



**Special Event Advisory Committee
Meeting Agenda**

Date: Wednesday, February 21, 2018

Place: 1255 Park Avenue, Park City Library, 3rd Floor - Community Room

Time: 12:00 p.m. to 2:00 p.m.

In attendance:

Absent: None expected

Electronic Participation: Jennifer Malherbe

Meeting Facilitator: Special Events Staff – Jenny Diersen

Meeting Minutes: Chris Phinney

Next Meeting: Wednesday, March 21, 2018 12:00 p.m. - 2:00 p.m.

Agenda Topics:

Topic #1: Meeting Called to Order *(12:00 p.m.)*

Topic #2: Approval of December Minutes *(12:05 p.m., 5 minutes)*

Topic #3: Staff & City Council Communications *(12:10 p.m., 15 minutes)*

Topic #4: Event Calendar Preview & Prioritization *(12:25 p.m., 30 minutes)*
(Arte Latino Festival & Avalanche Soccer – 3rd Weekend In June)

Topic #5: Event Debrief *(12:55 p.m., 70 minutes)*
(Sundance Film Festival, World Cup, Respect Rally & Winterfest)

(Meeting Adjournment estimated at 2:00 p.m.)

Attachments:

- December 2017 Draft Minutes
- Debrief Form & SEAC Process Diagram
- Event Prioritization Form
- 2018 City Special Event Calendar DRAFT

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

Motion to Call Meeting to Order:

Time:

Topic #2: Approval of Minutes from December 13, 2018 Meeting (12:05 p.m.)

Person: Sarah Klingenstein

(1) Board to Approve Minutes from December 13, 2018 Meeting (Attached)

Changes:

Motion to Approve:

(2) Confirm quorum, attendance, absence, and electronic participation for March 21, 2018 meeting.

Allocated Time: 5 minutes

Notes: Item is not scheduled to be opened for public comment.



DRAFT

**Special Event Advisory Committee Meeting Minutes
December 13, 2017
Park City Library – Community Room, 3rd Floor**

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Members in Attendance:

- Sarah Kingenstein - Community Citizen Park Meadows
- Cheryl Fox - Community Citizen Park Meadows
- Karen West-Ellis - Community Citizen Park Meadows
- Jennifer Malherbe – Community Citizen Old Town
- Penn Kinsey – Community Citizen Prospector Square
- Peter O’Doherty- Community Citizen Park Meadows

Park City Municipal Staff:

- Jenny Diersen - Special Event and Economic Development Program Manager
- Tommy Youngblood - Special Events Project Manager and Filming
- Jonathan Weidenhamer - Economic Development Manager
- Chris Phinney – Special Events and Facilities Coordinator, Meeting Minutes
- Cindy Matsumoto - City Council Liaison

Excused

N/A

Meeting Facilitator: Jenny Diersen, Special Event and Economic Development Program Manager

1 **Item #1**
2 **Meeting called to order**
3 Sarah Klingenstein asked for a motion to call the meeting of the Special Event Advisory
4 Committee to order at approximately 12:05pm:
5 **Cheryl Fox called the meeting to order**
6 **Jennifer Malherbe seconded the motion**
7 **Item #2**
8 **Approval of minutes from the October meeting:**
9 (1) Quorum confirmed
10 (2) Cheryl – removal of “to state” to “stated” on line 37
11 (3) Sarah- change “trials” to “trails” on page 4, line 7
12 Penn makes a motion to approve the October Minutes with noted changes, Karen seconds, all
13 were in favor.
14 **Approval of minutes from the November Meeting:**
15 (1) Sarah- Karen states on page 3 line 39, add keeping it real to being proactive
16 (2) Respelling of Judy Cullen’s name
17 Jennifer makes a motion to approve the November Minutes with noted changes, Karen
18 seconds, all were in favor.
19 Sarah- Discussion to send the agenda packet information out with minutes early enough to be
20 read. This packet came late because of some last minute topics that needed to be added to the
21 agenda. In the future to be sent out earlier, even if incomplete.
22 Jenny- Discussion about future meeting dates.
23 • Quorum confirmed for February, Meeting date to stay on 2/21
24 • Quorum confirmed for March 21
25 • November meeting changed to November 14
26 • December meeting changed to December 12
27 Peter motioned to approve the dates for future meetings with the November and December
28 meeting dates changed, Penn seconded.
29 **Item #3**
30 **Public Input Open** – Any matter that is not on the agenda
31 No public input topics.
32
33 **Public Input closed**
34
35 **Item #4**
36 **Staff and City Council Communications**
37 Jenny- Updated the Committee about working with the Mayor to fill the vacant position on the
38 Committee, Coordinating with interviews for vacant City Council position. Potential goal to fill
39 position by February meeting
40 Jenny- then asked if the board had any questions about any of the topics covered at the City
41 Council meetings.
42 Sarah- Updates the Committee about her being at the past Council meeting and the topic of
43 Tournament Events that will be covered in Topic #6.
44 Jenny- any questions about the Sundance Supplemental Plan?
45 Penn, will we be having another women’s march.
46 Jenny- Staff has put a plan in place just in case. At this time no application has been turned in.
47 Penn- Concerns about added traffic in the Prospector area. Added parking in area due to
48 staging Lyft in the Prospector area.
49 Jenny- Described the traffic flow through the Theater District, The Yard and Prospector.
50 Karen- Can the Police put a traffic cop in bad intersections to direct traffic?

