2018 Park Silly Sunday Market Mid-Season Summary

Event Days and Attendance Counts:

PSSM operates 14 markets on Sundays from June 3 through September 23 from 10:00 a.m. to 5:00 p.m., the average attendance for the first five markets has been 14,449 per week. The market will not be held on the following dates:

* + August 2, 2018, in accordance with section B.2.1.A in order to accommodate the Annual Park City Kimball Arts Festival.
  + August 12, 2018 in accordance with section B.2.1.B in the Park Silly Sunday Market Service Agreement in order to accommodate the Tour of Utah.
  + August 19, 2018. In accordance with section B.2.1.C. No Event Day. No city approved events are currently scheduled for this day.

Parking Impacts

* + The parking rate of market Sundays is $5.00 per hour from 10::00 a.m. to 5:00 p.m. with a daily maximum of $18. Based on feedback the starting time for the increased rate was moved from 8:00 a.m. to 10:00 am. Staff continues to receive complaints from residents of Park Ave about non- residential parking. Special Events and Parking Services will be meeting to discuss additional measures to gain compliance and lessen the non- residential parking along Park Ave and the entirety of Old Town during PSSM.

Proactive Noise Monitoring

* + Staff has monitored and taken base readings at the PSSM stage and found that all noise ordinance requirements are being met to date in accordance with the city code and no noise complaints have been reported. Staff has also monitored individual business that we’ve had complaints in the past, currently all have been in compliance.

Working Group

* + - 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, Location TBD

Vendor Mix

PSSM regulates their vendor mix to mitigate for potential of adverse impacts to brick and mortar Main Street Businesses. As outlined in the requirements of the City Services Agreement with no more than twelve (12) on site food vendors; twelve (12) jewelers or six (6) importers at each market

Community Engagement Outreach

Staff and PSSM continue to work in conjunction to notify Old town residents and the general public of the market activities as well as parking and transportation changes.

Sustainability Efforts & Zero Waste Statistics

Total Amount of Zero Waste statistics for the first 5 Markets are below:

* + Commingled Recycling – 4,510 pounds
  + Compost – 3,300 pounds
  + Landfill – 2,900 pounds
  + Glass - 485 pounds
  + Average Diversion Rate – 76 %

PSSM continues to remind attendees to bring reusable bags to the event in their weekly eblasts.

City Service Fees & Municipal Funds

Estimated fee waivers for 2018 were $78,183. Current estimated fees are $79,302. Fees are greater than the anticipated amount specifically for Building Permits based on the addition of the after-hours inspection fee.

A summary of City Service Fees is listed in the chart below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Departments** | **Items** | End of Season Actual 2017 | Estimate of Fees 2018 | Current Fees 2018 |
| **Parking**  **Department** | Parking spaces  for 14 days | $ 22,050 | $ 22,050 | $ 22,050 |
| **Police**  **Department** | 532 Hours | $ 39,900 | $ 39,900 | $ 39,900 |
| **Transit**  **Department**  **(rerouting transit and moving two stops on Park Ave)** | 15 Hours | $ 2,250 | $ 2,250 | $ 2,250 |
| **Parks**  **Department** | Banner installation | $ 648 | $ 648 | $ 648 |
| **Building**  **Department** | Inspections and  permits | $ 4,541 | $ 7,575 | $ 8,694 |
| **Special Event Application**  **Fee** | Annual  Permit Fee | $ 160 | $ 160 | $ 160 |
| **VMS Signs**  **& Barricades** | 2 VMS/ Electronic Signs (PCMC owned and UDOT signs ) | $ 5,600 | $ 5,600 | $ 5,600 |
| **Total Fees** |  | **$ 75,149** | **$ 78,183** | **$ 79,302** |

Event Coordination

A summary of events that occur on the same day as Park Silly Sunday Market 2018 Season is below. According to section [4A-2-5](https://parkcity.municipalcodeonline.com/book?type=ordinances#name=4A-2-5_Conflicting_Permit_Applications) of the municipal code, staff finds that these events will not duly interfere with each other. Staff will continue to work with organizers of both PSSM and the events as outlined below to ensure traffic and transportation plans run smoothly, as well as, that the organizer of each event is mitigating impacts they cause.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| DATE | EVENT | A – Geographic  Separation | B - Proposed Time & Duration | C – Anticipated  Attendance |
| **June 17** | **Kids Adventure Games** | **Park City Base** | **8am – 8pm** | **200- 300** |
| **June 17** | **Avalanche Soccer** | **Quinn’s Sports Complex, Park City School District Fields** | **7:00 p.m. to**  **10:00 p.m.** | **4500** |
| **June 17** | **Latino Arts Festival ( proposed Event)** | **Library Field** | **3:00p.m – 9:00pm** | **850** |
| **July 8** | **1033 Ride** | **Ride from SLC to Kamas – coming through Park City** | **1pm – 3pm** | **1000** |
| **July 8, 15** | **Triple Crown** | **Quinn’s Sports Complex, Park City School District Fields, City Park** | **8am – 8pm** |  |
| **August 26** | **Walk A Mile**  **In Her Shoes** | **City Park** | **8 a.m. to noon** | **250** |
| **September**  **16** | **Autumn Aloft** | **Main Street, N40** | **7 a.m. to noon** | **2,500** |
| **September**  **16** | **Tour De Suds** | **City Park** | **9 a.m. to noon** | **400** |

Staff will report any other events that are not currently known during the end of season review.

Department Coordination

Park Silly Sunday Market has worked with Staff to set meetings with Public Safety as well as Parks and Building Maintenance, and Transportation to ensure that operations with regards to both aspects remain well coordinated. At this time, Staff does not anticipate any changes to the Public Safety or Parks & Maintenance logistics.