

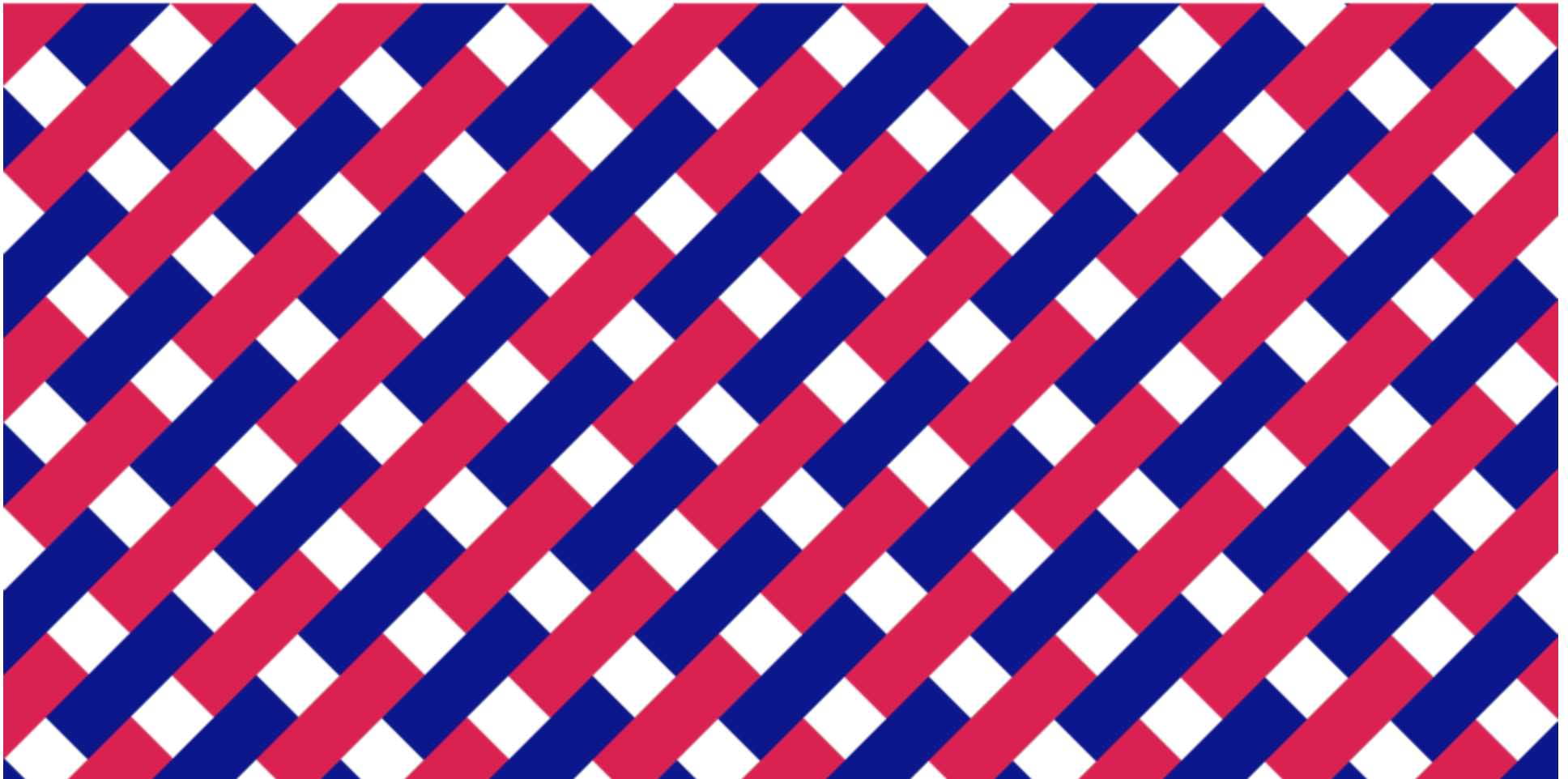


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Assessment

# Park City Cultural Facilities and District Community Meeting

November 1, 2017

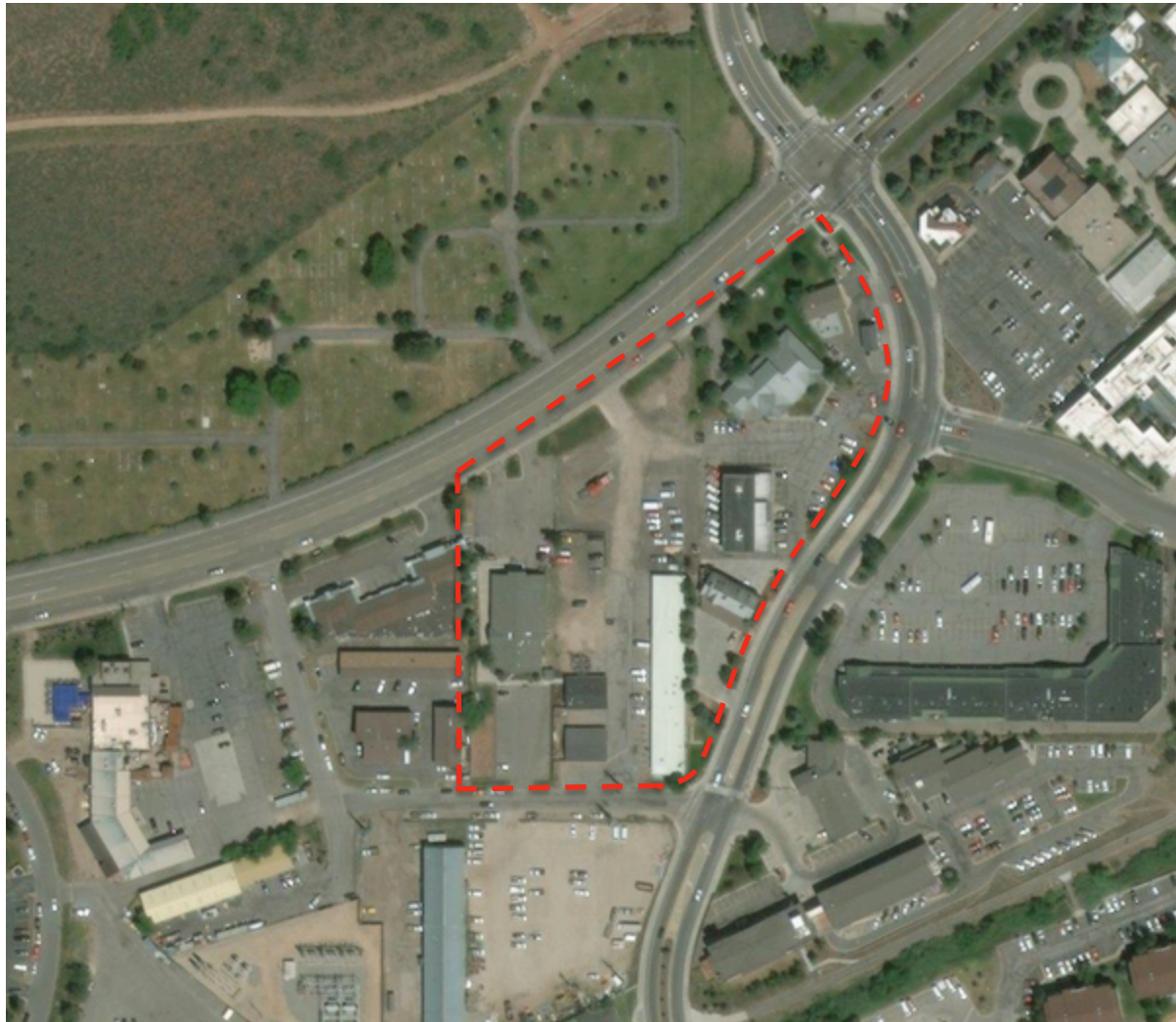


## The Bonanza Park site

- \* Bonanza Park is 5.2-acre site first developed as farmland and a rail line. From 1900 to 1930, there was a mill on the site. Later, it was zoned for development for light industrial, storage, and retail uses. For many years, Park City Mining Company ran an aerial tramway to the Silver King Mine.
- \* The March 2014 Park City General Plan encouraged a neighborhood approach to city planning, and established the following goals for Bonanza Park:
  - \* That it become a mixed-use neighborhood in which locals live and work;
  - \* That it maintain its authenticity;
  - \* That it serve as the local employment hub;
  - \* That it be redeveloped through sustainable redevelopment practices;
  - \* That it improve connectivity, becoming a central hub for public transportation;
  - \* That it improve entryways for the city; and,
  - \* That a commitment be made to maintaining the current character of the district.



# The Bonanza Park site



## The project

- \* In 1998, local developer Mark Fischer began to acquire the Bonanza Park site, parcel by parcel. In 2015, Kimball Art Center moved into a former church on the site. Given the organization's plans to develop a new building, as well as Sundance Institute's needs for space, he initiated conversations about the project.
- \* A development proposal was presented to the Park City Municipal Corporation (PCMC) Planning Commission as a pre-MPD before a full master plan. Concerns were expressed around height, open space, traffic, and parking. The proposal had limited outdoor space, high buildings, and lacked other cultural facilities.
- \* An offer was made to sell Bonanza Park to the Park City Municipal Corporation. This was followed by a long negotiation period, which accelerated in early 2017. Key to the project's progress was PCMC's identification of a funding source through a 1% allocation from the Transient Room Tax (TRT).
