

Park Silly Sunday Market (PSSM) Background

| <u>Date</u> | <u>Item</u> |
|--------------------|---|
| November 3, 2016 | PSSM 2016 End of Season Review / Minutes p.14-15 |
| November 10, 2016 | PSSM Contract Extension / Minutes p. 7-8 |
| April 27, 2017 | PSSM 2017 Supplemental Plan Approval / Minutes p.10-11 |
| June 15, 2017 | PSSM 2017 Addendum to Supplemental Plan Transportation Alternatives / Minutes p.5-6 |
| August 3, 2017 | PSSM Mid-Season Review – Staff Communication |
| August 31, 2017 | PSSM 2017 Addendum to Supplemental Plan – Parking & Transportation Plans |
| September 14, 2017 | PSSM – City Service Agreement Extension / Minutes p.12 |
| November 9, 2017 | PSSM 2017 End of the Season Review /Minutes p.4-5 |
| May 3, 2018 | PSSM 2018 Supplemental Plan Approval/Minutes p.18-19 |
| August 2, 2018 | PSSM 2018 Mid-Season Review Staff Communication Report / Minutes p.5 |
| November 15, 2018 | PSSM 2018 End of Season Review Staff Report / Minutes p. 2 to 4 |
| May 2, 2019 | PSSM 2019 Supplemental Plan Approval Staff Report p. 242-252 / Minutes p.11 |
| August 1, 2019 | PSSM 2019 Mid-Season Review p.7-16 |
| October 22, 2019 | PSSM 2019 Season Debrief Staff Report p.75-88 / Minutes p.6-7 |
| December 5, 2019 | Work Session PSSM Request for 2 year Contract Extension p. 111-114/ Minutes p.10-11 |
| January 9, 2020 | PSSM 2 Year Contract Extension p.92 / Minutes p.7 |
| April 29, 2021 | PSSM 2021 Supplemental Plan Approval Staff Report p. 159 / Minutes p. 16 |
| September 2, 2021 | PSSM Mid Season Review Staff Communication p. 209 |
| November 4, 2021 | PSSM 2022 Season Debrief Staff Report p. 26 / minutes p. 7 |
| April 7, 2022 | PSSM Supplemental Plan Approval (report p. 840 / minutes p. 21) |
| April 28, 2022 | PSSM Contract Request (report p. 773 / minutes p. 17) |
| May 26, 2022 | PSSM Feedback Opportunities (Staff Communication Report / minutes p. 10) |
| July 21, 2022 | PSSM Mid-Season Review (report p. 92 / minutes p. 5) |
| November 3, 2022 | PSSM Debrief & Next Steps (report p. 100, minutes p. 8) |
| January 5, 2023 | One Year Agreement Extension (report p. 183, minutes p. 9) |
| March 23, 2023 | Special Event Update – a future market (report p. 5/ minutes not published) |

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

PSSM is an important event that helps promote local businesses, create vibrancy, community and culture. They are one of the most professional event organizers and work hard to minimize residential and business impacts. In addition, PSSM is arguably one of Park City's premier local business incubator and community builders – assisting

more than 138 local businesses and providing 53 free nonprofit booths annually. In addition, PSSM continues to support the City's Critical Community Priorities, including:

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

On September 14, 2017 City Council approved City Service agreement with PSSM beginning with the 2018 season expiring in 2020 subject to annual non- automatic renewals. The agreement shall renew for an additional two (2) years for the 2021 and 2022 Markets, provided both parties execute written notice of consent to renew by March 1, 2020. The contracted terms included the following:

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

On January 9, 2020 both parties provided written request to extend the contract for an additional two years (2021 and 2022 market seasons). Changes to the contract included:

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

On April 21, 2020, due to the unforeseen circumstances stemming from the impacts of the COVID-19 pandemic and Summit County Joint Public Health Order 2020-03, PSSM

cancelled the 2020 PSSM season, acknowledging both parties intent to work towards future years of 2021 and 2022.

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

As required annually, PSSM presents a Supplemental Plan, Mid-Season Review, and Season Debrief. This did not occur in 2020 debrief because PSSM canceled their event due to COVID-19. PSSM had four years of a five-year contract (2018, 2019, 2021 and 2022, and therefore requests Council consider a one-year extension of the Agreement.

In anticipation of the Agreement expiring, a Work Session was held on April 28, 2022 to discuss the future Agreement. Council sought to continue discussions with a preference for a three- to five-year contract and directed community outreach before considering new terms.

On May 26, 2022, a [Staff Communication Report](#) detailed community outreach and engagement plans. Council Liaisons Dickey and Rubell worked with the Community Engagement and Budget Department to develop a community survey.

In November 2022, after performing the additional community and business district outreach, on November 3, Council held a debrief. As a result, PSSM submitted a new proposal. Some of the changes include reducing the number of days from 14 to 12, reducing noise, eliminating importers as vendors, and shifting within three years to all local vendors (Summit County/Wasatch Back). Council provided direction for the Council Liaisons to work with PSSM to consider further refinements to a one-year contract extension for Council consideration.

On January 5, 2023, City Council approved a one-year extension of the PSSM Contract for the 2023 event, with significant changes, and asked staff to return for a discussion of major changes for a market event in the future. Significant modifications to the Agreement included:

- Term: One Year Contract Extension
- Day of the Week: Sundays from 10:00 a.m. to 5:00 p.m.
- Dates: 11 Sundays
- Location: Lower Main Street – Eliminate 5th Street
- Noise: No Amplified Sound until noon. Up to 75 decibels allowed from noon to 5 p.m.
- Vendor Mix: Immediately eliminate importers. Continue allowing local vendors, participation from various non profit and community groups, as well as farmers.
- Transportation: PSSM continue providing shuttles on two busiest days, guaranteed bike valet, bus, bike, walk information and manage pedestrians at Heber and Main crosswalk.
- Sustainability: PSSM will continue to maintain 80% diversion rate, and assist other events.
- Working Group: City, PSSM and HPCA will revamp the working group to

ensure concerns are being addressed.

- Fees and Costs: In exchange for City Services, PSSM will provide bollard and pedestrian management at no cost to the City.

On March 23, Staff returned to City Council regarding releasing an RFP for a future market for 2024 and beyond with major changes. City Council requested more information and staff will return at a subsequent meeting.