



## BOARD OF DIRECTORS MEETING

**Tuesday, June 21, 2016**

**Treasure Mountain Inn**

**8:30am - 10:00am**

### **Mission statement:**

To promote, enhance and encourage an atmosphere that is beneficial to the businesses of Historic Park City and the community, while informing and building consensus among property owners, merchants and governmental agencies.

### **HPCA Regular Meeting**

I.	Roll Call	8:30am
II.	Minutes from May 17, 2016	8:35am
III.	Introduction of newly elected Board Members	8:40am
IV.	Public Input (Any matter of business not scheduled on agenda)	8:45am
V.	Community/District Topics and Issues	8:50am
VI.	Questions on Items included within the Written Update Section	8:55am
VII.	Board Officer Elections	9:00am
	a. President	
	b. Vice President	
	c. Secretary/Treasurer	
VIII.	Ex-Officio Members Confirmation	9:15am
IX.	Adopt the Revised Vision Statements	9:20am
X.	2016-17 FY17 Budget Approval	9:25am
XI.	Debrief the Annual Meeting	9:35am
XII.	Park City Trademark	9:45am
XIII.	Adjourn Regular Meeting	10:00am

### **Future Meetings**

Note: This future meeting schedule is TENTATIVE and subject to change.

July 19, 2016

August 16, 2016

September 20, 2016

October 18, 2016

November 15, 2016

December 20, 2016

### **Pending Discussion Items:**

- Swede Alley Development
- Taxis and Shuttles
- Workforce Shortage
- Future Olympic Bid

**DRAFT**  
**Minutes of the Board of Directors Meeting**  
**Tuesday, May 17, 2016 8:30a.m.**  
**Treasure Mountain Inn**

**BOD Attendance:** Sandra Morrison, Lori Harris, Caleb Flowers, Craig Elliott, Becca Gerber (ex-officio), Susan Meyer, Samantha Davis, Melissa Barry, Emerson Oliveira, Judy Cullen, John Kenworthy, Puggy Holmgren, Jan Wilking, Whitney Wall, John Kenworthy, Georgia Anderson (ex-officio) and Alison Kuhlrow (Executive Director).

**Absent:** Ken Davis, Maren Mullin (ex-officio), Ron Wedig, Elizabeth Flaherty, and Ginger Ries (ex-officio),

**Others present:** Lisa Phinney, Mike Sweeney, Christie Dilloway, Katie Sidorik, Rick Anderson, Jeff Bernard, Gwen Dudick, Larry Culley, Emily Elliot, Matt Twombly, Jonathan Weidenhamer, Thea Leonard and Beerman, David Brems, Christine Richmond, and Clio Rayner.

**Minutes from April 19, 2016 Meeting**

Alison asked for a motion to approve the minutes from April 19, 2016. Craig Elliott motioned to approve the minutes. Samantha Davis seconded. The minutes were unanimously approved.

**Public Input (Any matter of business not scheduled on agenda)**

Katie Sidorik from Park Silly Market stated that this is PSSM's 10 year anniversary and on June 4<sup>th</sup> they will kick off at 10am and inviting the HPCA Board to the stage at 1:30pm to participate in a community wide thank you. Alison will follow up with a reminder email to the board.

Rick Anderson is retiring. Alison thanked Rick for his service to the HPCA and Trash Committee. Rick introduced the new owner of the Eating Establishment, Jeff Bernard. Alison thanked Rick for his years of service and told the group that Rick handed over the reins of the Trash & Recycling Committee to Puggy Holmgren. Sandra asked if it would be business as usual at the Eating Establishment. Jeff said it would be business as usual. Jeff has owned 5 businesses on Main Street and is very familiar with the town. The goal is to keep it reasonably priced, same name, etc. The plan is to add a bar in the fall.

Emily Elliot stated that KPCW would be switching stations from 91.9 to 91.7 in June.

**Community/District Topics and Issues**

None

**Written Updates**

On behalf of Meisha Ross, Alison discussed the local direct mail campaign with three free parking passes. Meisha has additional ones if needed. Georgia Anderson asked if you could only use one of the three coupons. Alison stated that you could use all three. It is a one-time use. One per vehicle per coupon.

Alison discussed the HPCA Board of Directors election for 2017. There is an election for the At-Large position between Lori Harris, Karen Flinn and Christine Aguirre. The board will welcome Chris Retzer and Mike Diamond. Susan Meyer has been confirmed to represent property owners. The election was sent digitally and will close this Friday.

Alison thanked Jan Wilking, Ron Wedig and Elizabeth Flaherty for their service on the board and displayed thank you gifts.

Lisa discussed the launch of the new website that will be launching in June. Lisa is resizing all images and stated that if businesses have current images or recent photography they would like to use, send it to [lisa@historicparkcityutah.com](mailto:lisa@historicparkcityutah.com).

### **Trash & Recycling Committee Update**

The Trash & Recycling Committee met this week and discussed the Franchise Fee Reimbursement. Merchants would be reimbursed franchise fees if they use recycling services outside the mobile recycling services that the HPCA provides. The committee recommended eliminating the reimbursement. The fees are small and the work involved to collect those fees does not offset the benefit.

Thea asked if the franchise fee would be eliminated. Alison stated that it pays for the mobile recycling services.

Alison asked for a motion to eliminate the franchise fee reimbursement. Puggy Holmgren motioned to eliminate the rebate program. Samantha Davis seconded the motion. The motion was approved.

### **Brew Pub Update**

Alison introduced Matt Twombly from the City and GSPS, the architects designing the Brew Pub Plaza.

Matt introduced David Brems, Christine Richmond, and Clio Rayner to run through schemes and budget of where the Brew Pub plaza design stands.

Sandra asked if this is the same presentation the City Council will see and are they asking for public input. Matt stated that it just about the same presentation and public input is not scheduled but welcome.

David discussed the basic scheme and Clio presented a visual overview of each scheme along with a physical model.

Clio presented the Basic Plaza, which includes flat plaza space, event space, park scheme, restrooms and a stage. David pointed out the trash and recycling center with dumpsters and trash compactors and storage below the plaza.

Mike asked for the elevation of the concrete wall. Clio stated 16 feet.

Clio showed the different ways to access the plaza. Clio noted the Swede Alley walk up and showed the Swede Alley side storage and trash, they broke up the area to add another walk up experience.

Judy talked about the dumpster proximity to the customer experience at The Brew Pub with potentially smelling or seeing garbage. David pointed out that the dumpster is on Swede and this will be under the plaza and really the only place to locate them. The dumpsters are enclosed so odor should not be a problem.

Clio stated that this plaza was tasked with dumpster relocation for businesses nearby and that's part of the reason that they're located where they are. There are a limited number of locations to place the dumpsters. Clio reiterated that trash will not be visible and it is on the parking structure level. Alison stated that they came up with this from analyzing frequency of trash pick up, how much trash is being generated and the need for compactors and dumpsters at this end of the street.

The basic Plaza design that does not include parking is \$5,460,000. The basic Plaza design with parking structure underneath, 39 spaces, and 8 spaces on the street is \$6,620,000. Plaza with amenities is with no parking underneath is \$6,955,000. Plaza with parking and amenities is \$8,268,000.

Clio discussed the parking costs at \$40K per stall and what goes into determining cost including soil removal and transportation of soils.

David discussed China Bridge. They looked at putting 70 stalls there and it would be \$40K per stall there.

Becca asked if you could sled on the land structures shown on the design. GSBS indicated that they are working that through. If they're too steep, they're unable to watch an event on.

Dave stated that place, people and change are the ideas to be reinforced in the plaza design.

