



**BOARD OF DIRECTORS MEETING**  
**Tuesday, September 15, 2015**  
**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 August 18, 2015	8:35am
III.	Public Input (Any matter of business not scheduled on agenda)	8:35am
IV.	Community/District Topics and Issues	8:40am
V.	Questions on Items included within the Written Update Section	8:40am
VI.	FY16 Amended Budget	8:45am
VII.	City Tour Update	8:50am
VIII.	Events – Park Silly Sunday Market and Kimball Arts Festival	9:05am
IX.	Keep it PC and Marketing Efforts for Residents	9:20am
X.	Adjourn Regular Meeting	10:00am

**Future Meetings**

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

October 20, 2015

Chamber FAM Videos - Share Park City” series

Workforce Shortage

Transportation

Thin Air Innovation Festival

November 17, 2015

Swede Alley Development

Pending Discussion Items:

- Future Olympic Bid
- Taxis and Shuttles

# **DRAFT**

## **Minutes of the Board of Directors Meeting Tuesday, August 18, 2015 8:30a.m. Treasure Mountain Inn**

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

**Absent:** Ron Wedig, Elisabeth Flaherty and Georgia Anderson (ex-officio).

**Others present:** Meisha Lawson Ross, Mike Sweeney, Rick Anderson, Julie Peters, Ken Davis, Bob Kollar, Jason Glidden, Hannah Turpen, Craig Sanchez, Dick Peek, Andy Beerman Christie Dilloway Myles Rademan, Michael Kaplan, Clio Rayner, David Brems, Christine Richman, Amirah Shahid, Brent, Heather Holt-Lister, Craig Vickers, Jennifer Hughes.

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

Myles Rademan reminded the Board that applications for the Leadership Class are due this Friday.

### **Minutes from July 21, 2015 Meeting**

John Kenworthy motioned to approve the minutes from the July 21, 2015 meeting. Craig Elliott seconded the motion. The minutes were unanimously approved.

### **Community/District Topics and Issues**

There were no comments made during this agenda item.

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

There were no comments made during this agenda item.

### **Tenant Mix Discussion**

Hannah Turpen with the Planning Department was introduced along with the members of the Tenant Mix Committee which includes Lori Harris, Becca Gerber, Don Croce and Puggy Holmgren.

The HPCA has supported looking at regulations to maintain the current tenant mix on Main Street. Last fall Jon-Eric Greene and Jan Wilking presented to the Board the current rental rates and leasing taking place on Main Street. How do we maintain unique and authentic businesses on Main Street and how can we maintain this diversity and mountain type businesses. The Tenant Mix Committee has looked at data gathered to determine if there is a change in the uses on Main Street.

A definition has been determined for Formula Business. This is just to allow conversations to continue, but may not remain the same in the future. The working definition states a Formula Business is a business which may be required by contractual or other arrangement to maintain one or more of the following standardized items: standardized menu or merchandise with 50% or more of in stock merchandise from a single distributor bearing uniform markings, a standardized array of products or merchandise, a standardized menu, uniform apparel, standardized architectural design, layout of facade, standardized decor or color scheme and/or standardized signs, trademarks, service marks or logos, or similar standardized features which causes it to be substantially identical to more than 10 other businesses regardless of ownership or location at the time of the application.

Data regarding the average lease for space on Main Street and the increase from 2012 is available. A table is also provided that shows the changes to linear footage of uses on the street from 2002, 2006 and 2015. Sales Tax comparison based upon the same uses is included within the meeting packet.

The next step for the Board is to determine if they wish to continue pursuing these regulations. The Tenant Mix Committee will meet again to redefine the goals and prioritize the issues. The City Council will discuss this topic in September.

There has been letters to the Editor in the Park Record regarding vacant spaces. Alison explained that the Tenant Mix Committee has identified vacant buildings and how to secure year round use of spaces such as the Claimjumper.

Becca Gerber asked if there could be more of a definition developed for how linear footage is calculated. The numbers are showing a decrease of linear feet that may or may not have occurred. Rick Anderson asked for what the “other” category asterisk are representing. Alison stated she would email the Board with the answer.

Alison asked if the Board is still supportive of this effort. Becca outlined the questions that would be asked today to help the Tenant Mix Committee move forward. Previous to today the HPCA has not stated they support regulations, just investigating them.

John Kenworthy stated that he has been approached more than once in the past few months by people willing to buy out his lease. John stated that demand for space on the street is high. Becca found it interesting that people are being approached such as John when there are vacant spaces like Talisker and Silver remain vacant.

Alison explained that a meeting was held last week with representatives from Main Street property owners, commercial real estate agents and Michael Kaplan. Myles was at the meeting and explained to the Board that his concern is focused on vacant buildings. Myles stated that Vail is interested in local businesses providing services in the community; however when that service no longer works, or is not at their standard Vail will come in to provide it themselves. Myles stated that it is difficult as a property owner since there are instances when tenants are interested in running a successful business. Local businesses are great if there are serious local business people.

