



## BOARD OF DIRECTORS MEETING

**Tuesday, October 21, 2014**

**Treasure Mountain Inn**

### **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 September 16, 2014	8:35am
III.	Public Input (Any matter of business not scheduled on agenda)	8:35am
IV.	Questions on Items included within the Written Update Section	8:40am
V.	Holidays in Historic Park City – Budget and Free Parking	8:45am
VI.	Peak Parking Demand Update	8:55am
VII.	One Wasatch Presentation	9:05am
VIII.	Main Street Tenant Mix – Background	9:35am
VIII.	Adjourn Regular Meeting	10:00am

### **Written updates included within the packet:**

Infrastructure Improvements and Private Construction Update

Marketing and Communications Snapshot

Sundance Convention Sales License Changes

FY15 First Quarter Financials

Sundance Street Parking

### **Future Meetings**

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

November 18, 2014 Main Street Tenant Mix - Discussion

December 16, 2014 2015 Construction, Event Code Changes and Sundance Rules of the Road

January 2015 No Meeting

February 17, 2015 HPCA Events and Board Check-in on Retreat Items

March 17, 2015

### **Pending Discussion Items:**

- Swede Alley development
- Future Olympic Bid
- HPCA Strategic Planning

**DRAFT**  
**Minutes of the Board of Directors Meeting**  
**Tuesday, September 16, 2014 8:30a.m.**  
**Treasure Mountain Inn**

**BOD Attendance:** Stephanie Johnston, Ron Wedig, Lori Harris, Emerson Oliveira, Jan Wilking, Becca Gerber, Monty Coates, Puggy Holmgren, Ron Wedig, Georgia Anderson (ex-officio), Myles Rademan (ex-officio), Andy Beerman (ex-officio), and Alison Butz (Executive Director).

**Absent:** Charles Mudd, Susan Meyer, Judy Cullen, Elisabeth Flaherty, Sandra Morrison, Ken Davis, and Matt Gebo (ex-officio),

**Others present:** Tim Henney, Meisha Lawson, Jonathan Weidenhamer, Michael Kaplan, Blake Fonnesbeck, Michelle McDonald, Kate Boyd, Mike Sweeney, Jason Glidden, Craig Sanchez, and John Kenworthy.

The meeting was called to order at 8:36 am.

**Minutes from August 19, 2014 Meeting**

Maren Mullin made a motion to approve the minutes. Puggy Holmgren seconded the motion. The minutes were unanimously approved.

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

Kate Boyd mentioned that there is news that the Movie Studio has stopped construction due to funding being lost. Additional information is not known at this time.

**Questions on Items included within the Written Update Section**

Meisha Lawson provided the Board with an update on Autumn Aloft which is this upcoming weekend. Rack cards for the event were distributed. They were designed to provide information on other activities for attendees after the balloon launch.

Peek of Park City begins next Friday with the Gallery Association's Affordable Art Stroll. This year special events happening within Historic Park City are promoted along with free parking on Sundays. Specific merchant activation can still be messaged. Meisha's goal is to have as much going on as possible this fall.

Monty Coates and the Board thanked Meisha for her work on the Autumn Aloft event, especially since it is its initial year back and there has been much more work than anticipated.

**Peak Parking Demand Update**

Alison Butz provided an update from the latest Peak Parking Demand Committee where they debriefed the summer Transit Initiative. Alison reminded the Board that this effort is in place due to capacity issues seen in China Bridge. Capacity is maximized primarily on Friday and Saturday evenings between 7pm and 9pm. Additional days see capacity reached, but the focus was on weekends.

The program successes were the incentives program ease and amounts, the extension of transit hours until 3am and the expanded hours of enforcement in China Bridge until 11pm. The program was unsuccessful in increasing transit ridership and participation in the incentives program.

The Committee has begun developing the plan for the winter program to ease the capacity issues. Additional long term parking for Main Street and town is being studied by the City and a report outlining available land and cost to build parking will be presented to the City Council in December.

Keep duration of parking within China Bridge at 6 hours. There has been positive input from that change. The Committee supports enforcement of the 6 hour duration City determining scope of work for study on new parking lots within the City

The Committee is looking at different permitting options that are tiered with pricing and ability to park for longer durations. Alison stated that the weekday employees are not an issue at this time. There will be some, at the lower price point, that have black-out dates for Fridays after 5pm and Saturdays along with during larger events. Maren's stated that monitoring during the peak times versus shoulder times should be addressed.

