



## Special Event Advisory Committee Meeting Agenda

**Date:** Wednesday, June 21, 2017

**Place:** Park City Library Community Room, 3<sup>rd</sup> Floor

**Time:** 12:00 p.m. to 2:00 p.m. (meeting estimated to run until 2:00 p.m.)

**In attendance:**

**Absent:** Sarah Auers & Mellie Owen

**Electronic Participation:** None

**Meeting Facilitator:** Special Events Staff

**Meeting Minutes:** Tommy Youngblood

**Next Meeting:** Wednesday, July 19, 2017

### Meeting Called to Order (estimated time – 12:00 p.m.)

Motion to Call Meeting to Order:

Time:

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### Topic #1: Approval of Minutes from April Meeting (12:05 p.m.)

**Person:** Sarah Klingenstein

(1) Board to Approve Minutes from May Meeting

Changes:

Motion to Approve:

(2) Confirm quorum, attendance, absence, and electronic participation for July 19, 2017 meeting.

**Notes:** DRAFT Minutes attached. Item is not scheduled to be opened for public comment.

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### Topic #2: Public Input – Any matter that is not on the agenda.

\*Remind anyone who gives public input to sign in.

**Notes:**

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### Topic #3: Staff & City Council Communications (12:10 p.m.)

**Person:** Jenny Diersen, Special Events Staff

**Purpose:** Update SEAC regarding City Council summary of decisions / upcoming discussions.

**Action:** No Action Required, this is an informational update.

(1) Presentation

(2) Committee Questions & Discussion

**Allocated Time:** 20 minutes

#### Past Council Meetings

Coffee with Council – May & June Summaries

May 25 –

[Latino Music Series Special Event & Arte Latino Activities at Park City Library](#)

[New Level Two Kids Adventure Games at Park City Mountain Resort](#)

[Cost Sharing for Fourth of July Activity Providers](#)

[Event Traffic Management Plans & Strategies for the Fourth of July](#)

June 8 –

[Approval of Fee Waiver Requests for the Fourth of July & Miners Day Fourth of July Supplemental Plan Approval](#)

June 15 –

[Addendum to Park Silly Sunday Market adding alternate transportation options](#)

**Currently Scheduled Upcoming City Council discussions** (dates subject to change)

- June 27 – Coffee with Council – Park City Library 9:00 to 10:00 a.m.
- June 29 –
  - SEAC Interviews
  - SEAC Study Session
  - Park City Kimball Arts Festival Supplemental Plan Approval
- July 13 –
  - SEAC Appointments
  - Shot Ski Event Changes
  - Park Silly Sunday Market Contract Work Session
- July 20 –
  - Park Silly Market Mid-Season Review
  - Triple Crown Contract Work Session
  - Utah High School Mtn Bike Invitational – New Level 3 Special Event

**July 19 SEAC Meeting Preview** (items subject to change)

- Event Debrief
  - Fourth of July
  - Food & Wine Classic
  - Park Silly Sunday Market
  - Deer Valley Music Festival
  - Big Stars Bright Nights
  - Wednesday Night Grand Valley Bank Community Concerts
  - Firecracker Baseball
  - Triple Crown Baseball
  - Other Events as the Committee Chooses to Discuss
- SEAC Update Study Session Review
- Community Survey Preview – may get pushed to August meeting

**Public Comment received through [seac@parkcity.org](mailto:seac@parkcity.org) listed below**

No comments were received since last meeting at the email.

**Special Events Calendar & List of Upcoming Events through next meeting is attached.**

**SEAC & Community Engagement Opportunities**

- Please Review Attached Event Sign Up List – Only received event signs ups from 2 Board Members
  - Community Engagement – Text Alert System & KPCW Interview Reminders
  - Staff Schedules – June through September
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**Topic #4: Review Proposed SEAC Goals, Tools and Questions regarding Threshold/ Prioritization as relates to Event Growth for upcoming Council Meeting (12:30 p.m.)**

**Purpose:** Discuss SEAC's recommendation regarding roles, tools and questions for council regarding event threshold and prioritization.