Michael Kaplan stated that most if not all of our vacant buildings are results of those property owners receiving significant income from renting the spaces for the Sundance Film Festival that they don’t need to pursue tenants for the remainder of the year. Michael stated that this is a unique situation for just Park City.

There is a tipping point when the local businesses will no longer be able to afford rent on Main Street. Most businesses that we use as locals are not on Main Street. Services like barber shops and hardware stores were once on Main Street and eventually moved out when the mix moved to more t-shirt shops. Changes have happened to Main Street and are continuing. Park City’s lease spaces are small which will discourage many larger retailers from moving to the area. Michael did state that there are businesses that move to Park City only to be able to say they have a presence here. They are no money makers and often the leases are paid through the company’s marketing budget. John Kenworthy stated that these types of businesses only operate five months a year. This would kill the vibrancy of Main Street.

Mike Sweeney asked if there are these types of businesses currently on Main Street. Gorsuch was mentioned along with Baranof and Alaska Fur Gallery. While not prominent this is a trend that has been seen in other resort towns.

Becca stated that during the May Strategic Plan meeting words like authentic and unique were mentioned. She asked what could be done to maintain that. Myles reminded the Board that regulations can be limited due to president in other communities and Utah law. Main Street is a National Historic District and that needs to be maintained. The dining decks are required to remain open for lunch and dinner; this was to maintain the vibrancy. As for formula business stores there are some things you can do such as exterior look, colors and signs. As a short term solution can the vacant buildings be lit, or photos placed in the windows.

Ken Davis stated that tenants of a mall are required to maintain certain business hours. He asked if the City could institute something similar where they set minimum business hours. Myles thought that idea could be a stretch. Mike Sweeney stated that he adds operating hours to all his tenant’s leases. Ken stated that individual leases do not contain these clauses. As a National Historic District we need to operate as a whole, just as a mall does.

John Kenworthy referenced Mark Harrington’s presentation last year regarding what can legally be done. Hannah Turpen has been looking at what other towns due to limit formula stores. They only allow a certain number, they could require a certain permit like a conditional use permit or they limit the size. Hannah stated that the current sizes of spaces are small so the third option may not be best.

Becca asked how a new business on the street could operate if they are required to be open during certain hours could be successful. Often new businesses don't staff long hours as they get going because it is either a limited staff or to save on costs.

Michael reminded the Board of the need to react to Westgate's sale of timeshares and misleading sign that states Tourist Information. He asked how we can be more proactive.

Becca asked the Board if they are more concerned about tenant mix or vacant stores which would have a higher priority. The Board unanimously felt the vacant spaces were the highest priority. Alison asked if having the lights on and adding photos in the window is enough. Some Board members asked if we want to look at regulations on minimum number of operating hours or day of the week. Susan Meyer cautioned the Board that we pursue only the options that are legally defensible. Sandra Morrison stated that she thought the zoning code required Main Street spaces to be tax producing. Craig Elliott stated that the code only lists uses that are prohibited. It is a negative language, not positive towards sales tax. Ken asked if there could be a minimum amount of sales tax that must be generated by a space. Craig stated that as an architect and interior design studio he can now be in a first store space. Interior design does charge sales tax.

Mike Sweeney asked why is it that people don't want to conduct business year round. The off season is not so slow any longer. We should focus on getting people here 365 days a year. Alison asked Mike what the threshold of how many more people need to come. Becca asked what would incentivize the residents; they are the closest people to Main Street. Craig stated Lululemon has brought more locals back to the street than anything else. Lululemon would fall under the current definition of Formula Business.

Lori Harris stated that there is nothing specifically wrong with Lululemon coming to the street. It is they open the door to Prana, Athleta and others to come to the street.

Caleb Flowers stated that he likes to see the variety, but what concerns him is when there is the same store in more than one location on Main Street. Having diversity is better than preventing chains.

Craig stated that limiting ownership of businesses to those that live in the area is not the solution either. Not everyone who lives here wants to open a small business. Caleb was stated "we work" space where there are small office spaces that could be rented but they share common services. The Gateway Center is working as an incubator. His first space was 364 square feet. That allowed him to slowly grow his business and now it is in a larger location.

Becca stated that it would be great for us to make a list of the types of businesses that could add vibrancy to Main Street. We could go out and seek these types.

In Zermatt, Switzerland there is a community owned ski ticket shop located downtown. It is a draw in the evenings to the area.

Alison asked for clarification, does the Board want local owners. Out of town or corporate owners seek their services out of town, and she asked if this is the main concern. Caleb is okay with a larger store coming in that is closed many months of the year. They are not contributing nor participating in the community. Maren Mullin stated that being closed for months is some people's business model.