1 Jenny- No too dangerous for Police. They have placed a car there.
2 Sarah motions to move on to Topic 5, the board agrees.
3 **Item #5**
4 **Community Survey**
5 Jon- informed the committee about the Community Survey.
6 Overview of research done to determine factors of survey
7 • Time Frame
8 • Methodology of Survey
9 • Cost/type of Survey, @\$20,000 to do survey
10 • Scope of Survey
11 Looking for feedback from SEAC to determine methodology and types of data collected.
12 Cheryl- Are you asking about more info than community's feelings about events?
13 Jon-Topics or goals;
14 • Quality of life
15 • Popularity of current event calendar
16 • Quality of events
17 • Pros and Cons about more events
18 Sarah- asked for more of a presentation about survey, based on not having time to read packet.
19 Peter- Suggests asking the tough questions to get the most truthful answers.
20 Sarah- Asks for more info about the approach of survey
21 Jon-
22 • Online survey
23 • 400-800 surveyed
24 • Post Card mailed to do the survey
25 • Opinion panel
26 Jenny-
27 • 400-800 people surveyed online
28 • A mailing to take the survey
29 • Online for people who aren't chosen for survey can take survey
30 Bob- describes that a panel is the total number of people that have been surveyed.
31 Jenny- Survey is not on City Website, it is a select number of Citizens chosen from the
32 independent survey company.
33 Cindy- described how many people needed to be a significantly relevant survey
34 Jon- \$20-40K for survey
35 Cheryl –how do they choose who is chosen to take the survey? Registered voters?
36 Karen- what makes something statistically relevant?
37 Jon- describes the two approaches how people are chosen to take survey
38 • Panel recruitment 600-800 people, statistically relevant to 3.9%, pre-qualified to take the
39 survey and emailed to take it
40 • Online survey 400-800 people, statistically relevant 4.9%, mailed to take it online
41 Cheryl- suggests the ability to do both surveys
42 Jon- Both are relevant, the questions are more important.
43 Jon- proposes to write a draft scope of survey and bring it back to SEAC for further discussion
44 Jennifer- to do both surveys and widen the scope into the county
45 Penn- Do we have a line item on the budget for surveys
46 Jon- yes about @\$45k.
47 Jon- recommends bringing back a recommended scope of an RFP of the survey to the
48 committee by the February meeting for direct feedback
49 Sarah- when would the survey be back with data?
50 Jon- about end of summer

1 Cindy- good to do survey in the summer while people are in the middle of events
2 **Topic #6 Tournament Event Prioritization**
3 Jon- the Avalanche Tournament was brought to the council work session and the Council
4 wanted SEAC to weigh in on the want for more Tournament Events
5 SEAC opinion based on 5 topics:
6 (1) The calendar itself, when are the events
7 (2) When is the school season
8 (3) How does it affect local play
9 (4) Transportation and environment
10 (5) Economic Development, occupancies in town
11 Bought Alfred and Matthew from Transportation to talk to the committee
12 Ken, to talk about the effects of local play
13 Jenny- listed the tournaments currently on the event calendar
14 • Volleyball tournament
15 • Ski town lacrosse
16 • Triple Crown
17 • Firecracker
18 • Extreme soccer
19 Proposed to bring back the Avalanche Tournament
20 Let's to hear from Ken first
21 Sarah- Council wanted SEAC to give direct feedback to about tournaments in town, for it isn't
22 just Avalanche there are others waiting in the wings. Council wanted us to weigh in on summer
23 tournaments and what the committee's opinion is about bringing new tournament events to
24 town. That is the end goal of this discussion.
25 Ken- Events have a minimal impact on local play. Ken then gave a summary about the schedule
26 of local play on the fields. Summer time is the slower time for local play and is a great time for
27 tournaments.
28 Jon- Ken, please talk about how the fields at Quinn's and the blend of percentages between
29 local and tournament play.
30 Ken- Quinn's was built with sales tax bonds. The idea was to have these tournaments to
31 generate sales tax revenue by bringing in people to stay here and go to restaurants etc. There
32 would be a 30% local and 70% tournament play. Park City has the facilities because of the sale
33 tax raised by tournament play. The usage hasn't come close to the 70% level.
34 On a personal level it would be great to have more local tournament to save dollars for local
35 families.
36 Sarah- Questions for Ken? None
37 Jon- Asked to bring Alfred and Bob up to discuss occupancy.
38 Alfred- Did a high level analysis of the traffic. States: the applicant should be doing a traffic
39 impact analysis when they propose a tournament. These should be done before and after the
40 event to get accurate data, as well as year after year. Have the applicant propose carpooling,
41 bus usage and have them track if those proposals were followed by participants.
42 Jon- Described the graph that Alfred is talking to. Graph shows number of trips on 224 on each
43 hour of the day for the whole month.
44 Alfred – There is a lot of variables why there were 100 more trips on 224 during the last
45 Avalanche tournament vs. last year. (I.e. escaping poor air quality in SLC, hot temps in SLC or
46 truly going to the tournament).
47 Jon – Alfred evaluated the trips per day during the last Avalanche tournament and this year
48 when there wasn't a tournament and determined that the roads during either timeframe can
49 handle the tournament and more. They aren't at capacity yet during the third week of June.

1 Alfred – After during this analysis there is an impact but it isn't a significant impact. However,
2 there still is a need to mitigate the impact as much as possible. These numbers and impacts are
3 based on National statistical traffic numbers.
4 Sarah- Are the basis of significant impact stats based on national numbers?
5 Alfred – Yes.
6 Jennifer – What is over a threshold? The highest on the chart is 1767 at the 16th hour of the day.
7 Alfred – That is a peak hour that the arterial classification standard says can carry 2300 cars per
8 hour. The max for that road would be 2300 cars per hour
9 Jenny – June 16th, at hour 1600 there were 1700, on the 17th during savor the summit, there is
10 400 less at the peak.
11 Sarah – The committee needs more time to study and understand the national traffic standards.
12 Jon – The council needs a SEAC opinion soon. Can we discuss the topic?
13 Bob – discussed the lodging occupancy numbers. Occupancy peaks on weekends.
14 In May to June, the occupancy rates are at 30% of capacity. This is less than desirable by
15 business owners. Keeping this number higher keeps businesses open and people employed
16 year round. We are able to accommodate more visitors.
17 Peter –Is there a way to gage the sale tax on the days of the event? Positive or negative impact
18 on the day of the event to show if they event improved or hindered sales in town based on sales
19 tax.
20 Jon – described how the Chamber has done studies direct economic impact based on per
21 visitor sales tax spent summer vs winter.
22 Bob – It is very hard to drill down into sales tax and provide a determination about why it is up or
23 down based on a specific event.
24 Sarah – reminds the committee to base committee opinion based on the community impact of
25 event.
26 Bob – events need to be balanced between – economic and community impacts.
27 Peter – an economic impact is a great gage on if an event is successful in town.
28 Sarah – These topics is why the recommendation about tournaments is difficult. We need to
29 turn our conversation to the direction the Council has asked for about how the committee feels
30 about more tournaments in the summer months. We need to focus our input to how residents
31 feel the impacts are on life in Park City during the tournament events.
32 Cheryl – is it better to have Avalanche come during the spring instead?
33 Bob – the Avalanche tournament is scheduled when they have to on a national schedule.
34 Motions and discussions of these motions:
35 Motion 1:
36 Motion Summary:
37 1. Moratoriums on New Tournament Events, only until results from Community Survey are
38 collected.
39 Motion made by Cheryl Fox, motion removed
40 Motion 2:
41 Motion Summary:
42 1. Council should consider New Tournament Event approval to be postponed until results of
43 Community Survey are analyzed.
44 Motion made by Sarah Klingenstein, motion removed
45 Motion 3:
46 Motion Summary:
47 1. Community likes down time, the whole event calendar shouldn't be filled.