**Allocated Time:** 30 minutes

**Notes:** Please refer to summary in June minutes.

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**Topic #5: Event Debrief (1:00 p.m.)**

**Purpose:** Discuss event debrief for events with regards to challenges and successes from a community perspective.

**Allocated Time:** 50 minutes

**Notes:** Major events to be discussed are listed below. Comments about events that are not listed below should be made during Public Comment at the beginning of the meeting. SEAC may wish to use their debrief form.

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**5A: Running with Ed (1:00 p.m.)**

**Level of Event:** Level Three Special Event. Applicant was the Park City Education Foundation

**Main Contact at City:** Jenny Diersen

**Approval Authority:** Staff Approval, no substantial changes

**Description of Event:** Running with Ed held their event the same as they have in years past. They saw about 1,200 six person teams participate in the event. The event had good weather conditions, which is important to note, as in years past they have had rain (they were lucky with weather, as they caught a window of sunshine in week of rain). This event has minimized its impacts by adding residential only signs in Thaynes Canyons, and by moving the City Park exchange to the School District Property. This event serves as a primary fundraiser for the Park City Education Foundation.

**Purpose:** Summarize Debrief of Running with Ed.

**Person:** Jenny Diersen

**Allocated Time:** 10 minutes

**Questions for Committee:** Please use Debrief Form provided in packet.

What do you think is working? What do you like and why?

What isn't working, where and how can the event improve? What don't you like and why?

What feedback have you heard from community members? How many people are giving you this feedback and how are the comments coming to you or being solicited?

**Action:** SEAC will discuss review of the Running with Ed Event that was held on 5/21/2017.

(1) Event Summary by Jenny Diersen

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

**Notes:** Item will be opened for public comment.

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**5A: Ragnar Relay (1:10 p.m.)**

**Level of Event:** Level Three Special Event. Applicant is Ragnar Relay.

**Main Contact at City:** Jenny Diersen

**Approval Authority:** Staff Approval, no substantial changes.

**Description of Event:** Ragnar Relay held their event much to the same footprint as was approved in 2016. However, changes included moving the event off of the same day as Savor the Summit and significantly reducing the number of 12 person team registrations.

- 800 registrations in 2015
- 650 registrations in 2016
- 465 registrations in 2017

The course in Park City limits has been changed to minimize traffic and residential impacts, further reducing impacts as only half of the teams come through Park City. Main challenge for the event this year was coordinating snow removal at the top of Guardsman's Pass. Ragnar Relay is a for profit organization, and makes a significant monetary, in-kind and volunteer contribution to the Park City Education Foundation.

**Purpose:** Summarize Debrief of the Ragnar Relay.

**Person:** Jenny Diersen

**Allocated Time:** 10 minutes

**Questions for Committee:** Please use Debrief Form provided in packet.

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What do you think is working? What do you like and why?

What isn't working, where and how can the event improve? What don't you like and why?

What feedback have you heard from community members? How many people are giving you this feedback and how are the comments coming to you or being solicited?

**Action:** SEAC will discuss review of the Ragnar Relay Event that was held on 6/3/2017.

(1) Event Summary by Jenny Diersen

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

**Notes:** Item will be opened for public comment.

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#### **5A: Park Silly Sunday Market (1:20 p.m.)**

**Level of Event:** Contracted Level Three Special Event. Applicant is Park Silly Sunday Market

**Main Contact at City:** Jenny Diersen

**Approval Authority:** Council Approval

**Description of Event:** The Park Silly Sunday Market has completed 3 of the 14 approved Sundays in their contract this season.

- The first two markets of the 2017 season attendance was (June 4) 11,716 and (June 11) 10,772.
- The first two markets of the 2017 season attendance was (June 5) 12,404 and (June 12) 12,656.

