



## BOARD OF DIRECTORS MEETING

Tuesday, March 16, 2021

Join URL: Join Zoom Meeting

<https://zoom.us/j/97050369955?pwd=dTc1RDZ2VXbmoXNTVJcDZlQVpMZz09>

Phone: +1 346 248 7799 | Meeting ID: 970 5036 9955# | Password: 816467#

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

### 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

- 8:30 am Roll Call
- 8:33 am Minutes from February 16, 2020
- 8:35 am Public Input (Any matter of business not scheduled on agenda)
- 8:40 am Questions on Items included within the Written Update Section
  - a) Marketing and Communications Snapshot
  - b) DABC Temporary Alcohol Approvals
- 8:45 am Community Updates
- 8:50 am Budget and Finance Review
- 8:55 am Update on Executive Director Position
- 9:00 am Board Terms expiring on June 30, 2021 and 2021 Elections
- 9:05 am Main Street Month over Month Sales
- 9:15 am Resort City Sales Tax History and Proposed Use of for the Arts and Culture District
- 9:45 am Park City Chamber and Visitors Bureau – Destimetrics Review ad Mask Survey
- 10:00 am Adjourn Regular Meeting

**Note:** *HPCA is an organization for and by its members. All member opinions are welcome, and thorough discussion is encouraged. From time to time, deference will be given to Board of Directors so that business on the agenda may be completed. However, our goal is to foster an environment where all feel welcome to speak, all opinions are heard, and no one feels intimidated to participate.*

**Future Meetings:** April 20, 2021      May 18, 2021      June 21, 2020

## **DRAFT**

### **MINUTES OF THE BOARD OF DIRECTORS MEETING**

**Tuesday, February 16, 2021**

**Zoom – online meeting platform**

*Minutes by Alison Kuhlow, Executive Director*

**8:30 am** Meeting was called to order.

**BOD Attendance:** Rhonda Sideris, Puggy Holmgren, Tana Toly, Greg Ottosan, Monty Coates, Shirin Spangenberg, Ron Wedig, Colby Larsen, Jessica McCleary, Jana Potter, Seth Adams, Stephen McKay, Ed Shaul, , John Murko, and Mike Sweeney Bob Kollar, , Steve Joyce (City Council Liaison), Alison Kuhlow (Executive Director), and Meisha Ross (Marketing Director).

**Absent:** Kate Serpe, Ted Eberle, and John Kenworthy

#### **Minutes from January 19, 2021 Meeting**

Puggy Holmgren proposed a motion to approve the minutes from January 19, 2021. Monty Coates motioned to approve the minutes. The minutes were unanimously approved.

#### **Items not on the Agenda**

No input.

#### **Written Updates**

Mary Ann Cirino mentioned there were businesses habitually leaving trash outside of the dumpster and lack of breaking down of cardboard boxes.

#### **Community Updates**

Rhonda Sideris gave an overview of the Lodging Association's Delta promotion. The visitor does not receive the voucher until after their stay.

Tana Toly announced she was a new board member for the Restaurant Association. The Association is currently preparing for the next Restaurant Tax Grant cycle.

#### **Park Avenue Restriping Update**

John Robertson, Park City Engineer, gave an overview of the Park Avenue restriping program. Restriping is a pilot project that will be evaluated over the next year. This is in preparation for the reconstruction of Park Avenue in 2022 from Heber Avenue to Hwy 224 which includes not just pavement but also waste water and storm drain improvements.

The goal of the restriping program is to Improve walkability and bicycle safety. It is anticipated that the striping will occur the first of spring. Parking will be eliminated from the east side of the road for a wider lane available to uphill bicyclists. Parking will remain between Heber Avenue to 9<sup>th</sup> Avenue on the east side of the street.

Councilperson Becca Gerber stated the desire to provide additional bicycle safety on Park Avenue is to draw traffic from the Poison Creek Trail where there are conflicts between the significant number of walkers and bikers.

The Board indicated concern regarding the timing of the 2022 reconstruction. Attendees asked if construction time and impact be the deciding factor when selecting the contractor rather than the lowest bid.

Puggy Holmgren mentioned that when parking was stopped on the west side of the street it helped residents. Resident parking permits will not have a time limit for Park Avenue.

The lower Main Street and Park Avenue businesses will share their thoughts regarding the project with John Robertson.