Alison discussed the process and how Council can decide if they want to phase the project or not and prioritize needs.

Mike Sweeney asked how the project is being financed. Jonathan Weidenhamer responded by Resort City Sales Tax.

Christine discussed the ROI and it averages out to 10-11 years with some spaces being done faster than others.

John Kenworthy complimented the design team on the improvements since the last go around. John asked about the materials being used and as the design advances. Clio replied that the next phase of design would include materials. Initial designs include stone, wood siding, metal, glass and they will be working with the Historic Design Review Committee.

Susan asked about restrooms. Clio stated they are placed behind the stage. If you phase the bathrooms, you need to address where to put them.

Clio pointed out phasing loses a bit of money due to getting a new contractor, demo, etc.

Thea talked about the aesthetics and suggested some of the structures be replaced with food trucks, so the plaza space remains more flexible. Thought should be put in to shadows from buildings and focus on keeping the features quality while remaining quaint and not gloss or too modern.

Craig expressed concerns over the building on the northwest corner appears to clutter the beauty of the plaza. He suggested maintaining event space but losing that space. Focus on keeping the view corridor from the Brew Pub deck.

Sandra asked for a show of hands from Board Members who support the addition of parking as part of the design. The Board Members were all in favor of parking.

**Alison summarized the Board's thoughts as follows:**

- The Board continues to support an attraction/draw at the top of Main Street as our top goal, with improvements to Miners Park as a secondary goal.
- The Board is unanimous in their support of underground parking as part of the Brew Pub Plaza.
- A stage, restrooms, axillary space and sandwich/coffee shop are supported as uses for structures on the plaza.
- Second story structures and upper walkway are not a priority for the HPCA, especially when looking at overall budget for the project.
- The ability to expand the plaza into Main Street and the alternate access road to the south of the Wasatch Brew Pub are key elements we feel make the plaza successful.
- The HPCA supports the relocation of the on-street parking spaces from the east to the west side of Main Street.
- The current design includes an area for a garbage compactor and room for recycling. Enclosing this within the structure improves the look along Swede Alley. The Wasatch Brew Pub currently places

their own dumpster behind their building. This consolidates their waste along with the dumpsters behind Ciseros.

The HPCA asks the City Council to prioritize funding to allow the key elements of the Plaza higher than funding for Miners Park. The current design for Miners Park contains improved restrooms and relocation of the stage, which are the key components needed at Miners Park. If the design for Miners Park needs to be scaled back we believe a smaller budget could still include the key components.

City Council Meeting has Brew Pub Plaza scheduled 4:50 pm – 5:20 pm.

### **Vision Efforts Summary**

Alison discussed that as she went through our notes, she noticed that we were adding more tasks as opposed to goals. Alison created a working action plan we can update and follow the progress of the tasks.

*Main Street Business Environment* was added as a new Vision Statement. This is to address how filming, construction or private use of parking spaces affect businesses on a daily basis.

Craig responded that he likes the format of the task document especially the date for follow-up.

John Kenworthy motioned to adjourn the meeting at 10:00am. Puggy Holmgren seconded. The motion passed.

**Next meeting June 21, 2016 at 8:30 am at the Treasure Mountain Inn**

**June 21, 2016  
Board Packet  
Written Updates**

**HPCA Marketing and Communications Snapshot – Information provided by Meisha Ross**

**WEBSITE PERFORMANCE – APRIL 22 – MAY 21**

- Website visits for April 22 – May 21 were up 12% compared to the prior year for a total of nearly 6,100 visitors.
- Site visitors spent more time on the site and viewed more pages than the prior year. The bounce rate was slightly higher than 2015.
- Website visits compared to the prior month were up 11%.
- Visits from organic search continue to increase with a 25% increase compared to last year.

**SPRING MARKETING EFFORTS**

- Our spring campaign was in place from April 11 – June 13. The campaign generated nearly 1,000,000-targeted impressions with a click through rate of .85%.

**ADDITIONAL MARKETING EFFORTS**

- We've been finalizing the new website over the last several weeks. The new site is live at [www.historicparkcityutah.com](http://www.historicparkcityutah.com)
  - o The site uses many 2016-17 web standards in both design and technology.
  - o The site design is lighter and very image based allowing us to showcase our uniqueness through imagery in place of copy.
  - o The navigation is streamlined to allow a seamless user experience delivering the viewer to member pages in fewer clicks.
  - o The homepage content is automated through a tagging system allowing easier management and quality control.
  - o The site is designed using card-based design and sorting. Card-based design is considered the future of web design and a recommended design practice. Card-based sorting allows the user to navigate the site to their preferences. We allow the user to quickly and easily identify what they want to see.
  - o The site is populated with retina quality images ensuring a pixel perfect user experience.
- Our 2016-17 Restaurant Tax Grant Application was recommended to be fully funded.

**DATE NIGHT OUTREACH**

- We will be putting together a "Date Night" media release and blog post for July. Is your business great for date night? Send any date night related messaging to [info@meishalawson.com](mailto:info@meishalawson.com) by Friday, July 1 for inclusion.

**Discussion Topics**

**Board Officer Elections – Alison Kuhlowl**

*Action Requested: Elect a President and Vice President*

The officers of the Alliance shall be elected by the Board of Trustees at its annual meeting, and shall each hold office for a term of one (1) year. Since the June meeting is the first meeting with the new elected Board, it was determined that it was the most appropriate time for the Board of Trustees to vote for new officers.

Except for the President and Past President, the other officers may serve an unlimited number of consecutive terms. A new President is elected every year, provided that the same individual may only serve two (2) full consecutive terms as President (i.e., any interim term to fill a vacancy of less than one (1) year shall not count towards the two (2) consecutive term limit). After an individual has served

the maximum two (2) full consecutive terms as President, they are automatically disqualified for a period of one (1) year from serving as President.

#### President

The President shall be a current voting member of the Board of Trustees. The President shall be the chief executive officer of the Alliance and shall, subject to the control of the Board of Trustees, have general supervision, direction and control of the business and officers of the Alliance. The President shall preside at all meetings of the Board of Trustees and of the Members. The President shall have the general powers and duties of management usually vested in the office of chairperson or president of a corporation, and shall have such other powers and duties as may be prescribed by the Board of Trustees.

#### Vice-President

The Vice-President shall be a current voting member of the Board of Trustees. In the event of the absence or disability of the President, the Vice- President shall perform all the duties of the President, and when so acting shall have all the powers of, and be subject to all the restrictions upon, the President. The Vice-President shall also have such other powers and duties as may be prescribed by the Board of Trustees.

At the time of this report, the following Board members have expressed interest in fulfilling the following positions.

President – Sandra Morrison (existing President)

Vice President – John Kenworthy

Secretary/Treasurer – Lori Harris (existing Secretary/Treasurer)

#### Past President

The individual who served as President during the preceding term of office shall be the Past President. The Past President need not be a current member of the Board of Trustees (i.e., the Past President may have served as President in the last year of their term as a Trustee). The Past President shall advise and counsel the President, and shall have such other powers and duties as may be prescribed by the Board of Trustees. If a vacancy occurs in the office of Past President, it shall not be filled until the expiration of the term of the current President. At this time Becca Gerber would fulfill the role of Past President. Becca has asked to not fill this position due to potential conflicts with her current role as City Councilor.

#### **Ex-Officio Members – Alison Kuhlow**

*Action Requested: Confirmation of the individuals who will serve in ex-officio positions.*

The By-laws state that at any given time up to a maximum of four (4) optional non-voting or ex-officio Trustees who need not be Members of the Alliance may be placed on the Board of Trustees in an advisory capacity from time to time as provided for in these Bylaws by the Members.

