improvements

- Treasure Hill & Armstrong

TREASURE HILL

Priority Projects 2020

6th street stairs

- Currently being surveyed/designed
- Construction summer/fall

Treasure Trail (continuation of 2019 improvements)

- Current alignment in draft

Treasure Trailhead (Lowell Avenue)

- Construction summer

Future Projects

Conservation Easement

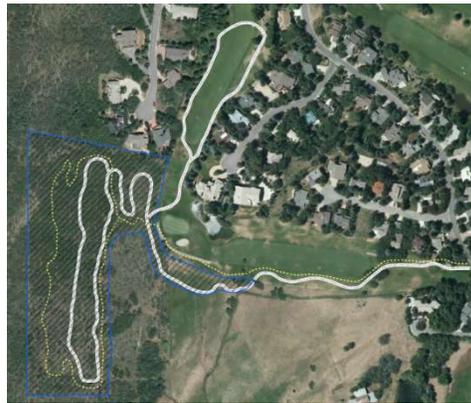
- Stewardship Costs

Forestry Plan

- Wildfire mitigation/Disease

Mining related improvements

- Towers/Mine sites



ARMSTRONG

Priority Projects 2020

Winter Trail (Skiing/Snowshoeing)

- Draft Alignment (Construction Summer/Fall 2020)

Property Fencing

- Surveyed (construction imminent)

Future Projects

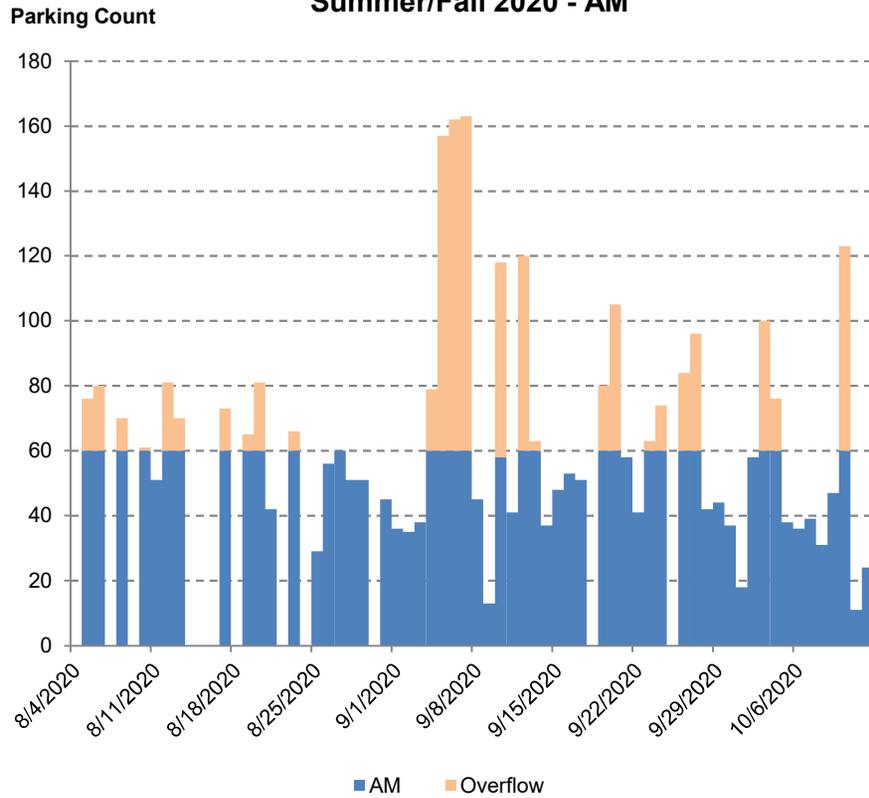
Remediation/Environmental Improvements



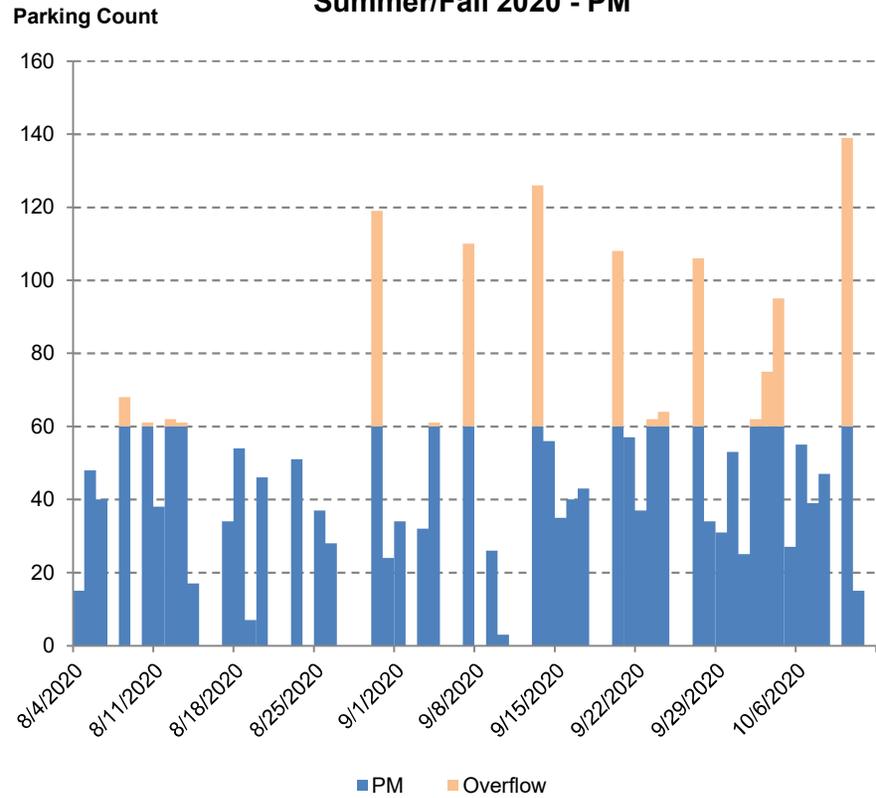
Source: Park City Municipal Corporation as of 5/19/2020.

