

2022

2022 Park City Kimball Arts Festival Recap

The Park City Kimball Arts Festival is one of the country's top ranked arts festivals, one of Kimball Art Center's more celebrated programs, and considered one of Park City's signature events. Each year, the arts festival showcases the work of jury-selected artists from around the world and celebrates the importance of arts and culture in our community. Partnering with local businesses and other area nonprofits, the Park City Kimball Arts Festival aims to facilitate a place of connection, inspiration, and education against a backdrop of high-quality artwork. Looking forward to its 54th year, this three-day, open-air celebration of the arts will welcome guests from across the globe to connect with artists, engage with Kimball Art Center programming, and support Park City establishments.

In 2022, the Park City Kimball Arts Festival welcomed approximately **29,000 visitors** to Main Street, including 6,385 Summit County locals who attended Friday's Locals Night free of charge. Attendees came from all 50 states, France, Canada, and Australia to purchase art from 184 participating artists. In addition to viewing and purchasing art, attendees enjoyed live music and dance performances provided by Mountain Town Music and Ballet West, visited food vendors, and engaged in art activities for all ages provided by the Kimball Art Center.

Attendees of the 53rd annual Park City Kimball Arts Festival had an **economic impact of over \$23 million** throughout the course of the festival's three-day weekend. Of this, over \$6 million came from attendees who visited Park City primarily to attend the festival. This amounted to an estimated **\$442,363.58 in tax revenue for Park City** and **\$189,376.14 in tax revenue for Summit County**. These tax dollars will directly impact our community through initiatives driven by the RAP tax and Transient Room tax, among others. In addition to the revenue impacts for local businesses and tax dollars invested back into our community, net income from the Festival is used to financially support the Kimball Art Center's year-round educational and exhibition programming for the benefit of the Park City community. These programs include youth summer camps, Elementary Visual Arts, Young Artists' Academy, Golden Art Club, as well as our year-round exhibitions program showcasing internationally recognized artists.

We look forward to continuing our relationship with Park City Municipal Corporation and Park City businesses to strengthen not only the festival itself, but its economic and social impact on Park City's community.



2022 Park City Kimball Arts Festival Data

Attendance

*All attendance data was collected by the Kimball Art Center via Etix reports (festival ticketing system) or other internal processes except for demographic data which was reported by Lighthouse Research & Development, Inc. through post-event attendee surveys via email outreach.

Total Weekend Attendance

29,059 total festival attendees over the course of the weekend, 8.2% increase from 2021

- 24,779 attendees via gate admission and VIP ticket sales, 6.6% increase from 2021
- 4,280 comp'd visitors (artists, sponsors, volunteers, etc.)
- 95 Purchased VIP Passes

Attendance by Day

Friday: 10,037 Total Attendance

- Gate Admissions and VIP Ticket Sales: 2,375
- Waived Admission for Summit County Locals: 6,385
 - 39.5% increase from 2021 (4,576 local registrations in 2021)
- Comp Tickets: 1,277

Saturday: 9,417 Total Attendance

- Gate Admissions and VIP Ticket Sales: 7,901
- Comp Ticket: 1,516

Sunday: 9,605 Total Attendance

- Gate Admissions and VIP Ticket Sales: 8,118
- Comps Tickets: 1,487

Comp Ticket Breakdown by Type and Day

Comp Ticket Type	Friday	Saturday	Sunday	Total Weekend Comp Attendance
Media Weekend Pass	21	21	21	63
KAC VIPs and Sponsors, Weekend Pass	389	389	389	1,167
Volunteer, Weekend Pass	220	220	220	660
Food Vendor, Weekend Pass	51	51	51	153
Artist, Weekend Pass	372	372	372	1,116
High Level Members, Daily Tickets	11	10	9	30
Sponsor, Daily Tickets	96	276	246	618
Community Partners and Donors, Daily Tickets	28	74	59	161

Employee Friends & Family, Daily Tickets	49	44	44	137
Performers, Daily Tickets	40	58	76	174
Other, Daily Tickets		1		1
Daily Total	1,277	1,516	1,487	4,280

Attendance by State

Attendance from all 50 states! Plus District of Columbia, Canada, Australia, and France

- Top 5 States
 - Utah - 18,114 tickets sold
 - 77% of attendance
 - Up 3,468 from 2021
 - Texas - 885 tickets sold
 - California - 852 tickets sold
 - Florida - 598 tickets sold
 - Arizona - 370 tickets sold
 - Rounding out the top ten are New York, Illinois, Colorado, Nevada, and Idaho

Attendance Demographics

Attendee Gender

- Male: 29%
- Female: 71%
- Self-identity: 1%

Attendee Age

- 18-30: 3%
- 31-45: 15%
- 46-50: 33%
- 61-70: 35%
- Over 70: 14%

Highest Level of Education

- Less than High School Grad: 1%
- High School Graduate: 2%
- Some College/Technical School: 7%
- Associates Degree: 4%
- College Graduate: 41%
- Post College Graduate: 46%

Reported Household Income

- Under \$50,000: 5%
- \$50,000-\$99,000: 14%
- \$100,000- \$149,999: 14%
- \$150,000- \$200,000: 15%
- Over \$200,000: 51%

Estimated Proportion of Attendees Residing in the Park City Area

- Non-Resident: 57%
- Resident of Park City: 43%

Estimated Proportion of Nonresident Attendees Visiting Park City Primarily to Attend the Arts Festival

- Yes: 50%
- No: 50%

***Based on the above demographic data points, Kimball Art Center assumes the following percentages for festival attendance:**

- Non-Residents Primarily Visiting Park City to Attend the Arts Festival: 28.5%
- Non-Residents Not Primarily Visiting Park City to Attend the Arts Festival: 28.5%
- Park City Residents: 43%

Artist Demographics and Revenue

*All artist demographic data was collected by the Kimball Art Center via Zapplication (artist management software). All artist and food vendor revenue and tax data was reported by the Utah State Tax Commission. Year over year equations were done by the Kimball Art Center.

Equations used: YoY % Change = $\frac{(CY-PY)}{PY} \times 100$

Artist Demographics

- 184 participating artists
- 976 applications submitted
- 28 states represented by participating artists
 - Additional artists from Canada and Israel
- 35 artists from Utah, 19%
 - 14 from the Wasatch Back, 7.6%
- 13 artist classified as emerging artists, 7%
- 53 artists were first-time artists, 30%

Artist and Food Vendor Reported Revenue

Total Income Reported by Arts Festival Artists and Food Vendors: \$1,903,971.76

- **.82% increase** from 2021^{††}, 26.2% increase from 2019[†] in overall revenue

Art Sales: \$1,864,799.78

- **.66% increase** from 2021^{††}, 26.9% increase from 2019[†]
- Average of \$10,134.78 generated per artist

Food Sales: \$39,171.99

- **8.8% increase** from 2021^{††}, 3% increase from 2019[†]

Tax Revenue from Artist and Food Vendor Sales

Total Utah State Tax Revenue from Artist and Food Vendor Sales: \$172,159.09

- **.67% increase** from 2021^{††}, .22% increase from 2019[†]

Economic Impact Data

*Economic impact data came from Lighthouse Research & Development, Inc. and calculations made by Kimball Art Center. Lighthouse Research & Development, Inc. provided the demographic breakdown outlined in the Attendance section of this report as well as all data points for attendees primarily visiting Park City to attend the arts festival. They also provided all information on estimated spending per attendee throughout the weekend.

Based on the data reported by Lighthouse Research & Development, Inc., Kimball Art Center has made the following assumptions regarding the demographic breakdown of festival attendees:

- Non-Residents Primarily Visiting Park City to Attend the Arts Festival: 28.5%
- Non-Residents Not Primarily Visiting Park City to Attend the Arts Festival: 28.5%
- Park City Residents: 43%

Values:

A = Impact of attendees visiting Park City primarily to attend the arts festival

B = Impact of attendees not visiting Park City primarily to attend the arts festival

C = Impact of Park City Residents

D = Impact of total arts festival attendance

Equations used: $D = (A \div 28.5)100$; $C = D - (A + B)$

Economic Impact Breakdown by Festival Attendee Group and Expenditure Type

Expenditures by Type	Attendees Primarily Visiting Park City to Attend the Arts Festival (28.5% of total attendance)	Attendees Not Primarily Visiting Park City to Attend in the Arts Festival (28.5% of total attendance)	Park City Residents (43% of total attendance)	All Arts Fest Attendees (100% of total attendance)
Hotel	\$745,033.98	\$745,033.98	\$1,124,086.36	\$2,614,154.32
Restaurant	\$839,709.54	\$839,709.54	\$1,266,930.18	\$2,946,349.26
Retail	\$668,089.47	\$668,089.47	\$1,007,994.64	\$2,344,173.58
Other*	\$5,975,440.74	\$5,975,440.74	\$9,015,577.26	\$20,966,458.74
Total	\$6,635,453.73	\$6,635,453.73	\$10,011,386.33	\$23,282,293.79

*Types of other expenditures include but are not limited to purchases at the arts festival, recreation, grocery shopping, and gasoline

Tax Revenue Breakdown by Festival Attendee Group and Tax Type

Tax Type	Attendees Primarily Visiting Park City to Attend the Arts Festival (28.5% of total attendance)	Attendees Not Primarily Visiting Park City to Attend in the Arts Festival (28.5% of total attendance)	Park City Residents (43% of total attendance)	All Arts Fest Attendees (100% of total attendance)
Park City Tax Revenue	\$126,073.62	\$126,073.62	\$190,216.34	\$442,363.58
Local Sales and Use* (1%)	\$33,177.27	\$33,177.27	\$50,056.93	\$116,411.47
Resort Community Tax (1.1%)	\$72,989.99	\$72,989.99	\$110,125.25	\$256,105.23
Mass Transit (.3%)	\$19,906.36	\$19,906.36	\$30,034.16	\$69,846.88
Summit County Tax Revenue	\$53,972.20	\$53,972.20	\$81,431.74	\$189,376.14
RAP (.1%)	\$6,635.45	\$6,635.45	\$10,011.38	\$23,282.28
County Option Sales (.25%)	\$16,588.63	\$16,588.63	\$25,028.46	\$58,205.72
Tourism Restaurant (1%)	\$8,397.10	\$8,397.10	\$12,669.31	\$29,463.51
Transient Room (3%)	\$22,351.02	\$22,351.02	\$33,722.59	\$78,424.63
Statewide Tax Revenue*	\$33,177.27	\$33,177.27	\$50,056.93	\$116,411.47
Total	\$213,223.09	\$213,223.09	\$321,705.01	\$748,151.19

*One-half of Local Sales and Use Tax paid is returned to the city of origin and one-half is distributed statewide based on population

Estimated Spending per Attendee throughout the Weekend by Expenditure Type

Expenditure Type	All Attendees		Attendees Visiting Park City Primarily to Attend the Arts Festival	
	Mean	% of the Sum	Mean	% of the Sum
Lodging	\$86.51	7.20%	\$90.34	11.20%
Restaurants	\$118.63	9.80%	\$101.82	12.70%
Other Food and Beverage	\$30.76	2.50%	\$25.34	3.10%
Recreation	\$18.78	1.60%	\$7.90	1.00%
Retail Shopping	\$308.83	25.60%	\$39.04	4.90%
Gasoline	\$15.87	1.30%	\$16.63	2.10%
Arts Festival	\$600.84	49.80%	\$509.96	63.45
Other	\$27.04	2.20%	\$13.56	1.70%
Sum of Means	\$1,207.26	100%	\$804.59	100%
Avg. Spending per Person	\$1,208.62	-	\$826.40	-

Kimball Art Center Staff and Volunteer Commitment

*All staff and volunteer data was collected by the Kimball Art Center

Kimball Art Center Staff

6,537 total staff hours dedicated to planning and executing the 2022 arts festival

- Temporary Festival Staff - All Paid Positions
 - Operations Team: 922 hours
 - Education Teachers: 45 hours
 - Gate Admissions Team: 421 hours
 - Festival Interns: 236 hours
 - Volunteer Management Team: 189 hours
- Year-Round Kimball Art Center Staff: 4,724 hours
- Assuming an average pay of \$26 per hour (\$12-\$40 per hour range), approximately \$169,962 was invested into into the cultural job sector by Kimball Art Center

Volunteers

220 total number of volunteers

- 402 shifts filled during and leading up to the festival
 - Hoped to fill 753
- 1,522 total volunteer hours

Sustainability Data

*All sustainability data was reported by Momentum Recycling

965 pounds of recyclable materials and compost were collected throughout the arts festival weekend

- 510lbs of glass recycling
- 320lbs of food waste
- 135 lbs of mixed recycling

These recycling efforts conserved .95 metric tons of CO₂! This is equal to one of the following:

- 121,359.55 smartphones charged
- 1,040.26lbs coal burned
- 107.55 gallons of gas consumed
- 2,327.03 miles driven by car

Approximately 100-150 bikes were stored in the complementary bike valet each day. We were limited this year in both staffing and space. We hope to continue to improve bike valet efforts for future festivals.