The following people are recommended to service on the HPCA's Board as ex-officio members.

Whitney Wall– Park City Mountain Resort

Georgia Anderson – Deer Valley Resort and Deer Valley Signatures

Ginger Ries – Park City Restaurant Association and Park City Lodging Association

#### **Adopt the Revised Vision Statements – Alison Kuhlow**

*Action Requested: Consider adopting the revised Vision Statements.*

A draft of the Vision Statements was reviewed at the May Board Meeting. At that time a task list was developed for the organization. The task list will be distributed to Board Members monthly to update them on efforts. The Vision Statements are included in the back of this packet.

## **FY17 2016-17 Budget Approval – Alison Kuhlow**

*Action Requested: Consider approving the 2016-17 budget.*

A draft budget for 2016-17 was prepared and reviewed by the Treasurer. The draft budget has been included for consideration of approval. All budget documents are attached at the end of this packet.

### **FY16 Trash and Recycling**

There is one remaining check from Republic Services that will be sent in June that will bring the revenue to what was budgeted for FY16.

The Trash and Recycling Budget always operates at a loss. The loss is paid with extra funds the HPCA received in 2012 from Republic Services.

### **FY16 Operating and Marketing**

The HPCA was charged for City Services in 2015 for events. This was not anticipated and is why those line items do not match with the budgeted amounts. This year funds were budgeted for those expenses. The HPCA has asked for waivers and will find out closer to the events if those have been granted.

The remaining funds in the Parking Revenue, Restaurant Tax Grant and FY16 will be spent by June 30.

### **FY17 Operating**

The income sources for the FY15 Budget are as follows:

BID Revenue:	\$57,591
Parking Revenue:	\$40,000
Restaurant Tax Grant:	\$40,350
Chamber Event Grant:	\$20,900

The provided copy of the budget shows the accounts and sources of revenue. The Restaurant Tax Grant amount has been confirmed. The results of the Chamber Event Grant award will be known the end of June. If the HPCA receives less than anticipated those budget line items will be reduced.

Categories for the FY17 budget are more detailed within the Marketing to now show where the efforts are targeted. We anticipate this categorization to assist in reconciling grant funds.

The Contract Work line of \$47,500 reflects the amount approved in December for a contract with Go Further, Inc. This includes both Alison's and an assistant's time for the organization annually.

The FY17 includes an increase for Meisha Lawson Marketing Services. Meisha has provided services to the HPCA since June 2013 for \$32,000 annually. She has asked for an increase to \$36,000. The increase has been shown within the included budget.

The proposed FY17 Budget is estimated with an excess of \$98. This will allow the organization cover unanticipated expenses. The HPCA strives to hold \$25,000 in contingency funds each year.

### **FY17 Trash and Recycling**

The FY17 Trash and Recycling Budget is predicted to operate at a loss of \$2,375. The loss will be covered from remaining funds from the 2012 variance Republic Services paid to the HPCA. The Trash and Recycling Committee is aware that at some time in the future the Franchise Fee will need to increase to be able to full cover the operations of Trash and Recycling in the future.



### **FY17 Autumn Aloft**

A separate budget has been created for Autumn Aloft so that all event expenses can be separately tracked. The HPCA will continue to own Autumn Aloft through the 2016 event. The Autumn Aloft Committee is applying for a 501c3 designation and should be its own non-profit organization by the 2017 event.

### **Annual Meeting Debrief – Alison Kuhlow**

*Action Requested: No action requested.*

Oftentimes there are topics discussed at the annual meeting among members. This is an opportunity to document those discussions and potential issues.

### **Park City Trademark – Alison Kuhlow**

*Action Requested: Determine if the HPCA wants to have a formal stance on this topic.*

Tim Henney will begin this discussion with an overview of the current thoughts and actions of the City Council.

Historic Park City Alliance  
Position Papers  
Adopted: May 18, 2010  
Revised: October 15, 2013  
Revised: April 21, 2015  
Revised: June 21, 2016

## **HPCA Board Trustee Code of Conduct**

**Goal:** The Board represents the majority opinion of the membership.

The Board should be composed of Trustees who are personally committed to the mission of the HPCA and possess the desire and time to lend their support. The authorized number of voting Trustees is fifteen (15) members: 3 representing the restaurant/food service industry, 3 representing retail merchandise, 2 representing the professional service industry, 1 representing the nightly rentals/tourism, 2 representing the property owners, and 4 Trustees at-Large.

### **Expectations:**

Board members have a responsibility to take a global perspective when directing the organization. Their decisions should be prioritized as follows:

- ❖ Primary: what is best for Historic Park City
- ❖ Secondary: what is best for the specific group they represent (i.e. restaurant or retail)
- ❖ Last: what is best for their own business or property

In order to best represent the membership, the Board must endeavor to communicate with—and seek more input from—the membership.

Trustees act on behalf of the membership. As a board, they are responsible for articulating a clear organizational mission, forming the strategic plan to accomplish the mission, overseeing and evaluating the plan's success, hiring a competent executive director and providing adequate supervision and support to that individual, ensuring financial solvency of the organization, and representing the organization to the community.

### **Conduct:**

- Board members shall maintain the confidentiality of the details and dynamics of Board discussions, as well as those items designated as confidential.
- Once a Board decision has been made Regardless of their personal viewpoint, Board members shall not speak against, or in any way undermine Board solidarity.
- Trustees shall avoid, in fact and in perception, conflicts of interest and disclose to the Board, in a timely manner, any possible conflicts.
- Board members' contributions to discussions and decision-making shall be positive and constructive.
- Board members' interactions in meetings shall be courteous and respectful.
- Board membership requires ongoing participation, including member outreach, preparing for and actively participating in meetings and responding to all related emails and voicemails in a timely manner. Board members are asked to dedicate that time for the length of their term.
- Board Members should serve on at least one committee as a part of their board role.
- Board Members will make best efforts to attend all board and committee meetings, and if they are unavailable, will give the President and/or Executive Director advanced notice of need to be absent for good cause.
- Board members will serve as public ambassador for the Historic Park City Alliance, representing the broad goals of the organization to our various constituencies.

When a formal request is made to the Board, the Board shall reply with a clear, written, and timely response. The Board has an obligation not to 'rush' decisions and should poll the membership whenever practical. The Board should evaluate decisions in the context of their mission and established vision for the organization.

Board members, especially officers, should not weaken the HPCA's official positions by injecting personal opinions in public forums including, but not limited to: City Council meetings, local media, and editorial.

## **CONFLICT OF INTEREST POLICY**

This Conflict of Interest Policy of the Historic Park City Alliance: Definition of conflicts of interest

1. A conflict of interest arises when a person in a position of authority over the HPCA may benefit financially from a decision he or she could make in that capacity, including indirect benefits such as to family members or businesses with which the person is closely associated. This policy is focused upon material financial interest of, or benefit to, such persons.
2. Individuals covered
  - a. Persons covered by this policy are the Organization's officers, trustees, chief employed executive and chief employed finance executive.
3. Facilitation of disclosure
  - a. Persons covered by this policy will annually disclose or update to the Board of Directors on a form provide by the Organization their interests that could give rise to conflicts of interest, such as a list of family members, substantial business or investment holdings, and other transactions or affiliations with the businesses and other organizations or those of family members.
4. Procedures to manage conflicts
  - a. For each interest disclosed to the Board of Directors, the Executive Committee will determine whether to: (a) take no action; (b) assure full disclosure to the Board of Directors and other individuals covered by this policy; (c) ask the person to recuse from participation in related discussions or decisions within the Organization; or (d) ask the person to resign from his or her position in the Organization or, if the person refuses to resign, become subject to possible removal in accordance with the Organization's removal procedures. The Organization's chief employed executive and chief employed finance executive will monitor proposed or ongoing transactions for conflicts of interest and disclose them to the President of the Board of Directors in order to deal with potential or actual conflicts, whether discovered before or after the transaction as occurred.

