



November 16, 2022

RE: Transportation Plans During Sundance Film Festival 2022

The HPCA Events and Winter Operations committees, along with the board have all reviewed the three traffic flow options under consideration for the upcoming Sundance Film Festival. It is our preference and recommendation that Option #2 as outlined and presented by City staff is implemented for the event:

- ***5 Day One Way Plans.*** Direct Staff to move forward with one-way plans on Park Avenue, Main Street, and Swede Alley during the first 5 days Festival (January 20 to 25). There are some concerns from internal departments that lack consistency may confuse the public. The main entry point for parking will be Marsac on China Bridge and Swede Alley. Vehicles may enter lower Main Street but will be directed to drop off at the 9th street roundabout and will not be able to travel south onto the main. Drop Off Locations are also being considered at South Marsac, Behind Dolly's, Brew Pub, 9th Street, and Heber Avenue by Sky Lodge. No drop-off locations are being considered established on Main due to load in/out and crowd management on Main Street. With a no left turn sign on Marsac and Hillside, the majority of uphill traffic will need to drop off at South Marsac, as there will be a no left turn after the roundabout to Swede Alley.

In addition, we respectfully request that a direct shuttle to/from the Homestake lot is operational for employees during the first five days of the festival, as well as the second weekend, when parking rates are higher and request the opportunity to work with staff to determine the best hours of operation for this service.

Thank you for your consideration,

Ginger Wicks

Ginger Wicks
HPCA Executive Director