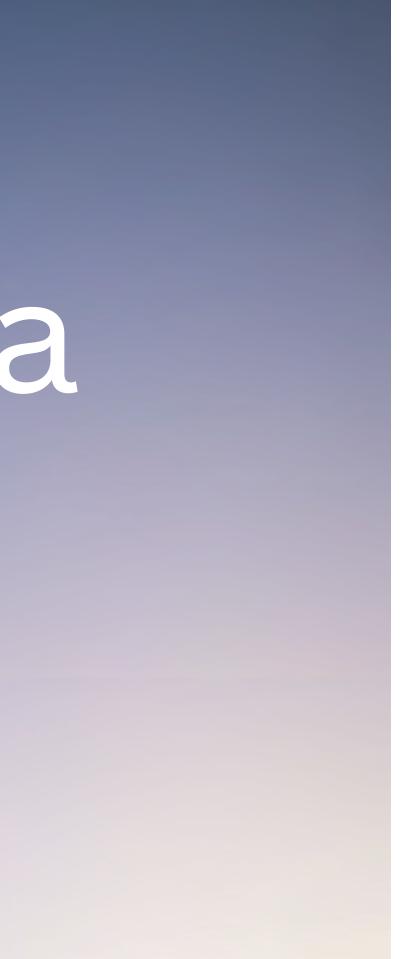
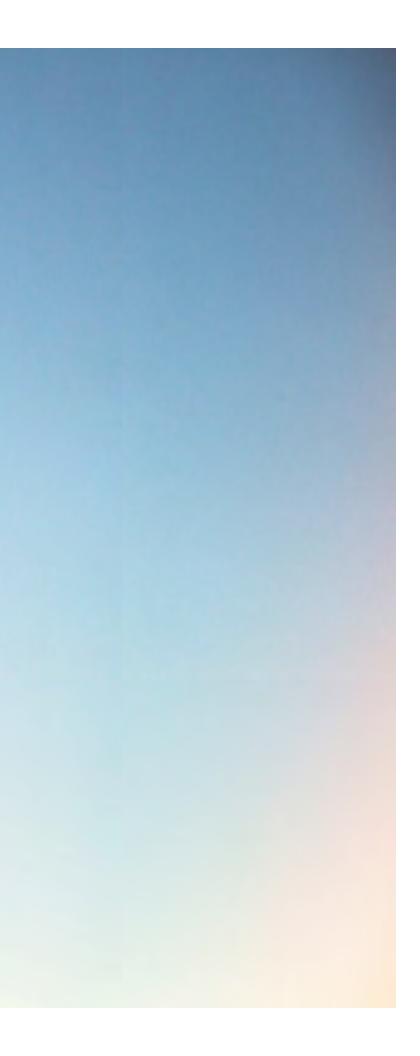
Park City Main Street Plaza

October 22, 2015





Programming Update



Partner Interviews

+ Nine of 10 interviews complete

+ Information gathering:

Type and size of current events Type and size of future events Space needs "Back of House" requirements



Key Take-Aways (so far)

+ Flexibility in the size and configuration of performance space

+ Adequate space to stage festivals/markets



Key Take-Aways (so far)

+ Mix of indoor/outdoor space

+ Specialized Facilities

+ Mix of soft and hardscape



Key Take-Aways (so far)

+ Passive space

Interesting unusual play areas for children Areas for every day activities for adults (lunch/coffee)

+ Activities

Film Splash Pad Ice skating Small format/late night food Community bulletin board



Results of Resident Survey

+ People come to Main Street for:

Dinner (67%) Events (55%) Bringing visitors (52%) Lunch (39%) Arts & Entertainment (37%)

+ Top events are::

Parades (66%) Park Silly Market (62%) Kimball Arts (58%) Halloween on Main (41%) Savor the Summit (36%) Street Concerts (34%)



Results of Resident Survey

+ People would come more often for:

Community Events (54%) Seasonal Events (51%) Greater Variety of Shopping (34%) Gathering Area/Plaza Space (32%) After Dinner Activities—non-bar (16%) Nothing (13%)



Activity & Elements Matrix

+ Key components:

Generate daily activity Allow and promote event activity Encourage stay and play Combine natural and built elements Be multi-season

