

Attachment B 2018 Deer Valley Concert Series Analysis

Event Description

The 2018 Deer Valley Concert Series, in its inaugural season, presented by Deer Valley will be the first concert series directly managed by Deer Valley. This vibrant five show series will welcome new artists to the stage of the Snow Park Outdoor Amphitheater. The Deer Valley Concert Series will complement the two series already held at the Snow Park Outdoor Amphitheater; the Deer Valley Music Festival and the Grand Valley Community Concert Series.

Event Location:

The concert series will be held at Deer Valley’s Snow Park Outdoor Amphitheater.

Event Dates and Lineup:

- August 2, 2018, The Decemberists with special guest Whitney.
- August 9, 2018, Gavin DeGraw/Phillip Phillips.
- August 18, 2018, Lukas Nelson & Promise of the Real/M.Ward.
- August 31, 2018, Gov’t Mule with special guest The Magpie Salute.
- September 3, 2018, Jason Mraz.

Public Safety:

Park City Police determined a public safety plan in coordination with other events scheduled throughout the City on the five concert days. Council can request for staff to return and review the Public Safety plan in a closed session.

Parking, Transit and Transportation:

- The applicant has a plan to promote, walking, biking, carpooling or using public transit to the event.
- Parking will take place in the Deer Valley Snow Park Parking Lots.
- The event takes place on existing transit route. Added trippers will be added to this route.

Community Engagement & Notification:

- The applicant will be using the Park Record and KPCW to market and notify the community of this event.
- Social Media outlets will be used to promote the event as well as notify residents of event impact mitigations.
- The event text notification system will be used to inform local residents of the event.

Financial Considerations:

- The Applicant has applied for a fee waiver for \$7,360 in City fees. This amount can be approved under the authority of the City Manager, according to the [Park City Municipal Code 4A-2-9](#).
- Any fees approved for fee reduction will come from the general fund.

<u>City Services</u>	<u>2018 Costs</u>
Police	\$7,200.00

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<b>Special Events Application fee</b>	\$160.00
<b>Total:</b>	<b>\$7,360.00</b>

Vendors:

- Deer Valley concessions; food and beer.
- 1 food truck; food, no alcohol.

Weather:

The applicant has submitted a weather conditions plan and would like to ensure the safety of spectators and participants as well as the general public. The applicant understands that Park City Special Events, Police, Fire, Building Official/Fire Marshal and Emergency Management have the right to cancel the proposed Level 3 Special Event. The applicant has decided not to choose a weather date for the 2018 Deer Valley Concert Series. Should events be cancelled or postponed, the applicant will use the community notification procedures to notify attendees and the community.

First Aid:

Deer Valley Resort will ensure the presence of qualified emergency treatment providers (EMTs) on the Event site in compliance with the requirements of Summit County regarding the number of attendees of the event. The EMTs will be there before the event starts, and leave after the guests have left the parking lots. Injured guests will be taken to the First Aid Room located on the east side of the Snow Park Lodge and have immediate medical attention by the EMTs.

Waste Receptacles and sustainability efforts:

- Trash and Recycling will be handled by the applicant.

Other Events on concert dates:

August 2, 2018

- Deer Valley Mountain Bike Munchies, 8:00 a.m. to 9:00 p.m., Level One Event, Deer Valley

August 9, 2018

- Deer Valley Mountain Bike Munchies, 8:00 a.m. to 9:00 p.m., Level One Event, Deer Valley

August 18, 2018

- Mid-Mountain Marathon, 7:00 a.m. to 2:00 p.m., Level Two Event, Deer Valley to the Utah Olympic Park
- Miner's Park Concert Series, 1:30 p.m. to 5:00 p.m., Level One Event, Miner's Park, Main Street
- Deer Valley Mountain Bike Munchies, 8:00 a.m. to 9:00 p.m., Level One Event, Deer Valley
- Park City Mountain Resort Village Concert Series, 4:00 p.m. to 6:00 p.m., Level Two Event, PCMR

August 31, 2018

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- Deer Valley Mountain Bike Munchies, 8:00 a.m. to 9:00 p.m., Level One Event, Deer Valley
- The Cube of Truth, 6:00 p.m. to 9:00 p.m., First Amendment Event, Miner's Park, Main Street
- Park City Mountain Resort Village Concert Series, 4:00 p.m. to 6:00 p.m., Level Two Event, PCMR

September 3, 2018

- Miner's Day Celebration, parade and city park activities, 7:00 a.m. to 6:00 p.m., Level Three Event, Main Street and City Park