Special Event Advisory Committee
Meeting Agenda

Date: Wednesday, August 16, 2017
Place: 1255 Park Avenue, Park City Library, 3rd Floor - Community Room
Time: 12:00 p.m. to 2:00 p.m. (meeting estimated to run until 2:00 p.m.)
In attendance:
Absent: Penn Kinsey
Electronic Participation: None expected
Meeting Facilitator: Special Events Staff – Jenny Diersen
Meeting Minutes: Jody Morrison
Next Meeting: Wednesday, September 20, 2017

Topic #1: Meeting Called to Order (estimated time – 12:00 p.m.)
Motion to Call Meeting to Order:
Time:

Topic #2: Board Member Introductions (12:05 p.m.)
Person: Sarah Klingenstein
(1) Board Members, Staff and Council Introduce themselves

Topic #3: Approval of Minutes from June Meeting (12:10 p.m.)
Person: Sarah Klingenstein
(1) Board to Approve Minutes from April Meeting
Changes:
Motion to Approve:
(2) Confirm quorum, attendance, absence, and electronic participation for September 20, 2017 meeting.
Notes: DRAFT Minutes attached. Item is not scheduled to be opened for public comment.

Topic #4: Public Input – Any matter that is not on the agenda (12:15 p.m.)
*Remind anyone who gives public input to sign in. If there is public comment about any events that are not scheduled for debrief below on the agenda, comments should be given during this time of public input.
Notes:

Topic #5: Staff & City Council Communications (12:20 p.m.)
Person: Staff & Council
Purpose: Update SEAC regarding City Council summary of decisions / upcoming discussions.
Action: No Action Required, this is an informational update.
(1) Presentation
(2) Committee Questions & Discussion

Allocated Time: 15 minutes

Past Council Meetings

- June 15
  - PSSM Supplemental Plan Transportation Changes
- June 29
  - SEAC Interviews
  - Fourth of July Reminders
  - Arts Festival Supplemental Plan Approval
- July 13
  - SEAC Interviews
  - Coffee with Council Summary June 27th
- July 20 – no Special Event items
- August 3
  - 4th of July Preliminary Debrief
  - Park Silly Sunday Market Mid Season Review
  - SEAC Appointments
  - Sundance Supplemental Plan – Venue Changes and Costs
  - Level Three Event Changes – Shot Ski

Currently Scheduled Upcoming City Council discussions (dates subject to change)

- August 17
  - Special Event Parking and Transportation Approvals
    - Park Silly Sunday Market – Charge $20 for Parking on September 3
    - Miners Day – Charge $20 for Parking on September 4
    - Halloween on Main – Charge $10 for Parking on October 31
- August 31
  - Park Silly Sunday Market Contract Approval
  - New Level Three Event – Utah High School Mtn Bike Race – October 6 & 7
- September 14
- September 21
  - SEAC Study Session

September 20 SEAC Meeting Preview (items subject to change)

- Event Debrief
  - Deer Valley Concerts – Wednesday Night, Big Stars Bright Nights, Deer Valley Music Fest
  - Miners Day
  - Autumn Aloft
  - Other Events as the Committee Chooses to Discuss
- Community Survey Scope
- SEAC and Special Event Update with Council (Role, Tools & Goals) – September 21st

Public Comment received through seac@parkcity.org listed below

- None received.

Special Event Calendar Attached (review upcoming events)

- August 18 – Level Two Event – Back Alley Bash
- August 18 – Level Three Event – Big Stars Bright Nights
- August 19 – Level Two Event – Mid Mountain Marathon
- August 19 – Level One Event – Miners Park Concert Series
- August 20 – Level Three Contracted Event – Park Silly Sunday Market
- August 23 – Level Three Event – Final Wednesday Night Concert
- August 24 – First Day of School – non event
- August 26 – Level Two Event – Classic Car Show Lower Main Street
- August 26 – Level Three Event – NAC Summit Challenge – Summit Co and Park City

- August 26 - Level One Event – Miners Park Concert Series
- August 26 – Level Three Event – Big Stars Bright Nights
- August 27 - Level Three Contracted Event – Park Silly Sunday Market
- September 2 – Level Two Event – Point 2 Point Mtn Bike Race
- September 3 – Level Three Event – Big Stars Bright Nights
- September 3 - Level Three Contracted Event – Park Silly Sunday Market
- September 4 – Level Three Special Event – Miners Day
- September 7 – New Level Two Event – Solar BBQ
- September 9 – Level One Event – PCMC Dirt Jump Jam
- September 9 – Level Two Event – Hike for Hunger at Deer Valley
- September 9 – New Level Two Event – Intermountain Health Care Anniversary 5K9
- September 10 – Level Three Contracted Event – Park Silly Sunday Market
- September 10 – Level One Event – Walk A Mile In Her Shoes
- September 12 – New Level One Event – Summit County Health Dept Community Market
- September 15 – 17 – Level Three Event – Autumn Aloft
- September 16 – Level Two Event – Park City Trail Series
- September 17 – Level Two Event – Park City Harley Ride
- September 17 – Level Two Event – Tour De Suds
- September 17 – Level Three Contracted Event – Final Park Silly Sunday Market 2017
- September 22 – 23 – Level Three Event – North Face Endurance Challenge
- September 29 – Level Three Event – Cross Country Invitational
- October 6 & 7 – New Level Three Event – Utah High School Mtn Bike Race
- October 14 – Level Three Event – Shot Ski
- October 31 – Level Three Event – Halloween on Main

SEAC & Community Engagement Opportunities

- Please Review Attached Event Sign Up List
- Community Engagement – Text Alert System & KPCW Interviews
- Staff Schedules/ Updates

Topic #6: Event Debrief (12:35 p.m.)
Purpose: Discuss event debrief for events with regards to challenges and successes from a community perspective.
Allocated Time: 10 minutes each
Notes: Major events to be discussed are listed below. Comments about events that are not listed below should be made during Public Comment at the beginning of the meeting. SEAC may wish to use their debrief form to help inform this discussion.
Questions for Committee: Please use Debrief Form provided in packet.
What do you think is working? What do you like and why?
What isn't working, where and how can the event improve? What don't you like and why?
What feedback have you heard from community members? How many people are giving you this feedback and how are the comments coming to you or being solicited?

6A: Fourth of July (12:35 p.m.)

- **Description of Event:** The Fourth of July Celebration is a long standing Park City Event. In 2017 the City took on organizing the event and hired an event planner. Goals of the event included bringing back the fun and funk of the event, increasing transportation mitigations and streamlining the activities into one event to help implement mitigation strategies.
- **Location, Day, Date and Time: Tuesday, July 4, 2017**
- **Level of Event:** Council Approval – Level Three Event with changes

- **Other events occurring on same day: None**
- **City Fee Summary:** City Service Fees were $56,000. Total Budget for this event was $110,000 including a Restaurant Tax Grant for this event to be used on hiring an event planner and advertising.
- **Estimated Total Attendance:** 42,000 people throughout the day
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:** The Fourth of July Celebration was successful. Event planner worked with the activity providers to streamline operations. 60 parade entries that were all local businesses or residents were in the parade. Parking was charged for $20.00 per car from 7:00 a.m. to 1:00 p.m. which helped to push people to supplemental parking areas at resorts (Park City, Canyons and Deer Valley) as well as High School. Increased ridership on transit included 2,000 additional riders. Increased residential signage and hired private security helped to reduce residential traffic.

Action: SEAC will discuss review of the event.
(1) Event Summary by Jenny Diersen
(2) Committee Discussion
(3) Open for Public Comment/Input
(4) Committee final discussion and motion for summary recommendation regarding the event.
Notes: Item will be opened for public comment.

6B: Park Silly Sunday Market (12:45 p.m.)

- **Description of Event:** The Park Silly Sunday Market is a market held on Lower Main Street each Sunday from June 4 through September 17 with 200 vendors, music, food and a farmers market. PSSM will not be held on August 6 or 13th. Park Silly Sunday Market is in the last year of it's extended contract.
- **Location, Day, Date and Time:** Lower Main Street, Sundays from 10:00 to 5:00 p.m.
- **Level of Event:** Contracted Level Three Event, Council Approval
- **Other events occurring on same day:** Several events occur on the same day as the PSSM including concerts at Deer Valley, BBQ at City Park and Triple Crown.
- **City Fee Summary:** $73,000 in City Services have been waived. Additionally, the City has a $20,000 allocation to PSSM. This amount does not go towards the annual $200,000 Fee Reduction Threshold.
- **Estimated Total Attendance:** 14,000 per Sunday
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:** The event has continued to meet required mitigation and been willing to add additional mitigation techniques. In June, staff and PSSM began placing additional residential signs out during the event. On July 2nd, PSSM hired and paid for additional transit to help increase alternate modes of transportation. Both parking counts (taken by City Staff) and attendance numbers (reported by PSSM) continue to slightly decrease from last year's numbers.

Action: SEAC will discuss review of the event.
(1) Event Summary by Jenny Diersen
(2) Committee Discussion
(3) Open for Public Comment/Input
(4) Committee final discussion and motion for summary recommendation regarding the event.
Notes: Item will be opened for public comment.

6C: Park City Kimball Arts Festival (12:55 p.m.)

- **Description of Event:** The Park City Kimball Arts Festival is a long standing contracted Level Three Event. The event is used as the primary fundraiser for the Kimball Art Center, which is a

local non-profit organization with more than 220 artists, music, kids area and food. Friday Night entry is offered for free to local residents.

- **Location, Day, Date and Time:**
  Main Street
  Friday, August 4 through 6
  Friday – 5:00 to 9:00 p.m. (Set up from 3:00 a.m. to 5:00 p.m.)
  Saturday – 10:00 a.m. to 8:00 p.m.
  Sunday – 10:00 to 6:00 p.m. (breakdown from 6:00 p.m. to 11:00 a.m.)
- **Level of Event:** Contracted Level Three Event – Council Approval
- **Other events occurring on same day:** Deer Valley Concerts each night, Friday Night Sundance Summer Series Movie, Saturday PCMC Summer In the City Volleyball Tournament
- **City Fee Summary:** $173,000 in City Services have been waived. Kimball Art Center pays the City $10,000 for City Services. This amount does not go towards the annual $200,000 threshold of City Services.
- **Estimated Total Attendance:** TBD – 50,000 people
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:** The Park City Kimball Arts Festival was a successful event. With paid parking Friday starting at noon through Sunday ($20 per car), and Parking available at Deer Valley Resort, Park City High School and Canyons Cabriolet Lot, staff did not see China Bridge fill during this event. (As compared to last year, parking was only charged on Saturday and Sunday for $10). Residential mitigation included increased PCPD and signage. Kimball Art Center increased sustainable efforts including in their programs such as the Kids Area Activities, type of tshirt they produced and reusable banners. Power outages on Saturday and Sunday effected traffic signals between 4:30 and 6:30 p.m. Deer Valley Concert was sold out on Saturday evening, also effecting traffic.

Action: SEAC will discuss review of the event.
(1) Event Summary by Jenny Diersen
(2) Committee Discussion
(3) Open for Public Comment/Input
(4) Committee final discussion and motion for summary recommendation regarding the event.
Notes: Item will be opened for public comment.

6D: Firecracker Baseball Tournament (1:05 p.m.)