- \* The preliminary plan is that the site might include facilities for:
  - \* **Sundance Institute**
  - \* **Kimball Art Center**
  - \* **Parking**
  - \* **Mixed-use Space**
  - \* **Transit Center**



## Key Dates

- \* Sept. - Dec 2017      Concept Development - Webb Management Services
- \* Nov. 2, 2017      Public Open House – Concept Input
- \* Nov. 10, 2017      Request for proposals released
- \* Dec. 12, 2017      Public Open House – Concept Presentation
- \* Dec. 14, 2017      Presentation of Concept Development Report City Council
- \* Dec. 2017      Selection of Master Plan Design Team
- \* Jan. 2018      Close on Property
- \* Jan. – June 2018      Project MPD Design
- \* Summer 2018      Complete MPD planning process 6 to 9 month
- \* June – Dec. 2018      Continued Project Design
- \* Spring 2019      Proposed Project Groundbreaking



# Webb Management Services

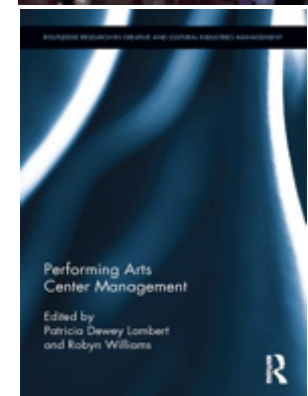
## profile

- \* Management consulting practice for planning of districts, organizations, and facilities
- \* Small and focused company based in NYC
- \* Clients are governments, arts groups, developers, and educators
- \* In our 20<sup>th</sup> year, with this our 397<sup>th</sup> project

## services

- \* Master plans
- \* Feasibility studies
- \* Business plans
- \* Strategic planning

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## Our scope

- \* Our job is to answer the following questions:
  - \* What programs and facilities might be included in a new Kimball Art Center?
  - \* How should Sundance Institute approach community engagement?
  - \* What are the other structures/tenants/programs to include on the site?
  - \* What are the outdoor/public space opportunities?
  - \* How do all of the various project components fit together as a concept?
  - \* Later, we will address how the district is programmed, governed, and sustained?