Paid Media Impressions and Performance

*All paid media data was collected by the Kimball Art Center

Channel	Impressions	Performance	KAC Spend
parkcitykimballartsfestival.org	329,269 page views // 60,000 unique users		
Paid Facebook & Instagram In-State	925,049	10,821 clicks 1.17% CTR	\$4,695.01
Paid Facebook & Instagram Out-of-State	832,742	5,588 clicks .67% CTR	\$3,500
Genius Monkey Digital Programmatic In-State	543,416	3,180 clicks .59% CTR	\$3,000
Genius Monkey Digital Programmatic Out-of-State	3,790,437	9,899 clicks .26% CTR	\$9,000
Blip - Wasatch Front Digital Billboards	1,776,758		\$4,500
Park Record Print - June, July & August	86,000		\$3,970
TOTAL	7,954,402		\$26,054

Reflection and Growth

During the 2022 festival, Kimball Art Center implemented improvements and changes to the Park City Kimball Arts Festival based on community and artist feedback, continued pandemic response, and strengthening the association between the festival and the Kimball Art Center. We're excited to continue to accept and process feedback and improve the arts festival as we move into 2023.

2022 Initiatives

- Rebranded the arts festival to fall more in line with the Kimball Art Center's brand identity (logo, color ways, etc.)
- Improved recycling plan
 - Worked with Momentum to increase mixed recycling, glass recycling, and compost throughout the festival
 - Partnered with REDO for Green Team volunteers
- Strengthened KAC connection to Main Street
 - Worked with HPCA on communication to Main Street businesses via board meetings throughout the year
 - Implemented an online request form for access passes and door-to-door delivery
 - Brought on Big Dipper as the artist lunch provider
 - Provided an Opportunity Drawing throughout the weekend with packages highlighting local businesses
- Continued to highlight KAC programs and mission throughout festival
 - Young Artists' Academy live art making on Friday night, followed by silent auction of artworks throughout the weekend
 - Nancy Rivera, Artist-in-Residence pop-up exhibition in the VIP Lounge
- Increased spanish translations through out the festival, including instructions and resources at gates and in education activities
- Donated 50 wristbands to the Park City Community Foundation to distribute to Solomon Fund participants (25 wristbands for youth and 25 wristbands for their guardians)
- Increased corporate sponsors for festival

2023 Growth Opportunities

- Create opportunities for all arts festival attendees to feel able to participate in the event
- Strengthen engagement and promotion of artist community, including local artists
- Continue to develop accessible and diverse programming that communicates the importance and value of supporting artists and art education
- Improve sustainability efforts, including transportation and landfill diversion
- Continue to prioritize highlighting KAC programs and mission throughout festival

[†] 2019 Totals: \$26,366,156 total economic impact, \$112,945.15 total tax revenue, \$1,248,291.48 total revenue, \$1,211,375.47 art sales revenue, \$36,916.01 food sales revenue.

^{† †} 2021 Totals: \$14,079,908.81 total economic impact, \$470,036.50 total tax revenue, \$1,888,427.12 total revenue, \$1,852,443.98 art sales revenue, \$35,983.14 food sales revenue

2021



2021 Park City Kimball Arts Festival Recap

Summary

The Park City Kimball Arts Festival is one of the country's top ranked arts festivals and one of Kimball Art Center's most celebrated programs. Each year, the arts festival showcases the work of jury-selected artists and welcomes guests from around the country. Looking forward to its 53rd year, this three-day, open-air celebration of the arts is considered one of Park City's signature events. This year we completed the arts fest successfully despite pandemic modifications and a significant haze from Western fires. Feedback we received from area residents was very positive.

In 2021, the Park City Kimball Arts Festival welcomed 26,853 visitors to Main Street, including 4,576 Summit County locals who attended Friday's Locals Night free of charge. Attendees came from all 50 states to purchase art from 191 participating artists, enjoy live music and dance performances provided by Mountain Town Music and Ballet West, visit food vendors, Main Street restaurants and boutiques, and engage in art activities for all ages provided by the Kimball Art Center.

Attendees who visited Park City primarily to attend the festival spent over \$14 million on lodging, dining, festival purchases, transportation needs, and other expenses over the course of the three-day festival. This amounted to \$267,518.27 in tax revenue for Park City and \$132,118.69 for Summit County. These tax dollars will directly impact our community through initiatives driven by the RAP tax, Restaurant Tax and Transient Room tax, among others. In addition to the revenue impacts for local businesses and tax dollars invested back into our community, revenue from the Festival itself is used to provide year-round educational and exhibition programming at the Kimball Art Center for the benefit of the Park City community.

After needing to go virtual in 2020 due to COVID-19, the Kimball Art Center is excited to report the 2021 festival was an astounding success for both our organization and the Park City community. The return to Main Street showcases the artistic culture of our community while driving business to Old Town merchants. We look forward to continuing our relationship with Park City Municipal Corporation and Park City businesses to strengthen not only the festival itself, but it's economic and social impact on Park City's community.

Data Overview

Overall Economic Impact

Based on data provided by Lighthouse Research & Development, Inc, the estimated total economic impact for the 2021 Park City Kimball Arts Festival is **\$14,079,908.81**.

- Total Spends by Type
 - Hotels: \$1,960,449.70
 - Restaurants: \$2,402,552.02
 - Retail: \$2,104,346.53
 - Arts Festival: \$7,196,621.30



- Other: \$415,939.26
- The total reported income generated by arts festival artists and food vendors is **\$1,888,427.12** according to the Utah State Tax Commission. This is a **51.3% increase** from 2019 and our highest reported sales ever!
 - Artist Sales: \$1,852,443.98
 - Food Sales: \$35,983.14

Estimated Spending per Attendee during the Arts Festival Weekend by Lighthouse Research & Development, Inc.

	Mean Spending by Interviewed Attendees Visiting Park City Primarily to Attend the Festival
Lodging	\$220.30
Restaurants	\$269.89
Other Food and Beverage	\$45.88
Recreation	\$38.39
Retail Shopping	\$157.55
Gasoline	\$33.04
Arts Festival	\$808.70
Other	\$8.35
Sum of Means	\$1,582.19
Avg. Spending per Person	\$1,520.86

Tax Revenue

According to reports by Lighthouse Research & Development, Inc., the estimated total taxes paid by 2021 Park City Kimball Arts Festival attendees was **\$470,036.50**.

- During the 2021 festival, artist and food vendor sales alone accounted for \$171,019.12 in tax revenue according to the Utah State Tax Commission. This number is included in the above estimate and is a 51.4% increase from 2019.
- Tax Breakdown
 - Park City: \$267,518.27
 - Local Sales and Use Tax allocated to Park City: \$70,399.54
 - Resort Community Tax: \$154,879.00
 - Mass Transit: \$42,239.73
 - Summit County: \$132,118.69
 - RAP: \$14,079.91



- County Option Sales: \$35,199.77
- Tourism Restaurant: \$24,025.52
- Transient Room: \$58,813.49
- Local Sales and Use tax allocated to the rest of Utah state: \$70,399.54
 - Total Local Sales and Use Tax income was \$140,799.08. One-half of Local Sales and Use Tax paid is returned to the city of origin and one-half is distributed statewide based on population.

Attendance

2021 Attendance Overview

- **26,853 total visitors** over the course of the weekend
 - 23,229 paid visitors
 - 3,624 comp'd visitors (artists, sponsors, volunteers, etc.)
- Based on the above attendance numbers from Etix, for each \$10 ticket sold, the Park City Kimball Arts Festival saw an average spend of \$81 per person on artwork and food vendors.
- **Friday:** 8,638 Total Attendance
 - Paid, Non-Local: 2,956
 - Free, Local: 4,576
 - (KAC note: major amounts of area smoke!)
 - Comps: 1,106
- **Saturday:** 9,607 Total Attendance
 - Paid: 8,324
 - Comps: 1,283
- **Sunday:** 8,609 Total Attendance
 - Paid: 7,374
 - Comps: 1,235
- **Three-day Passes:** 444 Total Attendance
 - VIP:
 - Paid: 89 passes
 - Comps: 254 passes
 - Party Like a Local Packages: 101 passes

Attendance by State

- Attendance from all 50 states!
 - Plus District of Columbia, Puerto Rico, and Ontario
- Top 5 States
 - Utah - 14,646 tickets sold
 - California - 1,361 tickets sold
 - Texas - 1,041 tickets sold



- Florida - 741 tickets sold
- Arizona - 515 tickets sold
- Rounding out the top ten are Illinois, New York, Nevada, Virginia, and Colorado

Demographics*

- Age
 - 18-30: 9%
 - 31-45: 15%
 - 46-50: 26%
 - 61-70: 30%
 - Over 70: 20%
- Level of Education
 - Less than High School Grad: 1%
 - High School Graduate: 6%
 - Some College/Technical School: 18%
 - Associates Degree: 5%
 - College Graduate: 45%
 - Post College Graduate: 26%
- Household Income
 - Under \$50,000: 4%
 - \$50,000-\$99,000: 24%
 - \$100,000- \$149,999: 18%
 - \$150,000- \$200,000: 19%
 - Over \$200,000: 35%

Artists

- 191 participating artists
 - Art Sales: \$1,852,443.98
 - Approximately \$9,698.65 generated per artist
- 706 applications submitted
- 28 states represented
 - Additional artists from Canada, Germany, and Israel
- 46 artists from Utah
 - 17 from the Wasatch Back

Volunteers

- 220 total number of volunteers
- 409 total number of shifts
- 1,484.50 total hours



Recycling***

A total of 12,111.25 pounds of recyclable materials and compost were collected throughout the Arts Festival weekend

- 10,101.25 lbs of glass recycling (bars)
- 1,920 lbs of food waste
- 90 lbs of mixed recycling

These recycling efforts conserved 2.05 metric tons of CO₂! This is equal to one of the following:

- 260,741.32 smartphones charged
- 2,235.01 lbs coal burned
- 231.06 gallons of gas consumed
- 4,999.63 miles driven by car

Media

- Total media impressions: 8,788,245
- 2021 advertising focused on both in-state and out-of-state marketing via programmatic digital and paid social media advertising targeted to travellers both ready and willing to travel with an expressed interest in Park City and arts and culture. We also focused our marketing efforts on digital billboards in the Wasatch Front and print ads in the Park Record.