There is an RFP issued for the study of additional parking that can be added to the area. This study will be a high level study that begins to look at the number of spaces can be constructed and at what cost.

The City is looking to continue the transit hours on Friday and Saturdays until 3am which will benefit both employees and visitors. At this time the City is looking into using the Treasure Mountain School as an employee shuttle lot. This lot has service to Main Street on both the yellow and red bus lines. A 15 passenger van that will service just that lot is being investigated as an additional way to get to Main Street.

The HPCA is going to work with restaurants to receive input on the proposed program since they employ large numbers of people. A potential incentive program will be discussed with the restaurants to make sure our ideas are on track.

Alison introduced Blake Fonnesbeck and Jonathan Weidenhamer who are both working on the proposed plan at the City.

Monty Coates thanked the group for looking at a viable alternative for employees along with the restrictions. Monty suggested the study look at parallel parking along Deer Valley Drive. Perhaps with the reduction of speeds it could be looked at it.

John Kenworthy made the Board aware that the parking was at 100% over the past weekend, which is not during a peak season. John asked if Kent Cashel has calculated the number of employees being generated by the newly finished spaces. John feels that there is a tidal wave coming. Alison stated she will follow up with Kent.

Becca Gerber stated she was concerned with the 6 hour parking duration in China Bridge. She felt it is almost too long and would encourage employees to park there since they only need to move their car once during their shift. A shorter time period would prevent this. Monty stated that the 6 hour duration is good for the guests which are a double edge sword. Maren stated that the HPCA did lobby for this change a few years ago.

Emerson Oliveria stated that messaging for the tourists to use the bus system to get to Main Street. If we can advertise the message that would be a positive change. Becca stated that when she visits Main Street she takes the bus.

Georgia Anderson felt the shuttle would be optimal with the varying start times. Depending on transit buses it might receive push back. He asked if a flyer could be put together for employees that communicate this message it would be best.

Myles Rademan asked about the activation of Richardson Flat Parking Lot. It was looked at running the summer Transit Initiative with that lot, but due to no HOV lane or express bus lane the service could not match the times an individual would have if they drove themselves. Ron stated that 80% of the employees reside in Park City and to have them drive out to Richardson Flats is a longer commute for some.

John Kenworthy feels the paid permit system for China Bridge does not work. There are residents that have more than one vehicle parking and/or stored in China Bridge. He also recommended that specific spots, at an increased cost that can allow businesses to run errands and still park. John supports increasing the cost of passes to help fund the addition of parking in town.

Puggy Holmgren asked about extended time limits in Swede Alley. She feels that when traffic circles to find spaces in Swede Alley it disrupts the traffic flow. She stated that extended enforcement should be included to Swede Alley. Puggy also asked if the sign height could be reduced. Blake stated that 7 feet is the code for the height of signs. Ron asked if it would be advantageous to the solution if parking enforcement approaches employees who are trying to work around the system. Ron is worried about fallout with customers with these new rules. Jonathan Weidenhamer acknowledges the different regulations that help employees but hurts guests. He supports making changes now and putting the businesses in a position to manage their employees rather than institute a paid parking program. If we can't make a difference now, the ultimate solution could be paid parking in China Bridge.

Alison promised to update the Board with additional information as it becomes available.

### **Transportation and Congestion Discussion**

At the August Historic Park City Board Meeting Kent Cashel with Park City Municipal, Leslie Crawford with Summit County and Laynee Jones with Mountain Accord provided an overview on their current projects impacting traffic and congestion in the Park City area its surroundings and potential solutions. Alison explained that she took information from all three presentations and selected four areas to focus the discussion.

The first topic is the roundabout at the intersection of Kearns and Park Avenue. The plans as presented show a pedestrian underpass that daylights in the center of the roundabout. Kent Cashel felt this would assist traffic in and out of town.

Maren Mullin suggested that the Public Art Board be involved in the process. Jonathan clarified that the design has been changed where the pedestrian underpass does not put pedestrians in the center of the roundabout. Under a best case scenario the improvement would be constructed between 2020 and 2025. This plan is in conjunction with improvements to pedestrian ways along Park Avenue and the reduction of driveways onto Park Avenue. There is a potential realignment between Homestake and Park Avenue.

