



## City Council Staff Report

**Subject:** 2017 Park Silly Sunday Market End of Season Review  
**Author:** Jenny Diersen, Special Event & Economic Development Manager  
**Department:** Special Events & Economic Development  
**Date:** November 9, 2017  
**Type of Item:** Administrative

### Summary Recommendation

Staff recommends that the Park City Council affirm staff findings that the Park Silly Sunday Market operated consistently with their City Services Agreement and has satisfactorily completed the Measures of Success for the 2017 contract year.

Staff also recommends the approval of the dates for the 2018 PSSM season as presented in Exhibit A – 2017 PSSM End of Season Review Measures of Success

### Executive Summary

As part of the requirements in the City Services Agreement, staff is returning to update City Council with an end of season report regarding the performance of Park Silly Sunday Market. Staff finds that Park Silly Sunday Market has complied with the Council approved 'Measures of Success', City Services Agreement and Level Three Special Event for their operations in 2017.

Staff also is recommending the approval of the 2018 PSSM dates as part of this report.

### Acronyms

HPCA – Historic Park City Alliance  
PCMC – Park City Municipal Corporation  
PSSM – Park Silly Sunday Market  
SEAC – Special Events Advisory Committee

### The Problem and the Opportunity

The PSSM has become an important part of Park City's cultural identity and event calendar. Its success includes cultivating new, local businesses, and creation of community gathering space. The success of the event has also created impacts that need to be mitigated for specifically in the Old Town neighborhood and Main Street areas.

### Background

Date  
April 27, 2017

Item  
[Park Silly Sunday Market Supplemental Plan & Approval Staff Report](#) – page 164/ [Minutes](#) - page 10 - 11

June 15, 2017	<a href="#">Addendum to PSSM Supplemental Plan – Transportation Mitigation</a> – page 164 / <a href="#">Minutes</a> page 5 & 6
August 3, 2017	<a href="#">Park Silly Sunday Market Mid Season Review</a>
August 31, 2017	<a href="#">Addendum to PSSM Supplemental Plan – Pilot Paid Parking</a> page 200 / <a href="#">Minutes</a> page 13 - 15
September 14, 2017	<a href="#">Park Silly Sunday Market Contract Approval</a> page 202 / <a href="#">Minutes</a> page 12

On March 11, 2014 PCMC and PSSM entered into a three year City Service Agreement. The goals of the agreement were to reduce the negative impacts of the market, and provide a means for all stakeholders to provide feedback in an effort to reach the goals of all parties involved. As part of the City Service Contract, PSSM must present a complete an end of season review to City Council by November 15th of each contract year. PSSM continues to be compliant with the requirements of the contract.

In 2013, City Council approved a [three year contract](#) which included the following changes to previous contracts for the Park Silly Sunday Market:

- 3-year contract that renewed each year based on PSSM being in compliance with the ‘Measures for Success’ (EXHIBIT A).
- Cash contributions from the City to the market were reduced by \$5,000 on an annual basis. The cash contribution from the City went from \$50,000 in 2014 to \$45,000 in 2015 and to \$40,000 in 2016.
- There will not be any expansion of the Market’s footprint.
- Includes definitions on different vendor categories.

On November 10, 2016, City Council approved a [one year extension to the PSSM City Service Contract](#) that included the terms below. This is the contract that the end of season review for 2017 will focus on:

- 1 year contract with no automatic renewal.
- PCMC waives the City Service Fees estimated at \$77,000 for 2017.
- PCMC will make a cash payment of \$20,000 to PSSM.
- PSSM will operate 14 markets on Sundays from June 4, 2017 through September 17, 2017. No market would be held on Sundays, August 6 (for the Arts Festival) or on Sunday, August 13.
- All other terms from the previous contract would remain the same, including:
  - Use areas;
  - City Council Check-ins; and
  - Performance Measures.

On September 14, 2017, City Council approved a [new three year City Service contract](#) with PSSM. This contract begins for the 2018 season.