Staff nor Silly Market organizers have received complaints regarding parking or noise or other impacts during the first three markets. Sarah Klingenstein came to the June 11 event and did a walk through with staff. As a reminder, no Park Silly Sunday Market will be held on August 6 or August 13. There are currently no events planned on August 13. Park Silly Sunday Market is a nonprofit organization, and supports numerous local startup businesses and organizations.

**Purpose:** Summarize Debrief of how the Market is currently operating.

**Person:** Jenny Diersen

**Allocated Time:** 10 minutes

**Questions for Committee:** Please use Debrief Form provided in packet.

What do you think is working? What do you like and why?

What isn't working, where and how can the event improve? What don't you like and why?

What feedback have you heard from community members? How many people are giving you this feedback and how are the comments coming to you or being solicited?

**Action:** SEAC will discuss review of the Park Silly Sunday Market Event. Comments will be incorporated into the mid-season review on the July 20<sup>th</sup> City Council meeting.

(1) Event Summary by Jenny Diersen

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

**Notes:** Item will be opened for public comment.

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#### **5A: Park City Ski Town Shootout Lacrosse Tournament (1:30 p.m.)**

**Level of Event:** Level Three Special Event. Applicant is Intermountain Lacrosse.

**Main Contact at City:** Tommy Youngblood

**Approval Authority:** Staff Approval, no substantial changes.

**Description of Event:** The Park City Ski Town Lacrosse Tournament is held both in Park City, Basin Recreation and Summit County utilizes fields in both jurisdictions. The event drew 3,500 people to the Park City area over three days. In Park City fields were used at Quinn's Junction as well as Park City School District. This tournament is organized by a nonprofit organization (Intermountain Lacrosse).

**Purpose:** Summarize Debrief of the Park City Ski Town Lacrosse Tournament.

**Person:** Tommy Youngblood

**Allocated Time:** 10 minutes

**Questions for Committee:** Please use Debrief Form provided in packet.

What do you think is working? What do you like and why?

What isn't working, where and how can the event improve? What don't you like and why?

What feedback have you heard from community members? How many people are giving you this feedback and how are the comments coming to you or being solicited?

**Action:** SEAC will discuss review of the Park City Ski Town Lacrosse Tournament Event that was held on June 8 through 10.

(1) Event Summary by Tommy Youngblood

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

**Notes:** Item will be opened for public comment.

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### **5A: Savor the Summit (1:40 p.m.)**

**Level of Event:** Level Three Special Event. Applicant is Ginger Ries on behalf of the Restaurant Association

**Main Contact at City:** Jenny Diersen

**Approval Authority:** Staff approval, no substantial changes

**Description of Event:** Savor the Summit is a long standing event organized by the Restaurant Association. This year 27 restaurants participated in the event. Due to comments from last year's debrief, the event brought back the Beer Garden & High West Stage as well as had several restaurants offer lower costs reservations to help incentivize locals and varied economic demographics at the event. More than 4,000 people attended the event. Offsite parking and transportation options were offered at Park City High School. While the event is organized by the Restaurant Association, taxes received from the event, help to fund the Restaurant Tax Grant which goes to support many local Park City and Summit County nonprofit organizations. Karen West Ellis came and did a walkthrough with staff during the setup of the event.

**Purpose:** Summarize Debrief of Savor the Summit.

**Person:** Jenny Diersen

**Allocated Time:** 10 minutes

**Questions for Committee:** Please use Debrief Form provided in packet.

What do you think is working? What do you like and why?

What isn't working, where and how can the event improve? What don't you like and why?

What feedback have you heard from community members? How many people are giving you this feedback and how are the comments coming to you or being solicited?