Alison cautioned the group that the one item to keep on top of is when the timing of this construction is and that messaging to guests routes are highlighted that would be less of a hassle. Jonathan stated that UDOT is supportive of addressing peak weekend and event traffic within their contract for construction. Maren asked for a plan showing more of Park Avenue to show the length of the medians.

The second item to review is Hwy. 248 HOV Lane and activation of Richardson Flats Parking Lots. Kent Cashel indicated as some point Richardson Flats will come on line. Kent stated that bringing this online prior to an HOV lane or dedicated bus lane is not optimal. The City has stated that they may activate this lot for Sundance 2015. The HPCA has stated concern with using the lot for employee parking due to the ability to travel into town at a faster rate and the distance to the lot for those living in town.

Georgia Anderson felt the lot could work for those traveling in from Jeremy Ranch and Pinebrook. All it takes is a modification to their routine to come in on Hwy 40.

Myles stated that there are not many alternatives beside this lot and reminded the group that the Rail Trail remains a transportation corridor for the future. Future growth in Wasatch County, Park City Heights and 1,000 residential units planned for the southwest corner of I-80 and 40.

Jan Wilking asked what the possibility is to use the Rail Trail as an HOV lane and can 248 be four lanes. Myles stated that the rail trail is preserved until Federal Law to be used as a transportation corridor. Jonathan stated that the County is working on a regional transportation effort. Perhaps the HPCA ask Kent Cashel to put the Rail Trail on the table for discussions. The Rail Trail Corridor is 100 feet wide.

Additional transit enhancements planned are:

- Kimball Junction Transit Center
- 20 Minute frequency SR-224
- Park and Ride Operational
- Real Time Phone App
- Heber Kamas Service

Maren asked how close the app is for launch. Blake indicated he would like to have it live in the next month or two. Blake stated that the app shows where the bus is on the route and text you when a bus is arriving.

Michael Kaplan asked if signs can be added along the highways that state slower traffic stay right.

Myles asked if there is any location in the County for a park and ride. Leslie Crawford stated there is a vacant lot to the west of the County Library that is slated for park and ride which will be in proximity to the planned Transit Center at Kimball's Junction.

John Kenworthy asked if there is a possibility to have live information on availability of parking spots. Alison stated that parking management is on the list for items to pursue. There is no time frame for implementation.

Becca Gerber asked if there could be a roundabout where the Canyons lets out onto Hwy 224. Alison then transition to the information provided by Leslie Crawford for Hwy 224 and Kimball's Junction. Leslie's plan is to get people out of their cars within Kimball's Junction and provide the ability to travel to the businesses within on alternative transportation.

The plans for Hwy 224 include the installation of continuous flow intersections which has you pull into a left hand turn lane significantly before you reach the intersection. Alison indicated the intersections where it is planned. The map provided did not extend to the Canyons.

A video of the type of intersection is shown. Emerson stated that they do work successfully and allow heavy traffic to flow. Myles stated that there are three alternatives to address the traffic problems at the Junction. Keep it as is where it is already failing. Install roundabouts or install solutions such as the one shown. Jan felt that looking at an alternative where traffic is redirected through the tech park. Avoiding Kimball's Junction may be the only plan.

The information provided by Mountain Accord does not look at details for the Park City transportation element, but there are dots shown on a map indicating the types. Matt Gebo previously shared a comment as to the integrating skier and visitor traffic into the light rail system which is developed for Salt Lake commuters.

Alison stated that options such as year round access on Guardsman Road are being considered. There is a potential for a tunnel to connect Big and Little Cottonwood to Park City. I-80 remains on the list as a transportation corridor. Alison states that comments shared at previous Mtn Accord meetings an out and back system would benefit less than a circular transportation system.

Michael Kaplan stated that this plan covers more than just transportation, but covers recreation and environment. Stephanie encouraged the Board to attend. John Kenworthy asked what the timeline could be at the cost of billions of dollars. Bob Kollar felt it could be completed in 20 years. Right now there are groups figuring out solutions and are proactive. John applauds the effort. Bob stated that all constituent groups are watching this and commenting.

The Board supported the thought that this system should work for more than a skier delivery system, it should also address employee transportation and our own issues. It needs to be more than an attraction, but a transportation system.

Becca asked if this system would assist in a future Olympic bid. She was told it would.

Maren asked if the Mountain Accord study area included Ogden. It does not. Jonathan stated that it does not include conversation with the Jordanelle Area. Despite all the units approved, not all area that will see development is included.