Myles reminded the board that efforts should be focused on what can be controlled. He is concerned with the look of a National Historic District. There are not that many and we need to work to protect the viability of that designation.

John felt that size of space is critical. Becca feels size of space is not enough of a regulation to address the issue. Lori stated that it could be added with other criteria similar to what has been done in other communities. Hannah stated that it is a good path to follow.

Alison explained to the Board that she wants to have the Board's top priorities so that she can pursue the correct regulations instead of wasting time on something the board does not find valuable. Judy Cullen thought we should look at the issue from the other side and finding the correct incentives to help people. Jan Wilking stated that rents are getting higher and he becomes concern about the tenant ability to remain in business. Jan stated that one option is for the city to

obtain retail space or build it in Swede Alley. These spaces could be smaller. Ken felt this option would exacerbate the parking issue. Jan asked which was more pressing parking or lease rates. Parking can be addressed in other ways.

Jan felt that the addition of hot beds will be the best thing to bring customers to the street. Large condominium units are not being rented nightly and only bring someone to the street for a few weeks a year. Ken agreed that hot beds are a high priority to Main Street and the organization has supported this use. However, over the last few years large condominium units have the best economic incentive for developers and this is driving the use away from hot beds.

John supports Hannah's research in regulating tenant mix. This is key to the vibrancy of the street. This issue is multifaceted and includes hot beds and vacancy.

Michael asked if we could use the secondary versus primary homeowner as a model, we could look at incentives or breaks on permits at a similar rate for businesses with local owners versus out of town owners. Michael feels there can be changes made that would make nightly rentals more enticing on Main Street. Reducing parking regulations for hot beds is one measure that can work.

Andy Beerman weighed in as a business owner and mentioned that Aspen and Vail has had similar issues. He recommended we look at their regulations. He feels we are behind the curb and mentioned the buildings along the street that have turned into "dead beds". He feels these two issues are connected. When Aspen lost their hot beds they did not have the number to support locally owned businesses. They weren't getting enough business. He stressed we should address this issue with haste.

Alison stated that when this was last discussed by the Board they stated support of investigation of these issues. She stated that it is appearing that the Board is most concerned with vacant spaces, hot beds and incentivizing local businesses. It seems the Board is more supportive of those three topics rather than tenant mix. John wants to regulate chain stores and limit them.

Maren providing the alternate perspective mentioned that when a million dollar condo is purchased it is bringing her a new client. This is how some of the businesses on the street make their living. Maren doesn't feel we should prohibit larger units on a whole.

Myles thinks it is difficult to prioritize when the legal ramifications are unknown.

Rick Anderson stated that second floor office space should be added to the list. The addition of more people working on Main Street would benefit the businesses.

Craig suggested we interview some developers to find out where their issues are. It could provide key insight and allow us to understand more.

Alison stated she wanted the Board's position of the end goal. While there is work to be done on how to get there she wants to make sure when she is in front of the City Council both groups are heading in the same direction. Alison asked the Board if she can say the main concerns of the HPCA are vacant buildings, need for hot beds, support local businesses, support more office, and to look at ways to regulate formula businesses. Not eliminating formula businesses but placing a limit on them.

Maren asked what incentivize meant. Mike said deregulation. Alison stated that it has not been decided at this moment. Lori stated it could be grants to subsidize rent. Becca stated that subsidies have come up in previous meetings. She stated that the funds would be passed landlord.

Becca summarized the priorities as the Board is concerned about vacancies in buildings, lack of hot beds and empty office spaces, and look at ways to support local businesses.

Caleb asked if the City is renting out spaces on Main Street. Sandra stated that she is a City tenant along with Marmot.

Alison stated that the Tenant Mix will gather back together. The City Council will see this in September. Steps are being taken in the right direction. Next time the Board sees this item she anticipates reviewing draft code regulations.

**Presentation by the Design Team Lead by GSBS Architects on the Brew Pub Plaza**

Members of the Design Team lead by GSBS introduced themselves and included Clio Rayner, David Brems, Christine Richman, Amirah Shahid, Brent, Heather Holt-Lister, Craig Vickers, and Jennifer Hughes.

Amirah Shahid, with Civitas attended the meeting by phone and began the presentation by walking through a PowerPoint presentation showing successful plazas, elements they include and walked through population diagrams for different types of uses. The design team provided further insight into the property, constraints and general goals.

Alison stated that once the meeting adjourns the HPCA Infrastructure Committee will meet with the design team to provide more specific input.

**Adjourn**

Motion by Jan Wilking and seconded by John Kenworthy. The meeting adjourned at 10:05am.

**Next meeting September 15, 2015 at 8:30 am at the Treasure Mountain Inn**

**September 15, 2015**  
**Board Packet**

**Written Updates**

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

**FALL PROMOTION – A PEEK OF HISTORIC PARK CITY**

**A Peek of Park City**

**September 25 – October 25**

**What:** The Historic Park City Alliance announces the 3rd annual “A Peek of Park City” promotion designed to communicate that Historic Park City is open during the fall shoulder season.

