



Sundance 2024 Communications Plan

Goals

- Proactively provide area residents, businesses, and visitors with information on event-related transportation access and safety impacts.
- Promote the use of public transportation.
- Address public questions and concerns in a proactive manner.
- Keep the information simple, straightforward, and in an easy-to-read format.
- Share information on a variety of platforms and in English/Spanish.

Stakeholder Groups

- Park City residents
- Historic Park City Alliance/ Main Street Merchants
- Park City Restaurant Association
- Park City Lodging Association
- Park City Chamber/Bureau
- Prospector Square
- Delivery companies
- Taxi/Transportation companies
- Businesses/residents adjacent to venues and/or sub-events (1st Amendment, etc.)
- Media
- Park City Municipal Staff

Collateral and Deadlines

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|---|------------------------------------|
| • 11/08/23: Mayors Letter | Emma/Clayton/Jenny |
| • 11/10/23 Collateral production (impact notices, map) | Emma |
| • 11/10/23: Translation coordination | Stephanie |
| • 12/07-08/23: Boots on the ground scheduling/staffing | Jenny |
| • 12/14/23: Community Guide | Jenny (content), Emma (production) |
| • Week of 12/18/23: Stakeholder communications | |
| - E-blasts | Emma/Tanzi |
| - Social Media | Emma/Tanzi |
| - Newsletter | Clayton |
| - Website | Emma/Jenny |
| - Text Alerts | On-call comms |
| - KPCW call-ins (as needed) | Linda/Clayton, Sgt. Randall? |
| • ASAP (before 12/15/23): Access passes | Emma/Jenny |
| • Media Outreach/scheduling | Jenny (KPCW 01/11/23) |
| • 01/02/24: 1700 Alert Radio | Clayton/ Mike McComb |
| • 01/02/24: VMS Boards & UDOT Coordination | Jenny and Andrew |
| • TBD: Postcard? | Emma |

Debrief

- During all outreach activities, staff will keep notes of stakeholder feedback/concerns to be shared in the Sundance debrief
- Draft outreach debriefs will be due to Jenny by **2/16** and will provide feedback on the outreach plan/process, efficiencies, stakeholder feedback, and other items for consideration for the 2025 plan.