## **Political Representation**

**Goal:** The HPCA Board seeks input from membership and speaks with a unified voice when representing the opinion of the organization.

The HPCA is a not-for-profit organization and a Business Improvement District (BID) comprised of approximately 250 businesses along Main Street, Heber Avenue, Park Avenue and Swede Alley. The mission of the HPCA is to promote, enhance and encourage an atmosphere that is beneficial to the businesses of Historic Park City and the community, while informing and building consensus among property owners, merchants and governmental agencies.

The HPCA represents a diverse membership with many varied priorities. Moreover, the HPCA has limited resources to support its mission. Despite these challenges, the HPCA believes that it can effectively represent its members and use its collective influence to better leverage its partners to improve and promote Historic Park City.

### **The HPCA agrees upon the following:**

HPCA Board is a good cross-section, and represents the District—therefore, it is qualified to speak for the District;

- 1) Board must represent the majority, and to do so, must better communicate with—and seek more input from—the District;
- 2) Board must provide clear, written, and timely position statements on issues that matter to the District;
- 3) Members need to resolve internal differences in private, appropriate forums;
- 4) Board members, especially officers, should not weaken the HPCA's official positions by injecting personal opinions in public forums;
- 5) Board should not rush into decisions.
- 6) Board members must follow Board Trustee Code of Conduct

### **Policies:**

- Expand the visioning discussion to include as many members as willing.
- Continue to survey/poll the membership on important matters.
- Use 66% (of participating members) as a guideline for a majority.
- Consider it detrimental to the membership if 20% or more of the businesses are adversely affected by a policy change or event.
- Collect and compile economic data to support objective decision making.
- Commit to producing and ratifying position statements on issues that matter to the District.

**Merchant Rights:** The businesses operating within the Main Street corridor opened under set assumptions of parking, vehicle access, and overall services in the area. Many times City decisions change the dynamics by which businesses made the decision to locate here. We ask the City to include the HPCA's input as part of the process in decisions that relate to events, closures, and improvements that impact the District.

## **Transportation and Parking Management**

**Goal:** To provide access to Historic Park City for locals, guests and employees.

It is the objective of the HPCA to promote Historic Park City as a fun, friendly and vibrant destination. We wish to foster an atmosphere that encourages visits by providing convenient transportation options to allow access into Historic Park City, as well as provide ample and convenient parking for those that wish to drive to the district. We believe that prolonged exposure to our businesses will increase sales (and thereby sales tax revenues) and diversify revenues overall.

Transportation options and parking durations should encourage longer stays that give pedestrians sufficient time to circulate throughout the district as well as allow options for skiers to easily visit Main Street after skiing instead of requiring the need to shuttle equipment to a remote parking lot.

The HPCA agrees upon the following:

- A balance needed between increasing parking capacity and maintaining traffic flow in town.
- Paid parking is a tool to discourage driving to a destination. Adequate alternatives must be provided as part of a holistic system and should not be implemented as an individual measure.
- Employee parking must be addressed. Alternatives should include measures that address early morning and late night hours, safety, and ease of use.
- Delivery regulations and short term spaces accommodating quick access are supported.
- Use free parking on Main Street is an acceptable use in promotions.
- The City's parking enforcement's actions should be customer service oriented while still enforcing time limits.
- The Main Street Trolley should reduce the scope of its route and provide more frequent service up and down Main Street to shuttle guests.

**Recommendations:** As the City discusses parking and transportation options the HPCA will seek input from members and recommend measures that encourage a healthy traffic flow that encourages visitation.

**Actions:** The HPCA will continue to examine the impact of parking policy and transportation options to offer recommendations and to consider long term strategies and communicate these to the City.

## **Infrastructure**

**Goal:** Coordinate with Park City Municipal on the construction and maintenance of public infrastructure within the HPCA; to add vitality to the street with bookending venues.

It is the objective of the HPCA to promote Historic Park City as a fun, friendly and vibrant destination. Smart infrastructure, that supports both car and pedestrian traffic, is essential to fostering an alluring and navigable environment.

Our District should encourage visitors to linger, circulate and explore throughout the District. To accomplish this, we need to: 1) reduce physical impediments such as difficult sidewalk navigation; and 2) create attractions/draws along the street (from top to bottom) such as parks, plazas and art that encourage exploration. We are confident that easy access, a friendly atmosphere and prolonged exposure to our businesses will increase sales and diversify revenues.

**Definitions:** We are using a broad definition of infrastructure which includes: parks, public art/attractions, event venues, sidewalks, streets, signage, lighting, snow management and public transit. In sum, any physical component within the District that is owned and/or managed by the City.

**Recommendations:** The City has identified infrastructure improvements that include the reconstruction of sidewalks, improvements to existing plazas and the addition of new public gathering areas at a cost of \$14 million. The City has identified the increase in Resort City Sales Tax as the funding mechanism for these projects which are scheduled for completion by 2019.

### **Actions:**

The HPCA will continue to champion these improvements and facilitate the construction for the maximum benefit and at the minimum impact to businesses.

## **Events**

**Goal:** Bring the right type of events at the right time of year that support and promote the businesses within Historic Park City.

It is the objective of the HPCA to promote Historic Park City as a fun, friendly and vibrant destination. We are in favor of events that reinforce this brand image. However, the HPCA is not in favor of events that adversely affect business revenues and/or do not reinforce our message. The HPCA will review all proposed events against an event matrix that was adopted per the following considerations:

1. Major (complete or significant) street closures should be limited to 12 days/year
2. Events requiring street closures must attract a minimum of 1000 persons. High impact events should present a marketing plan showing a draw from the entire region.
3. Events should look to work with other existing events to maximize the activities on the entire street.
4. Events must be inclusive, fun and lively
5. Events should market HPC as their host, utilize our logo, and promote our brand message.
6. Event organizers must notify the HPCA of their events a minimum of 60 days prior (consistent with application time frame from City).
7. Street closures should not occur on consecutive weekends or back-to-back days for different events.
8. The HPCA will work with the City/Chamber on a matrix, by which they can quantify and evaluate events, pre- and post-event.
9. Merchants should be surveyed after each new event to collect input and determine adjustments.
10. Events should conclude on Main Street to encourage attendees to linger.
11. Events should be discouraged from bringing vendors that directly compete with existing services. Events should focus on existing merchants to provide services to the event.
12. Reoccurring events that take place only on a portion of Main Street should look to alternate the closure to the opposite end of the district to benefit the entire length of the street.

**Recommendations:** The Events Committee will continue to evaluate events/street closures and review each event. The committee is empowered by the Board to make decisions on the membership's behalf, within the framework outlined above. The Events Committee should be involved in new events from their application, implementation, and final evaluation. Additionally, the HPCA should continue to retain its seat on the PCCB/PCMC Event Committee to represent its interests. Recurring events should be reviewed annually and recommendations will be submitted to better integrate these events with the District.

**Action:** Continue to collaborate with the City/Chamber to evaluate events and their impact on the District. Meet with City representatives and work with them to incorporate our criteria into the event matrix. Request that all event/street closures be evaluated by the HPCA Events Committee and include their evaluation in City Council report prior to the event's approval.



