

Exhibit B – Avalanche Soccer Showcase Analysis 2018

In accordance with section [4A-2-3](#) of the Municipal Code, staff finds the Avalanche Invitational Soccer Showcase is an elite-level tournament. This event draws recruiting college coaches from throughout the country. In order to give added options to families while maintaining the all-girls colleges showcase aspect, Avalanche partnered with Apex, a boys' soccer organization. The boy's teams are not part of the collage showcase. For 2018 all of the boys' games will be held in the county. For the 2019 season the Avalanche will be an all-girl showcase with approximately 150 total teams, without an adjoining boy's component.

Details of the 2018 event include:

- The event is expected to draw 4500 attendees over four days.
- The event will be held from 8:00am to 10:00pm June 14, 15, 2018 and 8:00a.m. – 2:00pm on June 17, 2018.
- The Avalanche anticipates approximately 180 – 200 teams
 - 150 all- girl teams for the college showcase.
 - 40 boys' teams for normal tournament play.
- The event will host age groups of U9-U19 and requests use of eight (8) fields within City limits at the Quinn's Sports Complex and School District Fields adjacent to Kearns Blvd.
- The applicant has secured ten (10) fields in Snyderville Basin.
- The applicant continues to work with the City to promote off-site parking and traffic circulation in the vicinity of the event. The applicant is asking participants to carpool, walk and take transit – utilizing existing transportation routes.
- The Park City School District has been notified of this event.

Transportation, Parking and Transit Impacts

Transportation planning in coordination with Parking Services, Transit and Special Events anticipates no additional transit or parking mitigation measures will be required for this event. Staff believes there is ample parking available for the event at the Park City High School adjacent to Kearns Blvd and the Quinn's Sport Complex.

Environmental Sustainability

Avalanche Invitational strives to produce a sustainable and environmentally friendly event. The organizers will be proving the city with post event tracking information of their sustainable activities. In addition to other measures the event will be implementing the following sustainable efforts for 2018.

- A glass and Styrofoam free event
- Recycling at all field areas
- Event does no sell or give away plastic water bottles

Special Event Advisory Committee:

- SEAC met for preliminary discussion of the Avalanche Tournament at their November 15, 2017. SEAC, Staff and the general public commented at the [December 7, 2017](#) (page 4, 5 & 6) Council meeting as follows:
 - Jon Weidenhamer summarized that SEAC supported bringing the tournament back, although it would make the shoulder season busier.
 - Sarah Klingenstein, SEAC member, said that their concerns had been that it was in the shoulder season and that it brought a lot of people from out of town and that SEAC discussed that thoroughly.

- Shelley Gillwald, tournament director for Park City Soccer Club and Mark McGill a lodging representative spoke in support of Avalanche
- SEAC met to prioritize the Avalanche Tournament at their February 21, 2018 meeting the comments are summarized as follows:

Pros: The focus on female athletes; Positive economic benefit.

Cons: Traffic concerns and community capacity; Event is in the off-season; some in the community would not attend; Events should be unique and community based.

SEAC also asked Staff to consider and work with the applicant on various aspects when reviewing the event such as:

- Ensure that the event benefits the community, local teams and clubs.
- Foster events that showcase female athletes.
- Be aware of the potential growth of the event and the impact that the event may have on the balance of the event calendar.
- Ensure that the event continues to be unique

Other events on proposed dates in Park City

DATE	EVENT	A – Geographic Separation	B - Proposed Time & Duration	C – Anticipated Attendance
June 14 - 17	Avalanche Soccer	Quinn’s Sports Complex and School District Fields	8:00 a.m. to 8:00 p.m.	4500 people
June 15, 16	Kids Adventure Games	Park City Base	10:00 a.m. to 5:00 p.m.	300
June 16	Savor the Summit	Main Street	1:00 p.m. to 10:00 p.m.	2000
June 16	Tiny Tri	The MARC & Park Meadows Streets	4:00 p.m. to 9:00 p.m.	50
June 17	Park Silly Sunday Market	Main Street btw Heber Ave and 9 th St. & 5th Street	10:00 a.m. – 5:00 p.m.	12,000
June 16 & 17 (proposed Level 3 Event)	Latino Arts Festival	Location TBD – City Park or Library Field	3:00 p.m. – 9:00 p.m.	900

Staff also wanted to mention that they are coordinating with Summit County and Basin Recreation regarding County/Basin events on Saturday of the Tournament, the Round Valley Rambler will take place at Round Valley starting at the Trailside (County) side of Round Valley.

Estimated City Service Fees for 2018

- No fee waivers will be requested for the 2018 event. The event will pay for the fees as listed.

DEPARTMENT	Costs/ Estimate
Special Event Application Fee	\$160
Field rental Fees (four days)	\$11,113
Building Permit Fees	\$340
Total Estimated Fees	\$11,613