

# RULES OF THE ROAD 2015 SUNDANCE FILM FESTIVAL®

January 22-February 1, 2015



**FIRST POINT OF CONTACT**      **Kayla Sintz – Planning Manager (435) 615-5062 [kayla.sintz@parkcity.org](mailto:kayla.sintz@parkcity.org)**

*This information is intended to serve only as a helpful guide to organizers and participants on commonly asked questions and how they relate to Park City's regulations, as well as, restrictions on use of **Sundance Film Festival®** and **Sundance Institute®** trademarks. These regulations and restrictions apply to those who conduct business year-round as well as those conducting business for shorter periods such as only during the **Sundance Film Festival®**, unless otherwise specified.*

***The Sundance Film Festival®** is the sole Master Festival License holder from January 22 through February 1, 2015. All other screenings and related business and sponsor activities are strictly regulated and must obtain applicable Park City business licenses and building permits in person or through an authorized representative. If you are interested in working with **Sundance Institute®** in an official capacity during the annual Sundance Film Festival® or year round, please email [corporategiving@sundance.org](mailto:corporategiving@sundance.org)*

**Penalties for non-compliance of Park City Regulations may include criminal citations and/or revocation of City license to operate within the Park City limits.**

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## IMPORTANT CHANGES FOR 2015 SUNDANCE FILM FESTIVAL®

### **CHANGE: Bathroom fixture counts affecting occupant loads:**

**Please be aware the International Plumbing Code ratio of 1 toilet for every 40 occupants will be enforced.** This is a reduction from previous years. Your design professional should modify your occupant load accordingly based on International Building and Plumbing Code requirements.

### **CHANGE: All Convention Sales License applications are required to be reviewed and approved by City Council.**

All events or locations needing a Convention Sales License must have a *Pre-Inspection Prior to Application* (PIPA) for a license. This process will identify potential violations and whether or not a *Conditional Use Permit* (CUP) may be needed. It will not require the interior space to be physically set up, but will require accurate floor plans at the time of PIPA.

### **Below are the important dates to remember for Council:**

- 12-08-2014 must have PIPA scheduled for the 12-18-2014 Council meeting.

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- 12-11-2014 application to the Finance Department, for Council meeting 12-18-2014.
- No council meeting on 12-25-2014 and 01-01-2014 - Holidays
- 12-29-2014 must have PIPA scheduled by this date for 01-08-2014 Council meeting.
- 01-02-2015 application to the Finance Department for Council meeting 01-08-2015
- 01-05-2015 must have PIPA scheduled by this date for 01-15-2015 Council Meeting
- 01-08-2015 application to the Finance Department, for Council meeting 01-15-2015; **this is the last Council meeting before Sundance Film Festival® starts.**

### IMPORTANT DEADLINES:

**Special Event Temporary Alcoholic Beverage License Applications** for the 2015 Sundance Film Festival® require approval of the Park City Council in addition to any Utah DABC (Department of Alcoholic Beverage Control) requirements **and must be submitted to the City NO LATER than December 8, 2014** to guarantee processing. Private parties serving alcohol which are promotional in nature require a Park City alcoholic beverage license even if not required by the Utah DABC. Please see **Alcohol & Food FAQ's** number 1. Special Event temporary licenses applications can be found here:

<http://www.parkcity.org/Modules/ShowDocument.aspx?documentid=11395>

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### INSPECTIONS & LICENSING

Locations requiring Convention Sales Licensing, Business Licensing, or a temporary change of occupancy permit are required to do the following:

1. Obtain an inspection report from the Park City Building Department which will determine if additional evaluations are required based on the location's current occupancy, use, and interior layout.
2. If deemed necessary by the pre-inspection, a Utah Licensed Professional Architect or Engineer may be required to confirm or modify the location's determined occupancy.
3. If an occupancy change is needed, proposed changes to floor plans must be stamped by a design professional as indicated above.
4. Locations that are currently defined as an Assembly (A) Use with existing approved designated occupancy may not be required to provide additional documentation if an occupancy change is not requested and the layout is not changing.
5. If drafted by a Utah licensed design professional, original drawings must be submitted, or, copies must be submitted with a signed release letter from the design professional at time of submittal.