## **Branding and Marketing Historic Park City**

**Goal:** Maintain the district as the center of the community, communicate the character and offerings of the area to the right people and make their experience fun, friendly and memorable.

**Approach:** The HPCA will utilize PR, marketing, the website & content marketing, social media and event partners to further reinforce the Historic Park City message.

**Target Audience:** Historic Park City's target audience is destination visitors, local Park City residents and Wasatch Front day visitors.

**Our Customer:** Historic Park City businesses want to appeal to a broad base of customers seeking distinct products in a unique atmosphere. Although increased traffic is important, merchants prioritize bringing the 'right' customers to the district: the one's seeking to spend money on shopping, food, entertainment or services.

### **Key Attributes:**

1. Vibrant, fun, friendly
2. Historic, unique, iconic
3. Diverse, engaging, entertaining
4. Local, authentic, real
5. Easy to access, navigate, and enjoy
6. A destination to visit again and again

### **Content Strategy: The Rules of Engagement**

1. Create Quality, Engaging Content
2. Create Customer Centric Content
3. Content is Content – Social, Web, Email
4. Content has to be consistent, across all channels
5. Content is Changing, Daily

### **Key Messages**

- Events
- Enhancements
- New Business
- Sustainability

### **HPCA Produced Events**

Events in the district create an opportunity to fill the valleys and increase visitation to the street during need times.

- Halloween on Main Street
- Holidays in Historic Park City
- Kids Day
- Peek of Historic Park City

### **Advertising**

Traditional marketing tactics still have a place in the marketing environment. The following will be used when selecting design and placement of advertising.

- Brand Consistency
- Strategic Placement
- Added-Value
- Partnerships / Co-Ops

### **Monthly Reporting**

The HPCA will focus on the results of the monthly reporting provided by the PR/Marketing Firm to adjust changes to the marketing and branding plan.

## **Outdoor Dining Decks located in Public Parking**

**Goal:** Preserve the balance of loss of parking with vitality brought to the area by the outdoor dining decks.

It is the objective of the HPCA to promote Historic Park City as a fun, friendly and vibrant destination. We wish to foster an atmosphere that encourages longer stays and gives pedestrians time to circulate throughout the District. We believe that prolonged exposure to our businesses will increase sales and diversify revenues.

### **The HPCA agrees upon the following:**

- The outdoor dining decks in the public way are a continuing program that started in 2010.
- The outdoor dining decks, located in public parking spaces, bring a vibrancy and positive atmosphere to the District.
- The outdoor dining decks, located in public parking spaces, may not have measurably increased traffic to the District, but continuing the program will help to maintain HPC's vibrancy, competitiveness, and overall economic health.
- The outdoor dining program should be managed in a proactive manner to insure that it is consistent with all of our efforts to improve the district and serve our membership. The HPCA believes that the decks are a positive addition and supports their continuation.

### **Recommendations:**

- There shall be no more than 9 outdoor dining decks, to be reviewed biennially by the HPCA.
- Participating restaurants must be located at street level, or receive annual permission from the street level business owners if the business is located on an upper or lower floor of the building.
- Maximum length of any deck is 40', but in no case can the deck be longer than the width of the building.
- Decks should have consistency in construction, but be decorated to match the building.
- Restaurants must have full lunch and dinner service 7 days a week. Lunch service must begin by 11:30am.
- Decks cannot be enclosed in any sort of way, including a tent.
- Height of the deck above the ground should be limited to maintain visual corridors.
- Restaurants should be assessed a user fee for use of public parking spaces. The user fee should be similar to the business license and take into account the 6 months use of this space. The fees collected should go back to the ongoing promotion and marketing of the District.

In no case should the decks be removed for more than 3 events per season.

**Actions:** The HPCA will continue to present their position to Park City Municipal Corporation as part of City Council discussions. If a retailer is interested in using a deck, the HPCA Events Committee will review their request, and if deemed suitable, make a formal recommendation to the City.

## **Trash and Recycling**

**Goal:** Ensure trash and recycling services are operating to the fullest benefit of the membership.

It is the objective of the HPCA to facilitate trash and recycling removal from the district in a manner that provides a convenient service, at a reasonable cost, for the members of the organization.

The HPCA will review quarterly trash and recycling operations per the following considerations:

1. Adequacy of frequency for trash removal from the commonly managed containers accessed from Swede Alley.
2. Use and adequacy of the mobile recycling center.
3. Communication to members regarding the trash and recycling services.
4. Approaches that would increase cost savings trash and recycling services.

## **Recycled Materials**

The Mobile Recycling Center accepts cardboard, paper, aluminum, plastic, metal, polystyrene and small amounts of glass from members. The Trash and Recycling Committee has determined that the ability to recycling glass for restaurants and bars, at the frequency and capacity needed, is cost prohibitive.

## **Tenant Mix**

**Goal:** Protect sense of place and the distinctive character of Historic Park City to continue to attract locals and visitors allowing the area to continue to prosper over the long-term.

The HPCA is concerned about potential changes that could disrupt and end the mix of locally owned and uniqueness of businesses on Main Street. The reasons for our concerns are as follows:

- wish to retain Historic Park City's distinctive character
- worry that chains have a negative impact on the town's economy
- preservation of "historical relevance" and "unique character"
- preserve aesthetics and an attempt to retain the historic identity of the town
- chains like to follow one another; it's not uncommon for formula businesses to arrive in an area en masse, squeezing out independents and causing a speculative run-up in rents that result in the wholesale transformation of a business district almost overnight.
- long-term economic consequences as the downtown or neighborhood business district lose its distinctive appeal and no longer offers opportunities for independent entrepreneurs.
- in an increasingly homogenized world, cities that have preserved their distinctive character have an economic edge. They are far better able to attract visitors and prosper over the long-term.

### **Issues explore include:**

1. The change of locally owned businesses to chain businesses could have on Main Street.
2. Businesses open only during peak seasons, leaving the street looking empty during shoulder seasons.
3. Vacant first floor event spaces.
4. Hot beds versus 2<sup>nd</sup> homes on upper levels on Main Street.
5. Incentives to promote the types of businesses that will benefit Main Street.

**Actions:** Work with Park City Municipal to appoint a committee to explore options to maintain the character of Historic Park City businesses and develop measures to accurately track changes to the dynamics of the street including square footage of businesses and percent of existing Formula Businesses in the area.

## **NEW**

### **Main Street Business Environment**

**Goal:** Maintain a consistent environment for Main Street businesses to ensure the ability to operate and project revenue and expenses.

The HPCA is concerned about disruptions to the normal day to day operations of the street. Disruptions can impact the projected daily revenues due to changes to parking, street closures, filming, construction and events. Merchants chose Main Street as their business location and based business plans off of normal street operations.

Mitigation of these impacts can include requirements for construction projects and filming activities to maintain a pedestrian walkway that provides a visual sightline to the businesses on either side of the activity. Parking for these activities should be placed at the outskirts of the area such as the Sandridge Parking Lots or City Park. Parking in close proximity to Main Street should be maintained for customers.

The HPCA will work with Park City Municipal to minimize the number of impacts to the Main Street merchants and investigate measures that can offset the economic impacts seen to businesses from these types of operations.

**Actions:** Work with Park City Municipal to adopt a policy that is reviewed every time there is a request to change the normal day to day operations of Main Street.