### **Budget and Finance Review**

Alison provided an overview of the budget and expenses to date.

### **HPCA Organization Administration**

Rhonda Sideris explained that Alison Kuhlow, the HPCA Executive Director, will not renew her contract that expires the end of June. The Executive Committee is on the hunt for a new executive director and asked Board Members to forward names of potential candidates.

### **Car-Free Sundays | 2021 Discussion**

Alison Kuhlow reviewed the survey results that showed support for 2021 Car-Free Sundays from June through September. Car-Free Sundays will run concurrently with the Park Silly Sunday Market. Both activities will need to comply with the current Health Department Guidelines in relation to COVID-19.

The 4<sup>th</sup> of July falls on a Sunday in 2021. There are 3 weekends in August when PSSM will not activate: No event weekend, Tour of Utah, and the Arts Festival. HPCA will work the event organizers to determine what each's activation looks like.

The Events Committee unanimously supports holding car free Sundays, even if PSSM decides not to activate in 2021.

Monty Coates made a motion to move forward with the planning for Car-Free Sundays in 2021. Tana Toly seconded the motion. The motion was unanimously approved.

### **Drop and Load Zone Input**

Jenny Diersen with PCMC stated that the issued number of DLS permits decreased from 2019 to 2020. Discussion occurred around activating the DLS Zones year round.

The Board was supportive and felt the consistency assists with compliance from the drivers and asked if there was a need for a west-side zone. Jenny Diersen stated she would follow up with the Winter Operations Committee.

In March, the City Council will review the operations for DLS zones in the spring and summer. Summer operations will be known in April

### **Ride-on App**

Austin Taylor with PCMC stated that 70% of employees that work in park city do not live in Park City. The City and resorts put together a carpooling app with the goal to offer incentives and decrease traffic.

The City wants to make the app available to all businesses for free until November as a test period. The app provides a carpool board that includes the location to and from work and takes everyone's information, not just by employer.

The Board asked about the cost of the program after November. The fees would be based on the size of the business; however, the amount is not set at this time. The Board asked if the City could subsidize the cost for smaller businesses.

### **Park City Chamber and Visitors Bureau – Destimetrics Review**

Jennifer Wesselhoff with the Park City Chamber and Visitors Bureau reviewed the lodging occupancy from the past months. November was 14% down, December was 23% down and January was down 51%. The projections for February and March look good.

The Chamber keeps an eye on the Utah Legislative 2021 Session. The Chamber is providing legislative updates weekly via email.

Tourism Day on the Hill was a successful virtual event.

The Governor did sign the tourism and marketing fund bill proving 23 million.

Jennifer asked about issues with regards to enforcing mask wearing in businesses. Tana Toly mentioned that consolidated, easy to understand Health Department regulations would assist restaurants.

### **Adjourn**

Ron Wedig motioned to adjourn the meeting at 10:03 am. Ed Shaul seconded. The motion passed.

**Next meeting March 16, 2021 at 8:30 am**

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MARCH 16, 2021  
WRITTEN UPDATES

### **Marketing and Communications Snapshot**

#### February and March Advertising Efforts:

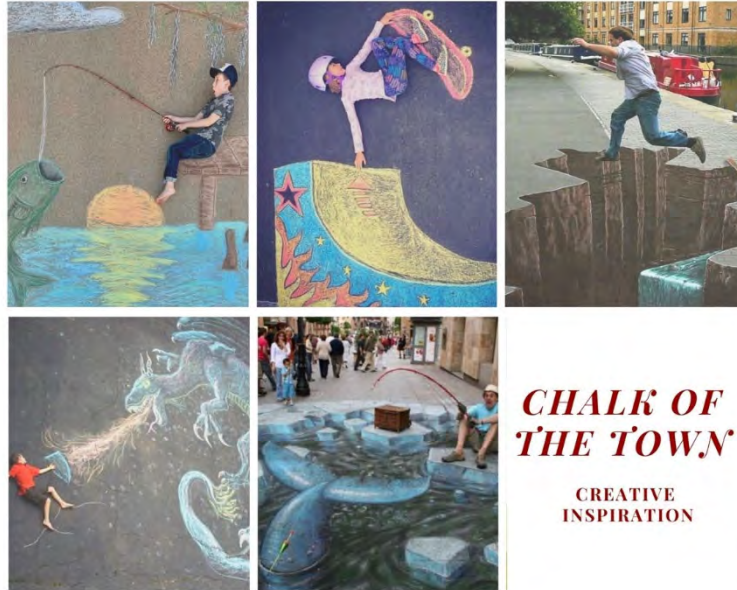
- Digital Programmatic OOH (Digital Billboards)
- Digital Programmatic Display (Banner Ads)
- Ski Utah Native Content ([Blog](#), [Social](#), Dedicated Eblast)
- SL Mag Digital
- SL Mag Print (March / April)
- SL Style and Design Spring Issue

Spring advertising will be in market mid-April. Please share any events and /or specials you have.