## Cultural facilities responding to change

- \* Cultural facilities are responding to new challenges and opportunities by:
  - \* Embracing a broader definition of cultural activity;
  - \* Shifting from “Friday Night Lights” to the “Community Living Room.”
  - \* Evolving from palaces of art to cultural districts;
  - \* Focusing on active programs as well as passive participation;
  - \* Responding to economic and community development issues;
  - \* Placing greater focus on the social experience of attending an event;
  - \* Finding ways to maintain a low cost of access for nonprofit arts groups;
  - \* Adding secondary, temporary, and outdoor spaces; and,
  - \* Providing participants with some measure of control over their experience.





## Why we like cultural districts

- \* Can be developed over time in phases
- \* Can include outdoor and informal programming space
- \* Tend to be more authentic in the community
- \* Porous enough to drive commercial development
- \* The potential to be more inclusive and diverse
- \* Enhanced ability to attract visitors
- \* Brings the cultural community together



## Breckenridge Arts District | Breckenridge, CO

- \* The Breckenridge Arts District was established in 2001 in an area that included the 750-seat Riverwalk Center, Blue River Plaza, Riverwalk, and the Town's planned library.
- \* In 2005, the district was expanded when a collection of historic structures were rehabilitated for arts and cultural use.
- \* Today, the one-acre campus brings together studios, galleries, performance spaces, historic landmarks, public art, restaurants, cafes, and other creative businesses.
- \* District programming is provided by Breckenridge Creative Arts, the nonprofit developed to manage the district, and a number of community partners. Events range from nationally touring entertainment to makers' nights, film festivals, and district tours.
- \* Educational programs include classes in textiles, ceramics, metalwork, painting, yoga, dance, and more.
- \* Annually, more than 750 workshops, exhibits, tours, and activities are offered.



**Breckenridge Arts District |  
continued...**

- \* Breckenridge Creative Arts has a staff of 18 and a board of 12.
- \* The Town of Breckenridge provides the majority of financial support for the district, although 20% of the District's budget is supported through earned revenue streams.
- \* With an annual budget of \$2.25M, the District supports:
  - \* A public art program that features more than 30 permanent installations.
  - \* Collaborations with local artists, organizations, and businesses that are mission-aligned and foster mutually beneficial relationships.
  - \* Venue maintenance for resident companies, special event partners, promoters, and rental groups.

