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| **Park Silly Sunday Market – 2018 Mid-Season Review Legend**  **Measures of Success S – Succeeding in meeting Contracted**  **I - In progress / Meeting Requirements**  **U – Unsatisfactory - Not meeting Requirements** | | |
| **Vendor Mix** | | |
| Importers ( allowed per week maximum)  i. 2018- 6 | **Notes**:  Requirements are currently being met.  Three of the first five markets have had fewer than 6 importers | S |
| Jewelers (allowed per week maximum)  i. 2018- 12 | **Notes**:  Requirements are currently being met | S |
| On-site Food Vendors & Snack food Vendors (per week maximum )  i. 2018 - 12 | **Notes**:  Requirements are currently being met. At all markets Food  Vendors have been at 12 food vendors to date | S |
| PSSM will invite two (2) HPCA representatives in the jurying of jewelry vendors. | **Notes**:  Requirement was met by PSSM. HPCA was only able to send one representative. | S |
| PSSM will coordinate three (3) market walkthroughs with the HPCA and PCMC to identify possible conflicts and/or issues with vendor mix. | **Notes**:   * Sunday, June 24; 11:00 a.m. Walk-through, Main Street – Council liaisons were in attendance. HPCA liaison - was unable to attend. * Sunday, July 15; 1:00 p.m. Meet at Transit Center * Sunday, August 26; 11:00 a.m. Walk-through, Main Street * Wednesday, September 19; 10:00 a.m. Sustainable Efforts – Trip * Wednesday, September 25; 10:30 a.m. End of Season Debrief & Review   . | I |
| PSSM will provide to the City a list of vendor classification definitions along with preference criteria for vendor mix. | **Notes**:  Requirements have been provided and met. | S |
| **Parking / Traffic / Pedestrian Management** | | |
| Create event parking plan  i. Identify vendor vehicle with license plate identification.  ii. Identify public parking locations both in Old Town/Main Street along with alternative parking areas.  iii. Identify locations where parking will be removed to provide space for event and mitigate impacts of event  iv. Continue increased communication between departments and PSSM to encourage parking of vendors in suggested vendor locations. | **Notes**:  PSSM continues to work with Staff & private parking garages to park vendors in appropriate areas. A resident parking area has been established and is being enforced along the west side of Park Ave. from 9th to 13th Street. Parking Enforcement continues to communicate with the residents to resolve parking concerns during the Park Silly Sunday Market. This increase in fees for parking in China Bridge and other areas is being monitored and complied and will be reported to council at a later date. | I |
| Work with Special Events and Transit to get out alternate transportation messaging out with:  i. Co- messaging with PC Transit Dept.  ii. PSSM will create and implement different methods of informing the public (PSA’s, print ads)  iii. Create and implement a program encouraging non-motorized forms of transportation to the market.  ix. Addition of Shuttle Service on expected heavy attendance day – July 1 and Sept 2 | **Notes**:  Meeting requirements; PSSMs print, online and radio advertising includes directions for participants to take alternate transportation to the event. Including City transit, bikes or walking to attend. | I |
| Submit sign Plan to Staff at the time of Supplemental Plan containing the following:  i. Locations  ii. Size & Type  iii. Message  iv. Placement and removal times | **Notes**:  Requirements are currently being met | I |
| Work with City to create a pedestrian management plan that addresses the crossings of Heber/Main and Swede Alley | **Notes**:  Requirements are currently being met - Intersection is currently manageable and requires no additional resources. | I |
| **Market Set-Up and Inspections** | | |
| a. Weekly notification to staff of footprint or operational changes | **Notes**:  Staff is working with PSSM to ensure that requirements are met. | S |
| b. Location of interior sponsor signs | **Notes**:  Requirements are currently being met | I |
| **Street Cleaning and Trash Removal** | | |
| a. Pre-Meet with City’s Street Department to create a street cleaning and trash removal plan | **Notes**:  Requirements are currently being met | I |
| b. Meet with Street Department two (2) additional times throughout summer to address any issues with plan. | **Notes**:  Will meet during the 2018 Market Season – dates TBD | I |
| **Coordination with PCMC and HPCA** | | |
| a. PSSM will schedule monthly ‘Working Group” meetings from June through September | **Notes**:   * Sunday, June 24; 11:00 a.m. Walk-through, Main Street – Council liaisons were in attendance. HPCA liaison - was unable to attend. * Sunday, July 15; 1:00 p.m. Meet at Transit Center * Sunday, August 26; 11:00 a.m. Walk-through, Main Street * Wednesday, September 19; 10:00 a.m. Sustainable Efforts – Trip * Wednesday, September 25; 10:30 a.m. End of Season Debrief & Review | I |
| b. PSSM will schedule four (4) market walkthroughs with the “Working Group” within the season. | **Notes**:  PSSM has set dates for the 2018 Working Group. | I |
| c. PSSM will schedule a weekly market walk through with City representatives | **Notes**:  PSSM and the City have scheduled the weekly meetings. | I |
| d. PSSM will supply the City Representatives with weekly report containing the following  i. Estimated attendance  ii. Zero Waste statistics  iii. Breakdown of number of vendors and types  iv. Provide a list of other sustainable efforts throughout the event.  v. v. PSSM to participate in and provide a list of City functions related to Green Event management that they participate in, as well as, a list of non- profits who they provide sustainable mitigation efforts for.  vi. PSSM to present a year over year a comparison for sustainable effort comparison in coordination with the City during annual end of season review. | **Notes**:  Requirements are currently being met | I |
| e. PSSM will supply the City Representatives with an ongoing list of vendor and staff license plates:  i. Prior to the start of the June 3 Market.  ii. At any time they add license plates to the market throughout the 2018 season.  iii. License plate lists should be provided to the City Representative no later than 10:00 a.m. each Sunday. | **Notes**:  Requirements are currently being met. | I |
| **Marketing and PR** | | |
| a. HPCA logo on all advertisements & promotions | **Notes**:  Requirements currently being met. | I |
| b. Engage in cross promotions with Chamber, HPCA, Park City Restaurant association | **Notes**:  Requirements currently being met. | I |
| c. Media – The HPCA logo and sponsorship credits will be provided in all media placement that the PSSM currently employs, including but not limited to:  I. Print ads  II. Ads, links or info listings on Utah tourism, business and special internet websites;  III. Periodic television coverage;  IV. Radio PSAs and promotions;  V. Website spots, summer guides, fairs, non-profit organization calendar listings;  VI. Email blasts; and  VII. Social media, ‘ if applicable” | **Notes**:  Requirements currently being met. | I |
| **Other Items:** | | |
| Quantify Marketing & PR Value | **Notes:**  In progress. | I |
| PSSM shall present an annual preceding market season. This report will contain the following:  i. Estimated attendance  ii. Zero Waste statistics  iii. Breakdown of number of vendors and types  iv. List of non-profit groups attending the market  v. Advertising information etc.  vi. Transportation and parking counts – to be coordinated with PCMC Transportation Services Department | **Notes**:  Requirements currently being met. | I |

There are two items that that staff would like to inform Council on outside of the measures as written:

1. Noise Ordinance
   1. PSSM staff has been reminded that all amplified music and announcements are to be halted prior to 5:00 p.m. in accordance with their contract.
   2. Staff has monitored the PSSM stages and found that all noise ordinance requirements are being met.
2. Bollard Installation and Construction
   1. Staff continues to coordinate and inform PSSM of any construction ahead of time that would affect the market or its attendees.
   2. As of this date the Main Street bollards have been installed and a program for placement and storage is being finalized for use at the market. d