### **Adjourn**

Motion by Maren Mullin and seconded by Becca Gerber. The meeting adjourned at 9:44am.

**Next meeting October 21, 2014 at 8:30 am at the Treasure Mountain Inn**

**September 16, 2014**  
**Board Packet**

**Written Updates**

**Infrastructure Improvements and Private Construction Update – Information provided by Craig Sanchez**  
**Bear Bench Walkway** – Construction continues on the Bear Bench walkway.

**Main Street – West side storm sewer**

The crews are completing the installation of the storm sewer on the upper section of Main Street on the west side. This will rectify a water and ice hazard that has existed.

**333 Main Street – The Parkite**

- Jacobsen will have the fence removed and the sidewalk open by Thanksgiving Day.
- Still need to make deliveries after Thanksgiving
- Allowed to make deliveries up until noon every day.
- Will have flaggers on the sidewalk during this morning time
- They do plan to have the commercial space open by mid-December.
- Parking on the west side of the street will open up after noon

**545 Main Street – April Inn**

They have begun reconstructing and consolidating the residential units on the second floor of 545 Main Street. The covered walkway will remain until the exterior work is complete which is anticipated January of 2015.

**205 Main Street**

Construction will begin soon on this parcel. The start date is unknown.

**Marketing and Communications Snapshot – Information provided by Meisha Lawson**

**A Peek of Historic Park City – September 26 – October 26**

- The concept of talking about and promoting what is happening (Dine About, Fall Into Fashion, Gallery Stroll, etc) has been positive from a social perspective and has generated excitement for the district.
- We are seeing an increase in web traffic that is most likely related to our efforts surrounding A Peek of Historic Park City and additional promotional efforts. When comparing September 22 – October 13 with August 22 – September 13, we are seeing a 25% increase in web sessions with 21% of visitors new visitors to the site.
- We had a bit of a weather day on Sunday, October 12, but were able to adjust the festivities and host children's entertainment in Java Cow.

**Halloween**

- Halloween Festivities will occur from 3 – 6 pm
- Park City Municipal will close the street from 9<sup>th</sup> to Swede & Main from 2 – 7 pm
- Park City Municipal is requiring we have emergency personnel at the event.
- KSL will broadcast live for shots at:
  - o 5pm—introduce event live, book giveaway
  - o 5:15—winners from costume contest
  - o 6pm—Dog contest
  - o 6:30—Perhaps live interview with HPCA representative? And video from earlier. Perhaps live interview from our witch
  - o We will hand out cards identifying kids/pets as finalists to win a prize / on-air coverage from KSL.

**Electric Parade - Scheduled for 11/29**

**Website Traffic** - We continue to catch up to last year's numbers. For the current year over year we are looking at only a 6% decrease (compared to a 20% decrease in June).

Content Updates - As winter approaches (and construction slows), we will begin to execute some exciting new content campaigns including a video contest, search for additional voices for our blog, and photography and video projects.

### **Sundance Convention Sales License Changes – Information provided by Alison Butz**

The City Council approved the proposed code amendments previously reviewed by the HPCA Board by email. Stephanie Johnston, Mike Sweeney and Alison Butz worked closely with the City to review the proposed changes to the temporary licenses issued for the Sundance Film Festival time period. All locations wishing to change uses are required to receive a pre-inspection from the Building Department. Businesses can schedule these complimentary inspections immediately. The code amendment now requires Type 2 Convention Sales Licenses approved during the period of the Sundance Festival receive City Council approval. The last date by which applications can be submitted is January 8, 2015. The City Council did retain the ability to call a special meeting if a late application is received.

The City Council and/or Business License Department can only deny a permit under the following conditions (**these are existing and not new**):

- a. Has been convicted of a fraud or felony by any state or federal court within the past five (5) years or now has criminal proceedings pending against him in any state or federal court for fraud or a felony;
- b. Has obtained a license by fraud or deceit;
- c. Has failed to pay personal property taxes or other required taxes or fees imposed by the City;
- d. Has violated the laws of the State of Utah, the United States Government, or the ordinances of Park City governing operation of the business for which the applicant is applying for the license; or
- e. Is located within the boundaries of the Main Street Business Improvement District (BID) and has failed to pay the business promotion tax, set by separate ordinance, or any applicable solid waste management charges or fees. Proof of up-to-date payment will be required prior to license approval or renewal.