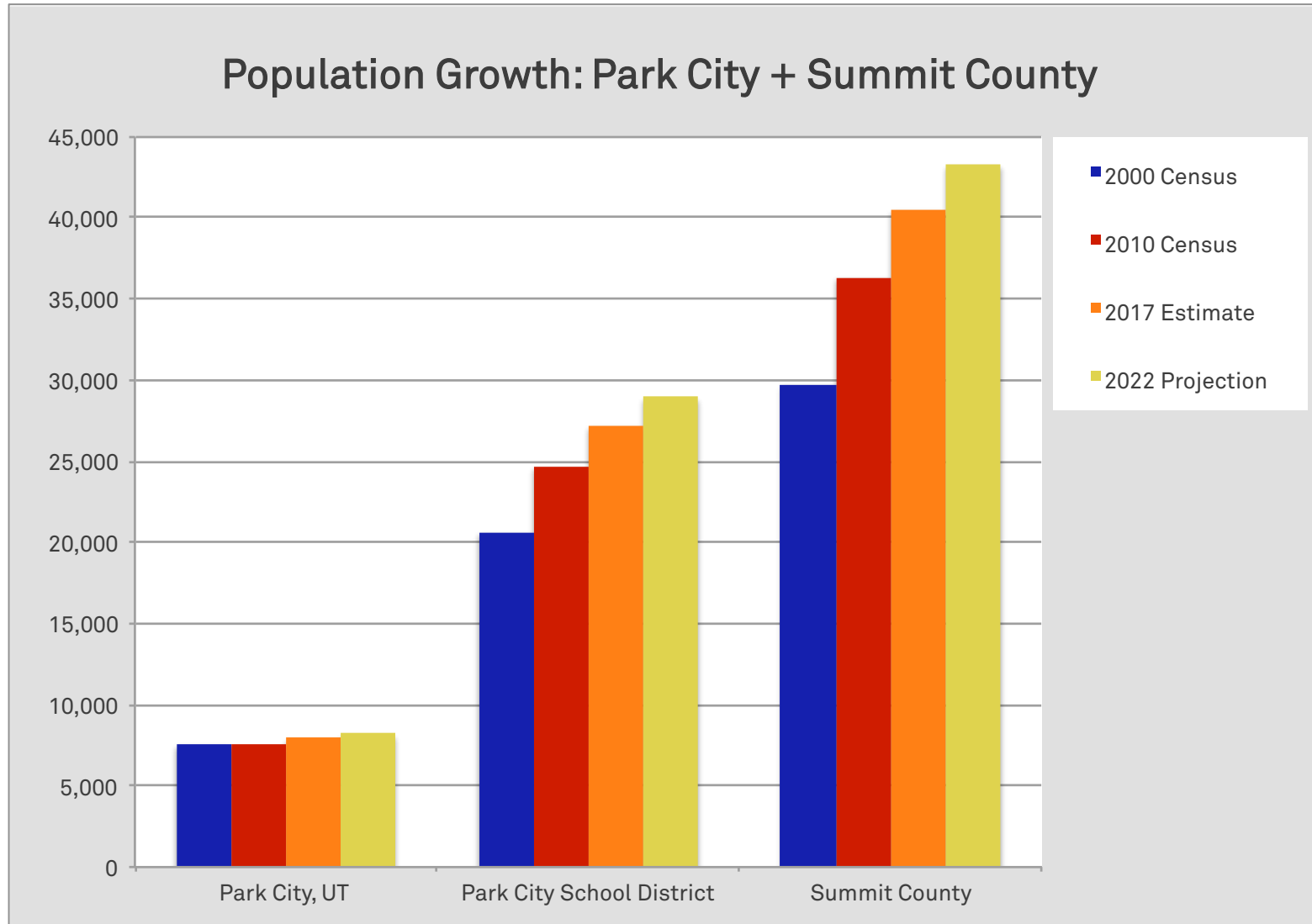


## Assessment methodology

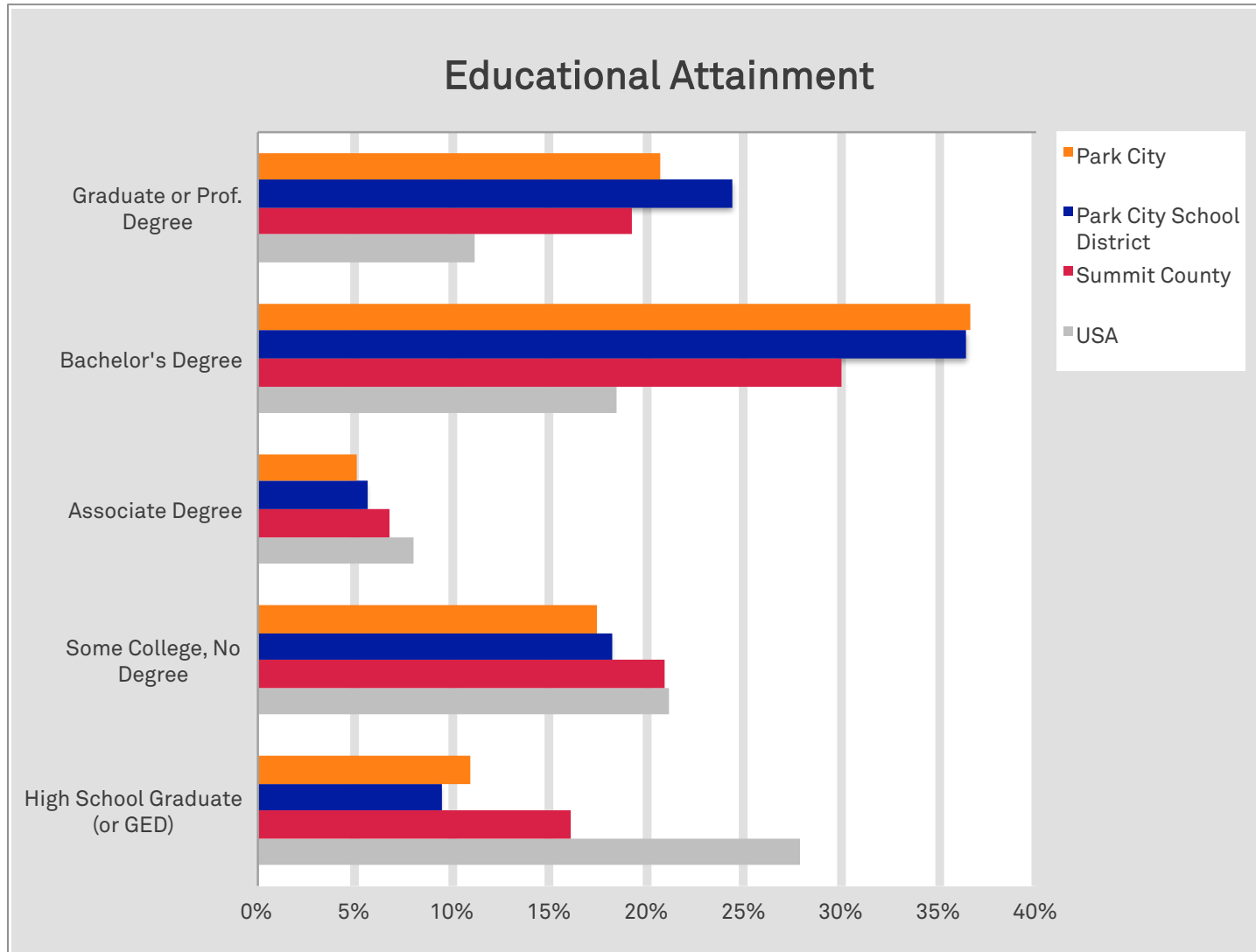
- \* To complete this assessment, we are:
  - \* Interviewing a cross-section of cultural, political, and community leaders, as well as artists and cultural organizations active in the region;
  - \* Touring local and regional cultural facilities;
  - \* Studying the size and characteristics of the market area (including full-time and part-time residents, plus short-term visitors);
  - \* Assessing potential user demand for new cultural spaces, including working with Project ABC.
  - \* Evaluating existing facilities;
  - \* Identifying the potential benefits and impacts that an arts and culture district could have on Park City and the region, and:
  - \* Searching for example projects and districts that might inform our recommendations.