2021 Initiatives

- Revised Artist booth layout
 - Decreased artists on street
 - Modified for increased audience experience and COVID-19 safety
- Enhanced Local's Night with live art activations, opportunity drawings, and lounge furniture
- Changed to daily ticket sales
- Eliminated Beer Garden at Miner's Park and replaced with Studio on Main activities
- Removed participation charge for all Kid's Area and Studio on Main activities to increase accessibility
- Two water bottle refill stations at Miner's Park and Wasatch Brew Pub to decrease single plastic water bottle use
- Rocky Mountain Power, festival sponsor, purchased renewable energy credits (RECs) to offset entry-gate and music stage energy use
- Goal Zero, festival sponsor, generator powered gates
- Momentum Recycling, festival sponsor, provided mixed recycling, glass, and composting bins at the Food Truck Roundup and the Spirit Garden
- Top Shelf Services came on board to manage bar operations

Priorities for 2022

- Improve recycling plan



- In talks with Momentum to hopefully cover all recycling, landfill trash, and composting throughout festival footprint
- Strengthen KAC connection to Main Street and local businesses.
 - Better service to Main Street businesses for parking pass and employee access pass distribution - earlier communication on process, online request process, door-to-door delivery
 - Amplify Main Street and local businesses throughout the festival - Main Street restaurant for artist lunches and local businesses as food vendors in festival
- Transportation plan - city services, bike valet, ebikes, parking, ect.
- Re-evaluate ticketing service
 - Experience pre, during, and post festival for organizers and customer experience with purchasing and redeeming tickets
- Continue to prioritize Park City as a creative destination by highlighting KAC programs and mission throughout festival.
- Increase accessibility though translations, interpreters, mobility, price points, etc.
- Increase local partnerships including corporate sponsors for festival.

Sources

*Data information provided by Lighthouse Research & Development, Inc. Only paid attendees reflected in data, no comp'd ticket holders.

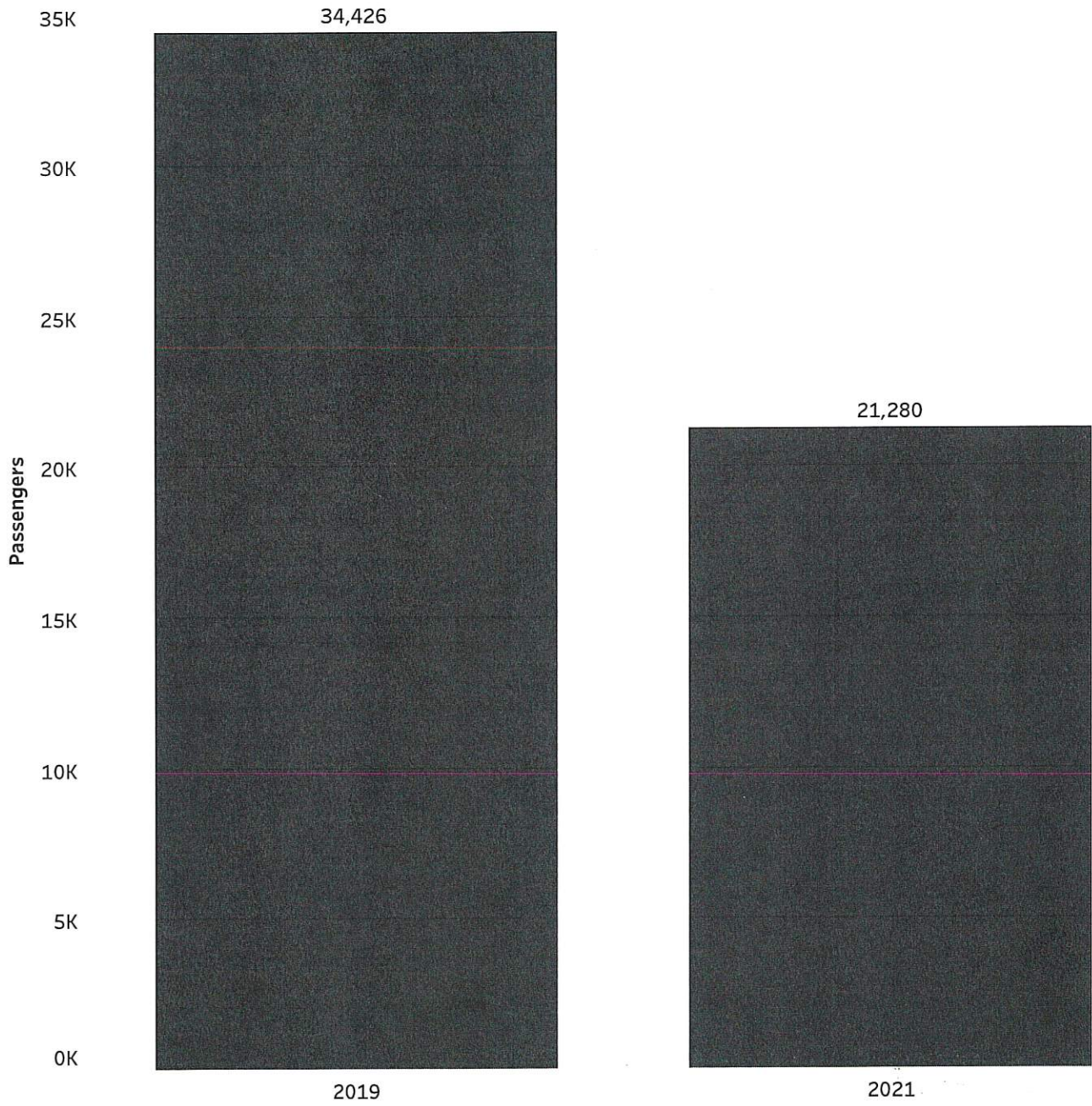
**Data information provided by the Utah State Tax Commission.

***Data collected by Momentum Recycling, LLC

† 2019 Totals: \$26,366,156 total economic impact, \$112,945.15 total tax revenue, \$1,248,291.48 total revenue, \$1,211,375.47 art sales revenue, \$36,916.01 food sales revenue. Equation Used: $((CY-PY) \div PY) \times 100 = \%Change$

† † 2019 reported unique visitors was approximately 27,000, total attendance 53,550

Kimball Art's Festival Transit Ridership 2019 compared to 2021 -
Decrease of 38%
(City Routes Only)



2019



2019 PARK CITY KIMBALL ARTS FESTIVAL RECAP
50th ANNUAL | AUGUST 2-4, 2019

2019 OVERALL SUMMARY

- **Economic Impact***
 - Total Economic Impact: \$26,366,146 (up 13% from \$23,314,237 in 2018)
 - Utah State Taxes (8.45%): \$2,227,939
 - Park City (1%): \$263,661
 - Special (2.65%): \$698,703
 - Summit County (.1%): \$26,366
 - UT Statewide (4.7%): \$1,239,210
 - Total Combined Artist and Vendor Sales
 - Total Sales: \$1,248,291
 - UT Sales Tax: \$105,481
 - Estimated Spending Per Attendee
 - Average Spending Per Person: \$492

- **Attendance**
 - 53,550 Total Visitors
 - 7,145 Free the Fest – Summit County Primary Residents +67%

- **Ticketing**
 - eTicket
 - Successful introduction
 - Provided great data
 - Easy to use
 - RFID
 - The idea is better than the result
 - Added complication
 - Not all volunteers utilized RFID properly

- **Artists**
 - 1013 applications submitted
 - 218 total participating artists
 - Artists from 34 states, plus Canada and Germany

- **Volunteers**
 - Arts Festival Volunteers: 412
 - Arts Festival Shifts: 660
 - Total Volunteer Hours: 2,164



- **Environmental Initiatives**

- Banned the sale of single use plastic water bottles
- Sold reusable water bottles
- Created four "Hydration Stations"
- Mandated all food vendors use compostable materials
- Introduced a Vegan food option
- Recycled
- Used Goal Zero generators at all gates and with sponsors
- Used solar panels to charge Goal Zero generators
- Introduced new sign strategy to reduce waste
- Provided Bike Valet
- Title sponsor provided 1-hour free electric bike rental
- Promoted mass transportation

2018



2018 PARK CITY KIMBALL ARTS FESTIVAL RECAP 49TH ANNUAL | AUGUST 3-5, 2018

2018 OVERALL SUMMARY

For half a century, Park City has played host to the annual Kimball Arts Festival. Over the years the Festival has grown in attendance, economic impact, and national prominence; but one thing remains just as true today and it did in 1969 — the Festival is a celebration of art, culture, and community.

Last year (2018), the three-day Festival brought nearly 50,000 attendees to Park City's Main Street. They came to purchase art from 233 juror-selected artists, listen to live music, explore creativity, connect with friends, and awaken their taste buds. Between their lodging, dining, and transportation needs, their Festival purchases, and other expenses, these visitors left an economic impact of over \$23 million.

As we celebrate the 50th year of the Park City Kimball Arts Festival in 2019, we anticipate even greater numbers and impact — both financial and inspirational.

Additionally, the Detailed Summary below shows a comprehensive recap of the entire Kimball Arts Festival.

- **Economic Impact***

- **Total Economic Impact:** \$23,314,237 (up 12% from \$20,788,406 in 2017)
- **Utah State Taxes (8.45%):** \$1,970,053
 - Park City (1%): \$233,142.37
 - Special (2.65%): \$617,827.28
 - Summit County (.1%): \$23,314.24
 - UT Statewide (4.7%): \$1,095,769.14
- **Total Combined Artist and Vendor Sales**
 - Total Sales: \$1,258,120.77
 - UT Sales Tax: \$105,982.92
- **Estimated Spending Per Attendee**
 - Average Spending Per Person: \$963.21

- **Attendance**

- **49,921 Total Visitors**
- **30,986 Total Paid Visitors**
 - Friday: 9,759
 - Saturday: 15,706
 - Sunday: 5,521
- **4,286 Friday Free Locals' Night**

- **Artists**

- Call for Artists: November 1 – March 8
- 995 applications submitted
- 227 total participating artists
- Artists were from 34 states, plus Canada



- **Volunteers**

- 2,245 total hours, 519 total shifts, 387 individual volunteers

*Source: 2018 Lighthouse Research & Development, Inc., Park City Kimball Arts Festival survey. Completion of 411 personal interviews, of the approximately 49,921 persons attending the Park City Kimball Arts Festival, provides a statistical confidence level of 95% with a ±4.82% margin of error.

2018 DETAILED SUMMARY

- **Friday, August 3 – Sunday, August 5, 2018**

- Friday: 5:00 p.m. – 9:00 p.m. (Friday Free Locals' Night)
- Saturday: 10:00 a.m. – 8:00 p.m.
- Sunday: 10:00 a.m. – 6:00 p.m.