- **Description of Event:** For-Profit Company Youth Baseball Tournament
- **Location, Day, Date and Time:** June 30 through July 3, 8 am -8pm , with play at Quinn's and School District field as well as fields in Wasatch County
- **Level of Event:** Level Three Contracted Event – Staff Approval, no substantial changes
- **Other events occurring on same day:**
- **City Fee Summary:** Does not apply for fee reduction.
- **Estimated Total Attendance:** 4,200 people
- **Main Contact at City:** Tommy Youngblood
- **Staff Summary of Event:** The group has challenges finding volunteers and a third party to maintain trash and recycling. Overall good event and we continue to work on waste challenges.

Action: SEAC will discuss review of the event.
(1) Event Summary by Tommy Youngblood
(2) Committee Discussion
(3) Open for Public Comment/Input
(4) Committee final discussion and motion for summary recommendation regarding the event.
Notes: Item will be opened for public comment.

6E: Food & Wine Classic (1:15 p.m.)

- **Description of Event:** A destination event, July 6 – 11 , 9am – 11pm where winemakers, culinary arts, and attendees gather to play, wine, and dine in Park City, Utah. More than 100 food artisans, wineries, breweries, distilleries, epicurean purveyors, and locally-made products The city permits all activity with the city limits as a whole for this event , however the Main Street Stroll is the only activity that requires a specific city approval.
- **Location, Day, Date and Time:** Friday night Stroll on Main St.
- 21 other activities on public and private property within and outside of Park City limits
    - Trail rides and hikes
    - Paddle boarding
    - Tastings and classes
- **Level of Event:** Level Two Event – Staff Approval
- **Other events occurring on same day:**
- **City Fee Summary:** Fee Reduction was not applied for
- **Estimated Total Attendance:** 1,000 at Wine Stroll, 2,000 for other activities
- **Main Contact at City:** Tommy Youngblood
- **Staff Summary of Event:** There we no operational challenges with this event. We received a noise complaint from a main street merchant about a compressor running on a refrigerator truck in the Brew Pub Lot. There is discussion of some concerns with how the event production group worked with the local restaurants. The debrief is ongoing. Overall good event , work need on restaurant relations with organizer.

Action: SEAC will discuss review of the event.
(1) Event Summary by Tommy Youngblood
(2) Committee Discussion
(3) Open for Public Comment/Input
(4) Committee final discussion and motion for summary recommendation regarding the event.
Notes: Item will be opened for public comment.

6F: Triple Crown (1:25 p.m.)

- **Description of Event:** For-Profit Company Youth Softball & boys baseball Tournament.
- **Location, Day, Date and Time:** July 10 through 22, 8am -8pm, with play at all city and School District field including Basin Recreation Fields with a parade of team each Monday of the event on lower Main Street.
- **Level of Event:** Contracted Level Three Event – Last year of current contract.
- **Other events occurring on same day:**
- **City Fee Summary:** City Services Agreement
- **Estimated Total Attendance:** 1,500 per week
- **Main Contact at City:** Tommy Youngblood
- **Staff Summary of Event:** No operational challenges with the event, overall great event.

Action: SEAC will discuss review of the event.
(1) Event Summary by Tommy Youngblood
(2) Committee Discussion
(3) Open for Public Comment/Input
(4) Committee final discussion and motion for summary recommendation regarding the event.
Notes: Item will be opened for public comment.

6G: Extreme Soccer Tournament (1:35 p.m.)

- **Description of Event:** For profit youth soccer tournament.

- **Location, Day, Date and Time:** July 27 – 29, 8am -8pm, with play at all city and School District field including Basin Recreation Fields
- **Level of Event:** Level Three Special Event with no substantial changes – staff approval
- **Other events occurring on same day:**
- **City Fee Summary:** $1,800 in fee reduction (25% fee reduction) awarded. Total paid fees $5,400.
- **Estimated Total Attendance:** 2,500 players and spectators per day
- **Main Contact at City:** Tommy Youngblood
- **Staff Summary of Event:** Because of the large groups of family's the event has maximizes parking at the Quinn's and need more management of the Ice Arena Parking. Overall great event with continued work on parking and attendance flow.

Action: SEAC will discuss review of the event.
(1) Event Summary by Tommy Youngblood
(2) Committee Discussion
(3) Open for Public Comment/Input
(4) Committee final discussion and motion for summary recommendation regarding the event.
Notes: Item will be opened for public comment.

Topic #7: Event Growth/Threshold Discussion (1:50 p.m.)
Person: Jenny Diersen
Purpose: Final discussion with SEAC regarding update with Council in September including overall perspective of event threshold, SEAC policies, tools, goals and questions for Council.
Action Requested:
(1) Staff to provide summary
(2) Board comments/ discussion
(3) Open Item for Public Comment
(4) Final Committee Discussion and summary recommendation.
Allocated Time: 15 minutes
Notes: Please review Board Policies & attached minutes. Members are encouraged to review the materials ahead of time and come prepared to discuss the topics.

Topic #8: Recap Recommendations (2:05 p.m.)
Purpose: Summarize recommendations made during the meeting.
Person: Sarah Klingenstein
Allocated Time: 5 minutes
Action:
(1) Board Chair to provide high level meeting summary of outcomes and recommendations from the meeting.
Notes: Item is not scheduled to be opened for public comment.

Meeting Adjourned (estimated time 2:10 p.m.)
Next SEAC meeting is currently scheduled on Wednesday, September 20, 2017 at noon in at the Park City Library Community Room.

Attachments:
- June DRAFT SEAC Minutes
- Debrief Form
- Event Growth Worksheet
- Special Event Staff Walkthrough Sign Up List
- 2017 City Special Event Calendar DRAFT

DRAFT MINUTES

DRAFT

Special Event Advisory Committee (SEAC)
Park City Library Community Room
1255 Park Avenue
Park City, Utah
June 21, 2017
Time: 12:00 p.m. to 2:00 p.m.

Members in Attendance:
Sarah Klingenstein, Community Citizen Park Meadows
Penn Kinsey, Community Citizen Prospector
Cheryl Fox, Community Citizen Park Meadows
Karen West-Ellis, Community Citizen Park Meadows
Cindy Matsumoto, City Council Liaison

Absent:
Mellie Owen, Community Citizen Old Town
Maria McNulty, Community Citizen Old Town
Sarah Aures, Community Citizen Old Town

Park City Municipal Staff:
Jenny Diersen, Special Events Coordinator and Facilities
Tommy Youngblood, Special Events Project Manager and Filming
Jonathan Weidenhamer, Economic Development Manager
Luke Cartin, Environmental Sustainability Manager
Celia Peterson, Environmental Sustainability Project Manager
Andrew Bunt, Sustainability Intern
Jody Morrison, Meeting Minutes

Meeting Facilitator: Jenny Diersen, Special Events Coordinator

Jenny Diersen asked that the Special Event Advisory Committee call the meeting to order at approximately 12:00pm.;
Sarah Klingenstein made the motion to call the meeting to order.

Adoption of minutes of April 20, 2017 SEAC Meeting. Cheryl Fox requested a spelling correction on page ten of the minutes from 'break to brake'. Ms. Morrison stated she will make the correction on the final approved minutes.
Penn Kinsey motioned to approve the minutes with corrections of May 17, 2017
Cheryl Fox seconded the motion. Motion approved unanimously

Public Input:
Sarah Klingenstein asked if there was any public input on any matter that is not on the agenda for this meeting. There was no public input.She reminded the public that public input will be welcome at different points throughout the meeting.

Staff and Board Communications and Disclosures:

Jenny Diersen asked the board for confirmation of the July 19th meeting. Cheryl Fox and Sarah Klingenstein will not be able to attend. **Ms. Diersen** stated she will confirm with other members of the board regarding this date although mentioned that it is likely to be moved to a later date; tentative date change to July 26th , 9am – 11am. She will follow up with the board via e-mail.

Ms. Diersen then ask Ms. Matsumoto, City Council liaison to please give an update of the most current Coffee with Council where a comment had been made regarding special events.
Ms. Matsumoto stated that a women from the audience commented on how great the events were for her family.

Ms. Diersen continued with an update of events including:

- The Latino Music Series at City Park being held on Monday's until July 3rd and that the Kids Adventure Games at Park City Mountain Resort
- The City Council approved cost sharing for the 4th of July activity providers. She stated that was hard cost not city services fees and100% of those cost would be covered by the city for trash recycling and restrooms.
- Alfred Knotts, Director of Transportation Planning and Jason Glidden presented on the Traffic Management Plans for the 4th of July.
- 4th of July Supplemental Approval and approved the Fee Waiver request for the 4th of July and Miners Day.
- Last week the Special Events Department spoke at City Council to make changes to Silly Market, two transportation options. One will be a shuttle from the School District to the Town Lift Plaza this service will be paid for by Silly Market; shuttle will run July 2nd. and September 3rd; Silly Market's two busiest days.
- Additionally they approved a pilot program to start a Pedicab service (E-Bikes); the service will leave from The Market footprint up to the top of Main Street then back down via Swede Alley. The two goals for this program are to get people to the top of Main Street for better circulation through the businesses and to reduce cars circulating through the streets and getting them off the streets.

***Ms. Diersen** continued with a high level overview of the 4th of July event: Parking will be $20 in China Bridge; the morning of the 4th there will be auxiliary parking available at all of the resorts and school district properties. The city is trying to incentives all to park outside of town and take public transportation in. Similar to last year there will be a bus lane and increased residential mitigation. A security company has been hired to partner with our Park City Police Department to man intersections in the old Town area to help reduce traffic.

She added that a bit of fun and funk have been added to the parade: a national anthem singer and a discount to floats that are bike, e-vehicle or walking to encourage sustainable presence in parade. Ms. Matsumoto asked what the number of parade entries in the parade were; **Ms. Diersen** stated there were fifty-eight entries with a late entry received yesterday. All participants are Summit County local residents, local businesses or organizations. The Special Events Department had received two

Requests from Salt Lake City, they were not accepted. Diersen will post the July 4th information next week on City web-site; she asked if there were additional questions from the board.

Fee waiver question came up; Diersen gave a summary of costs. She stated they are below the $200,000 figure and then broke out the costs:
Miner's Day fees - $28,000 approx.
4th of July fees - $58,000 approx.
She continued stating that there are another twenty events with costs that with Miner's Day and 4th of July costs are at $118,000. The total request was for $166,000; the City waived a handful of partial waivers.
Staff is concerned there will be appeals from the events that received a partial waiver; events will have the opportunity to take the appeals and present to City Council.
Councilwoman Matsumoto asked about fiscal years 2017, 2018. **Ms. Diersen** stated this fiscal year 2018 begins July 1st; she did not have the figures in front of her although believes fiscal year 2017 ended with $184,000 in costs. She also mentioned that though there was less fee reduction in FY 2018 currently, Tour of Utah which normally receives fee reduction would not be back this year and asked the Board to keep that in mind.

Upcoming Events:
Staff reported on upcoming Council meetings including the following:

- Coffee with Council next Tuesday the 27th at the Park City Library Café, she will confirm and contact the Board.
- SEAC interviews scheduled Thursday, June 29th. There are seven applicants for three positions on the Board. (Sarah Aures has moved to the County, her position will need to be filled)
- July 13th Council meeting included the following items currently:
- SEAC Study Session
- Kimball Arts Festival Supplemental Plan
- SEAC appointments
- Mid Season Update for Silly Market
- Shot Ski Approval as there was request to make this an annual event and expand the footprint

Ms. Diersen asked the Board if there were any questions regarding the upcoming events they would like to discuss.
Ms. Klingenstein asked about the Triple Crown being at the end of their contract; Diersen informed the Board that both the Triple Crown and Silly Market's contracts were up.
Triple Crown Contract Work Session will be to discuss their use of the City Park Fields.
Klingenstein also inquired if the use of City Park was the only item under consideration.
Jonathan Weidenhamer, Economic Development Manager stated that was the only piece left to complete of the contract. **Klingenstein** asked if this would be a multiyear contract; **Weidenhamer** stated it would be a three year contract down from the five year contract request by Triple Crown.
Weidenhamer identified a few other changes: city services cost and fee waivers; City Council has mentioned they would like to see some of these events off of the public resources and pay their own way, especially those events that have been around for quite some time. He mentioned the number of years in a contract is important as to how it binds the community long term to the events. The SEAC process has been consistent in identifying three years as a maximum duration of contracts. The City Park item was in response to bringing people into Old Town; and the impacts of the outside groups making money and displacing the community local recreation play. Triple Crown has been very easy to work with; they want this to be a Park City event.