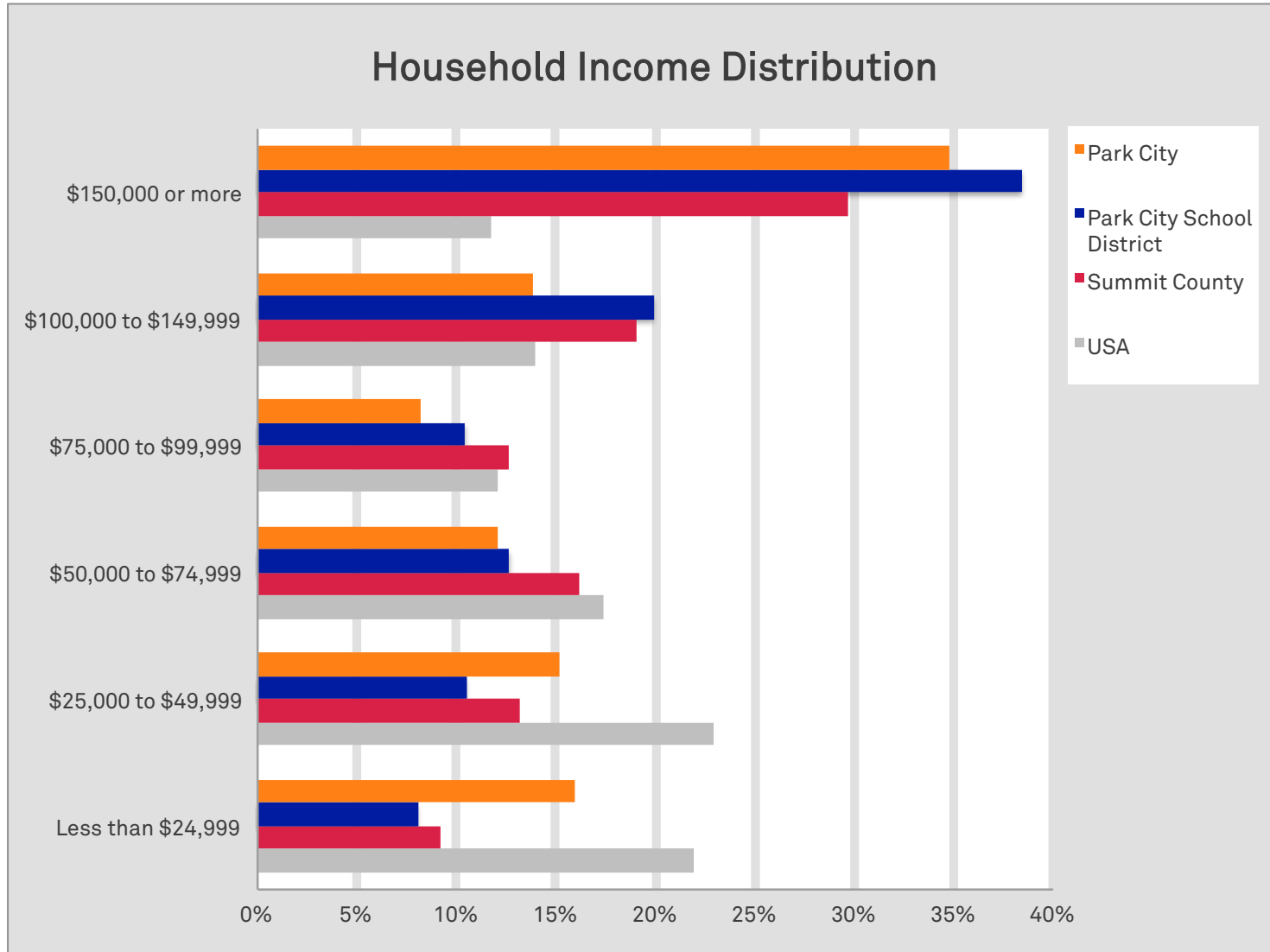
# The resident market



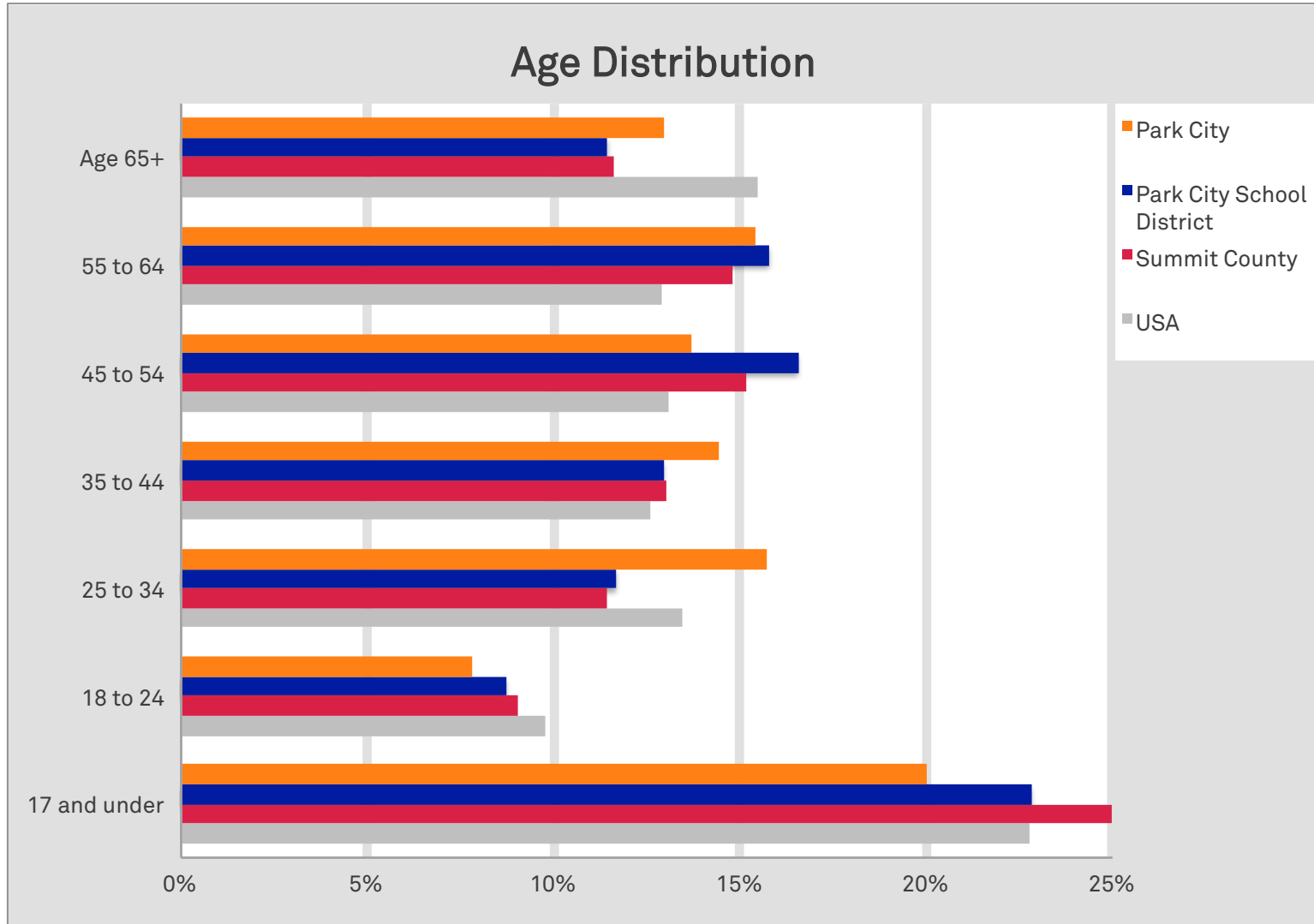