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Please note, calculations must reference current Building codes. (2012 IBC)

6. Locations that are NOT currently an Assembly (A) Use and that are requesting change of use, change in occupancy load numbers, change of business license, or request for a Convention Sales License WILL be required to obtain a licensed professional's determination of the occupancy's load.
7. Occupant loads are to be based on many factors which are site specific and must be judged on a case by case basis. Some of these factors include but are not limited to:
  - a. The location of tables, chairs, displays, booths, seating and decorations, etc.
  - b. Capacity of on-site restrooms
  - c. Location and number of proper exits
  - d. Interior seating plan and layout
8. If a change in occupancy load is requested you will also need to apply for a **Temporary Change of Occupancy Permit (Administrative Conditional Use Permit)** from the Planning Department, **which requires a ten (10) calendar day noticing period** and a \$330 fee. See application for additional requirements found here:

<http://www.parkcity.org/modules/ShowDocument.aspx?documentid=4589>

### GIFTING, PROMOTIONS HOSPITALITY SUITES

Promotional activities such as gifting and hospitality suites, promotional meals or gatherings, whether private or open to the public, are considered "engaging in business" under Park City Municipal Code. All persons engaging in such activity must obtain a license and abide by all applicable laws and regulations. **This activity is prohibited in residential zones.**

For other questions involving operations and locations contact Park City Business Licensing in the Finance Department – Shelley Hatch (435) 615-5225 or email [shatch@parkcity.org](mailto:shatch@parkcity.org)

### Licensing FAQ's

#### 1. What type of license do I need to have a hospitality suite, gifting suite, or other promotional activity?

If I am in a current hotel, convention space, restaurant or bar space: a separate license is required during the period of the Sundance Film Festival® even if the underlying space already has a convention sales license.

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If I am in a current retail business or office space: a new occupancy load calculation must be completed for my space to account for any changes that I have made to my space to host a hospitality suite, gifting suite, or other promotional activity. This change in occupancy load and use of the space will trigger a requirement to obtain one of the following:

- a regular Park City *Business License*, for new activity, if occupancy is 49 or less

<http://www.parkcity.org/Modules/ShowDocument.aspx?documentid=1006>

- A type 2 *Convention Sales License* if greater than 49 occupants:

<http://www.parkcity.org/Modules/ShowDocument.aspx?documentid=1004>

- In addition, if your retail business or office space's occupancy limit generally operates with an occupancy load of 49 occupants, but will increase to 50 or more occupants due to changes you have made for your event, **you must apply for both** a type 2 Convention Sales License and a Temporary Change of Occupancy Permit.

## **2. Each separate person or entity occupying a booth, table, or other defined separate area within a gifting of hospitality space is a separate business and requires its own license.**

A promoter or event producer may apply for an Umbrella License for the promoter and on behalf of each of the businesses being promoted. However, each individual business is responsible for ensuring either that it is licensed under the Umbrella License or that it has obtained its own license. Entities found to be engaging in business without a license or while a business license application is pending may be prosecuted.

## **3. What type of information do I need to provide to the City to obtain a Business or Convention Sales License:**

- Address of location in Park City where activity is occurring
- List of responsible parties and contact information (one must be a location representative)
  - Date and duration of activity
  - Type of activity
- Interior layout of proposed changes and alterations, including floor plans
- Proof of Utah State Tax Commission registration if sales are taking place, otherwise an Employer Identification Number (EIN) or other Taxpayer Identification Number (TIN)
- A completed PIPA (Pre-Inspection Prior to Application) form.

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- Business license applications are not required to submit PIPA's at the time of application. However, the Building Department recommends having an Inspection Prior to Application (IPA) performed to ensure code compliance at the time of the final inspection. This service is offered at no additional cost.

All applicants must submit floor plans prior to application.

Note: Incomplete applications will not be processed. The permit application, once submitted, will be reviewed by the Finance Department, Planning Department, Building Department and Police Department.