Trailheads – Blood's Lake

Blood's Lake Trailhead Parking Usage - Summer/Fall 2020 - AM



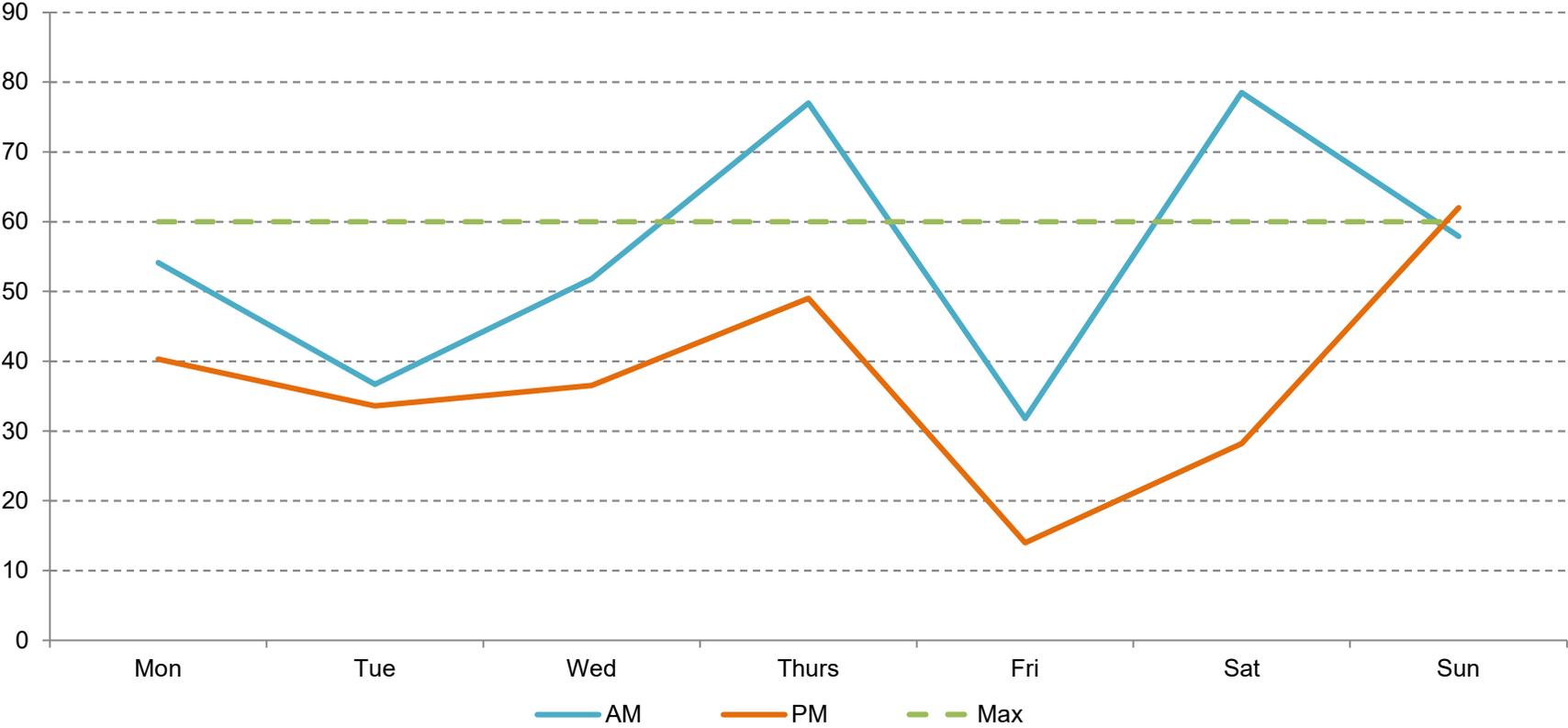
Blood's Lake Trailhead Parking Usage - Summer/Fall 2020 - PM



Source: Park City Municipal Corporation. As of 10/16/2020.

Trailheads – Blood's Lake

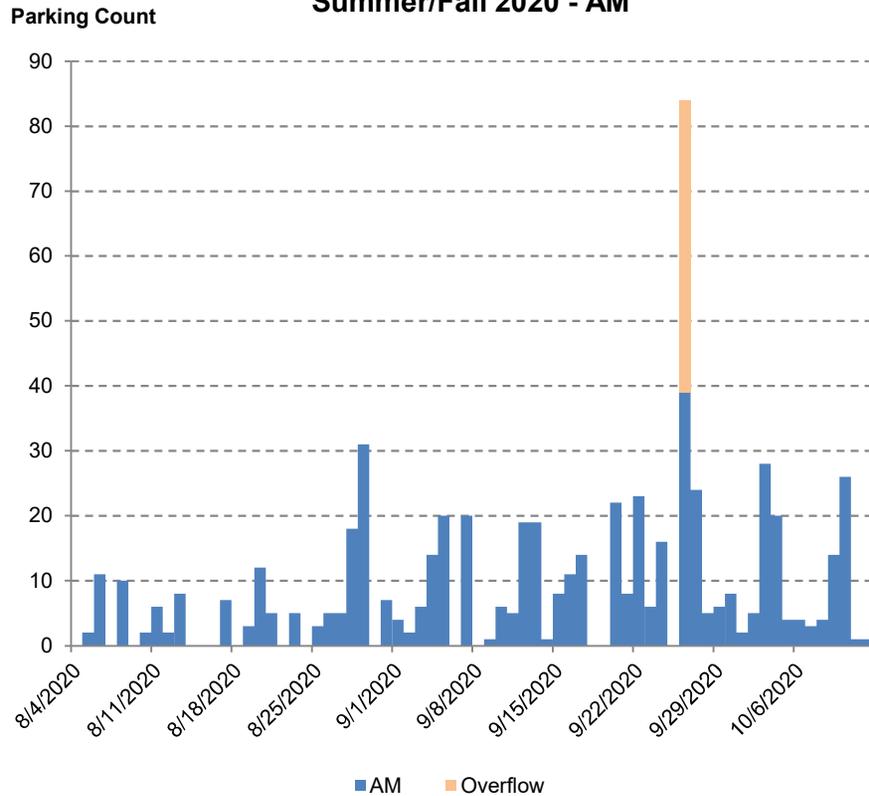
Blood's Lake Trailhead - Daily Avg. Parking Use vs. Max



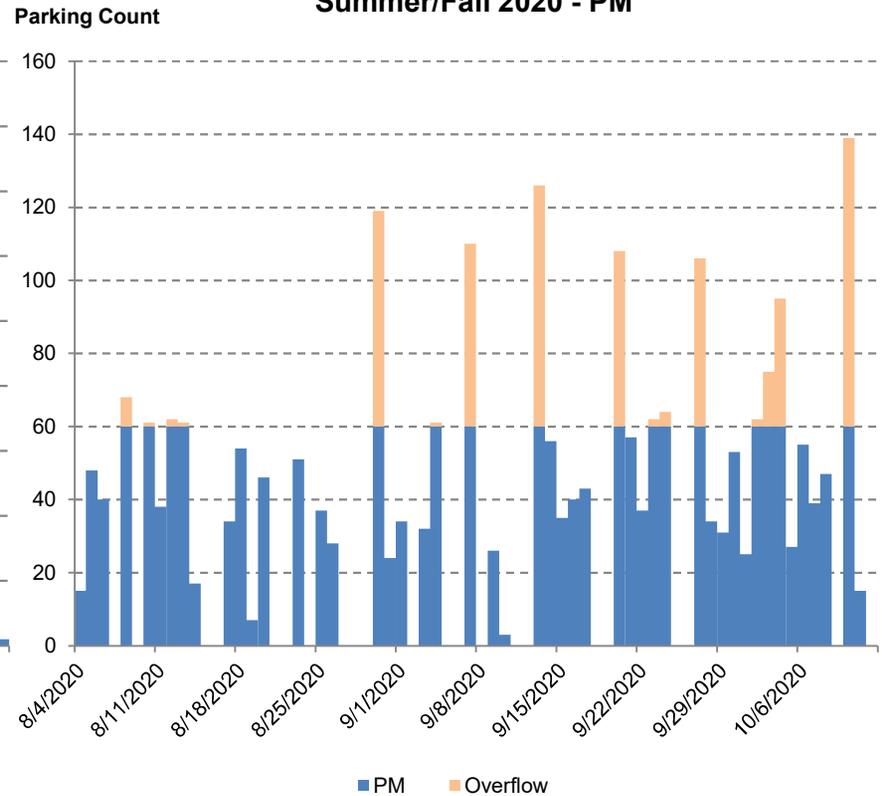
Source: Park City Municipal Corporation. As of 10/16/2020.