For 2015, our goal will be to promote the district from September 25 – October 25. The HPCA will conduct media outreach and schedule an advertising campaign during the promotional period. The HPCA will extend our media buy to include a more regional audience with the goal of encouraging overnight visitation. All events and promotions during the promotional period will be included in the festivities.

**Currently scheduled events that fall within the promotional period include:**

25-Sep	Gallery Stroll	Participating Galleries
September 25-October 11	Thriller-by Odyssey	Egyptian Theatre
1-Oct	Bone Thugs N Harmony	PC Live
October 1 – October 11	Dine About	Participating Restaurants
2-Oct	Mason Jennings	PC Live
3-Oct	Savoy	PC Live
6-Oct	Big Gigantic	PC Live
10-Oct	<a href="#">Haunted Pumpkin</a>	Paint Mixer
October 15-17	<a href="#">PAINT-A-SKATEBOARD</a>	Paint Mixer
October 16 - 17	Big Brother & the Holding	Egyptian Theatre
18-Oct	Xavier Rudd	PC Live
21-Oct	Beats Antique	PC Live
22-Oct	Fall Into Fashion	Participating Boutiques
October 22 - 24	BoDeans	Egyptian Theatre
24-Oct	<a href="#">Looking Up</a>	Paint Mixer
25-Oct	<a href="#">Haunted House</a>	Paint Mixer

The goal of the HPCA is to increase awareness of the district during this time period. By communicating different things to do throughout the month our reach is furthered with more opportunity.

The Historic Park City Alliance will continue to offer Free Parking to visitors who sign up for a voucher online before visiting the district.

**When:** September 25 – October 25

**Where:** Historic Park City

Merchants can choose to offer a special event during the entire period, one day or perhaps certain days. The Historic Park City Alliance will promote activities through targeted public relations and marketing campaigns in Salt Lake City and Park City; targeted publications to include Salt Lake Magazine, KSL.com, Park Record and KPCW. The HPCA will extend efforts to regional drive markets to encourage out of state visitation. The HPCA will conduct media outreach with select media in SLC and key target markets. Consumers will be directed to the Historic Park City website for a complete listing of events and specials.

**Why:** Our goal is to increase revenue for member merchants during the slow shoulder season.

If you have specials or special events you would like to include in the 2015 Peek of Historic Park City promotion please let Meisha know by September 21, 2015.

## **WEBSITE PERFORMANCE**

- A detailed look at July website performance can be found [here](#).
  - We saw a nearly 30% increase in visitors compared to last year (5,680 visits July 22 – August 21). This increase was not a result of any paid advertising other than our ongoing social and content work.
  - Visits compared to June 22 – July 21 were flat.

## **Construction – Information provided by Craig Sanchez**

Miller Paving will finish up the pavers this week in the current section that is in front of the Egyptian Theatre. The goal is to complete this section by Friday.

The next section runs from Park City Harley Davidson's storefront to Cisero's Ristorante. Demolition begins on the next section starting Wednesday the 9<sup>th</sup>. It will take about 2 ½ weeks to complete this section.

## **FY15 Final Financial Reports – Information provided by Alison Butz**

The final profit and loss statement along with the balance sheet have been included within this packet for the Board to review.

## **Discussion Topics**

### **FY16 Amended Budget Approval – Alison Butz**

*Action Requested: Consider approving the Amended 2015 - 16 budget.*

The final grant funding amounts have been added into the budget and the items adjusted. HPCA received funding from all sources except the Utah Office of Tourism.

### **City Tour Update – Alison Butz**

*Action Requested: No action requested.*

Becca Gerber and Alison Butz are attending City Tour from September 9 through September 13. They will provide the Board with an overview of the trip to Breckenridge and Grand Junction Colorado.

### **Events – Park Silly Sunday Market and Kimball Arts Festival – Alison Butz**

*Action Requested: Provide feedback on the Park Silly Sunday Market and Kimball Arts Festival.*

Organizers for both the Park Silly Sunday Market and Kimball Arts Festival are interested in negotiating new contracts with Park City for their event operations. In preparation for those discussions the HPCA has released an Events Survey to the membership. Preliminary results from the survey will be presented at Tuesday's meeting.

### **Keep it PC and Marketing Efforts for Residents – Meisha Lawson and Alison Butz**

*Action Requested: Discuss and provide direction on HPCA's participation in Keep it PC along with a separate yearlong resident marketing and PR campaign.*

The HPCA has been a member of the National Main Street Center for many years. The National Main Street Center is an arm of the National Trust for Historic Preservation. When explaining the importance of Main Streets they state "Main Streets are the traditional center for social, cultural, and economic activity for their communities. They are the big stage, the core of the community. Our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Our Main Streets are the places of shared memory where the entire community still comes together to live, work, and play."