- **Economic Impact**

- **Total Economic Impact:** **\$23,314,237** (up 5% from \$20,788,406 in 2017)
- **Utah State Taxes (8.45%):** **\$1,970,053**
 - Park City (1%): \$233,142.37
 - Special (2.65%): \$617,827.28
 - Summit County (.1%): \$23,314.24
 - UT Statewide (4.7%): \$1,095,769.14
- **Total Attendee Spending by Type**
 - Hotels: \$3,730,277
 - Restaurants: \$5,129,132
 - Retail: \$2,797,708
 - Arts Festival: \$8,393,125
 - Other: \$3,263,995
- **Estimated Spending per Attendee ***

Spending Category	All Attendees	
	Mean	% of the Sum
Lodging	\$157.56	16%
Restaurants	\$210.65	22%
Other Food and Beverage	\$35.53	3%
Recreation	\$54.35	5%
Retail Shopping	\$123.09	12%
Gasoline	\$21.82	2%
Arts Festival	\$347.89	36%
Other	\$12.32	4%
Sum of Means	\$963.21	100%
Avg. Spending per Person	\$915.05	-

*A 95% confidence interval for spending by all persons attending the Arts Festival is \$963.21+/- \$48.16. Note that this estimate is per person.



- **Total Combined Artist and Vendor Sales**
 - Total Sales: \$1,258,120.77
 - UT Sales Tax: \$105,982.92

- **Attendance and Ticket Analysis**
 - **Total Attendance:** 49,921 Total Visitors
 - **Total Paid Ticket Attendees:** 30,986
 - **Friday:** 9,759
 - Adults: 8,250
 - Kids: 1,509
 - **Saturday:** 15,706
 - Adults: 14,524
 - Kids: 21,182
 - **Sunday:** 5,521
 - Adults: 4,737
 - Kids: 784
 - Note: "Kids" are 17 and under. Ages 5 and under were free
 - **Total Comps**
 - 18,935
 - Includes Friday Free Locals, VIPs, Artists, Volunteers, Media, Staff, Main St. Employees, Sponsors

- **Visitor Data**
 - **Is attending the Arts Festival the primary reason you are visiting Park City?**
 - Yes: 50% (down from 54% in 2017)
 - No: 50%
 - **Gender**
 - Female 55%
 - Male 45%
 - **Age**
 - Under 18: 0%
 - 18-30: 8%
 - 31-45: 18%
 - 46-60: 30%
 - 61-70: 30%
 - Over 70: 14%
 - **Education Level**
 - Less than high school: 1%
 - High school degree: 5%
 - Some college/technical school: 10%
 - Associate degree: 6%
 - College graduate: 44%
 - Post-college graduate: 34%



○ **Annual Household Income**

- Under \$50,000: 10%
- \$50,000 - \$99,999: 21%
- \$100,000 - \$149,999: 20%
- \$150,000 - \$200,000: 19%
- More than \$200,000: 30%

○ **Estimated proportion of attendees residing in the Park City Area***

- **Are you Park City Area resident?**
 - Yes: 12%
 - No: 88%

*The point estimate for the number of participants residing in Park City is 7,017 of the 53,408 participants. A 95% confidence interval estimate is that from 2,490 to 11,544 attendees, or from 4.7% to 21.6% of those attending, reside in Park City.

○ **43.7% of attendees were from out-of-state**

- Utah: 56.3%
- California: 6.8%
- Florida: 4.4%
- Arizona: 4.1%
- Texas: 5.4%
- Colorado: 2.4%
- Illinois: 2.7%
- Connecticut: 1.2%
- Other States: 16.7%

○ **County of Residence of Interviewed Utah Residents**

- Salt Lake County: 42.9%
- Summit County: 22.1%
- Utah County: 10.4%
- Davis County: 6.9%
- Weber County: 8.2%
- Cache County: 1.3%
- Wasatch County: 3.5%
- Other: 4.7%

○ **Where did you get the majority of your information about the Park City Kimball Arts Festival?**

- Friends/Family/Word of Mouth: 39%
- Internet: 24%
- Past Experience: 14%
- Newspaper: 5%
- Live/Lived in Park City: 4%
- Happened Upon It: 2%
- Billboards/Signs: 1%
- Have Known About It for a While: 3%
- Radio: 1%
- TV: 1%
- Hotel/Condo: 3%
- Other: 3%



- **What are the most important reasons you decided to attend the Park City Arts Festival?**
 - Enjoy the Art and Crafts: 56%
 - Attend the Festival: 29%
 - Activity/Outing with Family and/or Friends: 21%
 - Leisure, Entertainment, Fun: 21%
 - Shopping: 7%
 - Currently Visiting or Vacationing in Park City: 6%
 - Good Weather: 6%
 - Enjoy the Music: 6%
 - To Visit or Shop a Specific Artist / Vendor: 10%
 - Other: 14%
- **How many children in your household are present at the Park City Arts Festival?**
 - None: 81%
 - Less than 5 Years Old: 8%
 - 6-12 Years Old: 6%
 - 13-17 Years Old: 5%
- **Did you know this Festival is a fundraiser for Kimball Art Center?** (new question for 2018)
 - Yes: 74%
 - No: 26%
- **Artists**
 - Call for Artists: November 1 – March 8
 - 995 applications submitted
 - 227 total participating artists, the most ever
 - Artists were from 34 states, plus Canada
 - 23% of artists were from Utah
 - 10% from CA
 - 9% from AZ
 - 10% from CO
 - 7% from OR
 - 6% from NM
 - 4% from WA
 - 31% from other states
 - 28% of artists were brand new
- **Volunteers**
 - **Total Volunteer Hours**
 - 2,245 total hours
 - **Total Volunteer Shifts**
 - 519 total shifts
 - **Total Volunteers**
 - 387 individual volunteers
- **2019 Planning Highlights**
 - **Kimball Arts Festival 50th Anniversary Celebration**
 - **Interactive Festival App**
 - **Online Ticketing**



- **VIP park at the Kimball and a free shuttle to Main Street**
- **Free Bike Valet**
- **Studio On Main / Kids Area**
- **Potential new partnership with Park City Museum to host VIP / Media Lounge**
- **Gateway Center Partnership**
 - KAC Staff Offices, volunteer / artist lounge and UT State Tax Commission.
- **Sustainability Efforts**
 - Increase digital advertising and information
 - Reduce printed materials by 8,000 units equaling more than 64,000 units of paper stock
 - Eliminated 1,000+ plastic lanyard sleeves
 - Use of compostable plates and utensils for all food vendors
 - Reusable signage
 - Artist Packing Exchange: artists could use and drop-off cardboard and other packing materials for others to use for free.
 - Partnered with Mountain Flower Apparel, local t-shirt company, to print over 600 Volunteer and Staff shirts. These were made with sustainable materials and while more expensive we were able to partner with Mountain Dentistry to sponsor the increase in costs.
 - Contracted with Curb-it Recycling & Questa Services on recycling and trash efforts.
 - Bike Valet
- **Enhanced Security and Artist Services**
 - Provide overnight security, utilizing tactical matrix.
 - Better integration between KAC, PCMC and PCPD led to a safe and successful event.
- **Ongoing Festival Items**
 - **Festival After Dark**
 - Festival After Dark keeps the Festival going into the night with entertaining options for all ages and interests. This has been a great way for us to partner with other key events and businesses in town and in Summit County as a means to drive overnight visitation and to provide additional programming for locals.

2019 PLANNING / NEW

- Celebratory event for 50th anniversary.
- Brushes and Brunch. Location TBD. Tentatively Sunday from 9-11am on Main Street. This event is designed to give art lovers an exclusive opportunity to interact with artists.
- Après Arts Fest. Same concept as above, but on Saturday after the Fest closes, probably 8PM-10PM.
- People's choice awards. This will be some type of voting by the general public for "best of." Not to replace Best in Show, rather just allow the public to vote in a separate competition.
- Festival app. Looking into it now.
- Online ticketing- advance our online ticketing options and incorporate into an App.
- **Construction Impacts & Festival Layout**
 - Kimball Art Center will work with PCMC and need to know potential impacts prior to submission of festival plan, 6 months in advance.
- **Continued Collaboration**
 - HPCA & Park City Area Restaurant Association



- Explore further cuisine-related activation opportunities, specials, etc.
- Additional local partners, artisans, vendors and more.
- Share our media exposure with local businesses.

COMMUNICATIONS RECAP

- **12,000,000:** Total Marketing Impressions
- **30,000,000:** Total PR/Media Impressions (Including National TV Broadcast Coverage)
- **42,000,000+:** Total Combined Marketing and PR Impressions

2017



2017 PARK CITY KIMBALL ARTS FESTIVAL RECAP 48TH ANNUAL | AUGUST 4-6, 2017

2017 OVERALL SUMMARY

This was the first year of a five-year contract with Park City Municipal Corporation (PCMC) and Kimball Art Center (KAC) for the annual Park City Kimball Arts Festival. As part of this agreement, the Kimball Arts Festival is now back to its historic date (first weekend in August) through 2021. As we had hoped, attendance and economic impact increased to previous (or higher) levels.

Additionally, the Detailed Summary below shows a comprehensive recap of the entire Kimball Arts Festival.

- **Economic Impact***
 - **Total Economic Impact:** \$20,788,406 (up 5% from \$19,788,171 in 2016)
 - **Utah State Taxes:** \$707,183 (up 3% from \$685,853 in 2016)
 - Park City: \$393,980
 - Summit County: \$208,261
 - UT Statewide: \$103,942
 - **Estimated Spending Per Attendee**
 - Average Spending Per Person: \$938.19
 - Average Spending Per Person Visiting Primarily for Arts Festival: \$804.83
 - **Total Combined Artist and Vendor Sales**
 - Total Sales: \$1,195,000, highest ever (up 4.5% from \$1,143,659 in 2016)
 - UT Sales Tax: \$100,189, highest ever (up 11% from \$90,485 in 2016)
- **Attendance**
 - **53,408 Total Visitors** (up 8% from v. 2016)
 - **33,284 Total Paid Visitors** (up 9% v. 2016)
 - Friday: 8,748 (down 4% v. 2016)
 - Saturday: 16,742 (up 10% v. 2016)
 - Sunday: 7,794 (up 25% v. 2016)
 - **4,080 Friday Free Locals' Night** (up 9% v. 2016)
 - **43.3% of attendees were from out-of-state** (up from 38.5% v. 2016)
- **Artists**
 - Call for Artists: November 10 – March 8
 - We went live three weeks earlier than in 2016. The first week in November has been our historical schedule and we'll continue that moving forward
 - 878 applications submitted (down 35 applications from 2016, 3.8%)
 - 233 total participating artists, the most ever (13 in 2 mediums; 220 individual artists)
 - Artists were from 34 states, plus Canada
 - 18% of artists (43) were from Utah
 - 6.4% of artists (13) from Park City Professional Artists Association (PCPAA)
- **Volunteers**
 - 2,164 total hours, 515 total shifts, 355 individual volunteers

*Source: 2017 Lighthouse Research & Development, Inc., Park City Kimball Arts Festival survey. Completion of 411 personal interviews, of the approximately 53,408 persons attending the Park City Kimball Arts Festival, provides a statistical confidence level of 95% with a ±4.82% margin of error.