Ms. Klingenstein inquired if there would be public input on this? **Diersen** stated that there would be public input, **Weidenhamer** interjected that council will always accept public input during a work session.
There were no additional questions.

Ms. Diersen stated the July 19th SEAC meeting preview will be very heavy with event debriefs and reminded the Board she will always include those in their packet. Additionally she will move quickly through the debriefs this meeting to get the important information out. At the next meeting she would like to review their discussion from the City Council and SEAC Study Session; a preview of the community survey is also planned.

Diersen reminded the Board that if they had not signed up for the Text Alert System to please complete this – 'PCevents 888777' you will receive information about emergency and traffic impacts. She mentioned they will not be using the Text Alert System if the event doesn't warrant the use. However she did mention they will be texting on the 4th of July so please sign up and to share this tool, it's a great way to get information out to the community.

Additionally **Diersen** reminded the Board about the shadowing project. Let them know the dates you'd like to participate so they can get on the calendar; this is a great opportunity to see what they are doing on the ground.
A reminder that Ms. Diersen is out of the office on Friday's and Saturday's and Mr. Youngblood is out of the office on Wednesday's and Sunday's.
Ms. Diersen asked if there were any questions for staff or Council. There were none.

Ms. Klingenstein directed the Board to move on to Topic #4 of the agenda.
Topic #4: Review proposed SEAC goals, tools and questions regarding threshold prioritization as relates to event growth to prepare for upcoming Council meeting.

Ms. Diersen informed the Board she had prepared packets for them and printed agenda copies for the public indicating the summary on the last page. The summary is of the questions they came up with for Council as well as SEAC proposed goals and tools they can use. She felt the last meeting was very productive with good conversation regarding the proposed goals and tools.
She did feel there was some uncertainty as to the Board agreeing or disagreeing to there being a time or times when we either meet a threshold or exceeded a threshold. Diersen asked the board for clarity on this.

Klingenstein then addressed the Board asking them, "whether you as a Board member feel that from your community perspective there are some times during the year when events cause us to exceed our Comfortable Carrying Capacity for the City? She opened for discussion.

Penn Kinsey drew everyone's attention to the calendar of events provided by Ms. Diersen.
She then stated that viewing the calendar identifies where the City is over loaded with events; October and November there are only two events each month. The community that Ms. Kinsey represents (Prospector) are parents raising their children, work here or have a business here and have stated they felt there could be more events. As a business owner she would not like to see any more events in January although believes they can improve on the slower months.

Ms. Klingenstein stated that as mentioned in a previous meeting Comfortable Carrying Capacity (CCC) can change over the season. She shared that it can be flexible and their role as SEAC is to try and convey perception.

DRAFT

Ms. Diersen suggested a summary be prepared from the Board to present to Council.
Klingenstein shared the summary prepared from the Board to be shared with Council:

> *There are indeed times where the threshold of Comfortable Carrying Capacity is crossed and that threshold moves depending on the season, so there may be a higher threshold sometimes of the year and a lower threshold at other times of the year.*

Ms. Klingenstein asked for a motion to accept this summary. **Motion approved unanimously**

Ms. Klingenstein stated the next discussion would be to narrow down the tools that they can use to define the threshold of CCC for them; tools they can employ to help mitigate and balance the calendar. She referenced the summary with the extensive list that was created last meeting that Ms. Diersen had given out to the Board. She would like to discuss which of those tools or other tools would be most helpful and those that fit our mission of reflecting community perspective. She would like everyone to keep in mind that this is the Boards mission, to 'reflect community perspective' and it's also your limitation. She reminded everyone that they are to identify tools that can be taken to Council and ask for their feedback.

Klingenstein began by stating **debriefs** were not included on the list although they are used as such a big part of the agenda. Our impressions of each event are very helpful to staff for mitigating and making changes.
Suggestions for identifying 'locals' was brought up:
Asking for zip code

Ms. Diersen stated she included in the meeting packet a calendar of events for the remainder of the year to reference. The calendar is also not on the list and feels this is a very important tool for SEAC and staff to balance and manage the calendar. There is a long list of things on the list, lodging info, traffic info, skier days from a staff perspective they are looking to the community perspective from SEAC the debriefs, the public input, the calendar, how do we define a local as well as the community survey. As a suggestion to the Board the data related items can be left to staff to evaluate between the departments they work with and use those things to balance the CCC.

Cheryl Fox wanted to know why define a local? **Ms. Kinsey** stated that they were talking from a locals perspective. She places a bit more importance on people that live here year round and listens to their feedback. She asked what is a second home buyer, a first time home buyer; she stated there are so many people from out of town that want to have a voice. She wants to understand what the Board considers a local. **Ms. Diersen** directed her next comment to Ms. Matsumoto**,** that it might be beneficial to get clarity from Council on all of Summit County being considered local vs the challenge Park City specifically. She feels this could be very important to the Board and how we shape mitigation. We always coordinate with our jurisdictional partners for that balance of clarity. **Ms. Matsumoto** stated that Council always takes public input and certainly listens to the county residents. **Weidenhamer** interjected that the Council has been very inclusive over the years with the County in particular with roads, traffic, police and public safety although regulated separately. Council gives input on public hearings and has been very helpful; it becomes a bit harder in terms of fees, fee waivers, costs and our purchasing policies. **Ms. Klingenstein** asked if in defining a local it comes to public input and specifically survey input? **Ms. Diersen** stated it becomes more of a focus when we talk about a community survey; do we want to keep it in the Park City jurisdiction or do we want to take the survey information from County Residents and see how that fits together. She feels in regard to the survey it's a very good thing to define and be clear with Council, where we're going with the

survey and get the right information. **Ms. Fox** suggested sending survey to both County and Park City residents to see what different responses we get. **Ms. Diersen** also thought there could be different responses among the County residents depending on where they live. She stated that this will be added to the Council list.

Cheryl Fox mentioned that these are our tools for defining when we reach the threshold. The community survey makes sense, debriefs make sense although not sure of the calendar. She separates what we do as *community input* from what they do as staff. The calendar shows why we were busy on a specific day allowing staff to do the forensics; SEAC's position in terms of what our real tools are *is in engaging the community input*. **Ms. Klingenstein** agrees with Ms. Diersen's suggestion that the tools they listed last time are really more the staff tools. What City Council has continually asked the Board is our perspective and our reaction to events as residents. She doesn't need to know pillow counts, or what the weather was like on that certain day, she just needs to know how that day felt to her as a Park City resident. **Ms. Kinsey** stated that weather and pillow counts do matter to her although she could get that information elsewhere.
Ms. Diersen would like to include weather in the debriefs because of its impact on the event.
Ms. Fox suggested SEAC keep track of feedback on calendar for the debriefs; if an event went exactly as it should in all areas but the community felt as though we crossed the threshold, that's important to bring back for feedback and let staff figure why the sense of the threshold was reached, the community impacted. The SEAC group is small but she feels that's what they're for.

Another question was brought up regarding road construction and receiving update information from the City. **Ms. Diersen** mentioned the City has lists of UDOT, City and private projects. She will get the direct link and pass on to the Board so they have access to that information. Staff coordinates with Alfred Knotts regarding traffic impacts and will report on this during the debrief of the event.
Staff provides Alfred Knotts with a list of the top 10-15 largest events which he adds to the calendar.
Councilwomen Matsumoto stated that in case of an emergency it's either Provo Canyon or Ogden.

Ms. Klingenstein opened conversation up to public comment. There was none.

Ms. Diersen gave a summary of the questions for City Council that are still being considered.
1. To what extent events benefit the City regarding economic community; 2. Is there a goal to have events year around; 3. Does City Council support SEAC goals? She added to the list: defining locals, what SEAC should focus on if that's County wide or City specific.

Cheryl Fox brought up the question to Council to what extent events benefit the City regarding economics to residents. Is there data on what the economic benefits are tax wise to the City and local businesses? There have been assumptions made for a long time; with the growth in the County that assumption has been questioned. Is the City possibly not reaping the benefits while possibly reaping the impacts? She feels this is a question for the Council not SEAC to examine. **Jonathan Weidenhamer** explained that a 2009 study was done by Wickstrom on the basis for the Sundance contract called the Economic Impact of Tourism. This study places an actual dollar value, and is not isolated to events; the events are part of the broader tourism economy. He does not have figures with him but he believes the City receives eight times the amenities for what they pay in taxes. An update to the study will take place this year and the scope may include event ROI specific findings.

Ms. Diersen wanted to confirm SEAC's focus as to what extent events benefit our community from a community perspective, culturally and the authenticity of the events and the economic development focus on the events. **Ms. Fox** acknowledges it's hard to keep those two apart she feels it's easier to get the data from the analysis and the study, she's not sure how this is a question for the Council. If the Board says this is what we think SEAC's role is and they agree then when talking about events

Council can determine if it has an economic benefit, SEAC can determine if it fits the softer city goals and the small town feel. **Ms. Klingenstein** feels that SEAC has reframed their focus, we are *community perspective* we'll learn about the benefits of events through our survey and community perspective. She stated that the economic part is not what SEAC is supposed to give comment on; she feels she can with-draw her question.

Ms. Diersen asked the Board if there was a consensus in taking question No. 1 off the list and to focus on 'Does City Council Support SEAC Goals' and 'Is There a Goal to Have Events Year Round' she also wanted to add 'defining a local, whether that is just City and County or only City input'?

Ms. Diersen then directed the Board to the SEAC Goals currently: determine the event threshold to establish broader and inclusive feedback and establish the CCC. Not looking at specifics but at a higher level based on the tools we're going to use: debrief, public input, the calendar to record community perspective and the community survey.

Ms. Klingenstein would like to describe this to Council so that Council doesn't think the Board has a solid number in mind. Determine when the event threshold has been exceeded at different times of the year.
Ms. Kinsey interjected that only after they define threshold. **Tommy Youngblood** asked Board what type of threshold**:** traffic pedestrian issue, traffic in Old Town, traffic coming in town. Members of the Board stated it could be multiple thresholds, neighborhood, long lines at Dans. **Ms. Diersen** stated that to Mr. Youngblood's point staff needs the community perspective, they need to understand how the community feels, where they live, what is the actual issue construction, rain, then bring back to staff so they can determine the mitigation. **Ms. Diersen** stated they need to be event specific. How events affect the communities ability to get normal life things done; an example: *why was there an event at Deer Valley at the same time there was an event at City Park that caused cross traffic issues.* How can staff coordinate a situation like that in a better way? **Mr. Youngblood** stated that sometimes there is nothing on the event calendar; it's just busy in town. If the Board heard from the community regarding this let them know, it can help staff create a base line.