### **FY15 First Quarter Financials– Information provided by Lori Harris and Alison Butz**

Lori Harris and Michelle Nelson, the HPCA Bookkeeper, worked with Alison Butz to finalize the first quarter financial information. The first quarter P and L along with a Balance Sheet are provided on the last pages.

### **Sundance Street Parking – Information provided by Alison Butz**

The Executive Committee met with the Chief of Police, City's Emergency Manager and other staff to discuss the ability to allow street parking on Main Street during the second half of the Sundance Film Festival. Despite the Exec Committee making many suggestions such as activating parking during the day, looking at sections of the street that have less night activity and modifications to the drop and load zones, City staff is unwilling to support changes. The Chief of Police has serious safety concerns that could not be mitigated by our suggestions so there will continue to be no street parking during the duration of the Sundance Film Festival.

### **Items Scheduled for Discussion**

#### **Holidays in Historic Park City – Budget and Free Parking – Meisha Lawson and Alison Butz**

*Action Requested: Provide feedback as to the budget for Holidays in Historic Park City and elimination of free parking during the holiday period.*

The HPCA requested \$4,500 of the needed \$5,500 from the Chamber for Historic Park City activities which have included Mr. and Mrs. Claus, carolers and juggling elves on Main Street during the holiday promotion period between Thanksgiving and Christmas. Only \$1,000 in funding was allocated through the grant process.

Both Meisha Lawson and Alison Butz feel \$1,000 in programming will not be adequate and request \$3,000 from unallocated fund in the HPCA be used for the Holiday activation. This will provide a total budget of \$5,000. There is \$3,770 in unallocated funds in the HPCA budget. The travel budget of \$750 will remain unused and Alison felt there additional unfunded money will remain after this reallocation.

During the October Executive Meeting the Committee reviewed the plans for winter employee parking. During the discussion the Committee weighed the positive outreach provided by having free parking on Main Street

between Thanksgiving to December 19<sup>th</sup> and the use of the free parking by employees, real estate agents and contractors. The Executive Committee felt that the positive outreach is in conflict with the winter employee parking plan and therefore recommends that the HPCA not offer free parking from Thanksgiving through December 19<sup>th</sup>.

### **Peak Parking Demand Update – Alison Butz and Peak Parking Demand Committee**

*Action Requested: Provide feedback as to the update provided by the committee.*

The Peak Parking Demand Committee continues to meet with City Staff to further refine an employee parking solution for this winter. Alison Butz, Stephanie Johnston and John Kenworthy met with a few restaurants to review the potential program. During that meeting they were supportive of addressing the issue and felt an employee lot could work. They suggested the employee lot operate 7 days a week; however the Park City Transit Department does not have the ability to use the school lot on additional nights.

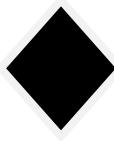
The City is still working with a consultant to investigate adding more parking within town. This report will provide an overview of how many spaces can be added at certain locations and the cost for construction. This information will be available in December.

At this time the following items are being considered for a winter program.

### **Winter Program Components**

#### Parking Areas and permits

- China Bridge
  - Duration remains at 6 hours in covered areas
  - 6 hour limit on top level of China Bridge
  - Enforcement extends until 11pm – 7 days a week even on Swede Alley
  - New tiered system for China Bridge Parking Permits
- Sandridge Lots
  - Potential 6 hour limit
  - Next fiscal year budget request for lighting in the lot and on stairs
- Main Street
  - Paid parking hour extension until 11pm

Tiered Parking Pass Program - Draft	
	\$150
	\$300
	\$750

\*Major events could include Saturdays of larger summer events and Sundays in the summer.

## **Transit Hours**

- Service until 3am – Fridays and Saturdays
- Dedicated employee lot at Treasure Mountain School on Kearns Boulevard (150 spaces)
- 15 passenger van service in addition to Yellow and Red bus lines from TMMS
- Ability to see the passenger van on the Transit App
- Marketing and Promotion
  - City is investigating ability to waive previous tickets if the person utilizes TMS lot for parking.
  - Information on how to get to Main Street by using the bus, hotel shuttles and taxis will be in both Mountain Express and Park City Magazines.
  - Talking points on parking and alternative transportation will be developed for hostess stations

## **One Wasatch Presentation – Nathan Rafferty, Ski Utah President**

*Action Requested: No action is requested.*

Nathan Rafferty, Ski Utah President, will present information on One Wasatch. The vision for One Wasatch is to create the most efficient and enjoyable interconnected mountain resort ski experience in North America, recognizing watershed protection and backcountry ski terrain preservation as key elements.