2017 DETAILED SUMMARY

- **Friday, August 4 – Sunday, August 6, 2017**

- Friday: 5:00 p.m. – 9:00 p.m. (Friday Free Locals' Night)
- Saturday: 10:00 a.m. – 8:00 p.m. (New hours; shifted back one hour)
- Sunday: 10:00 a.m. – 6:00 p.m. (New hours; started one hour later)

- **Economic Impact**

- **Total Economic Impact:** \$20,788,406 (up 5% from \$19,788,171 in 2016)
- **Utah State Taxes:** \$707,183 (up 3% from \$685,853 in 2016)
 - Park City: \$393,980
 - Summit County: \$208,261
 - UT Statewide: \$103,942
- **Total Attendee Spending by Type**
 - Hotels: \$3,203,823
 - Restaurants: \$3,938,670
 - Retail: \$3,276,711
 - Arts Festival: \$9,530,621
 - Other: \$838,581

- **Estimated Spending per Attendee ***

Spending Category	All Attendees		Attendees Visiting Park City Primarily to Attend the Arts Festival	
	Mean	% of the Sum	Mean	% of the Sum
Lodging	\$161.87	17%	\$128.79	15%
Restaurants	\$209.33	22%	\$158.33	19%
Other Food and Beverage	\$33.63	3%	\$23.91	3%
Recreation	\$41.40	4%	\$22.20	3%
Retail Shopping	\$120.21	12%	\$93.25	11%
Gasoline	\$17.52	2%	\$14.56	2%
Arts Festival	\$372.20	39%	\$383.12	46%
Other	\$9.81	1%	\$11.51	1%
Sum of Means	\$965.97	100%	\$835.67	100%
Avg. Spending per Person	\$938.19	-	\$804.83	-

*A 95% confidence interval for spending by all persons attending the Arts Festival is \$938.19 +/- \$62.78. Note that this estimate is per person.

*A 95% confidence interval for spending by all persons visiting Park City primarily to attend the Arts Festival is \$804.83 +/- \$81.99. Note that this estimate is per person.

*The estimated total spending by all persons visiting Park City primarily to attend the Arts Festival is \$20,788,406 with a 95% confidence interval of +/- \$2,117,766.

- **Total Combined Artist and Vendor Sales**

- Total Sales: \$1,195,000, highest ever (up 4.5% from \$1,143,659 in 2016)
- UT Sales Tax: \$100,189, highest ever (up 11% from \$90,485 in 2016)



- **Attendance and Ticket Analysis**

- **Total Attendance:** 53,408 visitors (up 8% from v. 2016)
- **Total Friday Free Locals' Night Attendees:** 4,080 (up 9% v. 2016)
 - 84098: 46.5%
 - 84060: 44.1%
 - 84036: 4.4%
 - 84068: 2.1%
 - 84017: 1.8%
 - 84055: 0.8%
- **Total Paid Ticket Attendees:** 33,284 (up 9% v. 2016)
 - **Friday:** 8,748 (down 4% v. 2016)
 - Adults: 7,395
 - Kids: 1,353
 - **Saturday:** 16,742 (up 10% v. 2016)
 - Adults: 14,466
 - Kids: 2,276
 - **Sunday:** 7,794 (up 25% v. 2016)
 - Adults: 6,736
 - Kids: 1,058
 - Note: "Kids" are 17 and under. Ages 5 and under were free
- **Total Comps**
 - 20,124 (up 8% v. 2016)
 - Includes Friday Free Locals, VIPs, Artists, Volunteers, Media, Staff, Main St. Employees, Sponsors
 - Increase primarily due to increase in Friday Locals, Main St. Employee redemption
- **Other Attendance Notes**
 - Adult visitation was up 14%
 - Kids visitation was up 8%
 - 14% of overall visitors were kids

- **Visitor Data**

- **Is attending the Arts Festival the primary reason you are visiting Park City?**
 - Yes: 54% (down from 57% in 2016)
 - No: 46%
- **Gender**
 - 60% Female
 - 40% Male
- **Age**
 - Under 18: 0%
 - 18-30: 10%
 - 31-45: 18%
 - 46-60: 29%
 - 61-70: 30%
 - Over 70: 13%
- **Education Level**
 - Less than high school: 0% (1 survey result)
 - High school degree: 7%
 - Some college/technical school: 12%
 - Associate degree: 7%



- College graduate: 41%
- Post-college graduate: 33%

○ **Annual Household Income**

- Under \$50,000: 12%
- \$50,000 - \$99,999: 21%
- \$100,000 - \$149,999: 22%
- \$150,000 - \$200,000: 20%
- More than \$200,000: 27%

○ **Estimated proportion of attendees residing in the Park City Area***

- **Are you Park City Area resident?**
 - Yes: 13%
 - No: 87%

*The point estimate for the number of participants residing in Park City is 7,017 of the 53,408 participants. A 95% confidence interval estimate is that from 2,490 to 11,544 attendees, or from 4.7% to 21.6% of those attending, reside in Park City.

○ **43.3% of attendees were from out-of-state (up from 38.5% in 2016)**

- Utah: 56.7% (down from 62% in 2016)
- California: 7.3% (up from 6.3%)
- Florida: 5.1% (up from 3.5%)
- Arizona: 4.4%
- Texas: 4.1% (down from 5.8%)
- Idaho: 1.7%
- Nevada: 1.7%
- Colorado: 1.5% (up from 0.8%)
- Illinois: 1.5%
- New York: 1.5%
- Other States: 14.5%

○ **County of Residence of Interviewed Utah Residents**

- Salt Lake County: 42%
- Summit County: 24%
- Utah County: 11%
- Davis County: 10%
- Weber County: 4%
- Cache County: 3%
- Wasatch County: 2%
- Other: 4%

○ **34% of attendees booked/paid for lodging in Park City (down from 38% in 2016)**

- Of those that booked/paid for lodging
 - 4-day stay: 60% (up from 50% in 2016)
 - 3-day: 11%
 - 2-day: 24%
 - 1-day: 5%

○ **Where did you get the majority of your information about the Park City Kimball Arts Festival?**

- Friends/Family/Word of Mouth: 37%
- Internet: 19%
- Past Experience: 18%
- Newspaper: 7%
- Live/Lived in Park City: 7%
- Happened Upon It: 5%



- Billboards/Signs: 5%
 - Have Known About It for a While: 4%
 - Radio: 4%
 - TV: 3%
 - Hotel/Condo: 3%
 - Other: 7%
- **Which of the following influenced your decision to attend the Park City Kimball Arts Festival?**
 - Friends/Word of Mouth: 56%
 - Internet: 19%
 - Specific Artist/Vendor Interest: 12% (new question in 2017)
 - Social Media: 12%
 - Newspaper: 11%
 - Radio: 10%
 - Past Experience: 9%
 - Television: 8%
 - Magazine: 4%
 - Tanger Outlets Promotion: 1% (new question in 2017)
 - Live/Lived in Park City: 1%
 - Billboards/Signs: 1%
 - Coca-Cola Promotion: 1%
 - Other: 8%
- **What are the most important reasons you decided to attend the Park City Arts Festival?**
 - Enjoy the Art and Crafts: 55%
 - Attend the Festival: 29%
 - Activity/Outing with Family and/or Friends: 28%
 - Leisure, Entertainment, Fun: 22%
 - Shopping: 12%
 - Currently Visiting or Vacationing in Park City: 11%
 - Good Weather: 11%
 - Enjoy the Music: 10%
 - Beautiful Environment: 8%
 - Other: 14%
- **How many children in your household are present at the Park City Arts Festival?**
 - None: 83%
 - Less than 5 Years Old: 7%
 - 6-12 Years Old: 7%
 - 13-17 Years Old: 8%
- **Did you know this Festival is a fundraiser for Kimball Art Center?** (new question)
 - Yes: 70%
 - No: 30%
- **Artists**
 - Call for Artists: November 10 – March 8
 - We went live three weeks earlier than in 2016 (due to date shift that year). The first week in November has been our historical schedule and we'll continue that moving forward
 - 878 applications submitted (down 35 applications from 2016, 3.8%)
 - 233 total participating artists, the most ever (13 in 2 mediums; 220 individual artists)



- 34 artists declined from original accepted list
- 11 artists withdrew invitations
- Artists were from 34 states, plus Canada
 - 18% of artists (43) were from Utah
 - 6.4% of artists (13) from Park City Professional Artist Association (PCPAA)
 - 12% from CA (29)
 - 11% from AZ (25)
 - 10% from CO (23)
 - 6% from OR (14)
 - 4.3% from FL (10)
 - 3.8% from WA (9)
 - 3.4% from ID (8)
 - 3% from TX (7)
 - 72% of artists from West Coast (168)
 - 54% of artists from Western States other than UT
 - 12% of artists from East Coast (28)
 - 27% of artists were brand new (64)
- **Volunteers**
 - **Total Volunteer Hours**
 - 2,164 total hours (Up 5% v. 2016)
 - **Total Volunteer Shifts**
 - 515 total shifts
 - **Total Volunteers**
 - 355 individual volunteers (up 9% from 2016)
- **New in 2017**
 - **Kimball Arts Festival Logo Re-Brand**
 - We redesigned an entirely new logo this year, including both an evergreen logo and an annual logo. We wanted to create a stronger connection to the arts by showcasing the quality and creativity of the Festival, artists and the KAC. We wanted a modern, clean and bold look and one that was aligned with the overall KAC brand, yet still provided strong brand equity with Park City. Additionally, we are now able to continue to increase our sustainability efforts with onsite signage by using the evergreen logo as it best applies.
 - **Out-of-State Marketing**
 - Added 3 new geographic locations with Utah Digital Services for our out-of-state marketing media buys: San Francisco, CA, Austin, TX and Houston, TX. These were new markets, while we continued to promote the Festival in Boulder/Denver, CO, Phoenix, AZ, Los Angeles/Orange County, CA and Austin, TX through other online platforms.
 - **Interactive Festival Map**
 - <http://parkcitykimballartsfestival.org/how-to-fest/festival-map>
 - Created new online map (desktop, mobile) with Walkabout to help the guest experience pre-Festival and during the event weekend.
 - The ability to show a responsive, real-time and informative map for guests, artists, sponsors and vendors has been well received.
 - This allowed us to reduce our printed programs by 1,000 pieces.
 - **Adjusted Hours of Operation**
 - Based on feedback from HPCA, artists and staff we moved Saturday's operating hours back one full hour to 10:00am – 8:00pm and we started Sunday one hour later at 10:00am (until 6:00pm).



- Initial comments have been positive from all parties.
- **Free Bike Valet, Presented by Cole Sport**
 - Great local partnership with Cole Sport and with Park Silly Sunday Market (donated 3 bike racks).
 - 60 bikes on Friday; 40 on Saturday; 40 on Sunday. 140 in total.
 - On 7th Street, accessible via Park Ave. only.
 - Solid success in year one with anticipated growth in 2018.
- **Town Lift Plaza Activation**
 - New location for our Kids' Art Area.
 - We saw an increase in Kids' attendance and increase in revenue at many of the merchants in that area (The Bridge, The Cabin, etc.).
- **Town Lift Bridge Activation**
 - New location for our annual Yoga Fest. This unique element of the Festival was moved from The Parkite in 2016 and worked well. We changed this to a one-day event only on Saturday morning at 8:00 a.m. and added a new element with a KAC "Wake + Draw Session" class tied to the activity. This plein air class, led by Park City High School teacher, Mark Elliot, was aimed to add a new component to the yoga by capturing people in motion.
- **Summit Sotheby's International Realty Partnership**
 - New local partnership was successful as a home for our annual VIP Lounge.
- **Gateway Center Partnership**
 - Great, central location for our Artist Lounge, Volunteer Lounge, Media Lounge, KAC Staff Offices and UT State Tax Commission.
 - New collaboration with Gateway tenants
 - Back Door Deli created a lunch special for all Festival credential holders
 - Handle restaurant hosted post-event dinner for KAC operational staff
- **Increased Sustainability Efforts**
 - New logo and reusable signage: street banners, pricing, Kid's Area, etc.
 - Partnered with local vendor, Soul Poles, in the Kids' Art Area. Used bamboo ski poles as part of our Wild Wind Catchers activity.
 - Artist Packing Exchange: artists could use and drop-off cardboard and other packing materials for others to use for free.
 - Partnered with Mountain Flower Apparel, local t-shirt company, to print over 600 Volunteer and Staff shirts. These were made with sustainable materials and while more expensive we were able to partner with Mountain Dentistry to sponsor the increase in costs.
 - Contracted with Curb-it Recycling and Questa Services on recycling and trash efforts.
 - New Bike Valet, presented by Cole Sport.
 - With our new digital, interactive map we were able to reduce our printed programs by 1,000 pieces.
- **Utah Artisan Tasting**
 - 2 new local artisans (Wasatch Creamery, Burton's Maplewood Farm) were added in 2017 to bring our total to 4.
- **PCGA Festival Gallery Stroll**
 - We were able to add 3 new galleries to our collaborative partnership with PCGA (7 total)
 - David Beavis Gallery
 - Meyer Gallery
 - Prothro Gallery