#### **4. What are the important changes for Convention Sales License Applications during the 2015 film festival?**

All Convention Sales License applications are required to be reviewed and approved by City Council. Applicants must complete a Pre-Inspection Prior to Application (PIPA) for a license. This process will identify potential violations and whether or not an Administrative CUP (Conditional Use Permit) may be needed for Change of Occupancy. It will not require the interior space to be physically set up, but will require accurate floor plans at the time of PIPA. Below are the important dates to remember for Council:

- 12-08-2014 must have PIPA scheduled for the 12-18-2014 Council meeting.
- 12-11-2014 application to the Finance Department, for Council meeting 12-18-2014.
- No council meeting on 12-25-2014 and 01-01-2015.
- 12-29-2014 must have PIPA scheduled by this date for 01-08-2015 Council meeting.
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#### **5. How much will a Park City Business License Cost?**

\$0.330 cents per square foot for retail, **plus**  
\$149.00 fee, **plus**



\$243.00 Main Street Business Alliance (if located within the Historic Park City Alliance boundaries)

**6. How much will a Convention Sales License Cost?**

\$372 fee per license plus 5% of standard business license fee for a business of the same type, with the square footage based on the square footage of the meeting or convention facility, or portion thereof rented or used by the licensee for his sales location at the convention site. A fee of \$372 is charged for each additional vendor or business under an umbrella application.

**7. Can I rent a home or condominium for a private party?**

Park City Municipal Code 4-2-18(C)(4)(k) states the following:

- **Commercial Uses Prohibited.** Nightly rentals may not be used for commercial uses not otherwise permitted in the zone. Nightly rentals may not be converted to corporate sponsor or business houses which are used primarily to distribute retail products or personal services to invitees for marketing or similar purposes, regardless of whether such products or services are charged for.
- **This prohibition includes all forms of commercial use, including gifting and other marketing and promotional activities.**
- Contact the Park City Planning Department at 435-615-5062 or 435-615-5065 to find out whether or not your proposed location is in an approved zone.

**9. Can I set up a tent or temporary structure outside?**

Possibly, however, **ALL** temporary structures/tents will require **ALL** of the following:

- An Administrative Permit issued by the Park City Planning Department which requires public notice 10 days prior to the proposed date of the structure's first use, \$330 fee, and submission of the application found here:

<http://www.parkcity.org/Modules/ShowDocument.aspx?documentid=4589>

- A Building Permit and Fire Permit issued by the Park City Building Department

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- Convention Sales License issued by the Park City Finance Department for operations within the temporary structure

Illegal structures will result in a citation, fine, and possible revocation of any business license. Failure to apply for an Administrative Permit within the required time frame will result in denial of the application. Tents and temporary structures are **not allowed to have signs** for any commercial purpose, or lighting from the exterior. Further, the noise ordinance is also enforced for temporary structures.

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## ALCOHOL, LICENSING & FOOD

For general questions involving a Special Event Temporary Liquor License for Park City, please contact:

**Finance Department – Shelley Hatch (435) 615-5225**

[shatch@parkcity.org](mailto:shatch@parkcity.org) Park City Liquor Applications can be found here:

<http://www.parkcity.org/Modules/ShowDocument.aspx?documentid=11395>

For Utah DABC (Department of Alcohol Beverage Control) questions regarding serving alcohol, alcohol sales, and whether Utah DABC permitting is required, contact:

**801-977-6800**

Alcohol & Food FAQ's:

### 1. What are the rules for serving alcohol when not located within a currently alcohol-licensed business?

- A Utah State Department of Alcohol and Beverage Control (DABC) permit and local Special Event Temporary Liquor License are required for any event where (1) **alcohol is sold** (directly or indirectly), or (2) the event is **open to the general public**. If alcohol is sold either directly at a cash bar, or indirectly as part of a ticket, admission or registration price, or given away as a promotional enticement, you will need to get a state permit.
- A local Special Event Temporary Liquor License **IS** required **for private events** where any promotional activity, gifting or other business is occurring, even if alcohol is not sold, the event is not open to the public, and a DABC license isn't required.
- Insurance requirements also need to be met for approval.

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- Applications for Special Event Temporary Liquor Licenses effective during the Sundance Film Festival® require Council approval no later than the December 18, 2014 meeting. At this meeting the Council will approve or deny the applications. Applications will have to be submitted at least 10 business days prior to the December 18, 2014 meeting. The Utah DABC applications should be submitted to the State by December 10, 2014, for the Sundance Film Festival® starting on **January 22, 2015**.