- 1 2. Community Organizations are favored over Visiting Organizations for New Tournament
- 2 event approval.
- 3 3. Possibly consider not duplicating tournament type within an event season. (Unique, not
- 4 the same)
- 5 4. More feedback needed from community. Community Survey needed to guide future of
- 6 tournaments. A want to expedite Community Survey.
- 7 5. 1 year expiration date on permitted tournaments.
- 8

9 Motion made by Jennifer Malherbe, Second by Sarah Klingenstein, Cheryl Fox voted in favor of
10 the motion. Peter O'Doherty, Penn Kinsey and Karen West-Ellis were not in favor of the motion:
11 Split Vote - Motion does not carry.

12 Motion 4:

13 Motion Summary:

- 14 1. SEAC doesn't have the tool or method to make the recommendation. There are many
- 15 opinions.
- 16 2. Improvement of Community on-going input.
- 17 3. Expedite Community Survey.

18 Motion made by Peter O'Doherty, Second by Sarah Klingenstein, All in Favor: Unanimous
19 decision.

20
21 **Sarah Klingenstein made the motion to adjourn the SEAC meeting and push all**
22 **remaining items until the next meeting at approximately 2:13 p.m.**
23 **Cheryl Fox seconded the motion. Motion approved unanimously**
24
25

Topic #3: Staff & City Council Communications (12:10 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) Committee Questions & Discussion

Allocated Time: 15 minutes

Past Council Meetings

December 14

- Consent: Kane Consulting for pedestrian services for Sundance '18, '19, '20

December 21

- Old Business: Sundance Supplemental Plan Lyft Operations (page 8)

January 11

- Work Session: Community Survey (Jenny to discuss)
- Staff Communication: Approve Sundance Parking changes
- New Business: Approval of Respect Rally, First Amendment Event (page 13)

February 15

- Staff Communications: Sundance Debrief & Engagement Opportunities

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

March 1-2

- City Council Retreat

March 8

- New Business: Request to Approve Avalanche Soccer Tournament

March 15

- Staff communications: Special Event Calendar Preview
- New Business: Request to Approve Changes to Thin Air Innovation Festival (Jenny to discuss)

March 29

- Work Session: 2018 Sundance Debrief

Board Business

Board Vacancy: Staff is waiting to complete Planning Commission vacancies before proceeding with SEAC vacancy. Staff will loop post Planning Commission appointments.

Public Comment received through seac@parkcity.org listed below

- No comments received.

Special Event Calendar Attached (review upcoming events next 30 days)

- PCMR -Rev Tour February 26 – March 2 – NEW Level 1 - Tommy
- NAC -Red White and Snow –March 1 to March 3, various locations – Level 2 - Chris
- PCMC -Full Moon Snowshoe – March 2 – Level 1 - Chris
- PCMR - Junior National Ski Race – March 6 to March 11, – NEW Level 1 – Tommy

Topic #4: Special Event Calendar and Prioritization (12:25 p.m.)

Person: Jenny Diersen

Purpose: Review 2018 Event Calendar and Discuss Prioritization of Avalanche Soccer and Arte Latino events.

Action:

- (1) Discuss Event Calendar and proposed new events.
 - (2) Committee Discussion regarding pros and cons on Avalanche Soccer and Arte Latino events.
 - (3) Open for Public Comment/Input
 - (4) Action: SEAC provide pros and cons regarding Avalanche and Arte Latino.
 - (5) Attachments: Special Event 2018 Calendar & Prioritization Sheet
-

2018 Event Calendar Preview – (see DRAFT 2018 Calendar attachment)

Staff has received 14 inquiries about NEW Special Events for 2018, and has received notice of 7 events that are not returning.

New Level Three Events include:

- First Amendment Event Respect Rally – Approved in January
- Team USA Winterfest – Approved in November 2017
- Avalanche Soccer Invitational – Scheduled for approval in March 2018
- Arte Latino Festival at Library Field – Scheduled for approval in March 2018
- Tour of Utah – Tentatively Scheduled for approval in April/May
- 2019 World Championships – approval TBD

Proposed Events for June 14th to June 17th, 2018

Avalanche Soccer Invitational

Showcase Date: June 14 to 17

2018 Time: 8am to 10pm

Location: Quinn’s Junction and School District Fields (Event has also rented fields in the Basin and County)

Organizer: Utah Avalanche Girls Soccer Foundation

Attendance:

2,700 participants

1,800 spectators

4,500 total

Summary: The Avalanche Invitational Showcase is a 4 day tournament, which is intended to showcase girl soccer players in front of many college coaches and scouts. The event is working on a transportation plan and sustainable efforts. Fee estimate is pending.