As the HPCA Board discussed Tenant Mix the title for the topic changed to Preserve Historic Park City Character. There are some people who use Main Street every day, but we want to provide additional "reasons" to come to Main. It retains a connection to the community both past and present. Main Street was always important to residents and rekindling that understanding can assist in our goals to keep our current mix.



As part of the FY16 marketing efforts, the Marketing and PR Committee asked Meisha to look into the Keep it PC Program. Keep it PC is an initiative housed within the Park City Chamber and Visitors Bureau. The goal of the campaign is to:

- Educate consumers on the benefits of buying locally: strong economy, more jobs, tax revenue that supports our infrastructure, trails, parks, transit system, etc.
- Educate consumers on the range of [competitive goods and services available](#) in the greater Park City area via the Chamber's online [business directory](#)
- Encourage private and public sector organizations to commit to supporting local vendors and suppliers in recognition of the contribution they make to our community and economy.

The cost to participate in the Keep it PC campaign with the Chamber is \$325 a month with a minimum of a four month commitment. The media components for this campaign include:

- Media Source: Park City Television.
- Promotional Vehicle: 30-second Keep It PC promotional commercial, which is aired 42 times per week (6 times per day).
- The opportunity for HPCA as a sponsor: HPCA would receive free production and airing of a sponsorship billboard that will air at the end of each 30-second promotional commercial (i.e.: Keep It PC is brought to you in part by the Historic Park City Alliance”), which will include the HPCA logo and short message/verbal acknowledgement.
- What will it look like? Here is a link to a previous Keep It PC promotional commercial with CenturyLink as the sponsor, [http://youtu.be/seeDXO43\\_c](http://youtu.be/seeDXO43_c). We envision an HPCA sponsorship can be put together in a similar format.

Efforts with the Keep it PC campaign is derived from similar messaging used during Small Business Saturday. Based upon the interest of the Committee Meisha and Alison recommend a trial 1 year campaign targeted at Summit County residents. Messaging about the multiplier effect of local spending, acknowledgment that Main Street business owners and employees are part of the community and gaining awareness and pride of a small town Main Street and what that means for a community.

The atmosphere in town leave many to wonder what the future looks like and if the core characteristics of Park City they fell in love with will remain. With Main Street as the heart of the community there is an opportunity to reestablish the importance of a Main Street and highlight what it means to our community.

A one year campaign highlighting the importance of Main Street in a community would give enough time to see if there was any impact. The start of the campaign would be distribution of a survey to the local residents. Avenues such as the Park Record, KPCW and email distribution lists will be used to solicit responses. The questions are aimed at the current frequency the local residents shop, dine and are entertained on Main Street. Activation at events targeted to local residents such as Halloween, the Light Parade and Deer Valley Freestyle Street Concert could be simple. Messaging up to the event would highlight the importance of Main Street and at the event stickers (similar to “I Voted”) could be distributed. The stickers would include the branding of the campaign. Ideas for the campaign name included My Main Street, Remember Main and Re-Main Park City.

If the Board is supportive of this concept, a full plan will be presented at the October Board Meeting for review and approval. Funding for the campaign would be from Spring and Fall activation dollars.