Trailheads – Bonanza Flat

Bonanza Flat Trailhead Parking Usage - Summer/Fall 2020 - AM



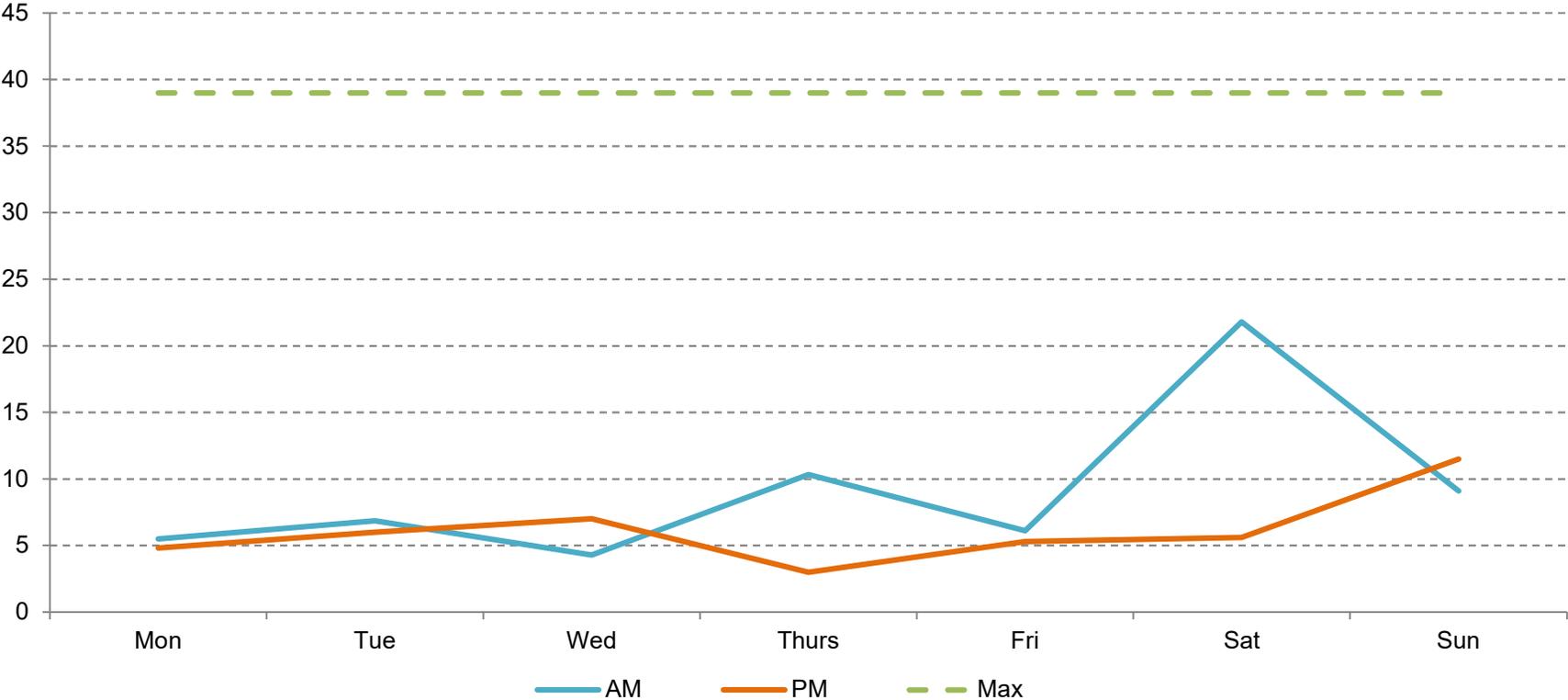
Blood's Lake Trailhead Parking Usage - Summer/Fall 2020 - PM



Source: Park City Municipal Corporation. As of 10/16/2020.

Trailheads – Bonanza Flat

Bonanza Flat Trailhead - Daily Avg. Parking Use vs. Max

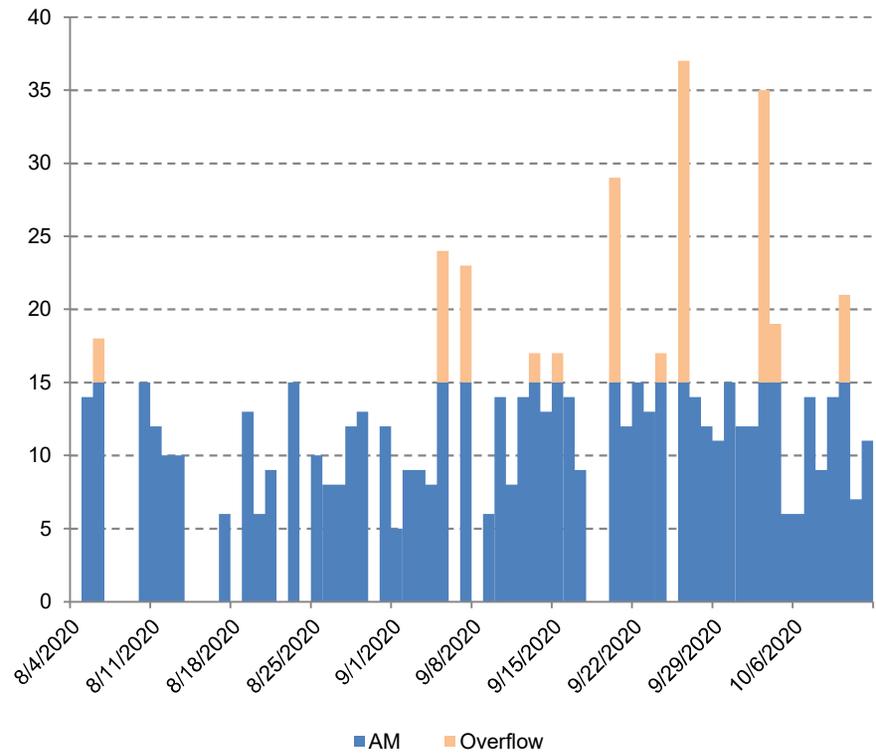


Source: Park City Municipal Corporation. As of 10/16/2020.

Trailheads – Empire Pass

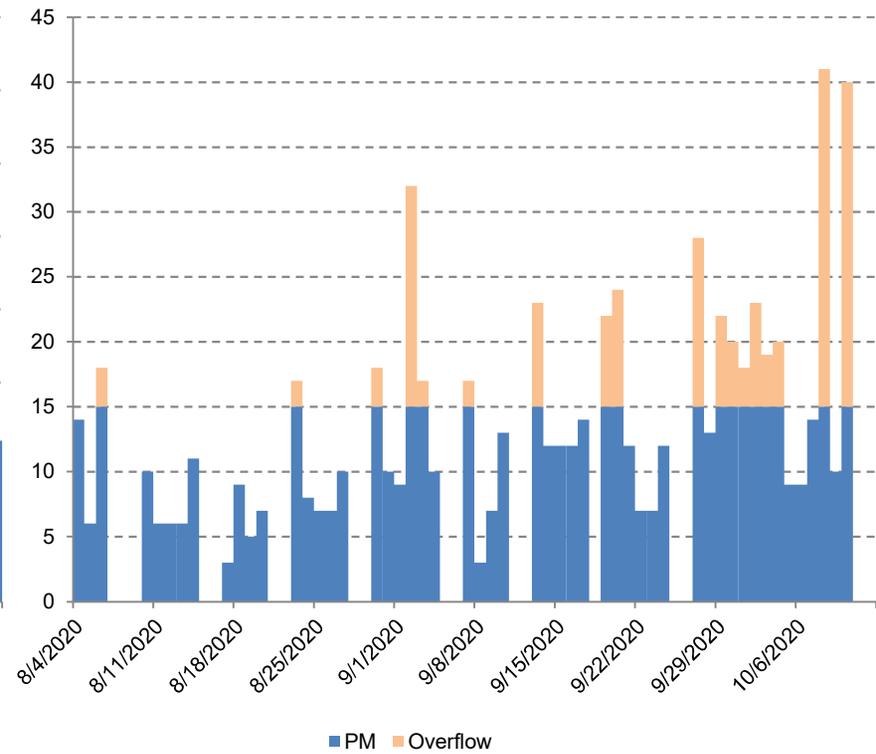
Empire Pass Trailhead Parking Usage -
Summer/Fall 2020 - AM