Ms. Klingenstein put forth a proposal for two goals. 1) times when the community feels the threshold has been crossed, 2) convey that perspective to staff so that they can mitigate events and or balance the calendar.
Ms. Diersen used as an example to show where communication and mitigation has worked: Ragnar and Savor the Summit had been scheduled on the same day and caused impact; staff was able to change the date and used the tools during mitigation to reduce impact. She also mentioned that she has conveyed to staff to recreate balance to the event calendar.

Ms. Klingenstein proposed the approval of the two goals
Cheryl Fox seconded the approval of the two goals
The Board unanimously approved

Ms. Klingenstein asked if any of the Board had a recommendation of a summary of the tools.
Ms. Diersen shared her summary recommendation based on what the Board had expressed: 'add debrief, add public input, add broad community perspective, add community survey and calendar to record community perspective for (SEAC members)

Ms. Klingenstein asked for a motion to approve the tools: add debrief, add public input, add broad community perspective, add community survey and calendar to record community perspective for (SEAC members)

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Cheryl Fox made the motion to add debrief, add public input, add broad community perspective, add community survey and calendar to record community perspective for (SEAC members) to SEAC Goals
The Board unanimously approved.

Event Debriefs
Running with ED Debrief
Ms. Diersen gave the overview - Event had 1,200 teams participate; they added residential parking signs in the Thayne's Canyon area to prevent vehicles from traveling through the neighborhood. They had previously used City Park as an exchange point, they have reduced that residential impact in the Old Town area. This is a primary fundraiser for the Park City Education Foundation.

The Board feels the event was successful and staff, the Board thought the event was organized very well.
Ms. Klingenstein opened the item for public input. There was no public input.

Ragnar Debrief
Ms. Diersen stated their footprint was changed their course come in from State Hwy 224 instead of State Hwy 248. There is a major exchange point, every van goes to the Canyons base then half of the vans head to Midway and half to Park City Resort base, the run then continues up through the Park City Mountain Resort trails and on to the top of Guardsman before heading down to Wasatch and Soldier Hollow. Over the last three years they've continued to reduce the amounts of participants in the event: 2015: 800 registered; 2016: 650 registered and 2017: 465 registered. The event coordinators felt the reduction in registration was due to date change and graduations.
From a staff perspective getting snow removed from Guardsman Pass with multiple property owners involved was a difficult task. Public safety has felt less and less of an impact over the years and moving off that date helped significantly.

Councilwoman Matsumoto inquired if there was much push back from the organizers on wanting to go back to original date. **Ms. Diersen** said they have submitted a formal request to come back to Park City on June 1st and not be on the same date as Savor the Summit.
She was asked if they received fee waivers and she stated they pay all fees, for the snow removal and the use of the snowmobiles to plow driveways of home owners.
Cheryl Fox had a question regarding Ragnar's involvement with The Education Foundation;
She feels that a fundraiser for a local event is great unless it's for a profit event that is using our trails and services. She understands they are involved with Running for Ed and wanted a better understanding of that relationship.
Wendy with the Education Foundation stepped up to the podium to address the Board.

Wendy stated that Ragnar is their founding partner; they offset many off their costs with putting on the event. Ragnar has been a huge instrumental partner both in terms of money and additional items; partnered with Reebok running shoes in addition to paying for shirts this year.
Ms. Diersen asked for any feedback from the Board on the event day.
Ms. Klingenstein commented on the number of cars, miles they drive as it relates to air pollution in our County and state. Do we want to encourage these events that consume a lot of fuel?
Ms. Diersen shared that there are 465 registrations with 900 vehicles; which means there are twelve person teams, they don't have twelve people driving their own individual cars, it's a relay race. From her perspective they have great parking and mitigation strategies; as an example: they have all of their vans wait down in the PCMR parking lot with no idling until they are noticed to go up to Guardsman Pass. They have significant traffic mitigation. **Ms. Matsumoto** stated that flying in from New York City is much more impactful in regards to pollution than these cars. **Ms. Diersen** shared

that they also try to reduce their consumption by using water bottles instead of plastic cups as a one-time use. She will add this as feedback from the event.
Ms. Klingenstein would like to include the topic of air pollution, fuel consumption in regard to events in a meeting during a slower time of year for discussion.
Cheryl Fox is in favor of Ragnar primarily because of the great support they give Running with Ed; all Board members agreed.

Ms. Klingenstein opened the Ragnar event to public comment. There was no public comment.

Ms. Diersen stated the Boards support of the event due to their contribution to Education Foundation and to follow up with their sustainably issues.

Silly Market Debrief
Ms. Diersen detailed the event, there have been three weeks of the Silly Market season, staff is scheduled to have a mid-season review with Council on July 20th. Event has received little comment; Sarah joined her for a .walk through a few weeks ago. Attendance at the first two markets for 2017 (12,000 participants and 11,000 respectively). Last year they had seen similar numbers although this year numbers have been reduced. No complaints have been received on the market; a local complimented and thanked staff on their having taken care of parking issues she experienced last year during event and has had none this season.
Diersen mentioned that when working the event she keeps track of noise levels at the stage. She has noticed businesses in close proximity of the venue have increased their outdoor entertainment; an example: the Sky Lodge and The Cabin each had outdoor performances this past weekend. She mentioned that even though the market had ended the other two businesses continued with their performances. Diersen stated that it's important to the community and the Board to keep in mind that all of the impacts are not necessarily Silly Market related.
Ms. Klingenstein asked for Board comments. Ms. Kinsey stated that they have done a very good job and reminded everyone they pay for their transportation mitigation and they listen to feedback.
Ms. Klingenstein has been impressed with their recycling and their transportation efforts. Over the past few years there have been comments regarding the markets morning setup noise and the feeling of busyness throughout the day indicating there may have been a breach of comfort level; she's looking forward to the community survey results.
Cheryl Fox mentioned there are mixed feelings about the event; she also looks forward the survey.

Ms. Klingenstein opened the topic of Silly Market for public comment **-** there were no comments. She then summarized the event:

The committee felt that the event has positive aspects, good efforts continuously made in sustainability and transportation. There is still some concern for the impact on Old Town residences; they look forward to gaining broader perspective through their survey.

Park City Ski Town Shootout Lacrosse Tournament Debrief
Tommy Youngblood gave an overview of the event. The event is held in Park City and Summit County using fields in both jurisdictions. Over the three day event they had 3,500 people in the area. There was a scheduling conflict at the schools on Friday of the event due to graduation at Treasure Mountain; staff will be meeting with the School District to resolve a parking issue that came up during the event. Staff placed barricades in Park Meadows, North Forty and Kearns to keep traffic and pedestrians in check.
Penn Kinsey felt that it is a great event, exposes the students to competing with other teams it's a very fast growing sport in the state. **Ms. Klingenstein** spoke as a nearby resident to the fields the event used she thought the cleanup efforts were very good. Did not feel as though town was over

crowded or impacted, events like this are sustainable and within our CCC. **Ms. West** felt that it was an educational tool.

Ms. Klingenstein opened the topic of the Lacrosse Tournament for public comment **-** there were no comments. She then asked for a summary of the event:

Ms. Diersen summarized the event:

Better coordination with the School District and their activities whether High School Graduation or Fifth Grade Graduation, watching that calendar and coordinating with them. There were specific comments regarding the event: it does help our local teams be able to compete with other regional teams, and an educational tool, it was also mentioned town was not too impacted and was comfortable with the comfortable carrying capacity, could possibly look at those out of season months as being a comfortable time for it.
Ms. Fox stated that staff is doing a great job and making these events less impactful to the community; these four big events had them busy taking care of traffic, parking and trash. **Ms. Klingenstein** reiterated the same comments, often times the Board doesn't notice how hard staff works because of their own responsibilities but appreciates how hard they work to mitigate.

Penn Kinsey made a motion to approve the summary
Ms. West seconded the motion
Motion approved unanimously

Savor the Summit Debrief
Ms. Diersen stated that twenty-seven restaurants participated in Savor this year. Due to comments from last year's debrief they brought back the Spirit Garden and the High West Stage. Lower price points were offered by many Main Street Restaurants and provisions making it more affordable; great response to that and over all the event went well. Karen did a walk through during set-up; there is more work to do with the restaurants and how they set up. A main challenge for the day was how they maintain a fire lane and will be working on the mitigation with the restaurants for next year. This is an important event, the taxes received from this event help fund the restaurant tax grants that help many non-profits in town.
Councilwoman Matsumoto mentioned it does help the restaurant tax grant, they used to contribute to the Jazz Festival; people love the Savor event and it should continue. She'd like to see the Restaurant Association donate as they had in the past to an organization such as the Peoples Health Clinic. **Ms. Klingenstein** mentioned that The Peoples Health Clinic used to benefit from the Cocktail Contest that was sponsored by the Restaurant Association. **Ms. Fox** stated that taxes they have to pay anyway can be counted as a contribution. The contribution of restaurant taxes goes to tourist promotion not to non-profits such as Peoples Health Clinic and Running with Ed, they are not for charity, it's more to promote themselves. **Ms. Kinsey** stated it's a high price tag and feels they've gotten away from what the original purpose of Savor the Summit. **Councilwoman Matsumoto** feels there are still some restaurants that won't break the bank by buying a ticket and certainly fill a niche; you can still enjoy the event and entertainment by walking around, get the flavor and possibly not spend any money. She inquired as to what the City receives from the event. **Diersen** stated their total fees are around $5000 and they receive a fifty percent reduction in those fees, they pay approximately $2500. **Diersen** did not have exact figures but felt the removal of the parking is around $800 and the police she did not have figures on made up the fee reduction. They also pulled fire permits and Special Event application fees. She continued by stating that the event organizer Ginger Ries mentioned if the restaurants are high end they will have a high end menu and a high end price tag. **Ms. Fox** shared that many of her friends did not attend the event and feels that it would be great if it provided benefit to the greater community. **Ms. Diersen** reminded the group that based on last

year's discussion they brought back the 'Spirit Garden' because the community not having a place to gather. **Ms. Kinsy** said it was quiet at times and saw many locals at the event. Diersen shared from staff's perspective the police had some challenges dealing with hotel shuttle and taxis dropping people off. People are carpooling although staff could do a better job in telling them where to pick up and drop off. **Ms. Matsumoto** believes it's a fun and unique event. She's always enjoyed the event when she's participated although believes they should have a higher cause than the tax coffers of the City and their coffers. **Penn Kinsey** felt they did an excellent job of cleaning up and amazed at how quickly it happened.
Diersen mentioned that thanks must go to the City's Parks Department. **Ms. Matsumoto** inquired as to the cost of that service and was it included in the event cost. **Ms. Diersen** explained that the Parks Department does put out additional garbage cans and then the following morning as a usual shift they are removing the garbage. She shared that through conversations with the Parks Department and Ginger the City is considering not putting out garbage cans next year. Staff has found that the event attendees are not using the cans but at the end of the event the restaurants are putting their garbage in the cans. Staff feels that if the cans are not out the restaurants will use the dumpsters and recycling; she admits it's a bit risky but believes they will get the message. The restaurants individually handle all of their trash and recycling; staff feels they can push harder in the 'Spirit Garden' as a sustainable effort. She also stated that she saw many locals there.

