

Park Silly Sunday Market (PSSM) Background

<u>Date</u>	<u>Item</u>
November 3, 2016	PSSM 2016 End of Season Review / Minutes p.14-15
November 10, 2016	PSSM Contract Extension / Minutes p. 7-8
April 27, 2017	PSSM 2017 Supplemental Plan Approval / Minutes p.10-11
June 15, 2017	PSSM 2017 Addendum to Supplemental Plan Transportation Alternatives / Minutes p.5-6
August 3, 2017	PSSM Mid-Season Review – Staff Communication
August 31, 2017	PSSM 2017 Addendum to Supplemental Plan – Parking & Transportation Plans
September 14, 2017	PSSM – City Service Agreement Extension / Minutes p.12
November 9, 2017	PSSM 2017 End of the Season Review / Minutes p.4-5
May 3, 2018	PSSM 2018 Supplemental Plan Approval/Minutes p.18-19
August 2, 2018	PSSM 2018 Mid-Season Review Staff Communication Report / Minutes p.5
November 15, 2018	PSSM 2018 End of Season Review Staff Report / Minutes p. 2 to 4
May 2, 2019	PSSM 2019 Supplemental Plan Approval Staff Report p. 242-252 / Minutes p.11
August 1, 2019	PSSM 2019 Mid-Season Review p.7-16
October 22, 2019	PSSM 2019 Season Debrief Staff Report p.75-88 / Minutes p.6-7
December 5, 2019	Work Session PSSM Request for 2 year Contract Extension p. 111-114/ Minutes p.10-11
January 9, 2020	PSSM 2 Year Contract Extension p.92 / Minutes p.7

[PSSM Contract and Addendum is linked here.](#)

PSSM is an important event that helps promote local businesses, create vibrancy, community and culture. They are one of the most professional event organizers and work hard to minimize residential and business impacts. In addition, PSSM is arguably one of Park City's premier local business incubator and community builders – assisting more than 138 local businesses and providing 53 free nonprofit booths annually. In addition, PSSM continues to support the City's Critical Community Priorities, including:

1. Sustainability – PSSM maintains 80% waste diversion rate or better, and mentor other events and community groups with sustainability efforts;
2. Transportation – PSSM promotes parking outside of the Main Street core, provides free bike valet, and supplements transit options at the High School; and
3. Social Equity – PSSM offers free or affordable booth spaces to showcase local non-profits and community groups.

On September 14, 2017 City Council approved City Service agreement with PSSM beginning with the 2018 season expiring in 2020 subject to annual non- automatic renewals. The agreement shall renew for an additional two (2) years for the 2021 and 2022 Markets, provided both parties execute written notice of consent to renew by

March 1, 2020. The contracted terms included the following:

1. Number of Market Dates - 14 Market Dates, Sundays June 3 through September 23, except for the dates August 2, 12, and 19.
2. Financial Contributions - \$15,000 to help offset the cost of PSSMs zero waste efforts which greatly exceed the City's proposed standards. PSSM to be required to participate in City activities and events to help increase other event's sustainable efforts.
3. City Service Fees – City to waive \$60,687.55 (or the equivalent of 11 markets), and PSSM to pay for \$16,551.15 (or the equivalent of 3 markets).
4. Contract Length – Three-year contract, with a possibility to renew the contract for two years after the three-year contract ends. This is not an automatic renewal.
5. Use Area – Use Areas remain the same as previous and will be reviewed annually with each supplemental plan.
6. Performance Measures – Removal of marketing and attendance requirements from 2017, while keeping vendor mix, sustainable and transportation measures for the length of the contract.

On January 6, 2020 both parties provided written request to extend the contract for an additional two years (2021 and 2022 market seasons). Changes to the contract included:

1. Updated insurance terms to match City requirements.
2. Acknowledgement of date conflict with Fourth of July in 2021, including that Fourth of July should take precedence, and staff believed the events could be held concurrently, allowing for a nonevent weekend in August.
3. Noise Reduction allowing 75 decibels from 10 am to 1pm and up to 90 decibels from 1 to 5 pm.
4. No vendor Parking on Park Avenue. Including that the City will ticket and tow vendors on Park Avenue.
5. Bollard Installation at rate of \$1,000 per market.
6. No longer contribute \$15,000 for sustainability efforts.
7. Pedestrian Management at Heber and Main in coordination with Police Department, Special Events and Transit staff.

On April 21, 2020, due to the unforeseen circumstances stemming from the impacts of the COVID-19 pandemic and Summit County Joint Public Health Order 2020-03, PSSM cancelled the 2020 PSSM season, acknowledging both parties intent to work towards future years of 2021 and 2022.

As part of the City Service Contract section 2.1, the Supplemental Plan should have Council approval by the second week in April for the Market to begin in June of each contracted year.