Parking Count



Empire Pass Trailhead Parking Usage -
Summer/Fall 2020 - PM

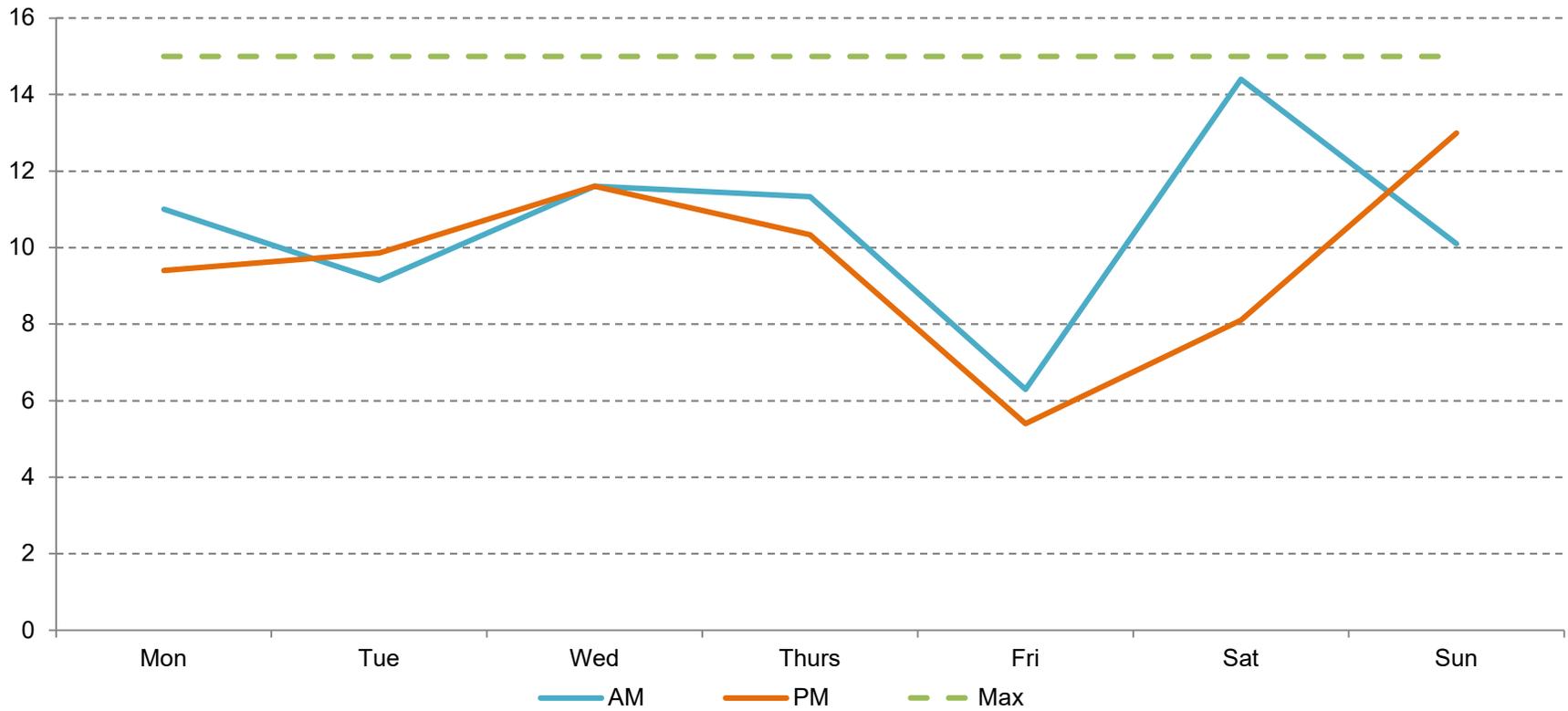
Parking Count



Source: Park City Municipal Corporation. As of 10/16/2020.

Trailheads – Empire Pass

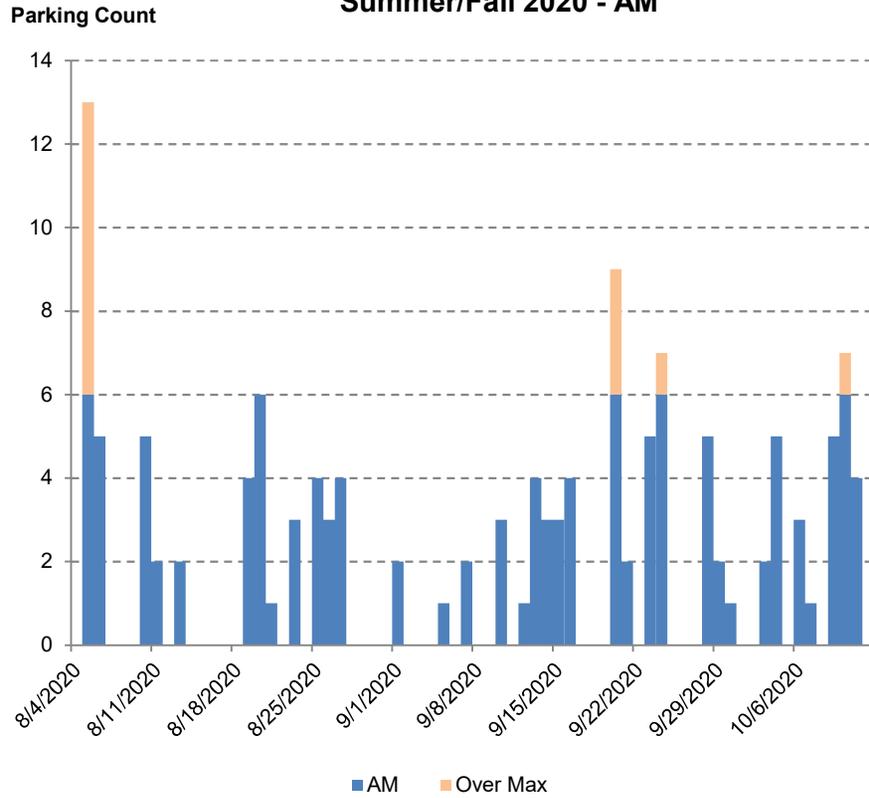
Empire Pass Trailhead - Daily Avg. Parking Use vs. Max