**2. Can I prepare or serve food at my hospitality suite?**

- Contact Summit County Health Department for all specific rules and conditions: (435) 333-1500 <http://www.summitcountyhealth.org>
- All serving and preparation of food is regulated by the Summit County Health Department
- All persons serving food must obtain a food handler's permit
- All catering companies must have Summit County health approvals

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**SIGNS, LIGHTING, ADVERTISING,  
FLYERS & MUSIC**

Park City allows businesses who temporarily lease a space from a permanent tenant to *remove/replace or cover* the permanent sign with the temporary business sign. The Planning Department reviews all sign applications. **A Temporary Sign Permit (\$60 application fee) is required for any temporary exterior signs on a building.**

<http://www.parkcity.org/Modules/ShowDocument.aspx?documentid=4582>

The following sign regulations apply:

- The proposed signs must be the same size as the existing signs and comply with the Park City sign code <http://www.parkcity.org/Modules/ShowDocument.aspx?documentid=253>
- Application requires building owner's consent and signature
  - Allow up to 10 days for review/approval based on the specifics of the application. Incomplete applications cannot be reviewed until all information is provided.



- Any signs illegally posted will cause the business license holder to be cited and fined. The signs will be removed and the license may be revoked.

## Sign FAQ's

### 1. Are banners allowed?

Only the Master Festival License holder is allowed to place banners or have additional signs associated with official and sanctioned venues in Park City. **Any other banners are prohibited by the Park City Sign Code.** During the Sundance Film Festival®, the exclusive Master Festival License holder is Sundance Institute®. Even though you may have a film entered and submitted to the Sundance Film Festival®, only the Sundance Institute® is allowed to hang banners which are approved through their license with the City. Many of our buildings are historic and original materials can be easily damaged. Please respect this important part of our heritage and sense of place that keeps Park City special.

**If unapproved banners are hung, the responsible party will be cited and the banners will be removed immediately. In addition, both property owners and their tenants will be held responsible for monitoring their property and not allowing unapproved banners to be hung.**

### 2. Can I add lighting to the front of the property I have rented or light my sign?

The addition of any exterior lighting will require an electrical permit through the Building Department and approval through the Planning Department. Please note that Park City has lighting regulations regarding the type of bulb, wattage, placement and type of fixture and direction of focus. Spotlights and floodlights are prohibited. Lighting of temporary signs is prohibited. Illegal lighting will be cited, fined, and removed. Historic buildings may require additional time to review.

### 3. Can I hand out flyers and stickers on the street?

- Handbills, which are defined as papers, stickers, flyers posters, pamphlets, or any other type of medium distributed by hand for advertisement or any other commercial purpose are prohibited by the Park City Municipal Code. **Commercial advertising, including handouts for films and parties are only permitted on private property and on the publically provided kiosks.** Kiosks are placed in multiple locations along Main Street.



City designated kiosks can be utilized to advertise events and films.

- It is a violation of Code to distribute handbills for any commercial purpose outside of a building on public property. Park City code enforcement officers patrol the streets every day and night during the Sundance Film Festival® to ensure City regulations are observed. Repeat offenders will be cited.

#### **4. Where can I post flyers?**

- Flyers and posters can be posted on **the City designated kiosks on Main Street**. There are 6 kiosks distributed throughout the street.
- Posting flyers, stickers and posters without permission on the exterior of public or private buildings, street poles/signs, pay parking stations, bus stops, news racks, public phones, or any other public property or artwork anywhere in Park City is a criminal misdemeanor. Violators will be prosecuted.

#### **5. Can I hand out balloons, stickers and/or flyers from my car?**

It is generally unlawful for any person to solicit from a motor vehicle. This includes any sort of calling out from a motor vehicle. It is also unlawful to show screenings or conduct business from a vehicle, motorhome, or trailer unless you have obtained a license for specific for-hire services, such as taxi services.

#### **6. Can I advertise my film with a megaphone or place speakers outside to draw people to my location?**

- Park City prohibits the use of outdoor amplification unless it is music associated with an approved outdoor dining area. It is also generally unlawful to promote your film on the street.
- Police officers and code enforcement officers will be patrolling and will cite and ticket any offenders. Repeated violations will result in revocation of City license.

#### **7. Can I have a band play music on the sidewalk or outside of my venue?**

- The Finance Department (435-615-5225) may issue a **Street Musician's license** for \$5 per day, up to 10 days. This license must be approved by the Building, Planning and Police



Departments as well. The Building Department will assign a location for the licensee.

- Street performers, including musicians playing acoustic and non-amplified musical instruments, performing pantomime, magic, dancing, or any other visual or audible performances with the intent or expectation to receive valuable consideration, shall be licensed by the City as Street Musicians before any such performance. No amplified street musicians are allowed.