Ms. Klingenstein opened the topic of Savor the Summit for public comment. **Steve Joyce** from Park City had gone to event with a group of 15-20 friends for many years, now none of them participate. They are among those that have been priced out of the event. A group of other friends had gone and paid the high ticket but felt good about it because it was for a donation to a non-profit. The group did not know the name of the non-profit and he explained to them the restaurant was the non-profit. There are a fair number of people that believe this event is a fund raiser. Given that this event is very much for profit, $75 dinners for $350 he questioned why would they receive a fee waiver? **Ms. Diersen** stated the Restaurant Association is a non-profit, the event provides positive tax benefits for the City, and they are a marketing tool as well. Historically they had received a full reduction, this past year the fee was reduced to 50%. The event organizers brought back the Spirit Garden to encourage more locals to come to event. **Ms. Kinsey** explained the cost of the event is considerable and the result impressive; the provisions have DJ's, Bill White had a band. **Diersen** stated that excluding Chimayo the bands are part of Mountain Town Music and partnership with the Restaurant Association and that helps with the vibrancy of the event.
Ms. Klingenstein closed public comment and asked Ms. Diersen for a summary of the event.

Diersen summarized the event:

There were comments and concerns about the high cost of the event; the Board believes the event is fun and unique, a great picture of the community although there was some confusion as to locals vs visitors. The Board questioned if there were ways to increase sustainability efforts and a way to select a charitable cause for the event outside of taxes and restaurant tax. Steve Joyce's comment for clarity and purpose of the event; does it benefit the restaurants or the Restaurant Association, should a non-profit comes into the picture.

Ms. Klingenstein asked for a consensus of the Board, all were in favor

Ms. Klingenstein moved discussion to Sustainable Efforts and Mitigation and introduced Luke Cartin and Celia Peterson of the City's Sustainability Team.

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Mr. Cartin, Environmental Sustainability Manager began the conversation stating the City's goals of Net Zero Carbon and 100% Renewable Electricity revolving around two different time periods, 2022 and 2032. He clarified that 2022 is City Operations and 2032 Community Wide.
He further defined the goal of 100% Renewable Electricity as wind turbines, solar panels and energy efficiency. The goal of Net Zero Carbines is less understood. How can we draw the carbon emissions down to zero, what can be used as a carbon sequestration to balance those numbers out. **Cartin** used the recent purchase of Bonanza Flats as an example of drawing down carbon emissions by roughly 1,660 tons a year, approximately one-quarter of all the fuels the City burns in a year? He stated this as being a very new concept of adding value to open space; the net difference between Bonanza Flats being developed and not being developed is huge.
This community wide carbon goal is the most ambitious climate goal in North America, actually one of the top few in the world; he cited a small town in India that has just claimed carbon neutrality. This is an ambitious goal and feels the City can accomplish it. He's been speaking with different municipalities in Colorado and California regarding our goal and found that South Lake Tahoe has taken our goal almost verbatim and adopted it which he stated as being awesome. Salt Lake City (SLC) and Moab have joined us on our 100% Renewable Goal. Between SLC, Moab and Park City we'll have about 18% of Rocky Mountain Power's electricity committed to 100% of Renewable Energy by 2032. This is without written legislation from the Governor.
Renewable energy is currently the cheapest energy available. As an example he mentioned TXU a utility in West Texas that has such surplus wind it's able to give free electricity in the evenings. He also stated that between now and 2029 the only energy development that Rocky Mountain Power and PacifiCorp will invest in will be wind and solar which are the cheapest forms of electricity currently.
The overall goal for the Net Zero Carbon is a combination of accomplished innovative ideas such as the electric busses and open space and working on the 100% Renewable Electricity. The goals have been set without the legal means to get us to those goals; **Cartin** defined his job as working with Rocky Mountain Power, the Public Service Commission, Utah State Legislature, numerous non-profits and communities to provide those pathways. He and Ms. Peterson will be presenting this topic to Council on July 20th.

Ms. Peterson, Environmental Sustainability Project Manager prepared a PowerPoint presentation for the Board. She stated their goals and the process in getting there.

*Renewable Electricity: they are trying to get people out of their cars and on to the electric busses. These run from Kimball Junction to Park City.

*E-Bike share program is being launched any day now with nine E-Bike stations between Park City and the Junction, with first phase having eighty-eight E-Bikes. During special events they are strongly advertising the different transportation options to remind people to use these modes of transport and stay out of their cars.

*Municipal Carbon Footprint: July 13th proposal to Council a policy to specify net zero energy buildings and facilities

*Water Distribution: working with Public Utilities on water optimization and efficiency projects and additionally the carbon sequestration. We are working on calculating how much carbon is being drawn from the air with our open spaces and how to make that more efficient.

*Tree Planting: event in June which was the first of several tree planting events that were well attended.
Cartin stated that these trees are not landscaping trees, goal is to start a natural system

Peterson stated they have been working with Diersen and the Special Events Team to create Rules of Thumb:
Alternative transportation, advertise, incentivize, website – rideonparkcity
Buy Local to reduce amount of food miles needed to bring food into our events.
Reusable – the amount of waste that comes from the events can be high, focus on reusable materials and say no to plastic. She mentioned that Salt Lake Farmers Market does not have any plastic bottles there, they use refillable ones with a large water tank; great marketing tool. Go for zero waste, providing recycling bins and food composting.
Ms.Diersen mentioned there is a long list of ways for people to increase their sustainable efforts; as an example getting people to use the electric resources vs gas for generators. From an event perspective we have asked our organizers to try out this list and see how it changes their logistics and operations then debrief with them and the recycling as well. Most likely by next year the City will have very strict standards, in order to have an event approved they must meet those standards; for a fee reduction they must meet those standards, there will be additional incentives as well.
Ms. Peterson opened for discussion. **Fox** mentioned plastic is everywhere. **Cartin** mentioned that as a special event you can regulate plastic bags. The Market at Park City is having a local Utah activity selling rice bags. The general grocery store bag (thin plastic bag) can be banned under the General Welfare clause by showing the amount of litter and the impact on the recycling system it's bad for our community. Market at Park City is trying a number of things. Jackson Hole is working with their Chamber and Events Department printing the event schedules on their bags, giving bags to grocery stores for free which gives free advertising for all the events.
Ms. Klingenstein opened for public comment on Sustainability efforts

Chris Churniak, Environmental Engineer and Consultant stepped to the podium. He stated that it was clear the City is trying to implement a means of measuring the environmental impact associated with an event. To include fuel, electricity, natural gas, water, solid waste generation and solid waste management are all carbon demands. He also mentioned the procurement process being local to create a smaller environmental impact. He feels the Board can look at the environmental impacts associated with these events and score them as some doing a good job and others can do a better job.

Ms. Klingenstein closed the public comment

Ms. Klingenstein reiterated her comment earlier that at a later time she would like to have further discussion on the air pollution and fuel consumption issues.
Ms. Fox directed a question to **Luke Cartin** on Net Zero does it include air travel? He stated it does include commute and air travel for employees.

Ms. Klingenstein summarized the meeting, the Board has done a great job of creating our goals and our tools and look forward to taking it to City Council.

Cheryl Fox motioned the meeting adjourn
Karen West seconded the motion
Motion was unanimously approved

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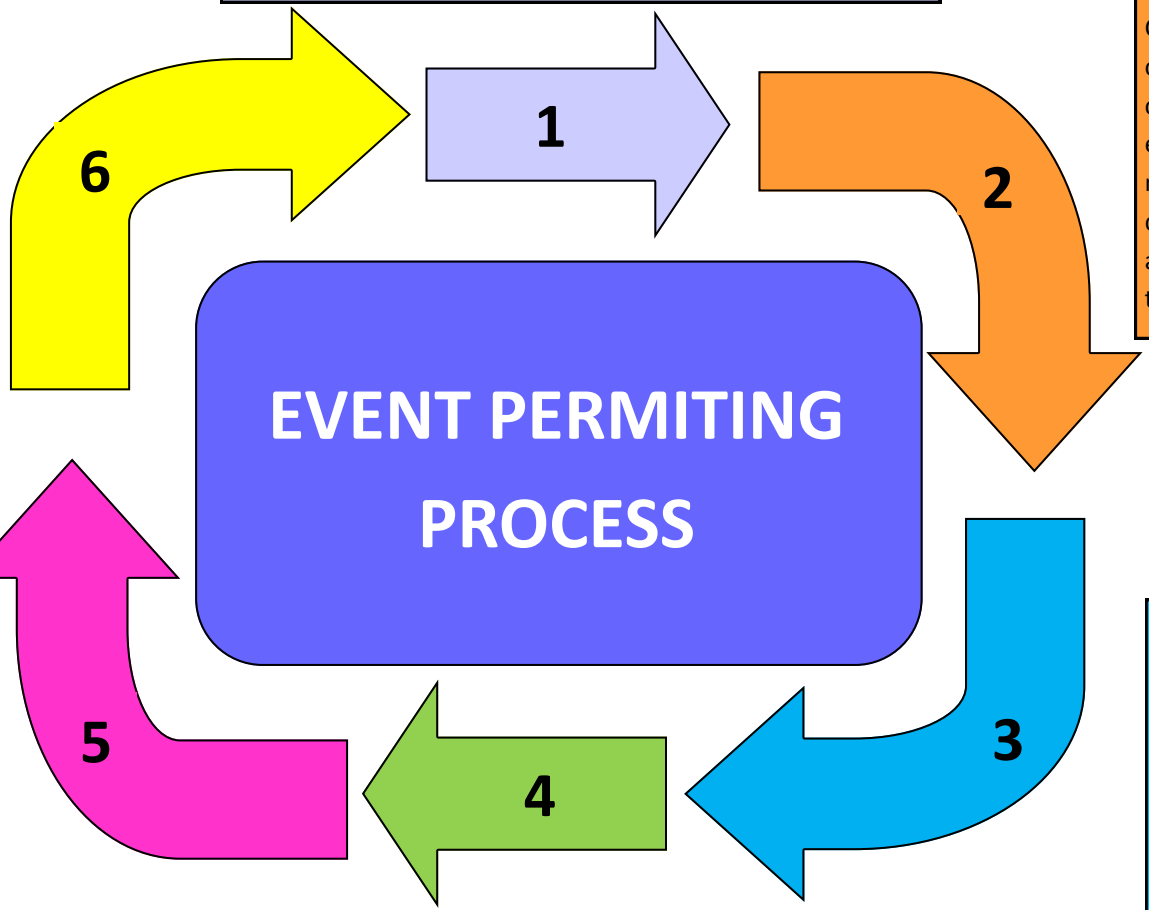
DEBRIEF FORM

EVENT PERMITING PROCESS



1. Application Submittal—Event organizer submits an application for a permit. Staff reviews the application to ensure that all the necessary information needed to evaluate the event are present. Staff will make a determination on if it qualifies as a City defined event, and if so what level event is it.

2. Coordination & Review—Special Event staff work with other City departments, outside agencies, and other stakeholders to coordinate the operations of the event. Staff also creates an estimated cost of City services and determination of required insurance to host the event and send that to the event organizer.

3. Staff Report & Draft Permit—Staff creates a staff report for City Council for any new Level 3 event or any Level 3 event that has substantial changes along with a draft permit. The draft permit contains the conditions of approval and mitigation requirements which is a list of all the things that the event organizer must completed for the event to occur.