**Action:** SEAC will discuss review of the Savor the Summit.

(1) Event Summary by Jason Glidden

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

**Notes:** Item will be opened for public comment.

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### **Topic #6: Sustainable Efforts & Mitigation Discussion (1:50 p.m.)**

**Person:** Luke Cartin & Celia Peterson

**Purpose:** The Sustainability Team will present information about how they are continuing to work on the City's critical priority regarding Energy throughout the City and also with the Events Team.

**Action Requested:** Discussion regarding Sustainability & Energy at the City, as well as Coordination with Special Events.

(1) Presentation by Sustainability Team

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- (2) Board Discussion & Questions
- (3) Open Item for Public Comment
- (4) Final Committee Discussion and Summary. No action or motion recommendation required

**Allocated Time:** 20 minutes

**Notes:**

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**Topic #7: Recap Recommendations (2:10 p.m.)**

**Purpose:** Summarize recommendations made during the meeting.

**Person:** Sarah Klingenstein

**Allocated Time:** 5 minutes

Action:

- (1) Board Chair to provide high level meeting summary of outcomes and recommendations from the meeting.

**Notes:** Item is not scheduled to be opened for public comment.

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**Meeting Adjourned (estimated time 2:15 p.m.)**

Next SEAC meeting is currently scheduled on Wednesday, July 19, 2017 at noon in at the Park City Library Community Room.

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**Attachments:**

- June DRAFT SEAC Minutes
- Debrief Form
- Event Growth Worksheet
- Special Event Staff Walkthrough Sign Up List
- 2017 City Special Event Calendar DRAFT

**Upcoming Permitted City Special Events before next meeting (June 21 through July 22):**

- *Wednesday, June 21 – Park City Recreation Skate Series – Level One Special Event  
Location: Park City Skate Park; Attendance Estimate 100*
- *Wednesday, June 21 – Wednesday Night Concert Series Begins at Deer Valley – Level Three Special Event; Location: Deer Valley; Attendance Estimate 3,000 per concert*
- *Friday, June 23 – Uncorked Recycle Utah – Level Two Special Event  
Location: Recycle Utah; Attendance Estimate 300*
- *Saturday, June 24 – Discrete Peek Series at Deer Valley – Level Two Special Event  
Location: Deer Valley; Attendance Estimate 400*
- *Saturday, June 24 – Park City Friends of the Farm Your Barn Door Is Open – Level One Special Event; Location: McPolin Barn; Attendance Estimate 100*
- *Saturday, June 24 – Miners Park Concert Series – Level One Special Event; Location Miners Park on Main Street, attendance estimate 100*
- *Sunday, June 25 – Park Silly Sunday Market – Contracted Level Three Special Event;  
Location: Main Street; Attendance Estimate: 15,000 per Sunday*
- *Sunday, June 25 – Children’s Justice Center Pig Roast – NEW Level Two Special Event  
Location: City Park; Attendance Estimate 250*
- *Monday, June 26 – Latino Music Series (Noches De Verano) – New Level Two One Special Event; Location: City Park; Attendance estimate 150*
- *Tuesday, June 27 – RAIN OUT date for Mid Week*
- *Wednesday, June 21 – Wednesday Night Concert Series at Deer Valley – Level Three Special Event; Location: Deer Valley; Attendance Estimate 3,000 per concert*
- *Friday, June 30, July 1 & 3 – Firecracker Baseball Tournament – Level Three Special Event*

*Location: Quinn's Junction, Treasure Mtn Fields & possibly City Park; Attendance Estimate 1,000*