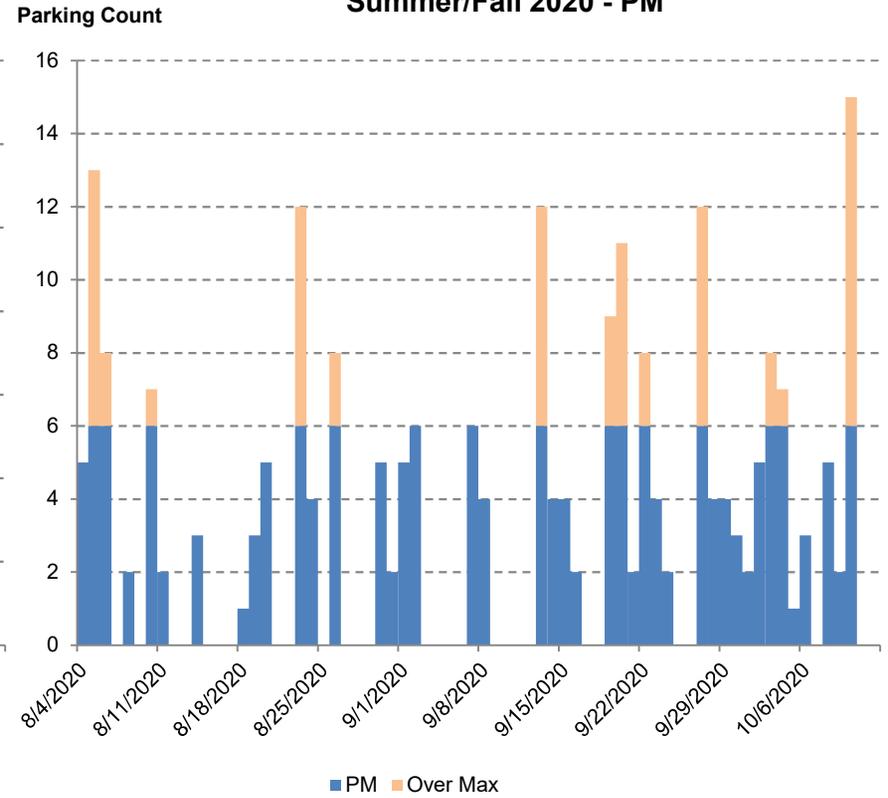
Source: Park City Municipal Corporation. As of 10/16/2020.

Trailheads – Guardsman Pass

Guardsman Pass Trailhead Parking Usage - Summer/Fall 2020 - AM



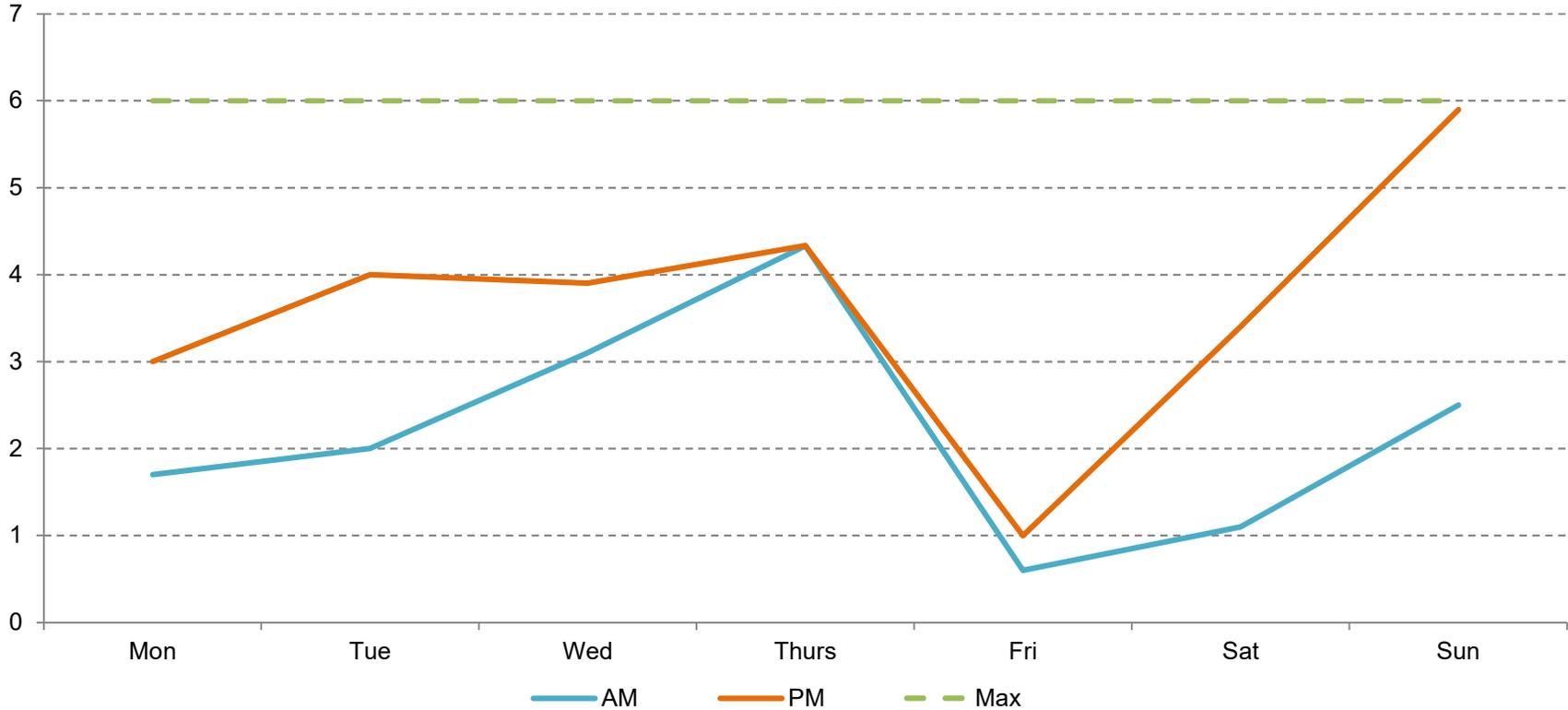
Guardsman Pass Trailhead Parking Usage - Summer/Fall 2020 - PM



Source: Park City Municipal Corporation. As of 10/16/2020.