HISTORIC PARK CITY ALLIANCE

BUDGET VS. ACTUALS: FY2016 - FY16 P&L CLASSES

July 2015 - June 2016

Chamber Event Grant FY16			FY16 Operating		Parking Revenue FY16		Restaurant Tax Grant 2014		Restaurant Tax Grant FY16		TOTAL	
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget
INCOME												
BID License Fees			57,346.10	57,346.00							57,346.10	57,346.00
Grants											0.00	0.00
Chamber Event Grant	2,500.00	2,500.00									2,500.00	2,500.00
Restaurant Tax Grant							12,393.32	12,393.00	41,500.00	41,500.00	53,893.32	53,893.00
<b>Total Grants</b>	<b>2,500.00</b>	<b>2,500.00</b>					<b>12,393.32</b>	<b>12,393.00</b>	<b>41,500.00</b>	<b>41,500.00</b>	<b>56,393.32</b>	<b>56,393.00</b>
Interest Income			27.64								27.64	0.00
Parking Revenue					40,000.00	40,000.00					40,000.00	40,000.00
Trash and Recycling Fees			0.00								0.00	0.00
<b>Total Income</b>	<b>2,500.00</b>	<b>2,500.00</b>	<b>57,373.74</b>	<b>57,346.00</b>	<b>40,000.00</b>	<b>40,000.00</b>	<b>12,393.32</b>	<b>12,393.00</b>	<b>41,500.00</b>	<b>41,500.00</b>	<b>153,767.06</b>	<b>153,739.00</b>
GROSS PROFIT	2,500.00	2,500.00	57,373.74	57,346.00	40,000.00	40,000.00	12,393.32	12,393.00	41,500.00	41,500.00	153,767.06	153,739.00
EXPENSES												
Annual Dues and Licenses											0.00	0.00
Chamber of Commerce			108.00	118.00							108.00	118.00
Licenses and Permits			80.00	200.00							80.00	200.00
National Main Streets			350.00	250.00							350.00	250.00
Sidewalk Sales Licence				60.00							0.00	60.00
Ski Utah			595.00	595.00							595.00	595.00
<b>Total Annual Dues and Licenses</b>			<b>1,133.00</b>	<b>1,223.00</b>							<b>1,133.00</b>	<b>1,223.00</b>
Events											0.00	0.00
Halloween	500.00	500.00			586.38						1,086.38	500.00
Holidays in HPC	1,000.00	1,000.00			1,375.00	1,000.00					2,375.00	2,000.00
Light Parade	1,000.00	1,000.00			118.34	750.00					1,118.34	1,750.00
Peek of HPC					4,198.34	3,500.00					4,198.34	3,500.00
<b>Total Events</b>	<b>2,500.00</b>	<b>2,500.00</b>			<b>6,278.06</b>	<b>5,250.00</b>					<b>8,778.06</b>	<b>7,750.00</b>
General Meeting Expenses											0.00	0.00
Board Meeting Expenses			97.98	600.00							97.98	600.00
Membership Meeting			161.48	800.00							161.48	800.00
<b>Total General Meeting Expenses</b>			<b>259.46</b>	<b>1,400.00</b>							<b>259.46</b>	<b>1,400.00</b>
Marketing											0.00	0.00
Advertising/Promotional											0.00	0.00
Branding Efforts											0.00	0.00
Regional Publications					3,020.00	4,000.00					3,020.00	4,000.00
<b>Total Branding Efforts</b>					<b>3,020.00</b>	<b>4,000.00</b>					<b>3,020.00</b>	<b>4,000.00</b>
General HPCA					1,920.00	2,300.00			66.85		1,986.85	2,300.00
Wasatch Front											0.00	0.00
Holiday					3,960.65	3,000.00	201.48		3,132.22	3,000.00	7,294.35	6,000.00
Spring					1,896.11	1,500.00	501.84		6,168.00	6,500.00	8,565.95	8,000.00
<b>Total Wasatch Front</b>					<b>5,856.76</b>	<b>4,500.00</b>	<b>703.32</b>		<b>9,300.22</b>	<b>9,500.00</b>	<b>15,860.30</b>	<b>14,000.00</b>
<b>Total Advertising/Promotional</b>					<b>10,796.76</b>	<b>10,800.00</b>	<b>703.32</b>		<b>9,367.07</b>	<b>9,500.00</b>	<b>20,867.15</b>	<b>20,300.00</b>
Digital Content							1,800.00	3,250.00	225.00	5,000.00	2,025.00	8,250.00
Search Engine Marketing						110.00		390.00		2,000.00	0.00	2,500.00
<b>Total Digital Content</b>						<b>110.00</b>	<b>1,800.00</b>	<b>3,640.00</b>	<b>225.00</b>	<b>7,000.00</b>	<b>2,025.00</b>	<b>10,750.00</b>
Kiosks					1,635.88	2,800.00					1,635.88	2,800.00

Chamber Event Grant FY16		FY16 Operating		Parking Revenue FY16		Restaurant Tax Grant 2014		Restaurant Tax Grant FY16		TOTAL			
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	
Map/Directory					2,421.09	2,500.00					2,421.09	2,500.00	
Other					367.00						367.00	0.00	
PR Contract			3,000.02	9,027.00	13,000.00	13,100.00			14,000.03	10,000.00	30,000.05	32,127.00	
Video and Photography							3,500.00	3,000.00			3,500.00	3,000.00	
Web Hosting & Maintenance			30.34		224.91	500.00					255.25	500.00	
Website Development					2,750.00	2,750.00	6,390.00		8,400.00	15,000.00	17,540.00	17,750.00	
Total Marketing			3,030.36	9,027.00	31,195.64	32,560.00	12,393.32	6,640.00	31,992.10	41,500.00	78,611.42	89,727.00	
Meals & Entertainment											0.00	0.00	
Gifts			40.00	200.00							40.00	200.00	
Total Meals & Entertainment			40.00	200.00							40.00	200.00	
Miscellaneous Expenses			9.80								9.80	0.00	
Operating											0.00	0.00	
Bank Charge			39.56	50.00							39.56	50.00	
Insurance			744.00	744.00							744.00	744.00	
Membership Mailing			253.03	200.00							253.03	200.00	
Misc			60.50								60.50	0.00	
Office Equipment			8.95	0.00							8.95	0.00	
Post Office Box Rental				72.00							0.00	72.00	
Software			412.84	220.00							412.84	220.00	
Supplies			172.76	200.00							172.76	200.00	
Surveying and E-Newsletters			233.47	300.00							233.47	300.00	
Total Operating			1,925.11	1,786.00							1,925.11	1,786.00	
Professional Services											0.00	0.00	
Accounting			700.00								700.00	0.00	
Assistant			3,164.70								3,164.70	0.00	
Bookkeeping			574.00	1,500.00							574.00	1,500.00	
Contract Work			41,349.96	41,350.00							41,349.96	41,350.00	
Facilitation			1,500.00								1,500.00	0.00	
Total Professional Services			47,288.66	42,850.00							47,288.66	42,850.00	
Travel											0.00	0.00	
Travel			1,160.39	1,165.00							1,160.39	1,165.00	
Total Travel			1,160.39	1,165.00							1,160.39	1,165.00	
Utilities											0.00	0.00	
Telephone			270.00	270.00							270.00	270.00	
Total Utilities			270.00	270.00							270.00	270.00	
Total Expenses		2,500.00	2,500.00	55,116.78	57,921.00	37,473.70	37,810.00	12,393.32	6,640.00	31,992.10	41,500.00	139,475.90	146,371.00
NET OPERATING INCOME		0.00	0.00	2,256.96	-575.00	2,526.30	2,190.00	0.00	5,753.00	9,507.90	0.00	14,291.16	7,368.00
NET INCOME		\$0.00	\$0.00	\$2,256.96	\$ -575.00	\$2,526.30	\$2,190.00	\$0.00	\$5,753.00	\$9,507.90	\$0.00	\$14,291.16	\$7,368.00