Past Discussion from SEAC:

- October SEAC Meeting – refer to approved minutes: [SEAC statement: Community feels shoulder season is important, event doesn't enhance the community. Not the right community feel.](#)
- December 7 – [Work Session to Discuss Avalanche Soccer](#) (pg. 185) - City Council [Minutes](#) (pg 4 to 6)
- December SEAC Meeting discussing Tournament Events– in DRAFT minutes above

Latino Arts Festival

Date: June 16 & 17

Time: 3pm to 9pm

Location: Park City Library Field

Organizer: Christian Center of Park City

Attendance:

900 participants

Summary: Cultural event with live music, food trucks, celebrating Park City's Latino Community. This event has been held inside Park City Library the last 3 years. The event is working on transportation and sustainable efforts. Fee estimate is pending.

There are additional events that have been held on this weekend and have submitted date request. Staff is working to evaluate and working towards approval for the following events:

- June 16th - Savor the Summit – Main Street
- June 16th - Tiny Tri – Park Meadows/PCMARC
- June 17th – Park Silly Sunday Market

There are additional events that are under the approval of the County:

- June 16th – Round Valley Rambler – begins at Trailside entrance
- June 16th – Kids Adventure Games – pending move to Canyons base

June 2018

June 2018							July 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30						29	30	31				

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
May 27 - Jun 2	May 27	28	29	30	31	Jun 1	2
						Graduation Day	Barn Party -NAC; NAC Wasch Back Relay - Ragnar
Jun 3 - 9	3	4	5	6	7	8	9
	Park Silly Sunday Market; Lo	Noches de Verano (Mountai	MidWeek MTB series; Round	Last Day of School	Ski Town Lacrosse; Quirms and School District Fields		Park City Trail Series; Event T
Jun 10 - 16	10	11	12	13	14	15	16
	Park Silly Sunday Market; Lo	Noches de Verano (Mountai			NEW - Avalanche Soccer - Tentative; Quirms and School District Fields		Kids Adventure Games Tentative; Park Cty Base of Canyons Village
Jun 17 - 23	17	18	19	20	21	22	23
	NEW - Avalanche Soccer - Tentative Kids Adventure Games Tentative NEW - Latino Arts Festival; Park Park Silly Sunday Market; Lo	Noches de Verano (Mountai	Mid-Week Mtn Bike Series - C	Wednesday Night Concert M	Go Skate Celebration; Skate F	State Room Concert; Deer Va	NEW - Latino Arts Festival; Park Savor the Summit; Main Street Tiny Tri; PC MARC; Park Mead
Jun 24 - 30	24	25	26	27	28	29	30
	Park Silly Sunday Market; Lo Tentative - Childrens Justice I	Noches de Verano (Mountai		Wednesday Night Concert M		Firecracker Baseball; Quirms and School District Fields Deer Valley Music Festival; D Gallery Stroll; Main Street Uncorked - Recycle Center; F	NEW - Latino Arts Festival; Park Deer Valley Music Festival; D Miner's Park Concert Series; I Park City Skate Series; Skate

Topic #5: Event Debrief (12:55 p.m.)

Purpose: Discuss event debrief for events with regards to challenges and successes from a community perspective.

Allocated Time: 70 minutes

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.

1. What value does the event bring to the community? What do you think is working? What do you like and why?
 2. What challenges does the event bring to the community? What isn't working, where and how can the event improve? What don't you like and why?
 3. What changes would you recommend to increase the community value of the event?
 4. 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?
-

5A: Sundance Film Festival (12:55 p.m.)

Allocated Time: 40 minutes

- **Description of Event:**

The Sundance Film Festival is the City's largest event, requiring coordination between every department, many community stakeholders, and the community. A robust community engagement plan was executed in the lead up to the event approval and a robust community debrief is in process. Major changes were instituted during the 2018 Festival including changes to venues, security, transit, transportation planning, parking, residential mitigation, taxi staging and more. Staff had three goals with this year's plan including:

- Creating a consistent and predictable transportation plan
- Reducing single occupant vehicles
- Reduce traffic in residential neighborhoods.

Additionally staff worked on a more robust outreach plan.

- **Location, Day, Date and Time:** Throughout the City and County - Thursday, January 18- Sunday, January 28, 2018
- **Level of Event:** Contracted Level 3 Event
- **Other events occurring on same day:** Respect Rally, 1/20/18
- **City Fee Summary:** Staff is gathering the Fee Summary.
- **Estimated Total Attendance:** Estimated attendance is still being calculated.
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:**
 - The changes to the event were well received. Staff has received numerous compliments about the organization of this year's festival from both community members and business owners alike.
 - A robust outreach/engagement platform was also part of the success of this event.
 - Richardson Flats for 10 day service was one of the highlights of success,

coupled with employee parking at Homestake, extended transit services, higher costs of parking, implementing a revamped Special Use of Parking Permit System, coordinating with Lyft, Uber and local taxi stakeholder group, increased residential mitigation (staffing) and increased and more direct signage).

- Staff has received some concern over Park Avenue in the 9th and 7th street areas and traffic sneaking through, as well as trouble getting transit through this area.
- Taxi staging areas were not well utilized during the event.
- Staff received more than 300 responses to the transportation survey online. We are working to compile this feedback for the debrief scheduled on March 29th with Council. This is more than double the responses we have received for any other event – 4th of July, Halloween, Arts Fest and Miners Day.
- 1,900 people were registered through the text alert system. This was for all three key words. The majority of people were registered through the FILMFEST keyword.

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 debrief recommendation regarding the event.

Notes: Item will be opened for public comment.

5B: FIS Freestyle Ski World Cup (1:35 p.m.)

Allocated Time: 10 minutes

- **Description of Event:**

This was the FIS Freestyle Ski 3 day event. Wednesday and Thursday were mogul competitions followed by fireworks. The Friday event was an aerials competition followed by fireworks. Popular event, it was the last Freestyle World Cup before the Olympic Games.

- **Location, Day, Date and Time:** January 10, 2018 – January 12, 2018; Deer Valley 11:00 a.m. to 8:00 p.m.

- **Level of Event:** Level 3

- **Other events occurring on same day:** NONE

- **City Fee Summary:** \$5,395.22; applicant has been granted a 50% waiver of these fees. Deer Valley responsible for \$2,697.61.