- **Enhanced Security and Artist Services**
 - KAC hired a new security firm, Centennial.
 - KAC substantially increased overnight security, creating a new tactical matrix.
 - Better integration between KAC, PCMC and PCPD led to a safe and successful event.
- **Ongoing Festival Items**
 - **Continued/Existing Sustainability Efforts**
 - Continue to work with PCMC to reduce, reuse and recycle via numerous physical and programmatic opportunities, such as
 - Encourage and promote public transportation, carpooling, biking, walking and other alternative means of transportation
 - Limit and/or prohibit vehicle idling during setup and breakdown
 - Discourage glass and Styrofoam
 - Collect, recycle and divert waste streams
 - No gas or diesel generators
 - No power distribution to artist and vendor booths
 - Encourage recyclable and reuse of all packing materials with artists, vendors, contractors, public
 - Proper waste water, grease and liquids disposal
 - Reuse signage and other materials
 - Encourage sustainability best practices
 - **Festival After Dark**
 - Festival After Dark keeps the Festival going into the night with entertaining options for all ages and interests. This has been a great way for us to partner with other key events and businesses in town and in Summit County as a means to drive overnight visitation and to provide additional programming for locals.
 - We were able to co-promote and partner with the Sundance Institute Summer Film Series, Deer Valley Resort, Park City Institute, Summit County Fair and Egyptian Theatre
 - Park City Institute
 - Offered a 2:1 discount for any Festival attendee to their Sunday night concert at Deer Valley Resort
 - Donated 25+ tickets for our “weekend getaway” promotions on Fox 13 and Broadway Media
 - **Main St. Dining Decks**
 - Helped promote the 7 unique dining decks on Historic Main St. online and in print as a key pillar (“Cuisine”) of the Festival.
 - **Utah Artisan Tasting**
 - An annual element of our Festival, we had C&C Candies, JulieAnn Caramels, Wasatch Creamery and Burton’s Maplewood Farm as part of this local, hand-crafted food area.
 - **Park City Gallery Association (PCGA) Gallery Stroll**
 - Back for year two, we partnered with PCGA to offer additional and unique opportunities for our galleries. We were able to help promote these amazing galleries for special exhibit openings, food and refreshments – offered only during the weekend.
 - We were able to increase participation by from 5 galleries in 2016 to 7 in 2017
 - David Beavis Gallery (New)



- Gallery Mar
- J GO Gallery
- Meyer Gallery (New)
- Prothro Gallery (New)
- Susan Swartz Studios
- Trove Gallery
- **Food Truck Round-Up**
 - All 4 trucks returned to continue the success in the Brew Pub lot
 - Banh Mi Time
 - Black's Sliders
 - Brugesmobile
 - Rubadue's Saucey Skillet
- **Yoga Fest**
 - Back again, we moved this year's event to Town Lift Bridge and did one day only – Saturday, August 5 at 8:00am.
 - Added a new element with a KAC “Wake + Draw Session” class tied to the activity.
- **Strong Local and State Partnerships**
 - **Sponsorships**
 - Zions Bank, Strong Auto Group, Coca-Cola, General Distributing, Fox 13, Utah Digital Services, Broadway Media, Park City Chamber, Summit County RAP and Restaurant Tax, Utah Office of Tourism, Skullcandy, Summit Sotheby's International Realty, Gateway Center, Tanger Outlets, Mountain Flower Apparel, Mountain Dentistry, Deer Valley Resort, Stay Park City and other lodging partners.
 - **Additional Partnerships**
 - Continued cross-marketing partnerships and collaboration with local businesses, HPCA, Park City Area Restaurant Association, Park City Chamber, Park City Gallery Association, Deer Valley Resort, Park City Mountain, Utah Office of Tourism, Park City Institute, Stay Park City, Park City School District, official lodging partners and more to promote Kimball Art Center and Park City as a cultural destination. We also continued to use local merchants for volunteer and artist needs, such as Davanza's, Great Harvest Bread Company, Einstein Bros. Bagels, Knead a Massage and The Market at Park City. This continued collaboration with key partners has been successful in increasing the economic impact via lodging, retail, restaurants and overall revenue.
- **Taste of Art**
 - For the first time in recent history, there was zero participation from the restaurants for this program. Whether it was due to a lack of interest by Park City Area Restaurant Association and HPCA members, lack of communication, etc. this is an area we are looking to improve upon and rekindle for 2018.



2018 PLANNING

- **Construction Impacts & Festival Layout**
 - Kimball Art Center will work with PCMC on the items below, plus any other future concerns, as we begin to plan the 2018 Kimball Arts Festival
 - Wasatch Brew Pub Lot
 - Impacts to overall layout, potential attractions and finances
 - Food Truck Round-Up
 - Brew Pub Music Stage
 - Concessions and Beer Garden
 - Sponsor Activation
 - Artist Booths
 - Additional Construction
 - Will Kimball Garage (i.e. crane, sidewalks) be completed by the 2018 Festival?
 - Note: In 2017, the crane at Kimball Garage impacted sales at our Heber concessions area significantly: beer sales were down 12%; total sales at this location were down 6%. This is historically our best concession/beer garden and we lost an estimated \$3,000 in revenue due to the crane and the constricted footprint
- **Continued Collaboration**
 - HPCA & Park City Area Restaurant Association
 - Explore further cuisine-related activation opportunities, specials, etc.
 - Additional local partners, artisans, vendors and more.



MARKETING RECAP

- **10,455,3301:** Total Marketing Impressions
- **21,021,573:** Total PR/Media Impressions
- **31,476,874:** Total Combined Marketing and PR Impressions

Media Outlet/Area	Target Audience	Total Impressions
Austin, TX: Austin Chronicle	Families/Couples: Out of State	681,794
Boulder and Denver, CO: Westword	Families/Couples: Out of State	408,280
Broadway Media	Families: Out of Area	948,062
Call for Artists: Art Fair Insider	Artists: Out of State/Out of Area	57,200
Call for Artists: Art Fair Sourcebook	Artists: Out of State/Out of Area	91,000
Call for Artists: Artshow.com	Artists: Out of State/Out of Area	65,000
Call for Artists: FestivalNet.com	Artists: Out of State/Out of Area	65,000
Call for Artists: Sunshine Artist	Artists: Out of State/Out of Area	40,000
Call for Artists: Zapplication	Artists: Out of State/Out of Area	138,000
Denver, CO: Daily Camera/Prairie Mtn Media	Families/Couples: Out of State	440,003
FOX 13 News	General: Out of Area	1,085,143
Kimball Art Center Social Media	Out of State/Out of Area/Locals	58,887
KPCW Underwriting Spots (55 Spots)	Locals/Visitors	13,750
Los Angeles and Orange County, CA: LA Weekly and OC Weekly	Families/Couples: Out of State	2,281,576
Park Record Digital	Locals/Visitors	92,000
Park Record Print	Locals/Visitors	14,000
PCMC Bus Board Ad	Locals/Visitors	800,000
Scottsdale and Phoenix, AZ: AZ Republic	Families/Couples: Out of State	300,983
Utah Digital Services (LA/OC/SF, CA; Austin/Houston, TX; Phoenix, AZ, Salt Lake City, UT)	Families: Out of State	2,408,391
Utah Media Group (Salt Lake Tribune/Deseret News)	General: Out of Area	466,232
Total Marketing Impressions		10,455,301
Total PR Impressions: Panic Button Media	Media & Travelers: Out of State/Out of Area/Locals	21,021,573
Total Combined Marketing & PR Impressions		31,476,874

COMMUNICATIONS & MEDIA RECAP



- **21,021,573 Media Impressions**

- <https://www.parkcitymag.com/articles/2017/6/13/get-your-kids-away-from-their-screens-and-into-art-this-summer>
- <https://www.parkcitymag.com/articles/2017/7/27/from-bill-kimball-to-the-new-art-culture-district>
- <https://www.houstoniamag.com/articles/2017/6/21/park-city-utah-mountain-getaway-guide-travel>
- <http://www.pclodge.com/concierge/park-city-summer-activities/park-city-kimball-arts-festival/>
- <https://festivalnet.com/12041/Park-City-Utah/Fine-Art-and-Craft-Shows/Park-City-Kimball-Arts-Festival>
- <https://www.visitparkcity.com/events/annual-events/>
- <http://www.parkcityresortlodging.com/park-city-events-festivals/park-city-kimball-arts-festival/>
- <https://www.stayparkcity.com/kimball-arts-festival-lodging/>
- <http://www.parkrecord.com/entertainment/festival-after-dark-keeps-the-art-going/>
- <http://www.parkrecord.com/entertainment/glass-sculptor-rose-ready-to-return-to-the-park-city-kimball-arts-festival/>
- <http://kpcw.org/post/morning-mix-july-28-2017>
- <https://www.gastronomicslc.com/2017/07/31/wrap-july-2017/>
- <http://fox13now.com/2017/07/31/fun-at-the-kimball-arts-festival/>
- <https://saltlakemagazine.com/48th-annual-kimball-art-festival-celebrates-art-music-mountains/>
- <http://www.parkrecord.com/entertainment/park-city-kimball-arts-festival-connects-the-community-through-creative-experiences/>
- https://www.parkcitymag.com/articles/2017/8/2/kimball-arts-festival-2016?utm_source=Sailthru&utm_medium=email&utm_campaign=PCM_Weekly_8.2&utm_term=Park-City
- <https://www.cityweekly.net/utah/the-essential-aande-picks-for-august-3-9/Content?oid=5207744>
- <http://www.good4utah.com/good-morning-utah/local-artist-shows-off-work-at-kimball-arts-festival/781069592>
- <http://kutv.com/features/fresh-living/the-48th-annual-kimball-arts-festival>
- <http://www.deseretnews.com/article/865686072/Your-Weekend-Beatles-tribute-fine-dining-and-jumping-fleas.html>
- <http://www.sltrib.com/artsliving/2017/08/01/art-music-and-food-at-park-city-arts-festival-friday-through-sunday/>
- <http://fox13now.com/2017/07/31/fun-at-the-kimball-arts-festival/>
- <http://fox13now.com/2017/08/05/park-city-kimball-arts-festival-heightens-security-after-thefts-at-last-years-event/>
- <https://kimballartcenter.org/best-show-winners-announced-2017-park-city-kimball-arts-festival/>
- <http://www.parkrecord.com/entertainment/arts-festival-announces-best-in-show/>
- <http://kpcw.org/post/kimball-arts-fest-best-show-winners#stream/0>
- https://www.parkcitymag.com/slideshows/2017/8/7/best-in-show-kimball-arts-festival-2017?utm_source=Sailthru&utm_medium=email&utm_campaign=PCM_Weekly_8.9&utm_term=Park-City
- <https://www.pcscarts.org/calendar/park-city-kimball-arts-festival>
- <https://t.e2ma.net/message/s52ar/wwaamn>
- <http://mailchi.mp/handleparkcity/burger-night-is-back-1313821?e=34304a1abf>