# HISTORIC PARK CITY ALLIANCE

## BUDGET OVERVIEW: FY2017 - FY17 P&L CLASSES

July 2016 - June 2017

	Chamber Event Grant FY17	FY17 Operating	Parking Revenue FY17	Restaurant Tax Grant FY17	TOTAL
<b>INCOME</b>					
BID License Fees		57,591.00			57,591.00
Grants	20,900.00			40,350.00	61,250.00
Parking Revenue			40,000.00		40,000.00
<b>Total Income</b>	<b>20,900.00</b>	<b>57,591.00</b>	<b>40,000.00</b>	<b>40,350.00</b>	<b>158,841.00</b>
<b>GROSS PROFIT</b>	<b>20,900.00</b>	<b>57,591.00</b>	<b>40,000.00</b>	<b>40,350.00</b>	<b>158,841.00</b>
<b>EXPENSES</b>					
Annual Dues and Licenses					0.00
Chamber of Commerce		108.00			108.00
Licenses and Permits		80.00			80.00
National Main Streets		350.00			350.00
Sidewalk Sales Licence		75.00			75.00
Ski Utah		595.00			595.00
<b>Total Annual Dues and Licenses</b>		<b>1,208.00</b>			<b>1,208.00</b>
Events					0.00
Halloween	13,900.00				13,900.00
Holidays in HPC	2,000.00		2,000.00		4,000.00
Light Parade	5,000.00		3,500.00		8,500.00
<b>Total Events</b>	<b>20,900.00</b>		<b>5,500.00</b>		<b>26,400.00</b>
General Meeting Expenses					0.00
Board Meeting Expenses		200.00			200.00
Membership Meeting		800.00			800.00
<b>Total General Meeting Expenses</b>		<b>1,000.00</b>			<b>1,000.00</b>
Marketing					0.00
Advertising/Promotional					0.00
Branding Efforts					0.00
Regional Publications				5,000.00	5,000.00
Statewide Publications				1,850.00	1,850.00
<b>Total Branding Efforts</b>				<b>6,850.00</b>	<b>6,850.00</b>
Local					0.00
Direct Mail			5,000.00		5,000.00
Fall			2,000.00		2,000.00
Holiday			2,500.00		2,500.00
Spring			2,000.00		2,000.00
<b>Total Local</b>			<b>11,500.00</b>		<b>11,500.00</b>
Wasatch Front					0.00
Fall				3,500.00	3,500.00
Holiday				3,500.00	3,500.00
Spring				3,500.00	3,500.00



	Chamber Event Grant FY17	FY17 Operating	Parking Revenue FY17	Restaurant Tax Grant FY17	TOTAL
<b>Total Wasatch Front</b>				<b>10,500.00</b>	<b>10,500.00</b>
<b>Total</b>					
<b>Advertising/Promotional</b>			<b>11,500.00</b>	<b>17,350.00</b>	<b>28,850.00</b>
Digital Content					0.00
Assets (video, photography, content)				7,000.00	7,000.00
Search Engine Marketing				3,000.00	3,000.00
<b>Total Digital Content</b>				<b>10,000.00</b>	<b>10,000.00</b>
Kiosks		1,800.00			1,800.00
Map/Directory			2,500.00		2,500.00
PR Contract		2,500.00	20,500.00	13,000.00	36,000.00
Web Hosting & Maintenance		220.00			220.00
<b>Total Marketing</b>		<b>4,520.00</b>	<b>34,500.00</b>	<b>40,350.00</b>	<b>79,370.00</b>
Meals & Entertainment					0.00
Gifts		200.00			200.00
<b>Total Meals &amp; Entertainment</b>		<b>200.00</b>			<b>200.00</b>
Operating					0.00
Bank Charge		50.00			50.00
Insurance		744.00			744.00
Membership Mailing		275.00			275.00
Post Office Box Rental		72.00			72.00
Software		220.00			220.00
Supplies		200.00			200.00
Surveying and E- Newsletters		300.00			300.00
<b>Total Operating</b>		<b>1,861.00</b>			<b>1,861.00</b>
Professional Services					0.00
Accounting		700.00			700.00
Bookkeeping		700.00			700.00
Contract Work		47,500.00			47,500.00
<b>Total Professional Services</b>		<b>48,900.00</b>			<b>48,900.00</b>
<b>Total Expenses</b>	<b>20,900.00</b>	<b>57,689.00</b>	<b>40,000.00</b>	<b>40,350.00</b>	<b>158,939.00</b>
<b>NET OPERATING INCOME</b>	<b>0.00</b>	<b>-98.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-98.00</b>
<b>NET INCOME</b>	<b>\$0.00</b>	<b>\$ -98.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$ -98.00</b>

# HISTORIC PARK CITY ALLIANCE

## BUDGET VS. ACTUALS: FY2016 - FY16 P&L CLASSES

July 2015 - June 2016

	Recycling and Trash		TOTAL	
	Actual	Budget	Actual	Budget
<b>INCOME</b>				
Trash and Recycling Fees	16,427.51	17,250.00	16,427.51	17,250.00
<b>Total Income</b>	<b>16,427.51</b>	<b>17,250.00</b>	<b>16,427.51</b>	<b>17,250.00</b>
<b>GROSS PROFIT</b>	<b>16,427.51</b>	<b>17,250.00</b>	<b>16,427.51</b>	<b>17,250.00</b>
<b>EXPENSES</b>				
Trash and Recycling			0.00	0.00
Admin		300.00	0.00	300.00
Rebates	1,752.78	2,500.00	1,752.78	2,500.00
Recycling Contract	20,702.50	19,497.00	20,702.50	19,497.00
<b>Total Trash and Recycling</b>	<b>22,455.28</b>	<b>22,297.00</b>	<b>22,455.28</b>	<b>22,297.00</b>
<b>Total Expenses</b>	<b>22,455.28</b>	<b>22,297.00</b>	<b>22,455.28</b>	<b>22,297.00</b>
<b>NET OPERATING INCOME</b>	<b>-6,027.77</b>	<b>-5,047.00</b>	<b>-6,027.77</b>	<b>-5,047.00</b>
<b>NET INCOME</b>	<b>\$ -6,027.77</b>	<b>\$ -5,047.00</b>	<b>\$ -6,027.77</b>	<b>\$ -5,047.00</b>

# HISTORIC PARK CITY ALLIANCE

## BUDGET OVERVIEW: FY2017 - FY17 P&L CLASSES

July 2016 - June 2017

	Recycling and Trash	TOTAL
<b>INCOME</b>		
Trash and Recycling Fees	18,112.00	18,112.00
<b>Total Income</b>	<b>18,112.00</b>	<b>18,112.00</b>
<b>GROSS PROFIT</b>	<b>18,112.00</b>	<b>18,112.00</b>
<b>EXPENSES</b>		
Trash and Recycling		0.00
Admin	300.00	300.00
Recycling Contract	20,187.00	20,187.00
<b>Total Trash and Recycling</b>	<b>20,487.00</b>	<b>20,487.00</b>
<b>Total Expenses</b>	<b>20,487.00</b>	<b>20,487.00</b>
<b>NET OPERATING INCOME</b>	<b>-2,375.00</b>	<b>-2,375.00</b>
<b>NET INCOME</b>	<b>\$ -2,375.00</b>	<b>\$ -2,375.00</b>