The 2017 End of Season Measures of Success chart is included as Exhibit A. Additionally, an Analysis of 2017 PSSM Season is attached as Exhibit B regarding the following topics:

- Operational Times & Days 2017

- Working Group
- Financial Considerations
- Year End Comparison – Attendance & Sustainability Efforts
- Transportation & Parking Count Comparison

### **Analysis Summary**

As the End of Season Measures of Success and Analysis of 2017 PSSM Season shows (Exhibits A and B), PSSM has been operating consistently with the City Service Contract.

Feedback from the community remains split regarding the PSSM. During the 2017 PSSM operations, staff received very few complaints from residents, staff or businesses regarding the event. Any time a grievance was received by staff or PSSM, the complaint was brought to the attention of PSSM immediately and the challenge was further mitigated. Specific examples of this are outlined as the 2017 Analysis of PSSM in Exhibit B. PSSM has been and continues to be willing to address challenges brought to their attention.

PSSM has worked to ensure that they are continually in compliance with the parameters of the City Services Agreement, Measures of Success and Level Three Event Permit and has worked with staff to continue to address concerns and implement mitigation opportunities as soon as they arise.

Both staff and PSSM understand that in future years, additional mitigation efforts will be needed. However, where this report is specifically focused on the required 2017 end-of-season debrief, staff will hold discussion of potential mitigation strategies and additional changes for a staff report to be presented to Council in a subsequent meeting.

Questions for Council – (please refer to Exhibits A & B)

1. Does Council agree with the staff findings that PSSM performed within the standards of the past contract?
2. Does Council approve of the dates for the 2018 PSSM?

### **Alternatives for City Council to Consider**

**1. Recommended Alternative:** Affirm Staff findings that PSSM is operating consistently with the City Services Agreement and has satisfactorily completed the Measures of Success for the 2017 contract year. Council should also approve the dates for the 2018 season as reflected in Exhibit A.

**This is Staff's recommendation.**

Pros:

- a. Staff believes the event's programs align with City Council's goals of providing a complete community that values economic diversity and arts and culture, creating engaged and effective government, and a thriving mountain community in the following ways:
  - Vibrant arts and culture offering;

- Protected and celebrated history, as well by creating a community gathering place;
- Safe Community;
- Balance between tourism and local quality of life;
- Varied and extensive event offerings;
- Accessibility during peak times
- Well utilized, fare-free, regional public transit, walk-able and bike-able community;
- World-class, multi-seasonal resort destination

**2. Deny Alternative:** Deny that Park Silly Sunday Market is operated consistently with their City Services Agreement and satisfactorily completed the Measures of Success for the 2017 year.

Cons

- a. Compliance with the Measures of Success and City Services Agreement for the 2017 season would not be approved.

**3. Continue the Item Alternative:** The City Council may continue the item for more information or discussion, thus postponing the findings of the 2017 End of Season Review, and postpone the recommendation that PSSM operated consistently with the City Services Agreement and Measures of Success.

Cons:

- a. This will further postpone the approval of compliance for the 2017 PSSM season with regards to the Measures of Success and City Services Agreement.

**Department Review**

Special Events, Sustainability, Economic Development, Legal, Executive, Budget, Building, Police, Public Works, Transit and Transportation Planning Departments have reviewed this report and comments have been incorporated.

**Community Engagement**

Staff worked to facilitate debrief & prioritization discussions with SEAC regarding the 2017 Park Silly Sunday Market at the May, June, August and September meetings. SEAC's comments have been incorporated into this report.

Staff worked to facilitate a debrief of the Market season with the HPCA event committee in October. Their comments have been incorporated into this report.

**Funding Source**

Funding for the Park Silly Market comes from the Transportation and Parking Fund from income generated through the paid parking meter program.

**Attachments**

- Exhibit A 2017 End of Season Measures of Success
- Exhibit B 2017 Analysis of PSSM
- Exhibit C 2017 PSSM Use Area