# HISTORIC PARK CITY ALLIANCE

## Profit & Loss by Class

July 2014 - June 2015

	Autumn Aloft	Chamber Event Grant FY15	FY14 Operating	FY15 Operating	Gift Card FY15	Parking Revenue FY15	Recycling and Trash	Restaurant Tax Grant 2014	Not Specified	TOTAL
<b>Income</b>										
BID License Fees				63,423.00						63,423.00
Event Sponsorship	7,300.00									7,300.00
Gift Card										0.00
Gift Card Breakage Return					21.19					21.19
<b>Total Gift Card</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 21.19</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 21.19</b>
<b>Grants</b>										0.00
Chamber Event Grant	9,533.82	2,500.00								12,033.82
Restaurant Tax Grant	34,938.00							46,490.00		81,428.00
<b>Total Grants</b>	<b>\$ 44,471.82</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 46,490.00</b>	<b>\$ 0.00</b>	<b>\$ 93,461.82</b>
Interest Income				70.12			4.04			74.16
Parking Revenue						40,000.00				40,000.00
Sales				50.00						50.00
Services						430.00				430.00
Trash and Recycling Fees							16,056.13			16,056.13
<b>Total Income</b>	<b>\$ 51,771.82</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 63,543.12</b>	<b>\$ 21.19</b>	<b>\$ 40,430.00</b>	<b>\$ 16,060.17</b>	<b>\$ 46,490.00</b>	<b>\$ 0.00</b>	<b>\$ 220,816.30</b>
<b>Cost of Goods Sold</b>										
Gift Card Sales					100.00					100.00
<b>Total Cost of Goods Sold</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 100.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 100.00</b>
<b>Gross Profit</b>	<b>\$ 51,771.82</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 63,543.12</b>	<b>\$ 78.81</b>	<b>\$ 40,430.00</b>	<b>\$ 16,060.17</b>	<b>\$ 46,490.00</b>	<b>\$ 0.00</b>	<b>\$ 220,716.30</b>
<b>Expenses</b>										
Annual Dues and Licenses				850.00						850.00
Chamber of Commerce				145.00						145.00
Licenses and Permits	185.00			172.00		67.00				424.00
National Main Streets				250.00						250.00
Sidewalk Sales Licence				120.00						120.00
Ski Utah				595.00						595.00
<b>Total Annual Dues and Licenses</b>	<b>\$ 185.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 2,132.00</b>	<b>\$ 0.00</b>	<b>\$ 67.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 2,384.00</b>
<b>Contract Labor</b>										0.00
Balloonmeister	5,000.00									5,000.00
Event Management	7,800.00									7,800.00
<b>Total Contract Labor</b>	<b>\$ 12,800.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 12,800.00</b>
<b>Downtown Gift Card</b>										0.00
Credit Card Charges					229.11					229.11
Postage				1.86						1.86
Program Fee					185.20					185.20
<b>Total Downtown Gift Card</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 1.86</b>	<b>\$ 414.31</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 416.17</b>
<b>Events</b>										0.00
Halloween		500.00				416.57				916.57
Holidays in HPC		1,000.00				3,106.73				4,106.73
Kids Day						756.90				756.90
Light Parade		1,000.00				615.70				1,615.70
Peek of HPC						3,700.70				3,700.70
<b>Total Events</b>	<b>\$ 0.00</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 8,596.60</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 11,096.60</b>
<b>General Meeting Expenses</b>										0.00
Board Meeting Expenses				138.46						138.46
Membership Meeting				841.31						841.31
<b>Total General Meeting Expenses</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 979.77</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 979.77</b>
Interest Exp				17.72						17.72
<b>Marketing</b>										0.00
Advertising/Promotional										0.00
Autumn Aloft	13,952.10							495.00		14,447.10
General HPCA						5,940.70		1,968.16		7,908.86
Holiday						2,283.81		5,100.58		7,384.39
Spring/Fall				599.95		2,532.77		1,610.49		4,743.21
<b>Total Advertising/Promotional</b>	<b>\$ 13,952.10</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 599.95</b>	<b>\$ 0.00</b>	<b>\$ 10,757.28</b>	<b>\$ 0.00</b>	<b>\$ 9,174.23</b>	<b>\$ 0.00</b>	<b>\$ 34,483.56</b>
Brochures								10,061.63		10,061.63
Digital Content Development								600.00		600.00
Kiosks						3,231.95				3,231.95

Map/Directory							2,510.49						2,510.49
Other							765.57						765.57
PR Contract				2,666.67			13,333.35		16,000.02				32,000.04
Search Engine Marketing									2,231.75				2,231.75
Swag	1,470.32												1,470.32
Video and Photography									2,000.00				2,000.00
Web Hosting & Maintenance				328.81									328.81
<b>Total Marketing</b>	<b>\$ 15,422.42</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 3,595.43</b>	<b>\$ 0.00</b>	<b>\$ 30,598.64</b>	<b>\$ 0.00</b>	<b>\$ 40,067.63</b>	<b>\$ 0.00</b>	<b>\$ 89,684.12</b>			
Meals & Entertainment													0.00
Gifts				568.69									568.69
Volunteer	26.00												26.00
<b>Total Meals &amp; Entertainment</b>	<b>\$ 26.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 568.69</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 594.69</b>		
Miscellaneous Expenses							430.00				0.00		430.00
Operating													0.00
Balloon & Pilot Participation Expense	4,600.00												4,600.00
Bank Charge				346.00									346.00
Emergency Services	6,415.00			300.00									6,715.00
Equipment	823.58			63.80									887.38
Insurance	3,700.00			744.00									4,444.00
Membership Mailing				253.44									253.44
Misc	3,179.02								81.65	0.00			3,260.67
Post Office Box Rental				74.00									74.00
Propane	1,135.80												1,135.80
Restrooms	900.00												900.00
Software				912.02									912.02
Survey Monkey				85.54									85.54
<b>Total Software</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 997.56</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 997.56</b>		
Supplies				53.50									53.50
Surveying and E-Newsletters				409.01									409.01
Trash	85.00												85.00
<b>Total Operating</b>	<b>\$ 20,838.40</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 3,241.31</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 81.65</b>	<b>\$ 0.00</b>	<b>\$ 24,161.36</b>		
Parking Management							226.70						226.70
Incentives				2,295.00			513.23						2,808.23
<b>Total Parking Management</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 2,295.00</b>	<b>\$ 0.00</b>	<b>\$ 739.93</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 3,034.93</b>		
Professional Services													0.00
Accounting			0.00	820.47						0.00			820.47
Bookkeeping				831.00									831.00
Contract Work				35,199.96									35,199.96
Facilitation				225.00									225.00
<b>Total Professional Services</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 37,076.43</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 37,076.43</b>		
Trash and Recycling													0.00
Rebates									757.08				757.08
Recycling Contract									18,843.00				18,843.00
<b>Total Trash and Recycling</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 19,600.08</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 19,600.08</b>		
Travel													0.00
Meals				5.70									5.70
Travel				0.00									0.00
<b>Total Travel</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 5.70</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 5.70</b>		
Utilities													0.00
Telephone				540.00									540.00
<b>Total Utilities</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 540.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 540.00</b>		
<b>Total Expenses</b>	<b>\$ 49,271.82</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 50,453.91</b>	<b>\$ 414.31</b>	<b>\$ 40,432.17</b>	<b>\$ 19,600.08</b>	<b>\$ 40,149.28</b>	<b>\$ 0.00</b>	<b>\$ 202,821.57</b>			
<b>Net Operating Income</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 13,089.21</b>	<b>-\$ 493.12</b>	<b>-\$ 2.17</b>	<b>-\$ 3,539.91</b>	<b>\$ 6,340.72</b>	<b>\$ 0.00</b>	<b>\$ 17,894.73</b>			
Other Expenses													
Prior Year Adjustments				480.38									480.38
<b>Total Other Expenses</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 480.38</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 480.38</b>		
<b>Net Other Income</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>-\$ 480.38</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>-\$ 480.38</b>		
<b>Net Income</b>	<b>\$ 2,500.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 12,608.83</b>	<b>-\$ 493.12</b>	<b>-\$ 2.17</b>	<b>-\$ 3,539.91</b>	<b>\$ 6,340.72</b>	<b>\$ 0.00</b>	<b>\$ 17,414.35</b>			