Trailheads – Guardsman Pass

Guardsman Pass Trailhead - Daily Avg. Parking Use vs. Max

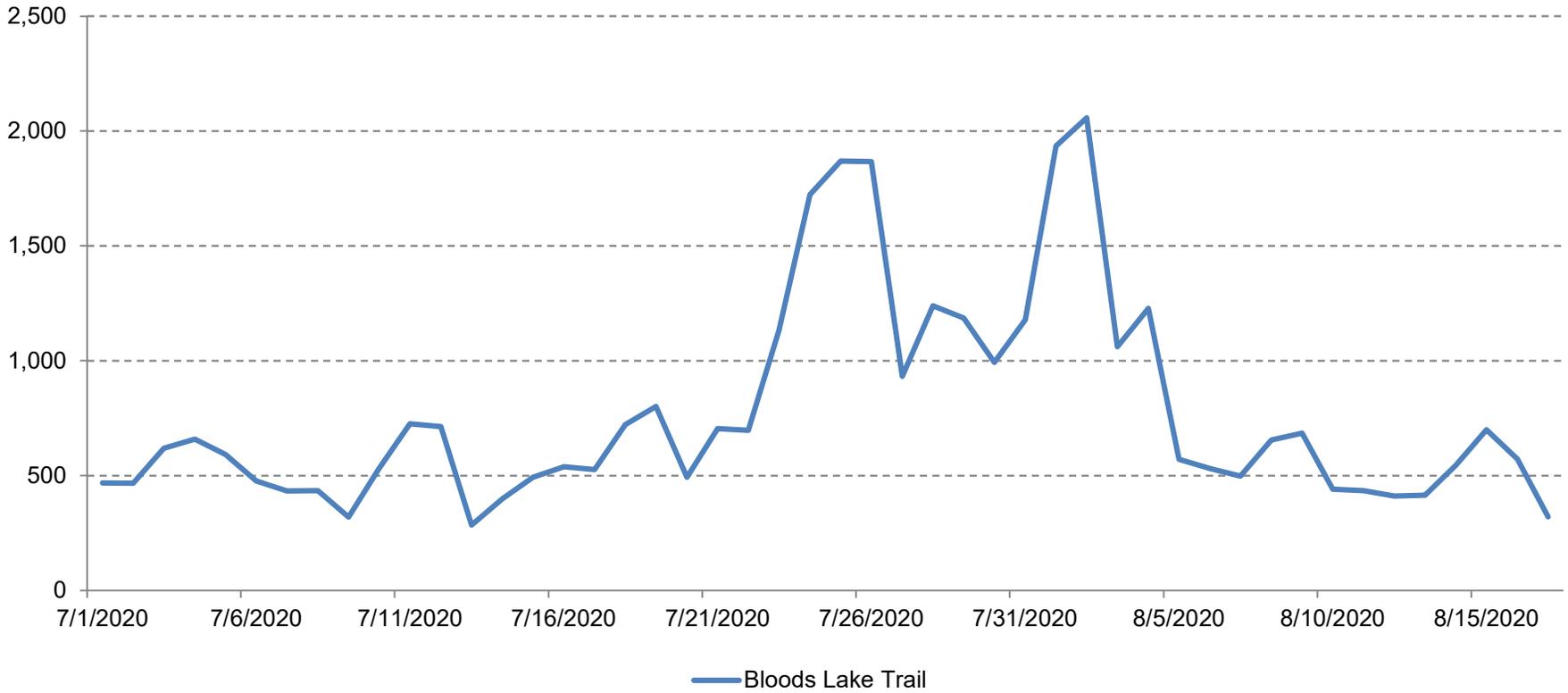


Source: Park City Municipal Corporation. As of 10/16/2020.

Trail Usage

Blood's Lake Usage Volume per Day - Summer 2020

Count of People

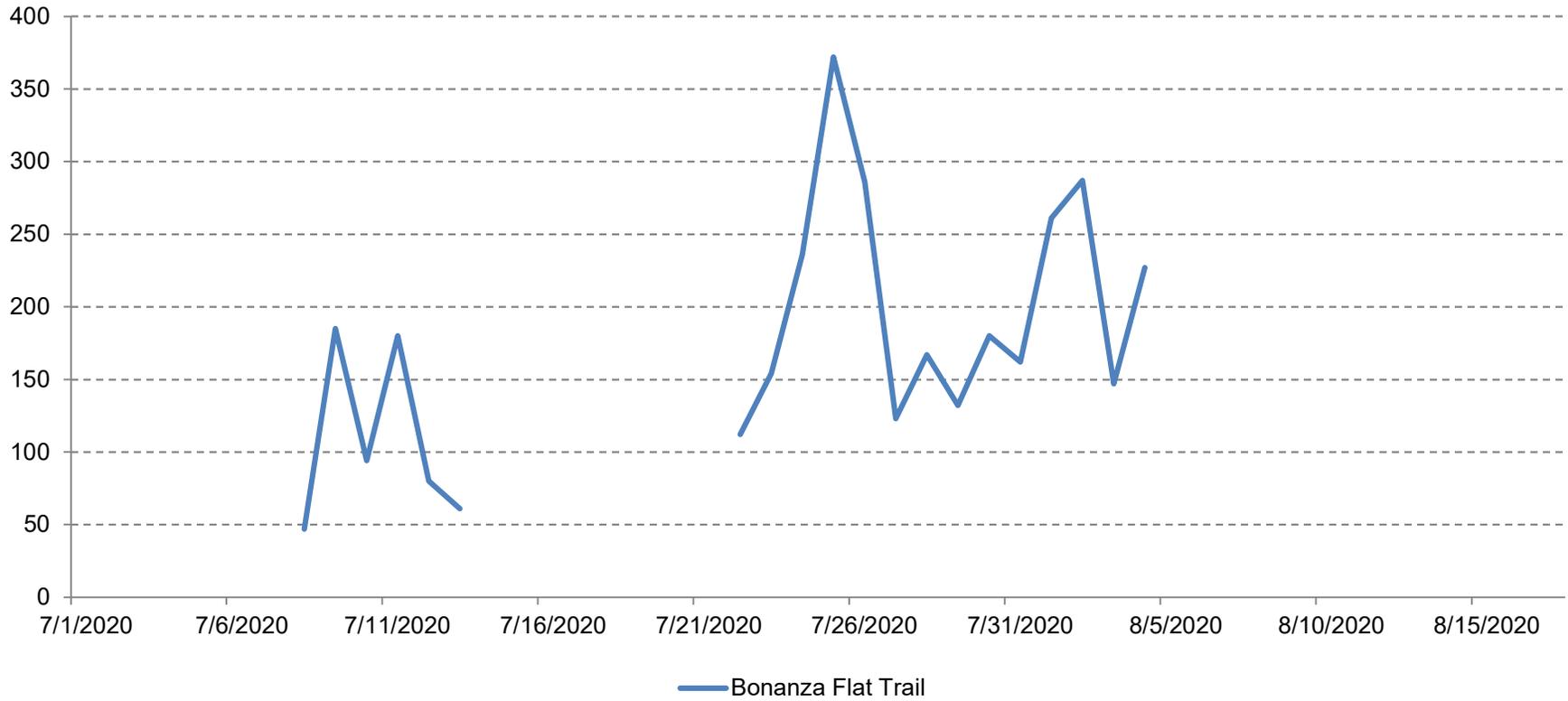


Source: Park City Municipal Corporation. As of 10/16/2020.

Trail Usage

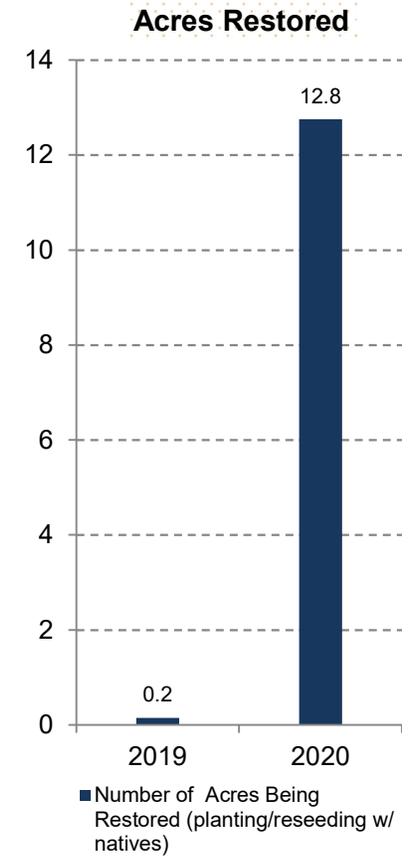
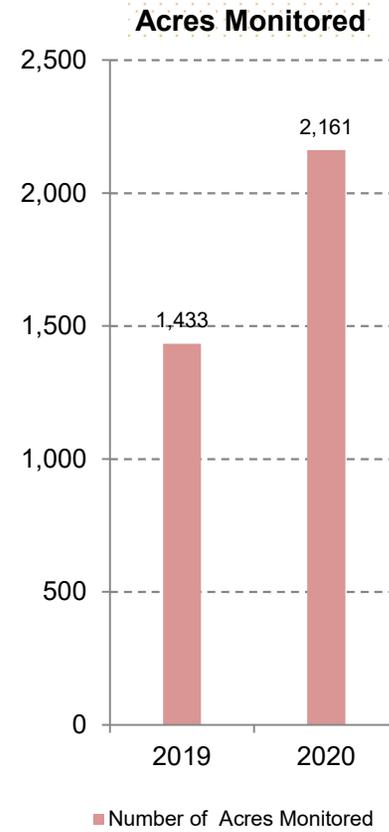
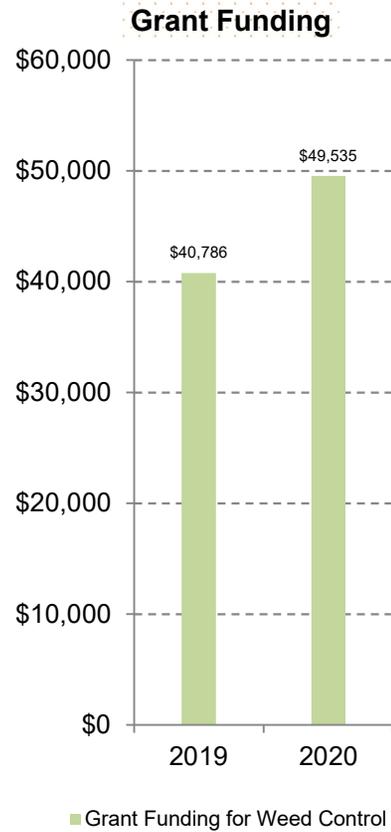
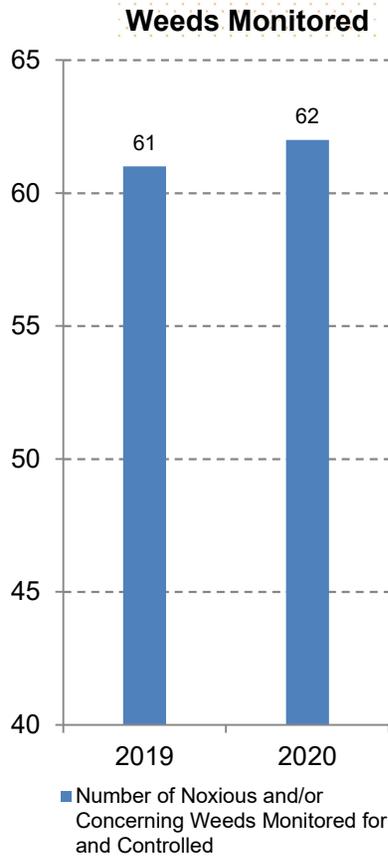
Bonanaza Flat Usage Volume per Day - Summer 2020