- **Estimated Total Attendance:** 15,000 – 20,000 total for all three days

- **Main Contact at City:** Chris Phinney

- **Staff Summary of Event:**

- Average attendance for Wednesday, Thursday and Friday.
- Traffic Mitigation was planned for the event. This plan worked well for Wednesday and Thursday of the event. Traffic and parking issues on Friday night.
- Event was held on a MLK weekend. Event had only one weekend night, Friday.

- Debrief of event with DV and City Staff to plan for mitigation of event issues before summer season and World Championships for next year.

Action: SEAC will discuss review of the event.

- (1) Event Summary by Chris Phinney
- (2) Committee Discussion
- (3) Open for Public Comment/Input
- (4) Committee final discussion and motion for summary debrief recommendation regarding the event.

Notes: Item will be opened for public comment

5C: Respect Rally (1:45 p.m.)

Allocated Time: 10 minutes

- **Description of Event:**
The Respect Rally was a follow up to the 2018 Women's March – A Level Three First Amendment Event with substantial changes from the previous year.
- **Location, Day, Date and Time:** North City Park, January 20, 10:00 a.m. – 11:30 a.m.
- **Level of Event:** Level 3, First Amendment Event
- **Other events occurring on same day:** Sundance Film Festival
- **City Fee Summary:** Total Fees were estimated at \$43,600 including fees donated by outside agencies. Total City fees were \$28,060. All fees were waived.
- **Estimated Total Attendance:** 1,500 – 2,000 1,200 live streamed the event
- **Main Contact at City:** Jenny Diersen
 - Staff Summary of Event: Event was felt to have been successful overall. Increased transportation planning, residential mitigation, security and change of venue were required.
 - Staff was appreciative of both resorts for coordinating impacts with their patrons and pass holders, as well as Sundance and the County for also helping with coordination efforts.
 - Snow storm lead to increased ski traffic and decreased event attendance. Staff required applicant to live stream the event, which likely also helped with decreased physical attendance, especially in the weather conditions.
 - Parking was removed from North City Park and there were temporary road closures on Park Avenue to help with transit movement.
 - Staff believes relocating the event from Main Street to North End City Park helped to manage crowds and continue traffic flow on Main Street.

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 debrief recommendation regarding the event.

Notes: Item will be opened for public comment.

5D: Team USA WinterFest (1:50 p.m.)

Allocated Time: 10 minutes

- **Description of Event:** The United States Olympic Committee presented a 13-stop tour to commemorate the 2018 Winter Olympic and Paralympic Games in Pyeongchang, The event was free to the public with many family friendly activities including: pin trading, a VR skeleton experience, Flying Aces Tramp show, Smore's Truck and ended with a Sleeping with Sirens and Good Charlotte Concert.
- **Location, Day, Date and Time:** Lower Main Street, between 7th and 9th Street. Saturday, February 10, 2018, 1-7pm
- **Level of Event:** Level 3
- **Other events occurring on same day:** NONE
- **City Fee Summary:** Total fees are \$10,462.22 and the event received a 100% Fee Reduction
- **Estimated Total Attendance:** 4,500 – 5,000 throughout the total event, 2,000-2,500 during concert
- **Main Contact at City:** Chris Phinney
- **Staff Summary of Event:**
 - The event was approved as a onetime event.
 - The event was successful overall and was a family friendly community event.
 - Closure of lower Main Street between 7th and 9th Street (2/9, 8 a.m. - 2/11 8 a.m.)
 - Event included a Smores Truck, Curling competition, live video board from Olympic Games and Pin trading
 - Concert on lower main from 5pm to 7pm. Sleeping with Sirens and Good Charlotte.

 - Staff received an addressed several noise complaints. Staff found that the band was out of compliance with the noise ordinance and asked for the music to be turned down to the appropriate level which was 90 decibels. The event complied.

Action: SEAC will discuss review of the event.

(1) Event Summary by Chris Phinney

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary debrief recommendation regarding the event.

Notes: Item will be opened for public comment.

Meeting Adjourned (estimated time 2:00 p.m.)

Next SEAC meeting is currently scheduled on Wednesday, March 21, 2017 at noon in at the Park City Library Community Room.

SPECIAL EVENT PROCESS AND DEBRIEF FORMS

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 it is.

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 complete for the event to occur.