## **Main Street Tenant Mix – Mark Harrington, Jonathan Weidenhamer and Thomas Eddington**

*Action Requested: No action is requested.*

The HPCA has often asked what restrictions could be put in place to limit chain stores and uses in the area. Prior to the Board discussion their thoughts, opinions and providing direction on these topics Mark Harrington, Jonathan Weidenhamer and Thomas Eddington will provide us background and information on if such regulations can exist.

Discussion on these items is scheduled for the November Board Meeting.

# HISTORIC PARK CITY ALLIANCE

## Balance Sheet

As of September 30, 2014

	<u>Total</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
Gift Card Control Account	5,375.28
HMBA Checking	-1,992.02
HPCA Reserve	105,657.28
Trash and Recycling Checking	12,423.07
Total Bank Accounts	<u>\$ 121,463.61</u>
<b>Accounts Receivable</b>	
Accounts Receivable	53,473.68
Total Accounts Receivable	<u>\$ 53,473.68</u>
<b>Total Current Assets</b>	<u>\$ 174,937.29</u>
<b>Other Assets</b>	
Bond Deposit	5,000.00
<b>Total Other Assets</b>	<u>\$ 5,000.00</u>
<b>TOTAL ASSETS</b>	<b><u>\$ 179,937.29</u></b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
Accounts Payable	197.13
Total Accounts Payable	<u>\$ 197.13</u>
<b>Credit Cards</b>	
Zions Credit Card	1,811.47
Total Credit Cards	<u>\$ 1,811.47</u>
<b>Other Current Liabilities</b>	
Reserve Fund	0.00
Total Other Current Liabilities	<u>\$ 0.00</u>
<b>Total Current Liabilities</b>	<u>\$ 2,008.60</u>
<b>Total Liabilities</b>	<b><u>\$ 2,008.60</u></b>
<b>Equity</b>	
<b>Opening Bal Equity</b>	0.00
<b>Retained Earnings</b>	51,088.42
<b>Net Income</b>	<u>126,840.27</u>
<b>Total Equity</b>	<b><u>\$ 177,928.69</u></b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b><u>\$ 179,937.29</u></b>

Wednesday, Oct 15, 2014 09:24:27 AM PDT GMT-6 - Accrual Basis

# HISTORIC PARK CITY ALLIANCE

## Profit & Loss by Class

July - September, 2014

	Autumn Aloft	FY15 Operating	Gift Card FY15	Parking Revenue FY14	Parking Revenue FY15	Recycling and Trash	Restaurant Tax Grant 2014	TOTAL
<b>Income</b>								
BID License Fees			63,423.00					63,423.00
Event Sponsorship		7,300.00						7,300.00
Gift Card								-
Gift Card Breakage Return			21.19					21.19
Total Gift Card	-	-	<b>21.19</b>	-	-	-	-	<b>21.19</b>
Grants								-
Grants Receivable		44,938.00					46,490.00	91,428.00
Total Grants		<b>44,938.00</b>	-	-	-	-	<b>46,490.00</b>	<b>91,428.00</b>
Interest Income			33.46			1.00		34.46
Parking Revenue				40,000.00				40,000.00
Trash and Recycling Fees					3,728.31			3,728.31
<b>Total Income</b>	<b>52,238.00</b>	<b>63,456.46</b>	<b>21.19</b>		<b>40,000.00</b>	<b>3,729.31</b>	<b>46,490.00</b>	<b>205,934.96</b>
Cost of Goods Sold								
Gift Card Sales			100.00					100.00
Total Cost of Goods Sold	-	-	<b>100.00</b>	-	-	-	-	<b>100.00</b>
Gross Profit		<b>52,238.00</b>	<b>63,456.46</b>	<b>(78.81)</b>		<b>40,000.00</b>	<b>3,729.31</b>	<b>46,490.00</b>
<b>Expenses</b>								
Annual Dues and Licenses		80.00						80.00
Chamber of Commerce			86.00					86.00
Licenses and Permits		105.00			32.00			137.00
Ski Utah			595.00					595.00
Total Annual Dues and Licenses		<b>185.00</b>	<b>681.00</b>			<b>32.00</b>		<b>898.00</b>
Contract Labor								-
Balloonmeister		5,000.00						5,000.00
Event Management		3,300.00						3,300.00
Total Contract Labor		<b>8,300.00</b>						<b>8,300.00</b>
Downtown Gift Card								-
Credit Card Charges			219.16					219.16
Program Fee			159.30					159.30
Total Downtown Gift Card			<b>378.46</b>					<b>378.46</b>
General Meeting Expenses								-
Board Meeting Expenses			32.66					32.66
Total General Meeting Expenses			<b>32.66</b>					<b>32.66</b>
Interest Exp			17.72					17.72
Marketing								-
Advertising/Promotional								-
Autumn Aloft		10,051.20						10,051.20
General HPCA		500.00		450.00				950.00
Spring/Fall		92.43		575.00		750.00		1,417.43
Total Advertising/Promotional		<b>10,643.63</b>			<b>1,025.00</b>		<b>750.00</b>	<b>12,418.63</b>
Brochures								9,525.45
Kiosks			100.00	1,202.17				1,302.17
Map/Directory			518.48	503.48				1,021.96
PR Contract								8,000.01
Search Engine Marketing		663.47					360.49	1,023.96
Swag		1,470.32						1,470.32
Web Hosting & Maintenance			74.97					74.97