Count of People



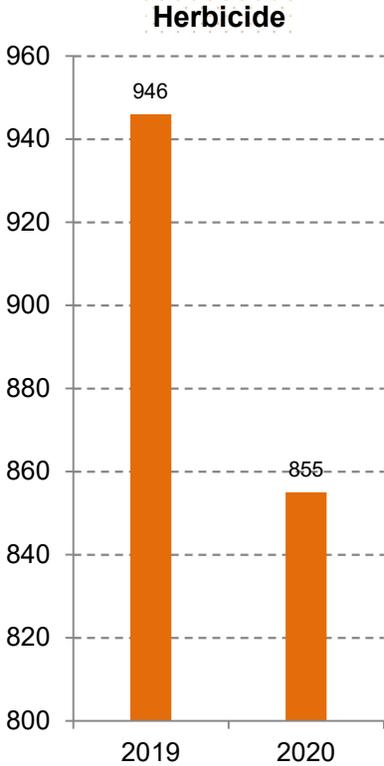
Source: Park City Municipal Corporation. As of 10/16/2020.

Noxious Weeds

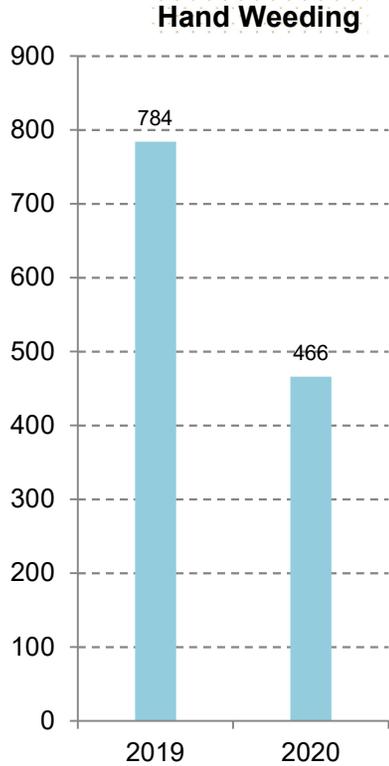


Source: Park City Municipal Corporation. As of 10/16/2020.