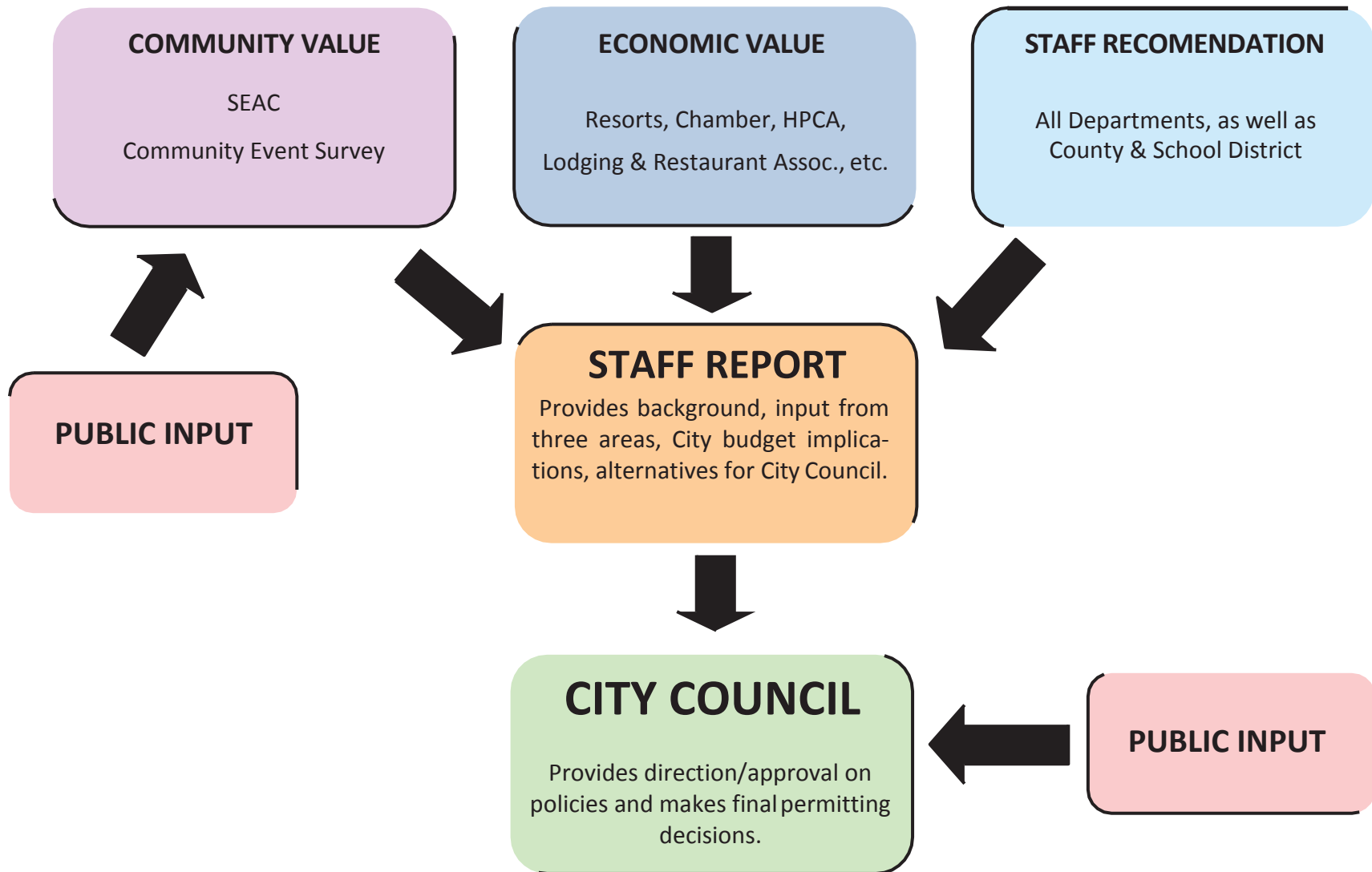
4. Approval—City Council has approval authority for all Level 3 Events that are new or have significant changes from the previous year. City Staff have administrative approval rights for any returning Level 3 event with minimal changes along with all Level 2 & Type 1 Events. *First Amendment Events are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

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.

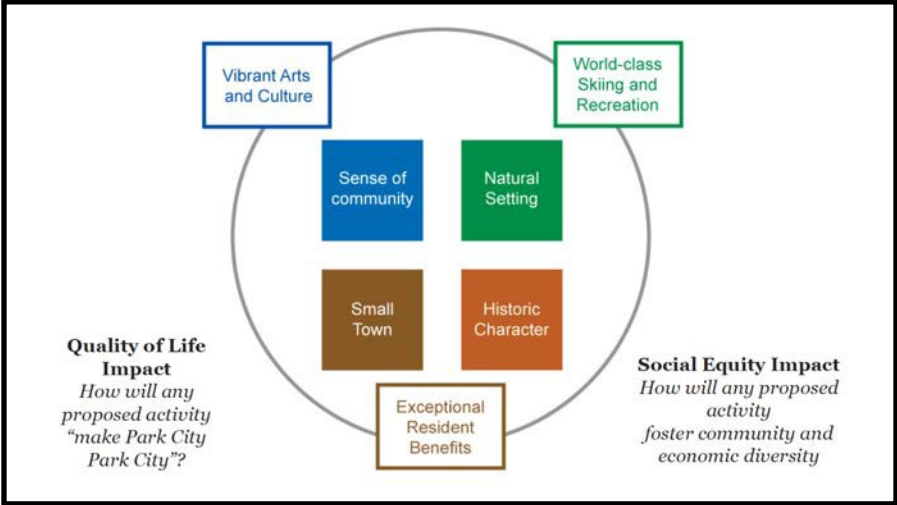
5. Event Execution—The event organizer puts on the event. City staff monitor the event to ensure that conditions of approval are met as well as helps to solve operational/logistic challenges as they occur.



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 opportunities for locals to be involved through volunteering or other opportunities.	1 out of 5									
Community Benefit - 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 substantial 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 ParkCity.	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										

SPECIAL

EVENT

CALENDAR

2018

February 2018

February 2018							March 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3					1	2	3
4	5	6	7	8	9	10	4	5	6	7	8	9	10
11	12	13	14	15	16	17	11	12	13	14	15	16	17
18	19	20	21	22	23	24	18	19	20	21	22	23	24
25	26	27	28				25	26	27	28	29	30	31

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Jan 28	29	30	31	Feb 1	2	3
Jan 28 - Feb 3							
	4	5	6	7	8	9	10
Feb 4 - 10						Winter Fest Event; Lower Main Street	
	11	12	13	14	15	16	17
Feb 11 - 17	Winter Fest Event; Lower Main					Youth DACA Demonstration – Feb. 16 to 18 (NEW Level 1 First Am	
	18	19	20	21	22	23	24
Feb 18 - 24	Youth DACA Demonstration –					Gallery Stroll; Main Street	
	25	26	27	28	Mar 1	2	3
Feb 25 - Mar 3			NEW - Rev Tour - Park City Base ; Park City Base				

March 2018

March 2018							April 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Feb 25	26	27	28	Mar 1	2	3
Feb 25 - Mar 3					NEW - Rev Tour - Park City Base ; Park City Base		Spring Concert Series ; Park Cit
					Red ,White and Snow ; Various		
					Full Moon Shoeshoe; Mcpolin		
	4	5	6	7	8	9	10
Mar 4 - 10	Spring Concert Series ; Park City Base						
	NEW - Junior Nationals; Park City Base						
	11	12	13	14	15	16	17
Mar 11 - 17	Spring Concert Series ; Park City Base						
	NEW - Junior Nationals; Park C						
	18	19	20	21	22	23	24
Mar 18 - 24	Spring Concert Series ; Park City Base						
	25	26	27	28	29	30	31
Mar 25 - 31	Spring Concert Series ; Park City Base						
	NEW - NORAM Cup ; Park City Base						
						Gallery Stroll; Main Street	Spring Gruv Concert ; Park Cit
							To Apr 8 →
							To Apr 9 →

