

Exhibit A – Proposed Parking Rates & Outreach Plans for Major Summer 2019 Events

Event	Parking Rate	Hours	Outreach Plan
Park Silly Sunday Market - Sundays, June 2 to September 27 – no PSSM August 4, 11 or 18	\$5/p hour, first hour free with max of \$18 per day. At 5 p.m. rates return to \$3 per hour (normal rates)	10:00 to 5:00 p.m.	Staff will conduct outreach including social media and eblasts through HPCA and City outlets as well as door to door to merchants and residents in Old Town in middle to late May before the event begins.
Savor the Summit – Saturday, June 22	Normal rates, \$3/p hour, first hour free with max of \$18.	Normal Paid parking rates begin at 5:00 p.m. daily with first hour free	Outreach will include HPCA event, local taxi stakeholder and lodging association outreach and reminders for street operations and closures and information on where to park for employees and merchants. Door to door outreach is not anticipated at this time.
Fourth of July – Thursday, July 4	\$20 flat rate fee from 7 a.m. to 1 p.m.	After the event, normal paid parking rates begin at 5:00 p.m. daily with first hour free.	Major outreach will include door to door residential and merchant outreach, outreach to lodging and taxi partners, impact map on City website and social media, eblast, local media partners etc..
Triple Crown Parade – Monday, July 22	Normal rates, \$3/ hour, first hour free with max of \$18	Normal paid parking rates will begin in China Bridge at 5:00 p.m. daily with first hour free.	Lower Main Street outreach door to door with merchants for parking removal & HPCA eblasts and social media posting.
Park City Kimball Arts Festival – Friday, August 2 to Sunday, August 4	\$5/hour from 8 a.m. to 5 p.m. daily.	7 a.m. to 9 p.m., after 5 p.m. rates change to \$3/hr max \$18	Major outreach will include door to door residential and merchant outreach, outreach to lodging and taxi partners, impact map on City website and social media, eblast, local media partners etc..
Tour of Utah – Sunday, August 17	\$20 flat rate from 7 a.m. to 4 p.m. This is due to a 2 hour time period where those parked in China Bridge will not be able	After the event parking rates return to normal which is \$3/hr, max \$18.	Major outreach will include door to door residential and merchant outreach, outreach to lodging and taxi partners, impact map on City website and social media, eblast, local media partners etc..

	to exit because of the course and because of the large egress post event.		
Miners Day – Monday, September 2	\$10 flat rate fee from 7 a.m. to 1 p.m. Parking is free after 1 p.m.	Normal Paid parking rates begin at 5:00 p.m. daily with first hour free	Major outreach will include door to door residential and merchant outreach, outreach to lodging and taxi partners, impact map on City website and social media, eblast, local media partners etc..
Autumn Aloft - Friday, September 13 to Sunday, September 15	Normal rates, which include free parking until 5 p.m. *Sunday PSSM rates will be in effect.	Normal Paid parking rates begin at 5:00 p.m. daily with first hour free	Outreach will include HPCA event reminders for street operations and closures and information on where to park for employees and merchants, as well as, outreach to lodging and taxi partners, Door to door outreach is not anticipated at this time.
Shot Ski – Saturday, October 12	Normal rates, which include free parking until 5 p.m.	Normal Paid parking rates begin at 5:00 p.m. daily with first hour free, \$3/p hour max \$18	Outreach will include HPCA event reminders for street operations and closures and information on where to park for employees and merchants, as well as outreach to lodging and taxi partners,. Door to door outreach is not anticipated at this time.
Halloween – Thursday, October 31	\$10 flat rate fee from 7 a.m. to 1 p.m.	Normal Paid Parking rates will begin after 6 p.m.	Major outreach will include door to door residential and merchant outreach, outreach to lodging and taxi partners, impact map on City website and social media, eblast, local media partners etc..