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## FILMING, PARKING & VEHICLES

### Where can I screen my film?

- Screening rooms are **only** allowed in restaurants and convention spaces due to occupancy and fire code requirements. The use of residential spaces for screening rooms is **prohibited**. A license for the use is required from the Business License Office and a Building Department inspection will follow. One license is required per screening location.
- Parties and/or screenings that have not first obtained the proper licenses will be shut down and result in a citation and fine.

### Can I be permitted to film during the Sundance Film Festival®?

Film permit applications are available through the Park City Special Events Department. You can also visit our website and download the application:

<http://www.parkcity.org/index.aspx?page=226>

### Parking:

Main Street is closed for parking during the Sundance Film Festival®. There is paid parking in the China Bridge parking lot off of Swede Alley (one street to the east of Main Street).

#### 1. Can I park my RV or oversized vehicle on Main Street?

Vehicles longer than 26 feet or taller than 8 feet will not be allowed to park on Main Street at any time. Any oversized vehicles need to park at an alternate lot.

#### 2. Can I reserve parking on Main Street?

Public parking spaces on Main Street may not be reserved. All parking signs including time limits,

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metered parking, and temporary parking regulations will be strictly enforced. It is also unlawful to show screenings or conduct business from a vehicle, motorhome, or trailer unless you have obtained a license for specific for-hire services, such as taxi services. Permits for extended parking periods to allow loading and unloading on Main Street are available through Park City Parking Enforcement at (435) 615-5301 or Lisa Gourley [lgourley@parkcity.org](mailto:lgourley@parkcity.org)

**3. Can I purchase parking passes for the China Bridge parking structure for employees?**

Yes. Parking passes for employees can also be purchased for the China Bridge parking lot for longer periods of time. Contact Parking Enforcement (435) 615-5301 above for additional info.

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**CITY CONTACTS**

**Park City Municipal Corporation – City Hall**  
**445 Marsac Avenue PO Box 1480 Park City, UT 84060 Hours: 8am-5pm**  
**Closed weekends and holidays**

General Information &  
First Point of Contact

**Kayla Sintz** (435) 615-5062 [kayla.sintz@parkcity.org](mailto:kayla.sintz@parkcity.org) or  
**Shauna Stokes** (435) 615-5065 [stokes@parkcity.org](mailto:stokes@parkcity.org)  
Park City Planning Department – City Hall

Building Department

**Michelle Downard** (435) 615-5109 [mdownard@parkcity.org](mailto:mdownard@parkcity.org)  
Park City Building Department – City Hall

Business & Liquor  
Licensing

**Shelley Hatch** (435) 615-5225 [shatch@parkcity.org](mailto:shatch@parkcity.org)  
Park City Finance Department – City Hall

Special Events

**Tommy Youngblood** (435) 615-5187 [tommy.youngblood@parkcity.org](mailto:tommy.youngblood@parkcity.org)

Police Department

(435) 615-5500 [Police\\_Mail@parkcity.org](mailto:Police_Mail@parkcity.org)

Summit County  
Health Department

**Leslie Freeman** (435) 333-1510 located in Coalville, Utah  
<http://www.summitcountyhealth.org>

Utah DABC

Utah Department of Alcohol and Beverage Control  
(801) 977-6800 <http://www.alcbev.state.ut.us/events/index.html>

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***You may be subject to civil enforcement directly by Sundance Institute® or any other remedy provided by law for the following:***

**Use of Sundance Film Festival® and Sundance Institute® Identity and Marks**

Sundance Film Festival® and Sundance Institute® are federally registered service marks, and are recognized worldwide as signifying the Sundance Film Festival® as a unique source of artistic and professional excellence in the world on cinema.

Sundance Institute® recognizes that discussion of its unique festival for purposes of news reporting, commentary, and criticism necessarily requires passing references to its marks in an editorial context. While Sundance Institute® has no objection to such mentions and is pleased to encourage discussion about the festival and the films in the festival, any commercial use of its service marks that misleads or confuses consumers by suggesting or implying that Sundance Film Festival® has sponsored, endorsed, or is affiliated with any other company or brand, constitutes trademark infringement and is violation of applicable federal and state trademark laws.

If you would like to enquire about obtaining permission to use Sundance Film Festival® or Sundance Institute® marks in connection with your business or services, and to become an official sponsor of the Sundance Film Festival®, thereby supporting its mission, please contact Sundance Institute® directly at [corporategiving@sundance.org](mailto:corporategiving@sundance.org)