- <http://mailchi.mp/e82d8d1424cc/summer-deals-just-in-time-for-the-arts-fest?e=0c0a898068>
- https://www.parkcitymag.com/articles/2017/8/2/kimball-arts-festival-2016?utm_source=Sailthru&utm_medium=email&utm_campaign=PCM_Weekly_8.2&utm_term=Park-City
- www.parkrecord.com/news/park-city/park-city-arts-fest-committed-to-main-street/
- www.parkrecord.com/news/park-city/park-city-arts-fest-committed-to-main-street/
- www.parkrecord.com/opinion/editorial/the-kimball-art-center-is-taking-art-to-the-streets/
- www.parkrecord.com/entertainment/volunteers-make-the-park-city-kimball-arts-festival-go-round/
- www.deseretnews.com/article/865686071/Community-Calendar-for-Aug-4-2017.html
- kutv.com/features/fresh-living/the-48th-annual-kimball-arts-festival
- www.parkcitymag.com/articles/2017/8/2/kimball-arts-festival-2016
- www.parkrecord.com/news/park-city/parkites-must-brush-up-on-arts-fest-readiness/
- www.parkrecord.com/entertainment/park-city-kimball-arts-festival-connects-the-community-through-creative-experiences/
- www.parkrecord.com/entertainment/festival-after-dark-keeps-the-art-going/
- www.parkrecord.com/entertainment/glass-sculptor-rose-ready-to-return-to-the-park-city-kimball-arts-festival/
- www.sltrib.com/artsliving/2017/08/01/art-music-and-food-at-park-city-arts-festival-friday-through-sunday/
- saltlakemagazine.com/48th-annual-kimball-art-festival-celebrates-art-music-mountains/greetingsfromthepark.wordpress.com/2017/07/28/festival
- archive.sltrib.com/article.php?id=5558403&itype=CMSID
- www.parkcitymag.com/articles/2017/7/27/from-bill-kimball-to-the-new-art-culture-district
- www.thestreet.com/story/14243071/1/discover-art-and-music-in-the-mountains-at-the-48th-annual-park-city-kimball-arts-festival-august-4-6-2017.html?cm_ven=RSSFeed
- blog.forbestravelguide.com/10-top-attractions-in-park-city
- archive.sltrib.com/article.php?id=5493106&itype=CMSID
- kpcw.org/post/kimball-art-center-names-new-executive-director#stream/0
- www.parkcitymag.com/articles/2017/7/5/meet-the-kimball-art-center-s-new-executive-director
- saltlakemagazine.com/lindsie-smith-joins-kimball-art-center-executive-director/
- archive.sltrib.com/article.php?id=5453294&itype=CMSID
- kpcw.org/post/morning-mix-july-28-2017
- www.houstoniamag.com/articles/2017/6/21/park-city-utah-mountain-getaway-guide-travel
- www.parkcitymag.com/articles/2017/6/13/get-your-kids-away-from-their-screens-and-into-art-this-summer
- www.meetingstoday.com/Magazines/ArticleDetails/RegionID/248/ArticleID/30620
- <https://finance.yahoo.com/news/discover-art-music-mountains-48th-114500893.html>
- <http://www.marketwatch.com/story/discover-art-and-music-in-the-mountains-at-the-48th-annual-park-city-kimball-arts-festival-august-4-6-2017-2017-07-26>
- <https://seekingalpha.com/pr/16896605-discover-art-music-mountains-48th-annual-park-city-kimball-arts-festival-august-4minus-6-2017>
- Press Release picked up by 69 national publications, including
 - https://www.bizjournals.com/albany/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
 - https://www.bizjournals.com/albuquerque/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews



- https://www.bizjournals.com/atlanta/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/austin/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/baltimore/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/birmingham/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/boston/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/buffalo/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/charlotte/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/chicago/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/cincinnati/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/columbus/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/dallas/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/dayton/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/denver/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/houston/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/jacksonville/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/kansascity/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/losangeles/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/louisville/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/memphis/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews
- https://www.bizjournals.com/milwaukee/prnewswire/press_releases/Georgia/2017/07/26/LA50732?ana=prnews

Exhibit B - Kimball Arts Festival Parking and Transit Analysis 2017

For the weekend of the Kimball Arts Festival (Friday, August 4 – Sunday, August 6), City staff implemented the following mitigation strategies:

Satellite Parking Options

In order to reduce congestion in Old Town and along corridors such as Deer Valley Drive, Kimball Art Center coordinated the use the School District Kearns Campus lots, Deer Valley and Vail in a park-and-ride capacity during Arts Fest weekend. On the Sunday afternoon of the Festival (August 6), the School District lots filled to approximately 80% capacity, suggesting that the parking measures implemented downtown and encouragement of transit use were effective in reducing private automobile trips into Old Town.

Paid and Restricted Parking in Old Town

For Arts Fest weekend, staff implemented a \$20 cash charge for parking in China Bridge garage in order to manage utilization of reduced availability of downtown parking (given the closure of Main Street and allocation of parking for artists and oversized vehicles). These implementations incentivized visitors to park at the above described park-and-ride locations or reach the Festival by other means, reducing congestion impacts in the Old Town area. On the Sunday of the Festival, in China Bridge garage was at 95% occupancy throughout the afternoon.

Transit Only Lane Along Deer Valley Drive and Encouragement of Transit Use

The transit only lane for southbound shuttles on Deer Valley Drive, new transit efficiencies (the high level of service provided by the *Electric Xpress*), paid parking, advanced Variable Message Signs (VMS) traveler information, residential traffic mitigation signage and personnel, and the availability of transit ‘ambassadors’ directing and helping unfamiliar users at the Old Town Transit Center are all believed to have contributed to dramatically higher levels of transit ridership during Arts Fest 2017 as compared to the 2016 Festival. During the 2017 Festival, Park City Transit accommodated an estimated 32,000 one-way passenger trips, representing a nearly 38% year-over-year increase in one-way passenger trips from Arts Fest 2016 (estimated at 23,200 one-way passenger trips in 2016).

Advanced VMS Messaging and Improved Wayfinding

In partnership with the Utah Department of Transportation (UDOT), City staff increased the role of our VMS infrastructure for operations during Arts Fest weekend compared to 2016. From Thursday, August 3 to Sunday, August 6, staff leveraged VMS in the City to encourage residents and visitors to carpool and use transit when traveling to Old Town. Throughout the weekend, VMS as well as additional wayfinding were used and monitored in order to appropriately direct visitors to parking areas with available capacity.

2016



2016 PARK CITY KIMBALL ARTS FESTIVAL RECAP 47TH ANNUAL | AUGUST 12-14, 2016

2016 OVERALL SUMMARY

Kimball Art Center moved its annual date (first weekend in August) at the request of PCMC in order to allow them to host the Tour of Utah on Main Street. This shift was forecasted and led to decreases in many key metrics, especially relative to economic impact, attendance, artists and vendors. Below is a snapshot specifically related to the impacts felt around the date shift, confusion in the marketplace and direct competition from other festivals held on our dates. The Detailed Summary shows a more comprehensive recap around the entire Festival.

- **Economic Impact***
 - \$19,788,171 (down 31% from \$28,468,441 in 2015)

- **Attendance**
 - 48,482 total visitors (down 14% from 56,522 in 2015)
 - 30,621 total paid visitors (down 7% v. 2015)
 - Friday night was up 29%
 - Saturday was down 17%
 - Sunday was down 16% (highly notable considering that Sunday in 2015 was shortened due to weather)
 - 3,728 Friday Night Free Locals (up 33% v. 2015)

- **Artists**
 - Call for Artists went live on December 7, five weeks after our annual November 1 date, causing a reduced application window
 - 913 applications submitted (down 8% from 990 in 2015)
 - 38 of the original 200 invited artists declined (up 58% v. 2015 and highest ratio ever)
 - 8 went to Sun Valley Art Festival (on our dates in 2016)
 - 2 went to Craft Lake City (on our dates in 2016)
 - 16 artists withdrew invitations (300% increase v. 2015)
 - 11 Waitlist artists went to Sun Valley Art Festival as well
 - 229 total accepted artists
 - This was up 4% over 2015 and highest ever, however we had to invite 283 artists to net out with 229 in total (most invitations ever)
 - 33% of artists surveyed after the Festival mentioned that the date shift impacted them due to direct competition with other festivals they typically participate in
 - Many artists felt they were impacted with sales on Friday night due to sunset being earlier (too dark)

- **Vendors**
 - Annual participants like Java Cow and Rocky Mountain Chocolate were unable to join us this year due to previous commitments over 2016 weekend

*Source: 2016 Lighthouse Research, Park City Kimball Arts Festival survey. Completion of 400 personal interviews, of the approximately 48,482 persons attending the Park City Kimball Arts Festival, provides a statistical confidence level of 95% with a $\pm 4.88\%$ margin of error.

2016 DETAILED SUMMARY

- **Friday, August 12 – Sunday, August 14, 2016**
 - Friday: 5:00 p.m. – 9:00 p.m. (Friday Free Locals Night)
 - Saturday: 9:00 a.m. – 7:00 p.m.
 - Sunday: 9:00 a.m. – 6:00 p.m.

- **Economic Impact**
 - **Total Economic Impact: \$19,788,171** (down 31% from \$28,468,441 in 2015)

 - **Utah State Taxes: \$685,853** (down from \$956,333 in 2015)
 - Park City: \$375,975
 - Summit County: \$210,937

 - **Total Attendee Spending by Type:**
 - Hotels: \$3,568,423
 - Restaurants: \$3,462,568
 - Retail: \$3,433,900
 - Arts Festival: \$8,434,298
 - Other: \$888,982

 - **Total Combined Artist and Vendor Sales**
 - \$1,138,174 in Total Sales
 - \$90,484 in UT Sales Tax

- **Attendance and Ticket Analysis**
 - **Total Attendance:** 48,482 visitors (down 14% from 56,522 v. 2015)
 - **Total Friday Locals Night Attendees:** 3,728 (up 33% v. 2015)
 - **Total Paid Ticket Attendees:** 30,621 (down 7% v. 2015)
 - Friday: 9,141 (up 29% v. 2015)
 - Adults: 6,408
 - Kids: 2,733
 - Saturday: 15,224 (down 17% v. 2015)
 - Adults: 13,484
 - Kids: 1,740
 - Sunday: 6,256 (down 16% v. 2015**)
 - Adults: 5,581
 - Kids: 675
 - **Total Paid Ticket Units**
 - 16,915 (down 11% from 2015)
 - **Other Comps**
 - 14,133 (VIP, Volunteers, Media, Staff, Comps, Main St. Employees)

**Festival closed early on Sunday in 2015 due to weather.

- **Visitor Data**

- **Gender**

- 52% male; 48% female

- **Age**

- Under 18: 1%
 - 19-30: 12%
 - 31-45: 18%
 - 46-60: 33%
 - 61-70: 26%
 - Over 70: 10%

- **Education Level**

- Less than high school: 1%
 - High school degree: 7%
 - Some college/technical school: 17%
 - Associate degree: 6%
 - College graduate: 42% (up from 36% in 2015)
 - Post-college graduate: 28%