# HISTORIC PARK CITY ALLIANCE

## Budget Overview: Draft FY16

July 2015 - June 2016

August Amendment

	Autumn Aloft	Chamber Event Grant FY16	FY16 Operating	Parking Revenue FY16	Restaurant Tax Grant FY15	Restaurant Tax Grant FY16	Utah Office of Tourism	Trash and Recycling	TOTAL
Income									
BID License Fees			\$56,374						\$56,374
Event Sponsorship	\$12,000								\$12,000
Grants		\$9,750							
Chamber Event Grant	\$10,000	\$2,500							\$12,500
Restaurant Tax Grant	\$35,530				\$7,140	\$41,500			\$84,170
Utah Office of Tourism Grant	\$7,000						\$34,750		\$0
Total Grants	\$57,530	\$2,500	\$0	\$0	\$7,140	\$41,500	\$0	\$0	\$96,670
Interest Income									
Parking Revenue				\$40,000					\$40,000
Services									\$0
Trash and Recycling Fees								\$17,250	\$17,250
Total Income	\$69,530	\$2,500	\$56,374	\$40,000	\$7,140	\$41,500	\$0	\$17,250	\$222,294
Gross Profit	\$69,530	\$2,500	\$56,374	\$40,000	\$7,140	\$41,500	\$0	\$17,250	\$222,294
Expenses									
Annual Dues and Licenses									
Chamber of Commerce			\$118						\$118
Licenses and Permits			\$200						\$200
National Main Streets			\$250						\$250
Sidewalk Sales Licence			\$60						\$60
Ski Utah			\$595						\$595
Total Annual Dues and Licenses	\$0	\$0	\$1,223	\$0	\$0	\$0	\$0	\$0	\$1,223
Contract Labor									
Balloonmeister	\$5,000								\$5,000
Contemporary Services	\$750								\$750
Event Management	\$6,000								\$6,000
Total Contract Labor	\$11,750	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$11,750
Downtown Gift Card									\$0
Other			\$0						\$0
Total Downtown Gift Card	\$0	\$0	\$0	\$0		\$0	\$0	\$0	\$0
Events									
Halloween		4250-\$500							\$500
Holidays in HPC		4600-\$1,000		\$1,000					\$2,000
Light Parade		\$1,000		\$750					\$1,750
Peek of HPC/Spring into HPC				\$3,500					\$3,500
Total Events	\$0	\$2,500	\$0	\$5,250	\$0	\$0	\$0	\$0	\$7,750
General Meeting Expenses									
Board Meeting Expenses			\$600						\$600
Membership Meeting			\$1,000						\$1,000
Total General Meeting Expenses	\$0	\$0	\$1,600	\$0	\$0	\$0	\$0	\$0	\$1,600
Marketing									
Advertising/Promotional									
Autumn Aloft	\$15,000								\$15,000
General HPCA				\$4,300					\$4,300
Summer Branding				\$4,000					\$4,000
Holiday				\$3,000		\$3,000			\$6,000
Spring/Fall				\$1,500		\$6,500			\$8,000
Total Advertising/Promotional	\$15,000	\$0	\$0	\$10,800	\$0	\$9,500	\$0	\$0	\$37,300
Brochures							\$15,750		\$0
Digital Content Development					\$3,250	\$5,000			\$8,250
Kiosks				\$3,300					\$3,300
Map/Directory				\$3,000					\$3,000
PR Contract	\$5,000		\$7,027	\$13,100		\$10,000			\$35,127
Search Engine Marketing				\$110	\$890	\$2,000			\$3,000
Swag	\$1,500								\$1,500
Video and Photography					\$3,000				\$3,000
Visitors Center Handouts									\$0
Web Hosting & Maintenance				\$500					\$500
Website Development				\$2,750		\$15,000	\$15,000		\$17,750
Total Marketing	\$21,500	\$0	\$9,887	\$31,590	\$7,140	\$41,500	\$0	\$0	\$112,727
Meals & Entertainment									
Gifts			\$200						\$200
Total Meals & Entertainment	\$0	\$0	\$200	\$0	\$0	\$0	\$0		\$200
Operating									
Balloon and Pilot Participation Expense	\$8,400								\$8,400
Bank Charge			\$50						\$50