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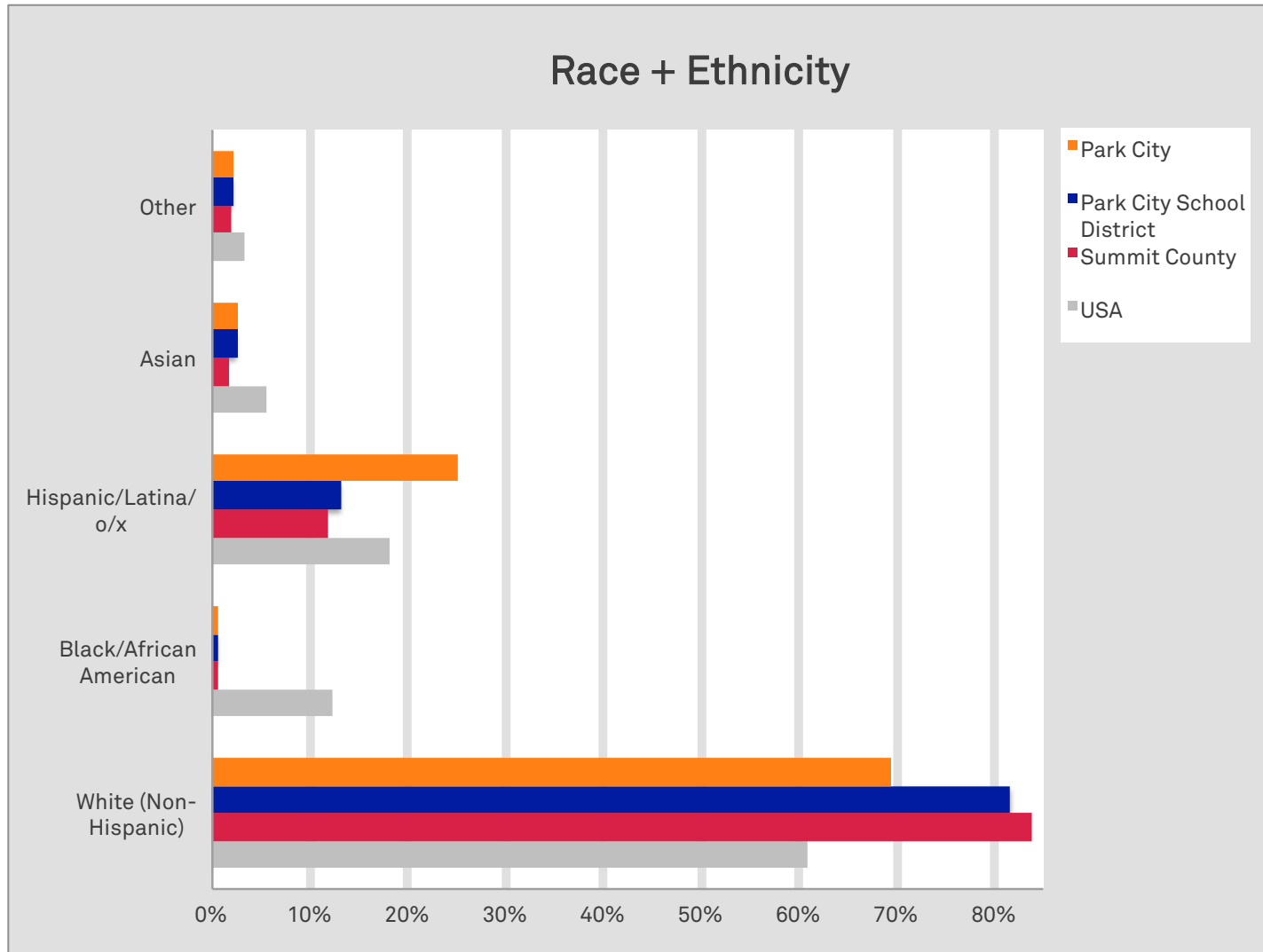


