

### **Event Timeline & Operations**

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

#### **Park City Kimball Arts Festival Hours:**

- Friday, August 6, from 5:00 to 9:00 p.m.,
- Saturday, August 7 from 10:00 a.m. to 8:00 p.m.
- Sunday, August 8 from 10:00 a.m. to 6:00 p.m., break down and move out by 12:00 a.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.
- 9<sup>th</sup> 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 Parking Permit holders.
- 7<sup>th</sup> 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
- Media Lounge – Gateway Business Center
- KAC Staff Check In & Offices – Gateway Business Center

#### **Admission & Tickets**

- Daily ticket sales will replace weekend passes.
- Friday Locals Free night will return.
- Advanced Ticket pricing: \$10/day for adults, \$5/day for kids (ages, 6-17), free for 5 and under.
- Day of Ticket pricing: \$12/day for adults, \$7/day for kids (ages, 6-17), Free for 5 and under.

#### **Operations & Set Up for the Park City Kimball Arts Festival**

- Operational Set Up begins on Wednesday, August 4. Outreach will take place the week leading up to this event and will notice HPCA and surrounding residents of parking removals.
- Operational Set Up in the Brew Pub Lot will begin on Wednesday, August 4 on the South side of the lot, entire lot on Thursday, August 5.
- Event Setup begins on Friday, August 6 at 3:00 a.m.
- Event Break Down will be complete by Sunday, August 8 at 11 p.m.
- Operational breakdown will be complete by Tuesday, August 10, 2021.

#### **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.

## Exhibit A – Analysis of Park City Kimball Arts Festival Summary of Changes for 2021

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
- 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 7<sup>th</sup> Street –the same as in 2019.
- As in years past, Transit will add additional Transit Operations on 9<sup>th</sup> Street and the Old Town Transit Center.
- 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.
- In addition, KAC continues to encourage all attendees to Carpool, Bus, Bike and Walk to the event.

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### **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 posted 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 2021 Park City Kimball Arts Festival by:

- All entrance gates will be powered and sponsored by Rocky Mountain Power renewable power sources.
- All food vendors are required to use compostable serving materials
- 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

Exhibit A – Analysis of Park City Kimball Arts Festival Summary of Changes for 2021

- Tents will be weighted with cement blocks instead of water filled weights as available.
- 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**

- As in 2019, a banner sign will be placed to the Marriot Summit Watch/Town Lift pedestrian bridge and the stairs leading from Main Street to the Town Lift Plaza.

**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 2019 and 2021.

Fee Item	Department	2019 Costs	Est. 2021 Costs
Special Events Application Fee	Special Events	\$640.00	\$640.00
Building Permit	Building	\$202.84	\$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	\$72,473.00	\$72,473.00
Banner Installation	Parks	\$800.00	\$4,523.35
Public Safety Personnel	Police	\$66,937.00	\$72,900.00
Equipment	Streets	\$3,000.00	\$3,000.00
<b>Total Estimated City Service Cost</b>		<b>\$155,552.84</b>	<b>\$167,036.25</b>

**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 2020 Calendar.

Exhibit A – Analysis of Park City Kimball Arts Festival Summary of Changes for 2021

Please also note that the weekend after Arts Festival (August 13, 14 and 15) is the 'quiet weekend with no Park Silly Sunday Market.

DATE	EVENT	A – Geographic Separation	B - Proposed Time & Duration	C – Anticipated Attendance
August 6	Deer Valley Music Festival	Deer Valley Snow Park Amphitheatre	6:00 p.m. to 10:00 p.m.	3,500 – anticipating sell out concert with increased transpo mitigation
August 7	Deer Valley Music Festival	Deer Valley Snow Park Amphitheatre	6:00 p.m. to 10:00 p.m	3,500 – anticipating sell out concert with increased transpo
August 7	Park City Trail Series	Quinn's Junction and Round Valley	7 a.m. to 1 p.m.	400
August 8	No other permitted events	NA	NA	NA