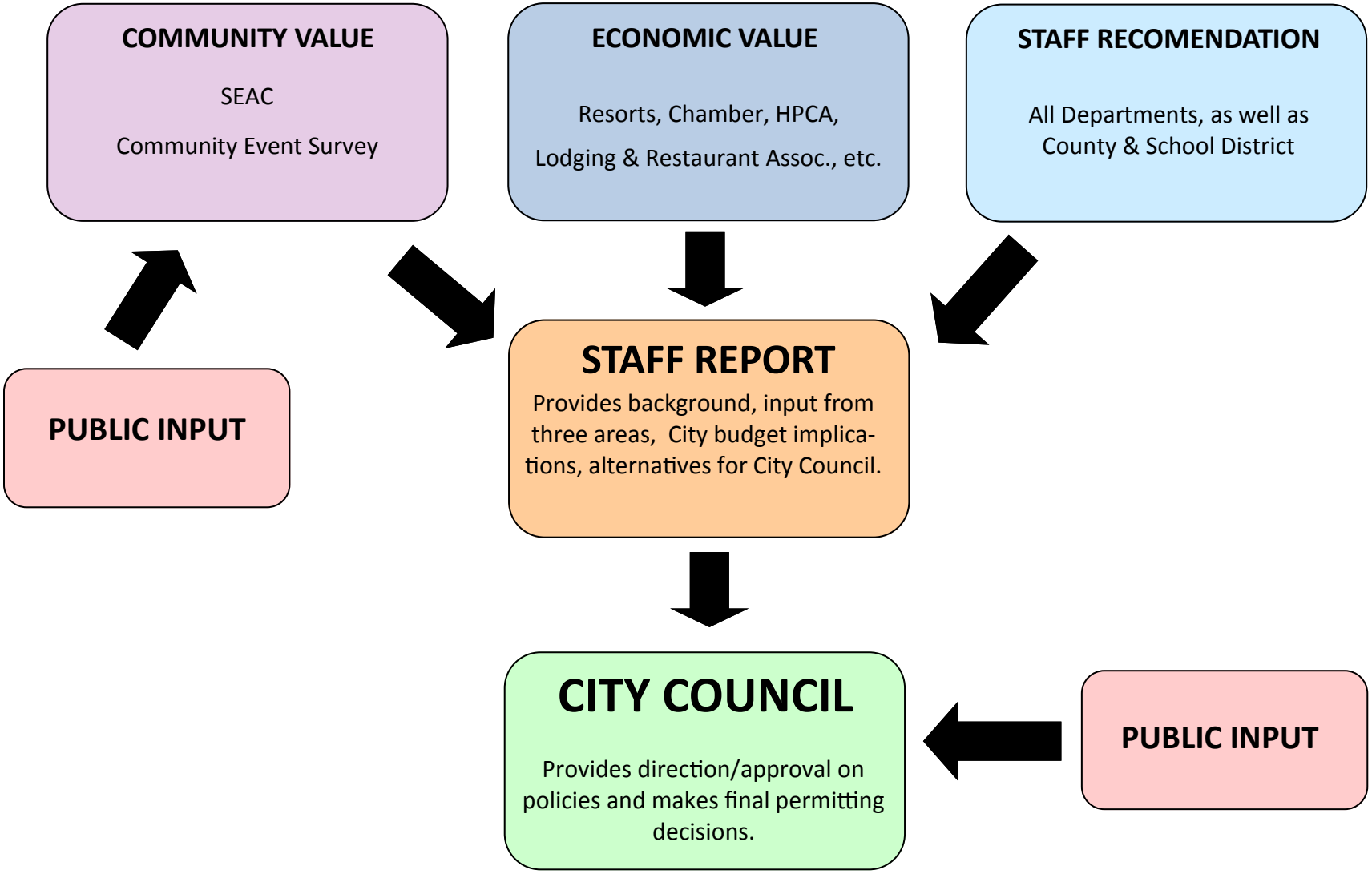
4. Approval—City Council has approval authority for all Level 3 Events that are new or have significant changes from the previous year. City Staff have administrative approval rights for any returning Level 3 event with minimal changes along with all Level 2 & Type 1 Events. *First Amendment Events are reviewed and approved depending on the level of event they are determined to be.

5. Event Execution—The event organizer puts on the event. City staff monitor the event to ensure that conditions If approval are met as well as helps to solve operational/logistic challenges as they occur.

6. Debrief—Staff works to gather feedback from City departments, business community, and residents on the performance of the event and what possible changes could be made in the future to make the event more successful and bring increased economic and community value. Invoice for any unwaived City Service fees is sent to the organizer as well.

Special Event Advisory Committee &

Event Permitting Process



Special Event Advisory Committee
Event Review Debrief Form
Guiding Principals

Name & Date of Event: _____ Reviewer: _____

1. What value does this event bring to the community?

2. What challenges does this event bring to the community?

3. What changes would you recommend to increase the community value of this event?

Special Event Prioritization Sheet

Special Events Grading Criteria											
Level of Event											
Event Start Dates											
Multiple Event Days											
Community Effects											
Reinforce the sense of community and/or community spirit (1 = little enrichment)											
Provides a memorable and unique experience while preserving and enriching Park City's culture diversity and environment.	1 out of 5										
Attendance Accessibility - The event provides affordable access for local residents or those who cannot pay to attend the event.	1 out of 5										
Community Outreach & Involvement - Event provides community outreach for education regarding impacts & provides opportunties for locals to be involved through volunteering or other opportunties.	1 out of 5										
Community Benifit - The event provides financial or in-kind benefit to community or local non-profit organizations.	1 out of 5										
Higher score means the event has greater community benefit	20 possible points										
Impact Experience											
Effects (1 = major impacts)											
Traffic & Transportation - Event utilized alternate modes of transportation and traffic calming mitigations.	1 out of 5										
Residential Impacts - Event made notable efforts to reduce residential impacts such as traffic, noise & waste.	1 out of 5										
Noise - Event noise was kept between hours allowed and as pertains to the Park City Noise Ordinance.	1 out of 5										
Environmental - Event made efforts to reduce waste to local landfills and reduce energy consumption.	1 out of 5										
Schedule (1 = no impact or little diversity)											
Season of Occurrence - Event is held during low threshold time, or is held in off season and creates substaintial community engagement or benefit.	1, 3 or 5										
Diversity to Event Calendar - Event is unique in its purpose and adds diversity as compared to other events held in Park City.	1, 3 or 5										
Higher Score means the event is less impactful	30 possible points										
Total higher score means the event has higher economic and community value, and less impacts	Total points possible 50										
Notes and Comments											

SEAC QUESTIONS – EVENT GROWTH & THRESHOLD

Special Events Advisory Committee Growth / Threshold Question To Guide Discussion

SEAC will engage in a discussion regarding Event Threshold and Growth. The questions below will help you during our discussion. We will outline several discussion topics including Proposed Goals of SEAC, Tools/Information Needs of SEAC, Threshold & Growth Recommendation & Questions for Council.

1. SEAC's role is to make recommendations to City Council regarding Special Event Threshold and Prioritization, City Service Fee Reduction Policy & Event Debrief. Given the role of SEAC, what do you proposed as the goals of SEAC over the next year?

2. How do special events fit into Councils Goals/ Community Vision?

3. What do you, as a member of SEAC, need in order to move forward in achieving the goals of SEAC that you may have listed above?

4. What questions do you have regarding Events, Event Threshold or Event Growth for City Council? For Staff?

5. Based on community feedback, do you feel that Park City has met an event threshold level that cannot be mitigated? Please explain.

6. Based on community feedback, do you feel that Park City has met an event threshold that needs to be better mitigated? Please explain.

7. Based on community feedback, do you feel that there certain times of the year when event threshold has been exceeded? Are there other times when event threshold is not met or exceeded?

8. Based on community feedback, do you feel that Park City has room for any new events? If so, based on feedback is there a certain that you specifically think needs to be grown? Please explain.

9. What do you think causes the City to hit event threshold limits? Is it solely the events or are there other factors to consider?

10. What tools could be used to reduce event threshold or event growth? Which ones would you recommend the City consider using?

SPECIAL EVENT CALENDAR PREVIEW

August 2017

August 2017

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September 2017

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jul 30 - Aug 5	**Jul 30**	**31**	**Aug 1**	**2**	**3**	**4**	**5**
			Departmental Event Staffing Master List, 2015 Wasatch County Event List	8:30am 12:00pm Partial Road Closure (300 Deer Valley) 5:00pm 10:00pm DV Wed Night Concert (Deer Valley - 5 p.m. to 8 p.m.)		DV Music Fest 8:00am 9:00pm Arts Festival (Main Street) 6:00pm 11:30pm Sundance Summer Series (City Park)	DV Music Fest PCREC Volleyball Tourney Summit Co Fair 8:00am 9:00pm Arts Festival (Main Street) 1:00pm 5:30pm Miners Park Concert Series (Miners Park)
Aug 6 - 12	**6**	**7**	**8**	**9**	**10**	**11**	**12**
	Summit Co Fair 8:00am 9:00pm Arts Festival (Main Street) 5:00pm 10:00pm Big Stars Bright Nights San Francisco Gay Mens Chorus (Deer Valley Snow Park)	Summit Co Fair 7:00am 11:00am Full Closure (201 Norfolk) 9:00am 9:30am Full road Closure (8910 Empire) 9:30am 10:00am Partial Road Closure (3385 Solamere) 5:00pm 9:00pm Beethovan Music Fest (	Summit Co Fair	Summit Co Fair 5:00pm 10:00pm DV Wed Night Concert (Deer Valley - 5 p.m. to 8 p.m.)	Summit Co Fair	Summit Co Fair	PARK CITY TRAIL SERIES (ROUND VALL PCFS Drive In Movie Prospector Summit Co Fair 1:00pm 5:30pm Miners Park Concert Series (Miners Park) 5:00pm 10:00pm Big Stars Bright Nights- Parsonfield Laney Jones and the Spirits - Jeffery Foucault (Deer Valley S
	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
Aug 13 - 19	**13**	**14**	**15**	**16**	**17**	**18**	**19**
	St Mary's Procession 1:00am 11:30pm HOLD/BLOCK		Summit County Community Market 5:00pm 10:00pm Big Stars Bright Nights - American Acoustic - Punch Brothers and Im with Her (Deer Valley Snow Park)	5:00pm 10:00pm DV Wed Night Concert (Deer Valley - 5 p.m. to 8 p.m.)		12:00pm 10:00pm Back Alley Bash (Town Lift) 5:00pm 10:00pm Big Stars Bright Nights - Smash Mouth, Cracker, The Romantics (Deer Valley Snow Park)	Mid Mountain Marathon 1:00pm 5:30pm Miners Park Concert Series (Miners Park)
	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
Aug 20 - 26	**20**	**21**	**22**	**23**	**24**	**25**	**26**
	PSSM (Main Street)			5:00pm 10:00pm DV Wed Night Concert (Deer Valley - 5 p.m. to 8 p.m.)		Gallery Stroll (Main Street)	Classic Car Show (Main Street) NAC Summit Challenge Scott Enduro Cup 1:00pm 5:30pm Miners Park Concert Series (Miners Park) 5:00pm 10:00pm Big Stars Bright Nights - Five for Fighting (Deer Valley Snow Park)
	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
Aug 27 - Sep 2	**27**	**28**	**29**	**30**	**31**	**Sep 1**	**2**
	PSSM (Main Street) Scott Enduro Cup						

September 2017

September 2017

Su	Mo	Tu	We	Th	Fr	Sa
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October 2017

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22	23	24	25	26	27	28
29	30	31				