April 2018

April 2018							May 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	8	9	10	11	12	13	14
29	30	31					27	28	29	30	31		

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Apr 1	2	3	4	5	6	7	
Apr 1 - 7	◀ From Mar 3 Spring Concert Series ; Park City Base ◀ From Mar 27 NEW - NORAM Cup ; Park City Base						
					Thin Air Fest; Various	Thin Air Fest; Various	Thin Air Fest; Various
8	9	10	11	12	13	14	
Apr 8 - 14	Spring Concert Series ; Park Cit NEW - NORAM Cup ; Park City Base						March for Science; TBD
15	16	17	18	19	20	21	
Apr 15 - 21							
22	23	24	25	26	27	28	
Apr 22 - 28						Gallery Stroll; Main Street	
29	30	May 1	2	3	4	5	
Apr 29 - May 5							

May 2018

May 2018							June 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5				6	7	8	9
6	7	8	9	10	11	12	10	11	12	13	14	15	16
13	14	15	16	17	18	19	17	18	19	20	21	22	23
20	21	22	23	24	25	26	24	25	26	27	28	29	30
27	28	29	30	31									

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Apr 29 - May 5	Apr 29	30	May 1	2	3	4	5 Moose on the Loose Kids Trail
	6	7	8 MidWeek MTB series; Round	9	10	11	12
May 6 - 12	13	14	15	16	17	18	19 Running With ED;) Basin Recr
	20	21	22	23	24	25 Gallery Stroll; Main Street	26
May 13 - 19	27	28 Memorial Day 5K ; Start at Do	29	30	31	Jun 1	2

June 2018

June 2018							July 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2	1	2	3	4	5	6	7
3	4	5	6	7	8	9	8	9	10	11	12	13	14
10	11	12	13	14	15	16	15	16	17	18	19	20	21
17	18	19	20	21	22	23	22	23	24	25	26	27	28
24	25	26	27	28	29	30	29	30	31				

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	May 27	28	29	30	31	Jun 1	2	
May 27 - Jun 2						Graduation Day	Barn Party -NAC ; NAC Wasach Back Relay - Ragnar	
	3	4	5	6	7	8	9	
Jun 3 - 9	Park Silly Sunday Market ; Lo	Noches de Verano (Mountai	MidWeek MTB series; Round	Last Day of School	Ski Town Lacrosse ; Quinns and School District Fields			Park City Trail Series ; Event T
	10	11	12	13	14	15	16	
Jun 10 - 16	Park Silly Sunday Market ; Lo	Noches de Verano (Mountai			NEW - Avalanche Soccer - Tentative ; Quinns and School District Fields		Kids Adventure Games Tentative ; Park City Base or Canyons Village NEW - Latino Arts Festival; Par Savor the Summit; Main Street Tiny Tri ; PC MARC, Park Mead	
	17	18	19	20	21	22	23	
Jun 17 - 23	NEW - Avalanche Soccer - Tent Kids Adventure Games Tentati NEW - Latino Arts Festival; Par Park Silly Sunday Market ; Lo	Noches de Verano (Mountai	Mid-Week Mtn Bike Series - (Wednesday Night Concert M	Go Skate Celebration ; Skate P	State Room Concert ; Deer Va	Tentative - Historic Home To Miner's Park Concert Series; YBDIO - Your Barn Door is Op	
	24	25	26	27	28	29	30	
Jun 24 - 30	Park Silly Sunday Market ; Lo Tentative - Childrens Justice	Noches de Verano (Mountai		Wednesday Night Concert M		Firecracker Baseball ; Quinns Complex and School District Fields Deer Valley Music Festival ; D Gallery Stroll; Main Street UnCorked - Recycle Center ; R	Deer Valley Music Festival ; D Miner's Park Concert Series; Park City Skate Series ; Skate	

July 2018

July 2018							August 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	5	6	7	8	9	10	11
8	9	10	11	12	13	14	12	13	14	15	16	17	18
15	16	17	18	19	20	21	19	20	21	22	23	24	25
22	23	24	25	26	27	28	26	27	28	29	30	31	
29	30	31											

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jul 1 - 7	Jul 1 Park Silly Sunday Market ; Lo	2 Firecracker Baseball Noches de Verano (Mountai	3	4 July 4th Celebration ; Main St Park City's 36th Annual July PC Mountain 4th of July Cele Wednesday Night Concert M	5	6 Deer Valley Music Festival ; D Sundance Summer Series Out	7 Deer Valley Music Festival ; D Miner's Park Concert Series;
Jul 8 - 14	8 1033 Ride ; Motorcycle Ride Fr Park Silly Sunday Market ; Lo	9 Noches de Verano (Mountai	10	11 Triple Crown Wednesday Night Concert M	12 State Room Concert ; Deer Va	13 Deer Valley Music Festival ; D Sundance Summer Series Out	14 Deer Valley Music Festival ; D Jupiter Peak Steeplechase; Pa Miner's Park Concert Series; Park City Trail Series ; Event T
Jul 15 - 21	15 Park Silly Sunday Market ; Lo	16 Beethoven Festival ; CityPark Noches de Verano (Mountai	17	18 Triple Crown Wednesday Night Concert M	19	20 Deer Valley Music Festival ; D Sundance Summer Series Out	21 Deer Valley Music Festival ; D Go Skate Day Celebration ; Sk Miner's Park Concert Series;
Jul 22 - 28	22 Triple Crown Park Silly Sunday Market ; Lo	23 Beethoven Festival ; City Park Noches de Verano (Mountai	24 Pioneer Day ; City Park , Gazab	25 Wednesday Night Concert M	26	27 Extreme Soccer Cup Deer Valley Music Festival ; D Gallery Stroll; Main Street Sundance Summer Series Out	28 Deer Valley Music Festival ; D Miner's Park Concert Series; Movie Night at Aspen villas ; Park City Skate Series ; Skate
Jul 29 - Aug 4	29 Park Silly Sunday Market ; Lo	30 Beethoven Festival ; City Park Noches de Verano (Mountai	31	Aug 1	2	3	4