# The resident market

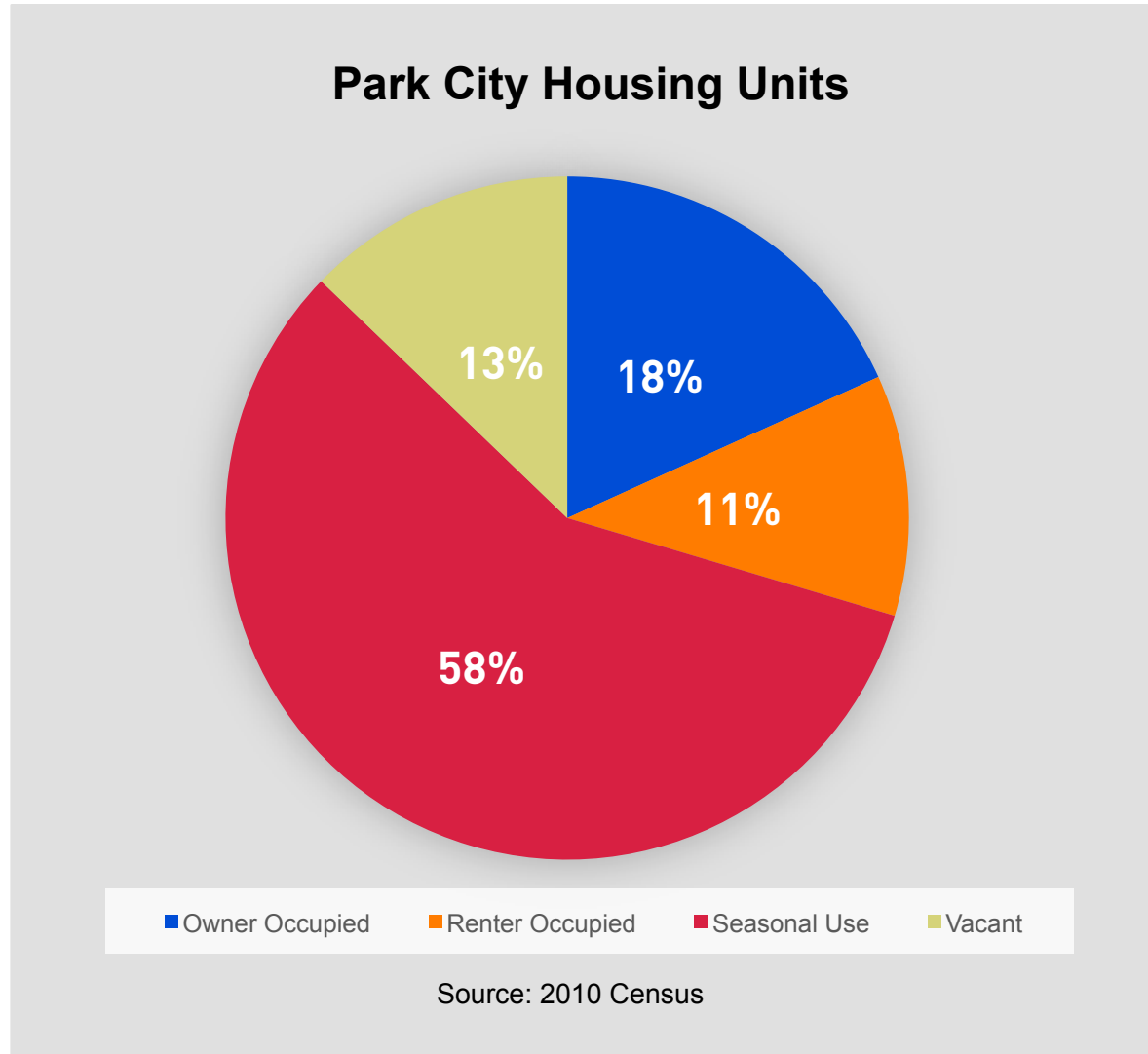




# The resident market



## The non-resident market: second homeowners



# The non-resident market: tourism

## Park City Tourism Profile

	2010	2011	2012	2013	2014	2015
Total Spending by Travelers State of Utah (millions) <sup>1</sup>	\$6,999	\$7,157	\$7,589	\$7,606	\$7,805	\$8,195 (e)
Total Tourism Related Tax Revenue (millions) <sup>2</sup>	\$229.1	\$300.4	\$300.8	\$325.8	\$361.3	\$443.4
Total Visitor Nights <sup>3</sup>	3,007,970	3,118,065	3,071,015	3,086,547	3,101,293	2,784,091
Winter (Nov-April)	1,655,808	1,743,652	1,665,093	1,693,814	1,715,323	1,726,938
Summer (May-Oct)	1,301,584	1,367,643	1,399,345	1,410,877	1,376,901	1,493,543
Total Overnight Visitors <sup>4</sup>	537,138	545,925	503,445	505,991	508,409	456,408
Winter (Jan-April, Nov-Dec)	280,645	277,842	248,521	252,808	256,018	257,752
Summer (May-Oct)	232,425	234,873	249,883	251,942	245,875	266,704

### Employment

Tourism provides nearly 9,000 jobs and accounts for over 40% of Summit County's total employment. Tourism also indirectly supports other industries, such as construction, real estate, insurance, building supplies, automotive, etc.





## Film Facilities Inventory: Park City, UT

Indoor Cinemas in Park City (defined according to Park City School District boundaries)

Type	Facility	Capacity	Event Types Supported	Presenting Activity										Rental Activity				Features			Amenities					
				Commercial	Classic	Independent	Family	Foreign	Local/Regional	Festival/Series	Sensory Friendly	Guest Speaker/Q&A	Cultural Organizations	School/College	Private Events	Flexible Seating	Stadium Seating	Multiple Screens	Alcohol Permit	Dedicated Parking	Food Service/ Concessions	Standard Production	Digital Projection	Digital Sound	Closed Captioning	Audio Description
Performance	The George S. and Dolores Doré Eccles Center: Kearns Auditorium	1,269	2																							
Other	MARC Theatre	550	1																							
Cinema	Sundance Theatre: Sports Authority 1^	500	1																							
Performance	Park City Library: Jim Santy Auditorium	486	7																							
Performance	Prospector Square Theatre	324	2																							
Other	Temple Theatre	318	1																							
Other	Yarrow Hotel Theatre	295	1																							
Performance	Egyptian Theater	266	1																							
Cinema	Redstone 1	188	1																							
Cinema	Redstone 2	175	1																							
Cinema	Redstone 3*	175	1																							
Cinema	Redstone 4*	175	1																							
Cinema	Redstone 5*	175	1																							
Cinema	Redstone 6*	175	1																							
Cinema	Redstone 7	175	1																							
Cinema	Redstone 8*	175	1																							
Cinema	Holiday Village 3	164	1																							
Cinema	Holiday Village 1	162	1																							
Cinema	Holiday Village 4	162	1																							
Cinema	Holiday Village 2	154	1																							