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Aug 27 - Sep 2	**Aug 27**	**28**	**29**	**30**	**31**	**Sep 1**	**2**
						Departmental Event Staffing Master List, 2015 Wasatch County Event List	Point 2 Point (Round Valley & Resorts)
	3	**4**	**5**	**6**	**7**	**8**	**9**
Sep 3 - 9	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	PSSM (Main Street) 5:00pm 10:00pm Big Stars Bright Nights - Josh Turner (Deer Valley Snow Park)	Miners Day (PC Main St and City Park) PC Skate Series 2pm - 4pm after Parade			Solar BBQ at City Park		Dirt Jump Jam 9am - 3pm (Dirt Jump Pa Hike for Hunger (DV) New Event 5K9 IHC Anniversary Event (P
	10	**11**	**12**	**13**	**14**	**15**	**16**
Sep 10 - 16	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	PSSM (Main Street) Walk A Mile In Her Shoes (City park)		Summit County Communinty Market			Autumn Aloft (N40 Main Street ETC)	Autumn Aloft (N40 Main Street ETC) PARK CITY TRAIL SERIES (ROUND VALL
	17	**18**	**19**	**20**	**21**	**22**	**23**
Sep 17 - 23	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	Autumn Aloft (N40 Main Street ETC) Harley Ride (Brew Pub/ Bob Wells) PSSM (Main Street) Tour De Suds					High School Homecoming North Face Endurance Challenge	North Face Endurance Challenge
	24	**25**	**26**	**27**	**28**	**29**	**30**
Sep 24 - 30	Departmental Event Staffing Master List, 2015 Wasatch County Event List						To Jan 31, 18
	North Face Endurance Challenge					Cross Country Inviatational (Quinns) Gallery Stroll (Main Street)	

October 2017

October 2017

Su	Mo	Tu	We	Th	Fr	Sa
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22	23	24	25	26	27	28
29	30	31				

November 2017

Su	Mo	Tu	We	Th	Fr	Sa
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 1 - 7	**Oct 1**	**2**	**3**	**4**	**5**	**6**	**7**
	From Feb 17, 15			Departmental Event Staffing Master List, 2015 Wasatch County Event List		NEW EVENT - HIGH SCHOOL MTB RACE	NEW EVENT - HIGH SCHOOL MTB RACE
Oct 8 - 14	**8**	**9**	**10**	**11**	**12**	**13**	**14**
	Departmental Event Staffing Master List, 2015 Wasatch County Event List						Shot Ski (Main Street)
Oct 15 - 21	**15**	**16**	**17**	**18**	**19**	**20**	**21**
	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
Oct 22 - 28	**22**	**23**	**24**	**25**	**26**	**27**	**28**
	Departmental Event Staffing Master List, 2015 Wasatch County Event List					Gallery Stroll (Main Street)	
Oct 29 - Nov 4	**29**	**30**	**31**	**Nov 1**	**2**	**3**	**4**
	Departmental Event Staffing Master List, 2015 Wasatch County Event List		Halloween On Main (Main Street)				

November 2017

November 2017

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December 2017

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 29 - Nov 4	**Oct 29**	**30**	**31**	**Nov 1**	**2**	**3**	**4**
				Departmental Event Staffing Master List, 2015 Wasatch County Event List			
	5	**6**	**7**	**8**	**9**	**10**	**11**
Nov 5 - 11	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	12	**13**	**14**	**15**	**16**	**17**	**18**
Nov 12 - 18	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	19	**20**	**21**	**22**	**23**	**24**	**25**
Nov 19 - 25	Departmental Event Staffing Master List, 2015 Wasatch County Event List					Gallery Stroll (Main Street)	5:00pm 8:00pm Electric Light Parade (Main Street City park)
	26	**27**	**28**	**29**	**30**	**Dec 1**	**2**
Nov 26 - Dec 2	Departmental Event Staffing Master List, 2015 Wasatch County Event List						

December 2017

December 2017

Su	Mo	Tu	We	Th	Fr	Sa
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

January 2018

Su	Mo	Tu	We	Th	Fr	Sa
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 26 - Dec 2	**Nov 26**	**27**	**28**	**29**	**30**	**Dec 1**	**2**
						Departmental Event Staffing Master List, 2015 Wasatch County Event List	
	3	**4**	**5**	**6**	**7**	**8**	**9**
	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
Dec 3 - 9							
	10	**11**	**12**	**13**	**14**	**15**	**16**
	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
Dec 10 - 16							Santa Comes Down Town Lift
	17	**18**	**19**	**20**	**21**	**22**	**23**
	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
Dec 17 - 23							
	24	**25**	**26**	**27**	**28**	**29**	**30**
	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
Dec 24 - 30						Gallery Stroll (Main Street)	
	31	**Jan 1, 18**	**2**	**3**	**4**	**5**	**6**
	Departmental Event Staffing Master List, 20						
Dec 31 - Jan 6							

SEAC POLICY AND RESOLUTION

Special Events Advisory Committee (SEAC)
Policies & Procedures

Purpose of SEAC

The Mayor and City Council appointed an advisory committee, to be referred to as the Special Events Advisory Committee (SEAC), to advise and make recommendations to City Council from a community perspective on Special Events being permitted within Park City. SEAC provides recommendations to the City Council regarding events that will create a diverse and well balanced offering to the local community. SEAC makes recommendations regarding city service fee reduction policy, as well as, makes recommendations regarding the review of events with regards to citywide carrying capacity threshold and prioritization, as well as overall event review and performance evaluation.

SEAC's purpose is to provide recommendations to City Council and staff on the following regarding the review of Special Events. SEAC does not have the authority to review proposed new events:

- Event Threshold/ Prioritization – Discuss, review and prioritize event threshold levels in regards to event types, venue guidelines, and total number of events, and prioritize events that fall on the same calendar day as well as event conflicts during the calendar year.
- City Service Fee Reduction Policy – Make recommendations regarding Special Event City Service fee reduction policy. SEAC will not make recommendations regarding fee reduction amounts, but will make recommendations regarding policy changes.
- Event Debrief – Provide feedback on event performance once the event is complete including both successes and challenges of the event

Recommendations made by SEAC will be brought by staff to either the City Manager or his/her designee or City Council for final approval. The City Council may refer particular matters regarding Special Events to the Committee for discussion, public input and recommendations.

The SPECIAL EVENTS ADVISORY COMMITTEE (SEAC) is created by Resolution 05-15, and amended by Resolution 16-22, attached as Exhibit A and incorporated herein. SEAC's role is advisory to City Council.

SEAC shall meet on a monthly basis throughout the year on the third Wednesday of each month. Meetings are held from noon to 2:00 p.m. at the Park City Library, Community Room. Special Meetings may be called.

SEAC Composition

<u>Voting Members</u>

SEAC is comprised of seven (7) voting members. Only voting members are allowed to make a motion and to vote on items as agenized. Committee members are not to be compensated. Seven (7) At Large Community Members are appointed by the Mayor with the advice and consent of the City Council and must reside within the municipal boundaries of Park City.

At-Large Community Members

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The seven (7) at-Community Members should represent a cross section of various neighborhood areas throughout Park City. Each Community Member shall be appointed to a three-year term, although for the initial term two (2) members will be appointed for two (2) years and two (2) members will be appointed for three (3) years in order to stagger the appointments. Members shall serve no more than two (2) consecutive terms. Terms begin on July 1 and end on June 30. Community Members shall continue to serve until their successors are appointed.

Staff & Council Members (Non-Voting)

Park City Council Liaison

- Communicate to the Committee regarding event issues brought to Council's attention, or acted on by Council.
- Notify Council of event issues brought to the Committee by citizens.
- Align Committee priorities with Council goals.

Park City Municipal Staff Member(s)

- Manage administrative needs of the Committee including, drafting, posting and distributing agendas for each meeting and bring agenda and minutes to be approved to meetings with necessary attachments or supporting documents.
- Communicate with Committee Members regarding Committee Business, including policies, research, outreach and event information.
- Provide input and serve as a resource for the Committee and provide input to the City related to, or at the request of the Committee.
- Prepare and present Staff Reports on recommendations to the City Manager or City Council.
- Coordinate Public Relations and Media or Communications Plans on behalf of the City and Special Events Advisory Committee.
- Coordinate communication with other City Departments on projects and assist in obtaining department approvals with regards to Events related activities.
- Provide feedback to the City Council on the work of the Committee.

Community Involvement

Meetings are open to the public subject to the State Open Public Meetings Act. Each monthly meeting shall provide time within the agenda for public input. The Special Events Advisory Committee (SEAC) supports holding public informational meetings to assess the community's vision for and periodic review of Special Events.

Expectations of SEAC

Meetings typically last two (2) hours. Members are expected to be timely. Agendas and any necessary meeting materials or packets are distributed several days in advance and members are expected to read the information prior to the meeting in order to facilitate a shorter meeting. SEAC members should expect to participate in 5 to 10 hours of work each month outside of meetings.

SEAC members shall:

- Participate in and adhere to the annual Open Meetings Training provided by the Legal Department, review the Park City Officials Handbook, sign oath of office and disclosure statement.
- Attend City Council meetings or community functions as appropriate discussions or occasions arise.
- Annually appoint a Chair and Vice Chair. The Chair is responsible for running meetings, including keeping the board focused on agenda items, and summarizing motions or consensus that the committee makes for minutes. Additionally the Chairs may assist the staff liaison in

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setting meeting agendas and presenting at City Council or community events. At times when the Chair cannot perform these duties, the Vice Chair will be asked to fill in.

- All voting members shall make efforts to adhere to the attendance policy. Two (2) absences in a total year are allowed. The members who are absent more than the allowed limit may be reviewed by the Special Events Advisory Committee. Should the Special Events Advisory Committee find reason to recommend removal of the member that does not uphold the attendance policy, City Council shall review the matter and confirm or deny the recommendation.

The committee shall not soley represent their own individual viewpoints. In order to best represent the community, SEAC must endeavor to communicate with – and seek input from – the community. SEAC seeks input from the community including residents and locals and should make effort to receive input from various perspectives and inclusive perspectives. Once a recommendation or consensus has been made by the committee, the committee speaks with one voice when representing the opinion of the Committee.

Once a committee decision has been made (rather by vote or consensus), regardless of their personal viewpoint, committee members shall not speak against, or in any way undermine the committee solidarity.

Committee members' contributions to discussions and decision-making shall be constructive. Interactions in meetings shall be courteous and respectful.

All voting members are expected to be in attendance of meetings, as meeting dates and times are published a year in advance. If members cannot attend, they should contact the City Staff Liaison no later than three days in advance, or as soon as they are aware they cannot attend the meeting.

Prior to initiating staff time or resources on a new program or policy, the Committee shall vote on a recommendation to proceed. Special Task Forces for the study of particular issues with regards to Special Events may be created by staff. The City Manager or the City Council shall provide final decision on whether to proceed or not. Task Force members may include members of the Special Events Advisory Committee, but a quorum of the Special Events Advisory Committee cannot be held during such meetings. The taskforce will serve until they have completed the work for which they were appointed or until their successors are appointed.

The Committee may request background information from the Special Events staff, but such requests shall typically occur at meetings and information shall be requested by the Committee as a whole, and all members of the Committee shall receive a copy of the information.

Committee members shall use reasonable efforts to communicate independent research material and ex parte information received from the public with record to all other Committee members.

The Committee shall meet annually with the City Council as part of the Council's visioning workshop or through a combined meeting, or as otherwise directed by the Council, to receive updated City goals and direction from the City Council.

If appropriate, the Committee may provide recommended revisions to this policy, though City Council shall have final approval authority regarding such policies.

Conducting Business

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The Committee shall not conduct any business at a meeting unless the meeting is noticed and quorum is present at the site of the meeting. A quorum shall consist of a simple majority of the voting members, which for SEAC is no less than 4 (four) voting members at the site of a meeting.