August 2018

August 2018							September 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30						

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Jul 29	30	31	Aug 1	2	3	4
Jul 29 - Aug 4				Wednesday Night Concert M	Art Festival Gala ; Kimball Art	Art Festival ; Main Street Deer Valley Music Festival ; D Sundance Summer Series Out	
	5	6	7	8	9	10	11
Aug 5 - 11	Art Festival ; Main Street	Beethoven Festival ; CityPark Noches de Verano (Mountai		Wednesday Night Concert M			Drive In at Prospector ; Lot C Park City Trial Series ; Event T
	12	13	14	15	16	17	18
Aug 12 - 18	St. Mary of Asumption Annu Tour of Utah - Stage 7; Main	Beethoven Festival ; City Park Noches de Verano (Mountai		Wednesday Night Concert M	NEW - Park City Baseball ; School District KPCW - Back Alley Bash ; Tow Mid Mountian Marathon ; Mi Miner's Park Concert Series;		
	19	20	21	22	23	24	25
Aug 19 - 25	St. Mary of Asumption Annu	Noches de Verano (Mountai		Wednesday Night Concert M			Scott Enduro Cup ; Deer Valley Classic Car Show ; Lower Main Miner's Park Concert Series; Summit Challenge Bike Tour
	26	27	28	29	30	31	Sep 1
Aug 26 - Sep 1	Scott Enduro Cup ; Deer Valley Park Silly Sunday Market ; Lo Walk a Mile in Her Shoes; Cit	Noches de Verano (Mountai				Gallery Stroll; Main Street	

September 2018

September 2018							October 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Aug 26	27	28	29	30	31	Sep 1
8/26 - 31							Point 2 Point ; Round Valley to
	2	3	4	5	6	7	8
9/2 - 7	Park Silly Sunday Market ; Lo	Bowl Jam - Miners Day ; Skat Miners Day Noches de Verano (Mountai					5K9 Race - Tentative Date ; P Dirt Jump Jam; Dirt Jump Park Hike 4 Hunger; Deer Valley
	9	10	11	12	13	14	15
9/9 - 14	Park Silly Sunday Market ; Lo	Noches de Verano (Mountai				Autumn Aloft ; Main Street, North 40, Park Meadows Country Club	5K9; Park City Hospital and Ro Park City Trial Series ; Event T
	16	17	18	19	20	21	22
9/16 - 21	Autumn Aloft ; Main Street, Nor Park Silly Sunday Market ; Lo Tour De Suds ; City Park to Gu	Noches de Verano (Mountai					North Face EnduranceChallang 5K9 Race - Tentative Date; Pa Scarecrow Festival ; Mcpolin F
	23	24	25	26	27	28	29
9/23 - 28	North Face EnduranceChallang Park Silly Sunday Market ; Lo	Noches de Verano (Mountai				Gallery Stroll; Main Street PCHS Cross Country Invitatio	Utah High School Cycling Lea
	30	Oct 1	2	3	4	5	6
9/30 - 10/5							

October 2018

October 2018							November 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
7	1	2	3	4	5	6	4	5	6	7	1	2	3
14	8	9	10	11	12	13	11	12	13	14	8	9	10
21	15	16	17	18	19	20	18	19	20	21	15	16	17
28	22	23	24	25	26	27	25	26	27	28	22	23	24

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sep 30	Oct 1	2	3	4	5	6
Sep 30 - Oct 6		Noches de Verano (Mountai				Utah High School Cycling League; Round Valley Trail System atQu	
	7	8	9	10	11	12	13
Oct 7 - 13		Noches de Verano (Mountai					ARToberFest; Kimball ArtCent Shot Ski; Main Street - Swede
	14	15	16	17	18	19	20
Oct 14 - 20		Noches de Verano (Mountai				USC Parade - Tentative ; Main	
	21	22	23	24	25	26	27
Oct 21 - 27		Noches de Verano (Mountai				Gallery Stroll; Main Street	
	28	29	30	31	Nov 1	2	3
Oct 28 - Nov 3		Noches de Verano (Mountai		Halloween on Main ; Main Str			

November 2018

November 2018							December 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3							1
4	5	6	7	8	9	10	2	3	4	5	6	7	8
11	12	13	14	15	16	17	9	10	11	12	13	14	15
18	19	20	21	22	23	24	16	17	18	19	20	21	22
25	26	27	28	29	30		23	24	25	26	27	28	29
							30	31					

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Oct 28	29	30	31	Nov 1	2	3
Oct 28 - Nov 3							
	4	5	6	7	8	9	10
Nov 4 - 10		Noches de Verano (Mountai					
	11	12	13	14	15	16	17
Nov 11 - 17		Noches de Verano (Mountai					
	18	19	20	21	22	23	24
Nov 18 - 24		Noches de Verano (Mountai					Electric Light Parade and Hol
	25	26	27	28	29	30	Dec 1
Nov 25 - Dec 1		Noches de Verano (Mountai				Gallery Stroll; Main Street	

December 2018

December 2018							January 2019						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30	31		
30	31												

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Nov 25	26	27	28	29	30	Dec 1
11/25 - 30							#FIRST30 Concert; Park City B
	2	3	4	5	6	7	8
12/2 - 7		Noches de Verano (Mountai					
	9	10	11	12	13	14	15
12/9 - 14		Noches de Verano (Mountai					Santa comes down Town Lift
	16	17	18	19	20	21	22
12/16 - 21		Noches de Verano (Mountai					
	23	24	25	26	27	28	29
12/23 - 28		Noches de Verano (Mountai Torchlight Parade; Park City B				Gallery Stroll; Main Street	
	30	31	Jan 1, 19	2	3	4	5
12/30 - 1/4		Noches de Verano (Mountai					