	<b>Autumn Aloft</b>	<b>FY15 Operating</b>	<b>Gift Card FY15</b>	<b>Parking Revenue FY14</b>	<b>Parking Revenue FY15</b>	<b>Recycling and Trash</b>	<b>Restaurant Tax Grant 2014</b>	<b>Restaurant TOTAL</b>
<b>Total Marketing</b>	<b>12,777.42</b>	<b>74.97</b>	-	<b>618.48</b>	<b>2,730.65</b>	-	<b>18,635.95</b>	<b>34,837.47</b>
Meals & Entertainment			100.00					100.00
Volunteer		26.00						26.00
<b>Total Meals &amp; Entertainment</b>	<b>26.00</b>	<b>100.00</b>	-	-	-	-	-	<b>126.00</b>
Operating								-
Balloon & Pilot Participation Expense		4,600.00						4,600.00
Emergency Services		6,415.00						6,415.00
Equipment		158.78	63.80					222.58
Insurance		3,700.00						3,700.00
Misc		664.80						664.80
Propane		1,135.80						1,135.80
Restrooms		900.00						900.00
Software			129.39					129.39
Surveying and E-Newsletters			92.09					92.09
Trash		85.00						85.00
<b>Total Operating</b>	<b>17,659.38</b>	<b>285.28</b>	-	-	-	-	-	<b>17,944.66</b>
Parking Management								-
Incentives		2,295.00			314.23			2,609.23
<b>Total Parking Management</b>	<b>-</b>	<b>2,295.00</b>	-	-	<b>314.23</b>	-	-	<b>2,609.23</b>
Professional Services								-
Bookkeeping		279.00						279.00
Contract Work		8,799.99						8,799.99
<b>Total Professional Services</b>	<b>-</b>	<b>9,078.99</b>	-	-	-	-	-	<b>9,078.99</b>
Trash and Recycling								-
Recycling Contract					4,636.50			4,636.50
<b>Total Trash and Recycling</b>	<b>-</b>	<b>-</b>	-	-	<b>4,636.50</b>	-	-	<b>4,636.50</b>
Utilities								-
Telephone		135.00						135.00
<b>Total Utilities</b>	<b>-</b>	<b>135.00</b>	-	-	-	-	-	<b>135.00</b>
<b>Total Expenses</b>	<b>38,947.80</b>	<b>12,700.62</b>	<b>378.46</b>	<b>618.48</b>	<b>3,076.88</b>	<b>4,636.50</b>	<b>18,635.95</b>	<b>78,994.69</b>
<b>Net Operating Income</b>	<b>13,290.20</b>	<b>50,755.84</b>	<b>(457.27)</b>	<b>(618.48)</b>	<b>36,923.12</b>	<b>(907.19)</b>	<b>27,854.05</b>	<b>126,840.27</b>
<b>Net Income</b>	<b>13,290.20</b>	<b>50,755.84</b>	<b>(457.27)</b>	<b>(618.48)</b>	<b>36,923.12</b>	<b>(907.19)</b>	<b>27,854.05</b>	<b>126,840.27</b>

Tuesday, Oct 14, 2014 09:11:04 AM PDT GMT-6 - Accrual Basis