# HISTORIC PARK CITY ALLIANCE

## BUDGET VS. ACTUALS: FY2016 - FY16 P&L CLASSES

July 2015 - June 2016

	Autumn Aloft		TOTAL	
	Actual	Budget	Actual	Budget
<b>INCOME</b>				
Comp		3,000.00	0.00	3,000.00
Event Sponsorship	22,820.00	12,000.00	22,820.00	12,000.00
Grants			0.00	0.00
Chamber Event Grant	9,287.96	10,000.00	9,287.96	10,000.00
Restaurant Tax Grant	35,530.00	35,530.00	35,530.00	35,530.00
Utah Office of Tourism Grant		7,000.00	0.00	7,000.00
<b>Total Grants</b>	<b>44,817.96</b>	<b>52,530.00</b>	<b>44,817.96</b>	<b>52,530.00</b>
Uncategorized Income		7,000.00	0.00	7,000.00
<b>Total Income</b>	<b>67,637.96</b>	<b>74,530.00</b>	<b>67,637.96</b>	<b>74,530.00</b>
<b>GROSS PROFIT</b>	<b>67,637.96</b>	<b>74,530.00</b>	<b>67,637.96</b>	<b>74,530.00</b>
<b>EXPENSES</b>				
Contract Labor			0.00	0.00
Balloonmeister	5,000.00	5,000.00	5,000.00	5,000.00
Contemporary Services		750.00	0.00	750.00
Event Management	8,100.00	6,000.00	8,100.00	6,000.00
<b>Total Contract Labor</b>	<b>13,100.00</b>	<b>11,750.00</b>	<b>13,100.00</b>	<b>11,750.00</b>
Marketing			0.00	0.00
Advertising/Promotional			0.00	0.00
Autumn Aloft	8,733.36	20,000.00	8,733.36	20,000.00
<b>Total Advertising/Promotional</b>	<b>8,733.36</b>	<b>20,000.00</b>	<b>8,733.36</b>	<b>20,000.00</b>
Swag	2,046.00	1,500.00	2,046.00	1,500.00
<b>Total Marketing</b>	<b>10,779.36</b>	<b>21,500.00</b>	<b>10,779.36</b>	<b>21,500.00</b>
Operating			0.00	0.00
Balloon & Pilot Participation Expense	4,725.00	4,650.00	4,725.00	4,650.00
Emergency Services	3,900.00	14,230.00	3,900.00	14,230.00
Equipment	1,880.35	2,000.00	1,880.35	2,000.00
Insurance	5,225.00	6,250.00	5,225.00	6,250.00
Lodging		3,000.00	0.00	3,000.00
Misc	2,293.70	5,250.00	2,293.70	5,250.00
Propane	3,177.44	3,400.00	3,177.44	3,400.00
Restrooms	900.00	2,000.00	900.00	2,000.00
Signage	158.84	250.00	158.84	250.00
Trash	85.00	250.00	85.00	250.00
<b>Total Operating</b>	<b>22,345.33</b>	<b>41,280.00</b>	<b>22,345.33</b>	<b>41,280.00</b>
<b>Total Expenses</b>	<b>46,224.69</b>	<b>74,530.00</b>	<b>46,224.69</b>	<b>74,530.00</b>
<b>NET OPERATING INCOME</b>	<b>21,413.27</b>	<b>0.00</b>	<b>21,413.27</b>	<b>0.00</b>
<b>NET INCOME</b>	<b>\$21,413.27</b>	<b>\$0.00</b>	<b>\$21,413.27</b>	<b>\$0.00</b>

# HISTORIC PARK CITY ALLIANCE

## BUDGET OVERVIEW: FY2017 - FY17 P&L CLASSES

July 2016 - June 2017

	Autumn Aloft	Chamber Grant	Restaurant Tax Grant	Sponsorship	Total Autumn Aloft	TOTAL
<b>INCOME</b>						
Event Sponsorship				14,445.00	14,445.00	14,445.00
Grants		10,000.00	35,753.00		45,753.00	45,753.00
Uncategorized Income				7,700.00	7,700.00	7,700.00
<b>Total Income</b>	<b>0.00</b>	<b>10,000.00</b>	<b>35,753.00</b>	<b>22,145.00</b>	<b>67,898.00</b>	<b>67,898.00</b>
<b>GROSS PROFIT</b>	<b>0.00</b>	<b>10,000.00</b>	<b>35,753.00</b>	<b>22,145.00</b>	<b>67,898.00</b>	<b>67,898.00</b>
<b>EXPENSES</b>						
Contract Labor						0.00
Balloonmeister		5,000.00			5,000.00	5,000.00
Event Management				6,000.00	6,000.00	6,000.00
Sponsorship Coordinator				3,612.00	3,612.00	3,612.00
<b>Total Contract Labor</b>		<b>5,000.00</b>		<b>9,612.00</b>	<b>14,612.00</b>	<b>14,612.00</b>
Marketing			15,000.00	1,000.00	16,000.00	16,000.00
Swag			2,000.00		2,000.00	2,000.00
<b>Total Marketing</b>			<b>17,000.00</b>	<b>1,000.00</b>	<b>18,000.00</b>	<b>18,000.00</b>
Operating						0.00
Balloon & Pilot Participation Expense			5,600.00		5,600.00	5,600.00
City Services		1,000.00	3,028.00	1,500.00	5,528.00	5,528.00
Emergency Services				3,900.00	3,900.00	3,900.00
Equipment		2,000.00			2,000.00	2,000.00
Insurance			5,225.00		5,225.00	5,225.00
Lodging				3,000.00	3,000.00	3,000.00
Misc			1,500.00	300.00	1,800.00	1,800.00
Propane			3,400.00		3,400.00	3,400.00
Restrooms		2,000.00			2,000.00	2,000.00
Signage				250.00	250.00	250.00
Temporary Labor				2,400.00	2,400.00	2,400.00
Trash				150.00	150.00	150.00

	Autumn Aloft	Chamber Grant	Restaurant Tax Grant	Sponsorship	Total Autumn Aloft	TOTAL
Total Operating		5,000.00	18,753.00	11,500.00	35,253.00	35,253.00
Total Expenses	0.00	10,000.00	35,753.00	22,112.00	67,865.00	67,865.00
NET OPERATING INCOME	0.00	0.00	0.00	33.00	33.00	33.00
NET INCOME	\$0.00	\$0.00	\$0.00	\$33.00	\$33.00	\$33.00

# HISTORIC PARK CITY ALLIANCE

## BALANCE SHEET

As of June 19, 2016

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Gift Card Control Account	20,611.59
HMBA Checking	21,206.40
HPCA Reserve	22,539.80
Trash and Recycling Checking	22,913.57
<b>Total Bank Accounts</b>	<b>\$87,271.36</b>
Accounts Receivable	
Accounts Receivable	-1,700.15
<b>Total Accounts Receivable</b>	<b>\$ -1,700.15</b>
<b>Total Current Assets</b>	<b>\$85,571.21</b>
Other Assets	
Bond Deposit	5,000.00
<b>Total Other Assets</b>	<b>\$5,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$90,571.21</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	2,891.92
<b>Total Accounts Payable</b>	<b>\$2,891.92</b>
Credit Cards	
Zions Credit Card	-664.92
<b>Total Credit Cards</b>	<b>\$ -664.92</b>
Other Current Liabilities	
Payroll Liabilities	-20.47
Reserve Fund	0.00
<b>Total Other Current Liabilities</b>	<b>\$ -20.47</b>
<b>Total Current Liabilities</b>	<b>\$2,206.53</b>
<b>Total Liabilities</b>	<b>\$2,206.53</b>
Equity	
Opening Bal Equity	0.00
Retained Earnings	66,914.63
Net Income	21,450.05
<b>Total Equity</b>	<b>\$88,364.68</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$90,571.21</b>