	Autumn Aloft	Chamber Event Grant FY16	FY16 Operating	Parking Revenue FY16	Restaurant Tax Grant FY15	Restaurant Tax Grant FY16	Utah Office of Tourism	Trash and Recycling	TOTAL
City and Emergency Services	\$14,230								\$14,230
Equipment Rental	\$2,250								\$2,250
Insurance	\$6,250		\$744						\$6,994
Membership Mailing			\$470						\$470
Misc	\$1,500								\$1,500
Office Equipment			\$250						\$250
Post Office Box Rental			\$72						\$72
Propane	\$3,400								\$3,400
Restroom Rental	\$2,000								\$2,000
Signage	\$250								\$250
Software			\$600						\$600
Supplies			\$400						\$400
Surveying and E-Newsletters			\$300						\$300
Total Operating	\$38,280	\$0	\$2,886	\$0	\$0	\$0	\$0	\$0	\$41,166
Parking Management									
Messaging				\$0					\$0
Total Parking Management	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Professional Services									
Bookkeeping			\$1,500						\$1,500
Contract Work			\$35,463						\$35,463
Facilitation			\$2,250						\$2,250
Total Professional Services	\$0	\$0	\$39,213	\$0	\$0	\$0	\$0	\$0	\$39,213
Trash and Recycling									
Admin								\$300	\$300
Rebates								\$2,500	\$2,500
Recycling Contract								\$19,497	\$19,497
Total Trash and Recycling	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$22,297	\$22,297
Travel									
Meals			\$75						\$75
Travel			\$750						\$750
Total Travel	\$0	\$0	\$825	\$0	\$0	\$0	\$0	\$0	\$825
Utilities									\$0
Telephone			\$540						\$540
Total Utilities	\$0	\$0	\$540	\$0	\$0	\$0	\$0	\$0	\$540
Total Expenses	\$71,530	\$2,500	\$56,374	\$36,840	\$7,140	\$41,500	\$0	\$22,297	\$239,291
Net Operating Income	-\$2,000	\$0	\$0	\$3,160	\$0	\$0	\$0	-\$5,047	\$3,160
Net Income	-\$2,000	\$0	\$0	\$3,160	\$0	\$0	\$0	-\$5,047	\$3,160

# HISTORIC PARK CITY ALLIANCE

## Balance Sheet

As of June 30, 2015

	<u>Total</u>
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Gift Card Control Account	154.80
HMBA Checking	36,742.81
HPCA Reserve	15,693.94
Trash and Recycling Checking	9,488.17
Total Bank Accounts	<b>\$ 62,079.72</b>
Accounts Receivable	
Accounts Receivable	2,815.86
Total Accounts Receivable	<b>\$ 2,815.86</b>
Total Current Assets	<b>\$ 64,895.58</b>
Other Assets	
Bond Deposit	0.00
Total Other Assets	<b>\$ 0.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 64,895.58</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-4,876.58
Total Accounts Payable	<b>-\$ 4,876.58</b>
Credit Cards	
Zions Credit Card	1,269.39
Total Credit Cards	<b>\$ 1,269.39</b>
Other Current Liabilities	
Reserve Fund	0.00
Total Other Current Liabilities	<b>\$ 0.00</b>
Total Current Liabilities	<b>-\$ 3,607.19</b>
Total Liabilities	<b>-\$ 3,607.19</b>
Equity	
Opening Bal Equity	0.00
Retained Earnings	51,088.42
Net Income	17,414.35
Total Equity	<b>\$ 68,502.77</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 64,895.58</b>