

Special Event Background

City Council Reports:

October 9, 2014	Special Events Update Study Session – pages 2 through 17
October 9, 2014	Special Event Update Minutes – pages 1 through 2
December 4, 2014	Special Events Discussion – pages 8 through 24
December 4, 2014	Special Events Discussion Minutes – pages 9 & 10
March 26, 2015	Special Event Update – SEAC on pages 8 through 11 / Minutes – pages 1 through 2
June 4, 2015	Special Events Advisory Committee Establishment– pages 656 through 663 / Minutes – page 9
July 9, 2015	Special Events Advisory Committee Addition Manager’s Report – page 14
January 28, 2016	Special Events Department Code Changes – page 93 through 140 / Minutes – pages 9 through 10
March 24, 2016	Title 4, Chapter 8 Special Event Code Amendment – pages 67 through 101 / Minutes - page 7
May 5, 2016	Special Event Fee Reduction (July 1 through December 31) pages 152 through 170 / Minutes – page 9
June 30, 2016	Staff Communications Special Event Advisory Committee Update - pages 188 through 210
September 22, 2016	Special Event Work Session Update - pages 7 through 30
September 22, 2016	Special Event Work Session Minutes - pages 7 through 11
November 3, 2016	Special Event Update Work Session - page 18 through 46
November 3, 2016	Special Event Update Work Session Minutes – pages 6 through 8
November 17, 2016	SEAC Amendment – pages 51 through 64
November 17, 2016	SEAC Amendment minutes – pages 6 through 8
January 5, 2017	SEAC Interviews – page 13
January 12, 2017	SEAC Interview – page 5
March 9, 2017	Fee Reduction Update (page 29) / Minutes (page 4-5)
March 9, 2017	Special Event Calendar Preview (page 129)
March 30, 2017	Fee Reduction Amendment Approval (page) / Minutes (page 8 to 9)
May 25, 2017	Special Event Transportation Strategies / Minutes (page 18-20)
June 29, 2017	SEAC Interviews (page 5)
July 11, 2017	SEAC Interviews (page 2)
August 3, 2017	SEAC Appointments
August 31, 2017	Special Event Parking and Transportation Planning (page 200)
September 21, 2017	SEAC Study Session (page 4 -24) / Minutes (page 1 & 2)
March 8, 2018	Special Event Calendar Preview (page 27)
May 3, 2018	Work Session Special Event Next Steps (page 44 to 49) / Minutes page 3 to 6
June 7, 2018	Special Event Next Steps Staff Report/ Minutes (p. 6 - 9)/ Audio
September 13, 2018	Work Session Special Event Next Steps (p.5 -24) / Minutes (p. 1) / Audio
September 27, 2018	Special Event Code Changes Staff Report / Minutes (p.6)
February 14, 2019	Special Event Preview Staff Communication (p.10)
February 28, 2019	Special Event Review Staff Report (p. 18)

September 12, 2019	Special Event Review Staff Report (p. 39) / Minutes (p. 4)
June 25, 2020	Special Event Summer 2020 Update (p.14) / Minutes (p. 2)
July 30, 2020	Special Event Update (p.199) / Minutes (p. 11)
April 15, 2021	Special Event Update (p. 6) / Minutes (p. 1)
October 7, 2021	Winter Event Update (p. 94) / Minutes (p. 4)
February 10, 2022	Events Presentation (p. 39) / Minutes (p. 6)

Current [Park City Municipal Code 4A regarding Special Events](#)

Other important links:

- [Special Event Numbers, Level Of Service and Fee Reduction Matrix Analysis 2018 New, Significantly Changed, Cancelled Events & Current Event Calendar Matrix of Proposed Changes to Events](#)
- [SEAC Recommended Changes regarding next steps on events](#)
- [2016 Event Prioritization Exercise by SEAC](#)
- [SEAC Prioritization and Debrief Forms](#)
- [Link to Special Event Fee Reduction Application & Criteria](#)
- [SEAC Policies and Procedures](#)
- [Similar Jurisdiction Event Comparison Analysis & Related Event Insider Articles](#)

In September of 2016, Council gave staff the direction to ‘take the foot off the gas pedal’ with regards to Special Events. The goals of doing so included:

- Reduce event impacts on residential neighborhoods;
- Create a tool for evaluating and prioritizing events;
- Increase community participation in event debriefing; and
- Efficiently utilize City Resources

Staff worked on multiple items including increasing mitigation at events specifically around transportation, sustainability, community outreach and engagement, and streamlined/increased efficiencies in the Fee Reduction process among others.

In September of 2017, at the SEAC Study Session, council agreed with SEAC’s proposed goals – which include identifying and conveying community perspective of events, creating a statistically relevant community survey regarding events, and continue event debrief. Additionally, Council discussed that SEAC should focus on gaining resident feedback from the City (84060) and measure comfortable carrying capacity with broad residential community perspective. Council asked for SEAC to make a recommendation if events should be planned year round – including in the quieter seasons. Council also discussed that events should be focused on having meaning/fit in the community. The discussion also mentioned that impacts had been minimized over the past season and it would be interesting to see if attendance to events had declined.

The Problem & the Opportunity

Years ago Council directed staff to develop the event calendar as way to provide economic vitality in the shoulder seasons and build a year vibrant round community.

- The work of the City and many community partners/residents has created a successful year round resort destination and community – growing the economy, community, culture, and creating a sense of place.
- Special Events align w/ the Arts & Culture Top Priority & effectuates positive action in the Critical Priorities areas of Transportation, Energy and Social Equity.
- Special Events align with the [General Plan](#), specifically goals, objectives and strategies.:

- Goal 10: Provide world class recreation and public infrastructure to host local, regional, national and international events that further Park City's role as a world class, multi-seasonal destination resort while maintaining balance with our sense of community.
 - Goal 11: Support the continued success of the multi-seasonal tourism economy while preserving the community character that adds to the visitor experience.
 - Goal 12: Foster diversity of jobs to provide greater economic stability and new opportunities for employment in Park City.
 - Goal 13: Park City will continue to grow as an arts and culture hub encouraging creative expression.
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- As the event calendar has grown, so has the need to mitigate impacts and balance the event calendar to reduce 'event fatigue'.
 - While staff continuously balances the event calendar, the cost of City Services and Level of Service (LOS) continue to increase, as well as, the economic (both direct and indirect revenues) and community/cultural opportunities.
 - While staff has worked to mitigate event impacts, further culling/reducing the event calendar may create unintended consequences to community, cultural and economic benefits the City receives from events and will have negative implications on the non-profit community which makes up 99% of the event calendar.
 - The changes must be applied across the board to effectuate Council's objectives; they cannot be applied individually to events.
 - While staff has worked on proposed changes, there is no perfect solution. The changes will pose both new opportunities and challenges.