Cinema	Sundance Theatre: Sports Authority 2*^	125	1																							



# Visual arts facilities

## Visual Arts Facilities: Park City, UT Gallery + Exhibition Spaces in Park City (defined according to Park City School District boundaries)

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Visual Arts Facilities	Type	Size*			Discipline				Genre													
		Small	Medium	Large	Visual Art	Science/Living Collections	History/Culture	Children/Family	Paintings	Prints/Drawings	Photos	Sculpture	Installation/New Media	Cultural Artifacts	Pottery	Textiles	Jewelry	Blown Glass	Furniture	Local/Regional Artists	National/International Artists	
Alf Engen Ski Museum	Museum																					
Artworks Gallery	Gallery																					
Bret Webster Images	Gallery																					
Crosby Collection	Gallery																					
David Beavis Gallery	Gallery																					
Designs By Knight	Gallery																					
Earthlightgalleries	Gallery																					
Fatali Gallery + Museum	Gallery																					
Gallery Mar	Gallery																					
Hope Museum + Gallery	Gallery																					
J GO Gallery	Gallery																					
Julie Nester Gallery	Gallery																					
Kimball Art Center	Gallery																					
Lunds Fine Art Gallery	Gallery																					
Main Street Gallery	Gallery																					
Mangelsen	Gallery																					
McMillen Fine Art Photography	Gallery																					
Meyer Gallery	Gallery																					
Montgomery-Lee Fine Art	Gallery																					
Mountain Trails Gallery	Gallery																					
Old Town Gallery	Gallery																					
Open Air Art Space	Gallery																					
Paint Fusion	Event																					
Paint Mixer	Event																					
Park City Fine Art	Gallery																					
Park City Museum	Museum																					
Pando Fine Art	Gallery																					
Prothro Gallery	Gallery																					
Prospect Gallery	Gallery																					
Rich Haines Gallery	Gallery																					
Robert Kelly Home	Gallery																					
Susan Swartz Studios	Gallery																					
Terzian Gallery	Gallery																					
Thomas Anthony Gallery	Gallery																					
Thomas Kearns McCarthy Gallery	Gallery																					
Trove Gallery	Gallery																					
Willie Holdman Photographs	Gallery																					

\* S= less than 20,000 sf; M=20,000 - 59,999 sf; L=60,000+ sf









## Why we're here tonight...

- \* What should be in a new arts & culture district?
- \* How should a new arts & culture district look & feel?
- \* What should a new arts & culture district do for our community?

### Instructions:

- \* These three questions are on comment boards on either side of the room.
- \* Please visit each of the three boards and write your answers.
- \* After 20 minutes, we will re-group and discuss your feedback.
- \* Team members are stationed at each board to assist.