Committee members are responsible for disclosing any conflicts of interests with regards to their association with particular Special Events or businesses.

Electronic Participation is allowed and shall be counted as attendance, however, in order to participate electronically, there must be a quorum at the meeting site (for SEAC, this is 4 members at the site of meeting).

- Committee members are responsible for notifying the City Staff Liaison regarding Electronic Participation no later than three (3) business days in advance of their absence so that electronic connections and necessary documents can be acquired.
- No more than one (1) form of electronic voice or video participation shall be permitted at a meeting.
- Committee members may not participate electronically through electronic mail (email) or text message.
- Committee members are not permitted to send text messages or electronic mail (email) regarding committee business to other committee members or members of the public during meetings.

Closed meetings may only be held for purposes authorized by U.C.A. 54-4-5, as amended. A quorum for the transaction of business shall be a simple majority of the Committee Members.

Minutes and recordings shall be kept at all meetings.

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Resolution 22-2016

RESOLUTION AMENDING THE SPECIAL EVENT ADVISORY COMMITTEE BY ADDING MEMBERS TO ADVISE COUNCIL ON HOSTING EVENTS THAT WILL CREATE A DIVERSE AND WELL BALANCED OFFERING TO THE LOCAL COMMUNITY

WHEREAS, Park City hosts events that further Park City's role as a world class, multi seasonal destination resort while maintaining a balance with our sense of community, and;

WHEREAS, Park City supports the continued success of the multi-seasonal tourism economy while preserving the community character that adds to the visitor experience;

WHEREAS, Park City will continue to grow as an arts and culture hub encouraging creative expression;

WHEREAS, Council has a goal to create a sense of community and thriving mountain community;

WHEREAS, Clear communication and coordination between local non-profits, committees and organizations and the City Council is vital to the overall success and fabric of the Park City community.

NOW THEREFORE, be it resolved by the Park City Council as follows:

1. The City Council will appoint an advisory committee, to be referred to as the Special Event Advisory Committee (SEAC), to advise and make recommendations to City Council regarding prioritization and threshold, city services and debrief of special events in Park City.

2. The City Council shall appoint 7 at large community members to serve on the committee. These community members must reside within City limits. The 7 at large members should represent a cross section of various neighborhood areas throughout Park City. Each at large member shall be appointed to a three year term, although for the initial term 2 members will be appointed for 2 years and 2 members will be appointed for 3 years in order to stagger the appointments. Members shall serve no more than two consecutive terms.

This Resolution shall become effective upon adoption, dated this 17th day of November 2016.

PARK CITY MUNICIPAL CORPORATION

Attest:

Mayor Jack Thomas

Michelle Kellogg, City Recorder

Approved as to form:

City Attorney's Office

Exhibit B - Special Events History

Long before Park City became a renowned mountain resort destination, it was primarily known as a mining town. In the late 1860s, prospectors discovered silver, gold and other valuable ore in the surrounding mountains. Shortly thereafter, miners flooded the area and set up a boom town – Park City. Mining activities continued until the 1970s. Today, Park City is home to two world-class resorts: Deer Valley Resort and Park City Resort.

Events are an important part of our community - from recreational and cultural events, sun to snow, and international to local.

The Special Events Department is part of the Sustainability and Economic Development Department within the City of Park City. We create a place to work, live and play that strengthens the character and vibrancy of our community. Our goal is to create a balanced and viable mountain resort community. The Special Events Department issues permits for events held within Park City and coordinates with community partners, neighborhoods and surrounding cities and counties to minimize any negative impacts of planned events.

Special Events are complex and are a coordinated effort by many entities. The Special Events Department works with event applicants to facilitate events and assist them with city regulations and mitigations. Special Events are approved as per section 4-8 of the Park City Municipal Code. In addition, the Staff works closely with various city, county and state departments as well as residents and community partners to make the events possible and minimize impacts on residents and visitors in Park City.

In 2002, Utah hosted the Olympic Winter Games with great success. The unsung heroes of the Olympics were the thousands of volunteers who dedicated much of their Olympic involvement to ensuring a wonderful experience for others and creating memories that will last a lifetime. 175 city volunteers contributed more than 6,000 hours to the games, or the equivalent of 750 working days (and this figure doesn't even count the public safety volunteers).

Annually, each January, Park City hosts the internationally renowned Sundance Film Festival. This event brings film, music and art lovers from around the world to Park City for ten days. Since 1985, hundreds of films launched at the Sundance have gained critical recognition, received commercial distribution, and reached worldwide audiences eager for fresh perspectives and new voices. Year after year, Sundance pursues new ways to introduce more people to the most original and authentic storytelling.

The Miner's Day Celebration (Labor Day) has been running for more than 100 years. It is currently organized by the Park City Rotary group and benefits the more than 80 nonprofits in the City and County.

Each year the Special Events Department permits more than 70 events in Park City, for an average of 130 event days. Though the number of Special Event Permits stays around the same each year, annual total attendance at Park City's events is growing rapidly at a rate of 5 to 8 percent per year.

- 80% of the events in Park City are organized by non-profit organizations.
- 25% of the events in Park City use the beautiful and diverse trail systems.
- 43% of events in park City affect Historic Main Street.
- 33% of events use Park City School District property, facilities or fields.

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Special Event Fee Reduction Policy

Park City Municipal Corporation is committed to facilitating Park City's community, cultural and economic vibrancy by hosting special events, while mitigating for the impact of these events. As pertains to section 4-8-9 of the Park City Municipal Code, the City annually allocates up to two hundred thousand dollars ($200,000) to be used to reduce City Service Fees required for Special Events. Fees eligible to be reduced include the following City Service Fees: Special Event Application, Building Permit, Facility or Equipment Rental, Public Safety Personnel, Field and Park Rental, Special Use of Public Parking Permit, and Trail Use. Fee reduction requests for Special Events must be filled bi-annually, unless otherwise approved in a City Services agreement by the City Council. Approval of any fee reduction for any Special Event application shall not create precedent for future requests. In order to be eligible for a Special Event Fee Reduction, applications must be filled out in their entirety. Incomplete applications will not be considered.

A. Special Event Fee Reduction Evaluation Criteria

Eligibility for a full or partial fee reduction shall be determined by the City based on the following criteria, none of which shall be individually controlling.

1. **Criterion 1:** Charges event admission or fees for participation, and policy for attendees or participants unable to pay such fees;
2. **Criterion 2:** Provides free programs to the community, or raises funds for organizations or free programs, benefitting local youth, seniors or underserved constituents;
3. **Criterion 3:** Provides economic opportunities to the community including, positive tax benefits, raises funds or provides revenue opportunities to the city to offset City services and costs required by the event;
4. **Criterion 4:** Provides community and/or economic opportunities during the off season.
5. **Criterion 5:** Demonstrates extraordinary efforts to reduce and mitigate environmental, transportation and residential impacts associated with the event consistent with adopted City Council priority/policy goals and the General Plan.
6. **Criterion 6:** Demonstrates that the imposition of fees would create a financial hardship on the Applicant or would have a detrimental effect on services provided to the public.

Fee Reduction applications will be evaluated by the City departments which they directly impact and will be submitted to the City's Special Events Department. Special

Events staff will make a recommendation to the Economic Development Manager and Budget Manager(s) and the City Manager. The City Manager may approve fee reductions up to twenty five thousand dollars ($25,000). If the total fee reduction request exceeds twenty five thousand dollars ($25,000), or includes city service fees other than those indicated above, the request must be approved by City Council in a Public Meeting or through an approved City Services Contract. Appeals may be brought to the Special Events Department with final authority by the City Council.

B. Special Event Fee Reduction Appropriations

The City currently reduces fees for Special Events through collaboration with multiple city departments. Of the fees required for city events, no more than two hundred thousand dollars ($200,000) per annum will be waived; allocation of fee reductions will be determined at the sole discretion of the Economic Development and Budget Manager(s), City Manager or City Council. Unmet thresholds at the end of a year will not be carried forward to future years.

C. Special Event Fee Reduction Categories

Applications for Special Events Fee Reductions will be placed in five potential categories for tracking and evaluation processes. Categorization is determined by the event meeting at least one criterion listed for each category:

1. Local/Community Cultural Event: Events of or relating to artistic or social pursuits, hosted by organizations from Summit and Wasatch counties, and including vendors and/or participants and marketed to audiences within the state of Utah;
2. Local/Community Recreational Event: Events of or relating to sporting or competitive pursuits, hosted by organizations from Summit and Wasatch counties, and including vendors and/or participants and marketed to audiences from within the state of Utah;
3. Regional Cultural Event: Events of or relating to artistic or social pursuits, hosted by organizers from Utah counties including Summit and Wasatch counties, or from states including but not limited to Colorado, New Mexico, Arizona, Nevada, Idaho, Wyoming, or Montana, and including national vendors and/or participants and marketed to national audiences;
4. Regional Recreational Event: Events of or relating sporting or competitive pursuits, hosted by organizers and including vendors and/or participants from Utah counties including Summit and Wasatch counties, or from states including but not limited to Colorado, New Mexico, Arizona, Nevada, Idaho, Wyoming, or Montana, and including national vendors and/or participants and marketed to national audiences;
5. National and/or International Event: Events of or relating to artistic or social, sporting or competitive, or other pursuits determined to be valuable by the City, hosted by international or national organizations from states excluding those defined as ‘regional’, listed above, and including vendors and/or participants and marketed to national

or international audiences.

D. Application Process

Application forms may be downloaded from the City's www.parkcity.org website, available via email from the Special Events Coordinators, or within the Special Events Office of City Hall. In order to apply for a Fee Reduction, applicants must request an estimate of City Service event fees from the Special Events Department; estimates will be made available by the Special Events Department no later than one week (7 days) prior to the Application deadline. Estimates are not binding on the City; event organizers should anticipate fluctuations in final costs based on estimated fees.

E. Deadlines

All applications for Special Events Fee Reductions must be received no later than the following dates each year to be eligible for bi-annual consideration;

- **October 1st** for events occurring January 1st through June 30th, and
- **April 1st** for events occurring July 1st through December 31st.

Applications received outside the scheduled application process may be considered when the applicant demonstrates an immediate need for funding and provides justification for why the application was not filled within the specified deadline, unless otherwise directed by the Council.

Extraordinary requests received must meet all of the following criteria to be considered:

1. The request must align with the Special Event Fee Reduction Evaluation Criteria;
2. The applicant must show that the requested fee waivers represent an immediate fiscal need that could not have been anticipated before the deadline; and
3. The applicant must demonstrate significant consequences of not being able to wait for the next semiannual review.
    i. Significant consequences could include inability to hold event due to event date or immediate fiscal need, but not wish or preference.

F. Award Policy

The reduction of Special Events fees shall be administered pursuant to applications and evaluation criteria established by the Special Events Department and Special Events Advisory Committee, and approved by the Economic Development and Budget Managers, City Manager or City Council upon the determination that such action is consistent with the overall goals of the City.

Fee Reduction approvals shall be noticed to the applicants no later than 15 (fifteen) business days after determinations are made by the City Manager or City Council.

Nothing in this policy shall create a binding contract or obligation of the City. Individual event permits and their associated fees may vary from permit to permit at the discretion of City. Any reduction of Special Event fees is valid only for the permit specified therein and shall not constitute a promise of future reward. The City reserves the right to reject any and all applications, and to waive any technical deficiency at its sole discretion. All submittals shall be public records in accordance with government records regulations (“GRAMA”) unless otherwise designated by the applicant pursuant to UCA Section 63-2-308, as amended.