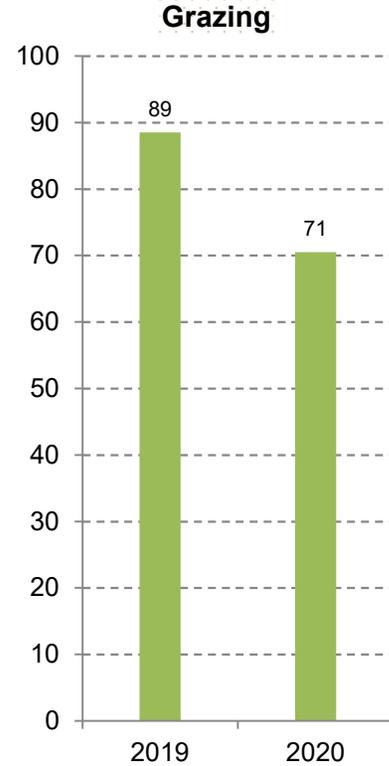
Noxious Weeds



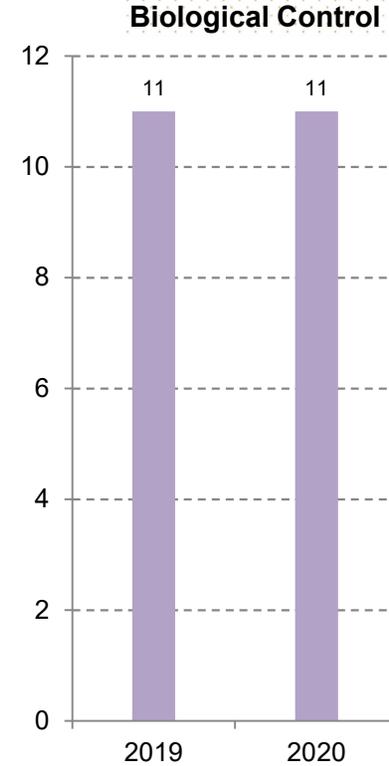
Number of Acres Treated with Herbicide



Number of Acres Treated with Hand Weeding



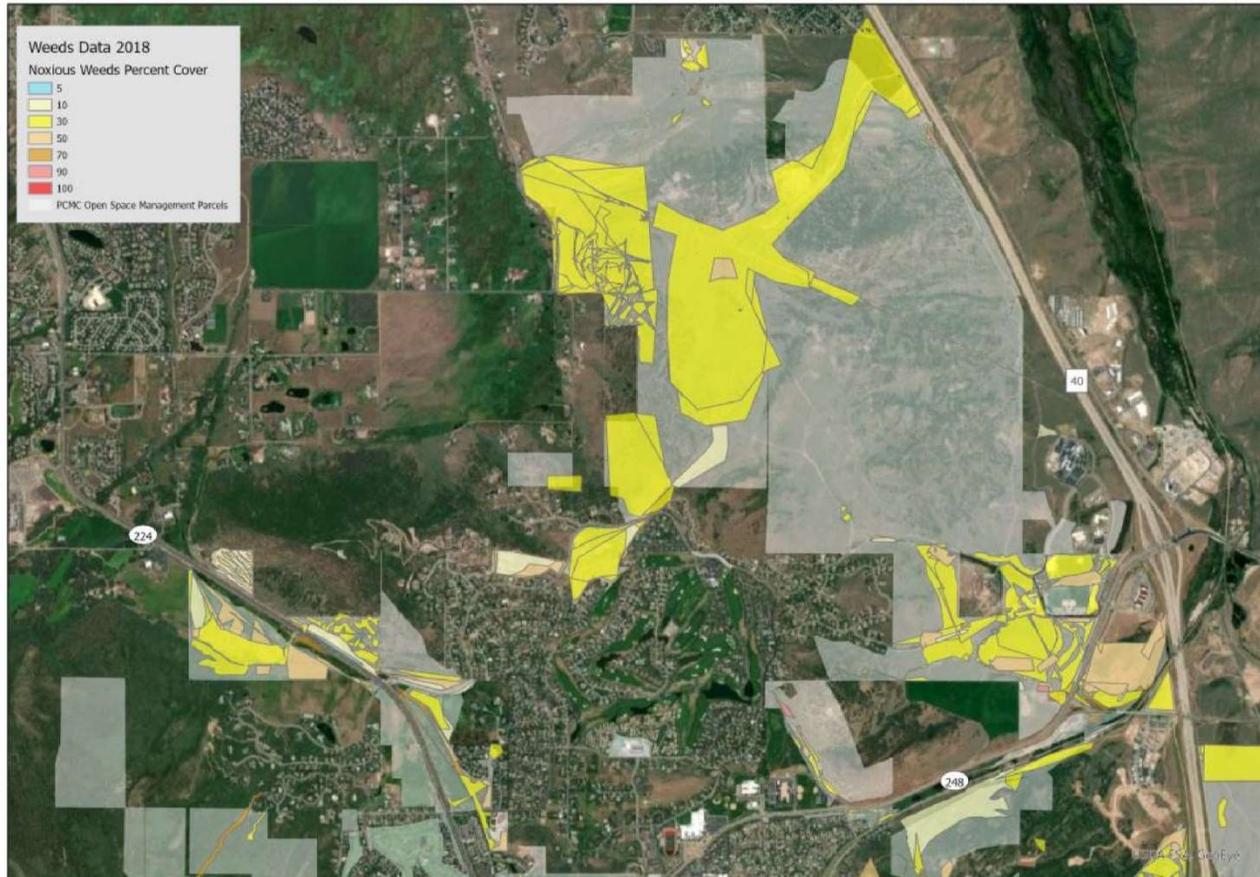
Number of Acres Treated with Grazing



Number of Acres Treated with Biological Control

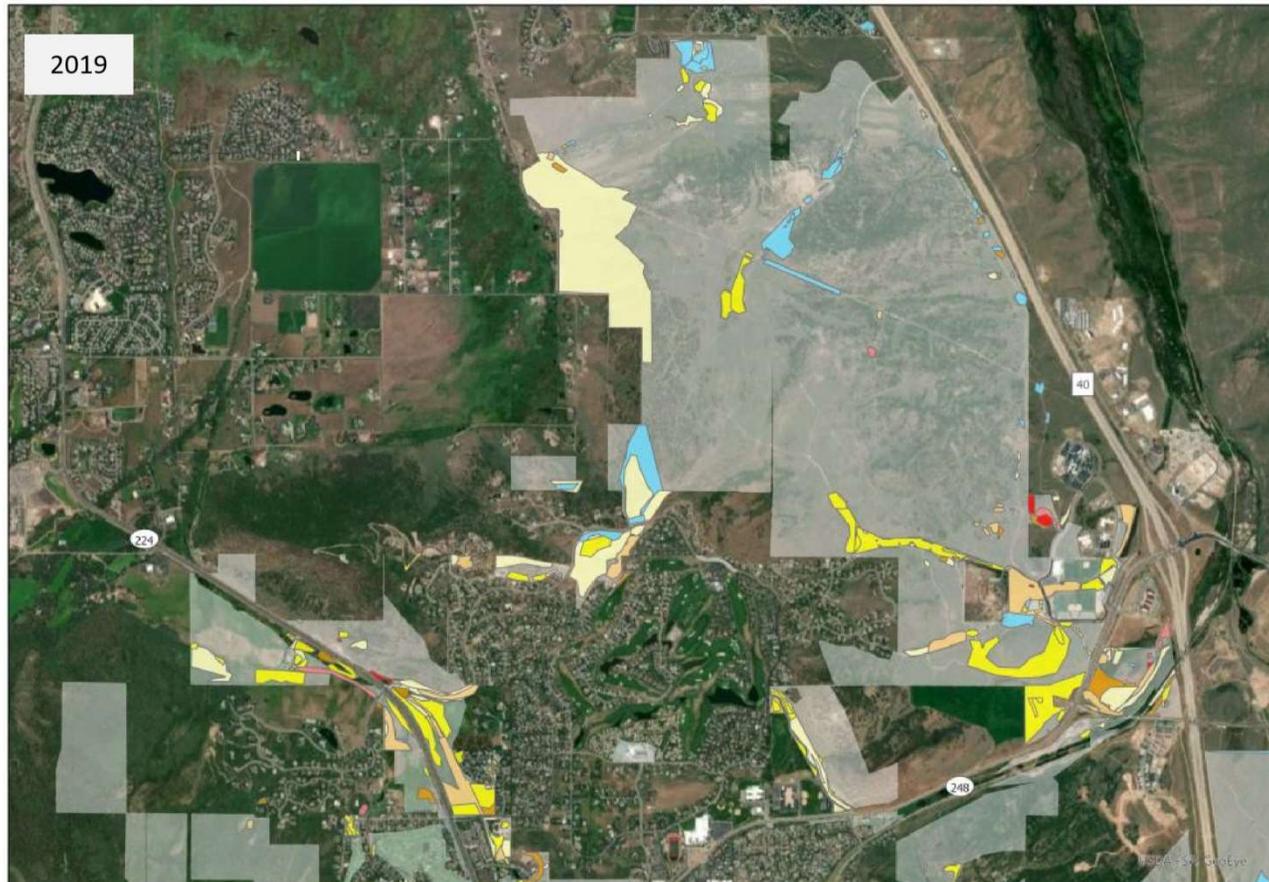
Source: Park City Municipal Corporation. As of 10/16/2020.

Noxious Weeds – 2018 Cover



Source: Park City Municipal Corporation. As of 10/16/2020.

Noxious Weeds – 2019 Cover



Source: Park City Municipal Corporation. As of 10/16/2020.

Noxious Weeds – 2020 Cover



Source: Park City Municipal Corporation. As of 10/16/2020.



Special Projects & Innovation

PARK CITY
1884

Main St. Sundays

Distributed more than

3,000

masks



"I appreciate all of the efforts of the City and the HPCA to save my business this summer." - **Shirin Spangenberg, Escape Room Park City**

Source: Park City Municipal Corporation. As of 10/16/2020.

Supported more than

50

Businesses expanding to outdoor operations



Engaged more than

13

Non-profits who offered programming on Main

"I also want to thank each of you for your efforts to have CreatePC available to the local artists; especially House Forty Eight. You probably don't realize that you saved our company and enabled us to earn Ethan's education expenses for the coming year; for this we are eternally grateful. Thank you." - **Kevin Reynolds, jeweler/small business owner, House Forty Eight, October 2020**

Main St. Sundays

Programs	
Chalk Art	Tribute to Fallen Officers
Non-Amplified Music	Mariachi Ban
Additional E-bike Station	Miner's Day Virtual Festival
Balloon Art	Connect Summit County Mental Health Awareness
Street Mural Program	Ballet West Performance
Piano and Pop Up Concerts	Utah Symphony and Opera Performances
Glass Blowing	Kimball Art Center Mini Festival Activation

Created priceless additional social distancing space for visitors and residents.