- **Annual Household Income**

- Under \$50,000: 13%
 - \$50,000 – \$99,999: 26%
 - \$100,000 - \$149,999: 22%
 - \$150,000 - \$200,000: 16%
 - More than \$200,000: 27% (up from 23% in 2015)

- **Estimated proportion of attendees residing in the Park City Area**

- Are you Park City resident?
 - 91% No; 9% Yes

- **38.5% of attendees were from out of state (up from 37% in 2015)**

- Utah: 61.5% (down from 63% in 2015)
 - California: 6.3%
 - Texas: 5.8%
 - Arizona: 5% (up from 2% in 2015)
 - Florida: 3.5%
 - Idaho: 1.8%
 - Illinois: 1.5%
 - Nevada: 1.5%
 - Colorado: 0.8% (down from 2% in 2015)
 - Other States: 12%

- **County of Residence of Interviewed Utah Residents**

- Salt Lake County: 40%
 - Summit County: 16%
 - Davis County: 12%
 - Utah County: 12%
 - Weber County: 10%
 - Wasatch County: 3%

- Other: 7%
 - **35% of attendees booked lodging in Park City (down from 41% in 2015)**
 - 4-day stay: 51%
 - 3-day: 12%
 - 2-day: 25%
 - 1-day: 12%
 - **Where did you get the majority of your information about the Park City Arts Festival?**
 - Friends/Family/Word of Mouth: 37%
 - Internet: 23%
 - Past Experience: 22%
 - Newspaper: 6%
 - Happened Upon It: 5%
 - Hotel/Condo: 4%
 - Other: 4%
 - TV: 4%
 - Live/Lived in Park City: 3%
 - Radio: 2%
 - Billboards/Signs: 2%
 - Have Known About It For a While: 2%
 - Kimball Art Center: 1%
 - **What are the most important reasons you decided to attend the Park City Arts Festival?**
 - Enjoy the Art and Crafts: 55%
 - Attend the Festival: 28%
 - Leisure, Entertainment, Fun: 20%
 - Activity/Outing with Family and/or Friends: 18%
 - Other: 18%
 - Shopping: 9%
 - Good Weather: 7%
 - Beautiful Environment: 6%
 - Currently Visiting or Vacationing in Park City: 5%
 - Enjoy the Music: 4%
 - **Is attending the Arts Festival the primary reason you are visiting Park City?**
 - 57% (down from 64% in 2015; perhaps due to date shift)
- **Artists**
 - Call for Artists went live on December 7, five weeks after our annual November 1 date, causing a reduced application window
 - 913 applications submitted (down 8% from 990 in 2015)
 - 38 of the original 200 invited artists declined (up 58% v. 2015 and highest ratio ever)
 - 8 went to Sun Valley Art Festival (on our dates in 2016)
 - 2 went to Craft Lake City (on our dates in 2016)
 - 16 artists withdrew invitations (300% increase v. 2015)
 - 11 of our Waitlist artists went to Sun Valley Art Festival as well
 - 229 total accepted artists
 - This was up 4% over 2015 and highest ever, however we had to invite 283 artists to net out with 229 in total (most invitations ever)

- Artists were from 32 states, plus Canada
 - 24% of artists (55) were from Utah, including 19 artists from Park City Professional Artist Association (PCPAA)
 - 13% from CA (29)
 - 8% from AZ (17)
 - 7% from CO (15)
 - 5% from OR, TX, ID (12 each)
 - 3% from NM (8), FL (7) and WA (7)
 - 6 artists from PA
 - 24 artists from East Coast
 - 67 artists were brand new
- 33% of artists surveyed after the Festival mentioned that the date shift impacted them due to direct competition with other festivals they typically participate in
- Many artists felt they were impacted with sales on Friday night due to sunset being earlier (too dark)
- **Volunteers**
 - **Total Volunteer Hours**
 - 2,060 total hours (not including TIPS/SMART training or Volunteer Orientation)
 - **Total Volunteer Shifts**
 - 536 total shifts
 - **Total Volunteers**
 - 325 individual volunteers
- **New in 2016:**
 - **Increase in Ticket Price**
 - In preparation for the date shift impacts, we increased our Adult ticket from \$10 to \$12 and our Kids ticket from \$5 to \$6. This was vital, as we saw an overall 11% drop in paid ticket units.
 - **Uber Sponsorship**
 - New, one-year marketing sponsorship to enhance the patron's transportation experience to and from the Festival.
 - Total number of rides: 862
 - From within City limits: 221
 - From outside of City limits: 641
 - Drop-off and pick-up locations:
 - Park City: 1 (Upper China Bridge)
 - Summit County: 15
 - Outside of Summit County: 2
 - Average cost per ride to consumer: \$17
 - Average occupant load of vehicle: 2.5 people
 - Are any drivers used during the event registered as Park City or Summit County resident: Yes
 - **Park City Gallery Association (PCGA) Gallery Stroll**
 - New to this year's Festival, we were excited to introduce the PCGA Festival Gallery Stroll. We were able to help promote these amazing galleries for special exhibit openings, food and refreshments – offered only during the weekend.
 - Gallery Mar
 - J GO Gallery
 - Julie Nester Gallery

- Susan Swartz Studios
 - Trove Gallery
- **“Live @ SKY”**
 - New for 2016, Live@SKY was a collaboration between Kimball Art Center, Main & SKY, Farasha Boutique and Utah Opera. This was created as a fusion of emerging fashion and enlivening opera on the Live@SKY stage as a means to enhance the Festival, while simultaneously highlighting our mission of inspiring and connecting through art. The Live@SKY stage featured opera, fashion, visual arts, healing arts, dance and poetry performances every 2 hours (in between band sets on the Kimball Stage), Friday – Sunday.
- **Additional Taste of Art Restaurants**
 - The Brass Tag
 - Nikara
 - Tavern
 - Tupelo
- **Additional Festival After Dark Partners**
 - Added The State Room and O.P. Rockwell as new partners to promote both the live concert by Brandi Carlisle (presented by The State Room) and the after-party at O.P. Rockwell.
- **Ongoing:**
 - **Festival After Dark**
 - Festival After Dark keeps the Festival going into the night with entertaining options for all ages and interests. This has been a great way for us to partner with other key events and businesses in town and in the County as a means to drive overnight visitation. We were able to promote and partner with the Sundance Institute Summer Film Series, Deer Valley Resort, Summit County Fair, The State Room, O.P. Rockwell and Egyptian Theatre.
 - **Artisan Tasting**
 - An annual element of our Festival, we had C&C Candies and JulieAnn Caramels as part of this local, hand-crafted food area.
 - **Taste of Art**
 - We continued the Taste of Art partnership with HPCA and Park City Area Restaurant Association in an effort to promote the extensive culinary experiences in Park City. We added four new restaurants, while again partnering with Grub Steak, Shabu and Wahso. We had 7 restaurants in total.
 - **Food Truck Round-Up**
 - After a successful first year, we brought back the Food Truck Round-Up and offered four this year. New were Rubadue’s Saucey Skillet, Banh Mi Time and Black’s Sliders; Bruges Waffles returned.
 - **Yoga Fest**
 - Back again, we moved this year’s event to the roof of The Parkite (from the Zoom deck) and continued to offer this as a free element of the Festival.
 - Continued cross-marketing partnerships and collaboration with local businesses, HPCA, Park City Area Restaurant Association, Park City Chamber, PCGA, Utah Symphony, Deer Valley, Park City Mountain Resort, Park City Institute, Stay Park City, Utah Office of Tourism and more to promote Kimball Art Center and Park City as a cultural destination; this continued collaboration with key partners has been successful in increasing the economic impact via lodging, retail, restaurants and overall revenue.

- **2017 Potential Impacts**

Kimball Art Center will work with PCMC on the items below, plus any other future concerns, as we begin to plan the 2017 Festival:

- **PCMC Construction Updates**
 - Wasatch Brew Pub
 - Miner's Park
 - Where do we then place Food Truck Round-Up? Where do these two stages go?
- **Kimball Garage Construction Updates**
 - Loss of Kimball Garage for Volunteer Lounge, Artist's Lounge, VIP Area, Kids' Area, Media Lounge, Staff Offices. We'll have to find new locations for all of these areas.
- **Impacts from 2016 Thefts**

Park City Kimball Arts Festival Media Recap

- <http://www.parkrecord.com/entertainment/arts-festival-makes-one-time-date-change/>
- <http://www.parkrecord.com/entertainment/kimball-art-center-fundraiser-will-be-a-celebration-of-the-arts/>
- <http://www.parkrecord.com/entertainment/park-city-kimball-arts-festival-relies-on-any-moving-parts/>
- <http://www.parkrecord.com/entertainment/park-city-kimball-arts-festival-best-in-show-winners/>
- <http://www.parkrecord.com/news/park-city/uber-space-added-to-arts-fest-canvas/>
- <http://www.parkrecord.com/entertainment/b-d-howes-returns-to-the-arts-festival/>
- <http://www.sltrib.com/home/4191205-155/kimball-arts-festival-rolls-into-park>
- <http://fox13now.com/2016/08/13/kimball-arts-festival-takes-over-park-city-main-street/>
- <http://fox13now.com/2016/08/08/kimball-arts-festival/>
- <http://www.prnewswire.com/news-releases/the-47th-annual-park-city-kimball-arts-festival-takes-to-the-street-300309948.html>
- http://www.heraldextra.com/business/local/park-city-arts-festival-saturday-new-zions-bancorporation-board-member/article_d3fba49e-77af-58ca-a7ce-b969539dd918.html
- <http://www.journalgazette.net/entertainment/Taste-of-the-Arts-festival-grows-into-2-day-meal-14790136>
- <http://kutv.com/features/fresh-living/park-city-kimball-art-festival-august-12-13-2016>
- <http://www.parkcitymag.com/articles/2016/8/10/kimball-arts-festival-2016>
- <http://www.fodors.com/news/photos/americas-best-small-art-festivals#!7-park-city-kimball-arts-festival>
- <http://kimballartcenter.org/best-in-show-winners-kimball-arts-fest-2016/>

**2016 Park City Kimball Arts Festival
Marketing Plan**

Vendor/Outlet	Target Audience	Total Impressions
Austin, TX:		
Austin Chronicle	Out of State Families, Couples	1,300,000
Denver, CO:		
Daily Camera	Out of State Families, Couples	346,666
Westword	Out of State Families, Couples	531,933
Central Arizona:		
azcentral.com (Arizona Republic)	Out of State Families, Couples	429,000
Los Angeles, CA:		
LA Weekly and Orange County Weekly	Out of State Families, Couples	1,587,000
Utah:		
Broadway Media	Out of Area	2,398,574
Fox13 TV	Out of Area/State Families	1,296,600
Fox13now.com	Out of Area/State Families	1,102,000
Fox13now.com Calendar	Out of Area/State Families	2,000,000
City Weekly Magazine	Out of Area	150,000
Cityweekly.net	Out of Area	60,000
Mountain Express Magazine	Out of Area Families, Locals	75,000
Salt Lake Magazine	Out of Area Families, Locals	122,200
Saltlakemagazine.com	Out of Area Families, Locals	25,802
KPCW Underwriting Radio Spots (40)	Locals, Visitors	10,000
KUER Underwriting Radio Spots (22)	Out of Area Families	198,000
Utah Arts Festival	Locals, Visitors	25,000
Utah Media Group	Out of Area, Locals	466,232
Utah Digital Services	Out of Area Families	1,699,721
Park Record Print	Locals	10,000
Park Record Digital	Locals, Visitors	92,000
PCMC Bus Board Ad	Locals, Visitors	800,000
Total Impressions:		14,727,727