- *Saturday, July 1 – Deer Valley Music Festival – Level Three Special Event  
Location: Deer Valley; Attendance Estimate 3,000 to 5,000 per concert*
- *Saturday, July 1 – Miners Park Concert Series – Level One Special Event  
Location: Miners Park on Main Street; Attendance Estimate 75 per concert*
- *Sunday, July 2 – Park Silly Sunday Market – Contracted Level Three Special Event; Location: Main Street; Attendance Estimate: 15,000 per Sunday*
- *Monday, July 3 – Big Stars Bright Nights Concert Series – Level Three Special Event  
Location: Deer Valley; Attendance Estimate = 3,000 to 5,000 per concert*
- *Tuesday, July 4 – Fourth of July Celebration – Level Three Special Event  
Location: Main Street, City Park & Park City Mountain Base; Attendance Estimate = 36,000*
- *Wednesday, July 5 – Wednesday Night Concert Series at Deer Valley – Level Three Special Event; Location: Deer Valley; Attendance Estimate 3,000 per concert*
- *Thursday, July 6 through 9 – Park City Food & Wine Classic – Level Three Special Event; Location: Various Locations throughout Park City & Summit County; Attendance Estimate: 1,000*
- *Friday, July 7 – Deer Valley Music Festival – Level Three Special Event; Location: Deer Valley; Attendance Estimate: 3,000*
- *Friday, July 7 – Sundance Summer Series – Level Two Special Event; Location: City Park; Attendance Estimate: 350*
- *Saturday, July 8 – Deer Valley Music Festival – Level Three Special Event; Location: Deer Valley; Attendance Estimate 3,000*
- *Saturday, July 8 – Park City Trail Series 10K – Level Two Special Event; Location: Deer Valley; Attendance Estimate 350*
- *Saturday, July 8 – Miners Park Concert Series – Level One Special Event; Location: Deer Valley; Attendance Estimate 350*
- *Sunday, July 9 – 1033 Foundation Ride – NEW Level Two Special Event; Location: Deer Valley; Attendance Estimate 1,000*
- *Sunday, July 9 – Park Silly Sunday Market – Contracted Level Three Special Event; Location: Main Street; Attendance Estimate 15,000*
- *Monday, July 10 – Beethoven Music Series – Level One Special Event; Location: City Park; Attendance Estimate 100*
- *Monday, July 10 through July 22 – Triple Crown Baseball Tournament - Contracted Level Three Special Event; Location: Various Areas in Park City & Summit County; Attendance Estimate: 5,000*
- *Monday, July 10 – Triple Crown Baseball Tournament on Lower Main Street (7:00 p.m.)*
- *Wednesday, July 12 – Wednesday Night Concert Series at Deer Valley – Level Three Special Event; Location: Deer Valley; Attendance Estimate 3,000 per concert*
- *Thursday, July 13 – Park City Kimball Arts Festival Gala (Part of Contracted Event) Location: Kimball Art Center*
- *Friday, July 14 – Deer Valley Music Festival Level Three Special Event; Location: Deer Valley; Attendance Estimate: 3,000*
- *Saturday, July 15 – Deer Valley Music Festival – Level Three Special Event; Location: Deer Valley; Attendance Estimate 3,000*
- *Saturday, July 15 – Miners Park Concert Series – Level One Special Event; Location Miners Park; Attendance Estimate 100*
- *Sunday, July 16 – Park Silly Sunday Market – Contracted Level Three Special Event; Location: Main Street; Attendance Estimate 15,000*

- *Monday, July 17– Beethoven Music Series – Level One Special Event; Location: City Park; Attendance Estimate 100*
- *Monday, July 17 - Triple Crown Baseball Tournament on Lower Main Street (7:00 p.m.)*
- *Tuesday, July 18 – Mid Week Mtn Bike Race – Level Two Special Event; Location: Deer Valley; Attendance Estimate 350*
- *Wednesday, July 19 – Wednesday Night Concert Series at Deer Valley – Level Three Special Event; Location: Deer Valley; Attendance Estimate 3,000 per concert*
- *Friday, July 21 – Deer Valley Music Festival Level Three Special Event; Location: Deer Valley; Attendance Estimate: 3,000*
- *Saturday, July 22 – Deer Valley Music Festival – Level Three Special Event; Location: Deer Valley; Attendance Estimate 3,000*
- *Saturday, July 22 – Miners Park Concert Series – Level One Special Event; Location Miners Park; Attendance Estimate 100*