## Spring Preview: Chalk of the Town – In Planning Phase

The Historic Park City Alliance looks to increase animation and activation along Historic Main Street as we celebrate the beginning and end of Park City's summer season. Through the use of professional artists, the organization looks to become the Chalk of the Town as artists create dynamic, life-sized chalk art installations along Main Street gathering spaces.

The installations serve to drive traffic to the district as the artists create their installations and once the works are completed and the works become Instagrammable moments and, of course, *THE CHALK OF THE TOWN*".



## FY22 Grant Applications

- Snow Globe Stroll
- HPCA Marketing & Communications
- Autumn Aloft

## Social Media Successes

A quick glance at our most successful social media posts for **February**.

FACEBOOK

**Historic Park City Utah**  
Published by Later [?] · Favorites · February 3 · 🌐

Ski-in, ski-out for lunch, après, or a coffee. We're a ski-in, ski-out kinda town.

🟢 **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**603** People Reached    **31** Engagements    [Boost Post](#)

👤 Travis Martinez, Emma Matheson and 25 others    2 Shares

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**Historic Park City Utah**  
Published by Later [?] · Favorites · February 21 · 🌐

Oh Park City, you are such a charmer! 🥰

🟢 **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**683** People Reached    **50** Engagements    [Boost Post](#)

👤 Sylvia Bowar, Linda Marie Noel and 39 others    1 Share

👍 Like    💬 Comment    ➦ Share

INSTAGRAM

1:34

Posts

Any ▾ Impressions ▾ Last 30 Days ▾

2,843	2,499	1,426
1,170	1,159	1,005
874	808	712
705	639	

**DABC Temporary Alcohol Approvals**

The DABC extended Temporary Outdoor Premises Extensions Due to COVID-19 through June 1, 2021. Licensees who currently have a DABC-approved outside patio as part of their licensed premises, or have previously received DABC approval to temporarily extend their premises do not need to take any action, except to ensure that insurance coverage extends through at least June 1, 2021.

The HPCA continues to work with the DABC to ensure the extension of premises is extended through October 2021. This will allow bars and restaurants to expand into Main Street and offer service on Car-Free Sundays.



### **Community Updates**

*Action Requested: No action required.*

Board members who serve on the Chamber and Visitors Bureau Board Restaurant Association Board, Lodging Association Board and others are asked to provide any updates on items relevant to the district or business owners.

### **Budget and Finance Review**

*Action Requested: No action required.*

Please review the following documents, included at the end of this packet, in preparation for Tuesday's Meeting.

### **HPCA Organization Administration**

*Action Requested: No action required.*

The Executive Committee will provide an update on the search for a new Executive Director.

### **Board Terms expiring on June 30, 2021 and 2021 Elections**

*Action Requested: No action required.*

Each Board member serves a four (4) year term on the Board and can serve two (2) consecutive terms. On June 30 of this year the following members terms end.

- Puggy Holmgren, Crosby Collection – Retail #1 – end of 2<sup>nd</sup> term
- Greg Ottoson, Aloha Ski and Board and Bahnhof – Retail #2 – end of 2<sup>nd</sup> term
- John Murko, Firewood – Restaurant #1 – end of 1<sup>st</sup> term
- Kate Serpe, New West Knifeworks – At-Large #1 – end of 1<sup>st</sup> term

[Applications for the 2021 election are available.](#) Applications need to be turned in to Alison Kuhlow by Friday, April 16, 2021 at 5:00 p.m.

### **Main Street Month over Month Sales**

*Action Requested: No action required.*

The HPCA is collecting data for each month (August - February) as to what percentage (+/-) total sales are compared to the same month the previous year. Only percentages are requested, so sales data remains private. The data, once submitted, will not be associated with a business name to keep anonymity.

This additional information will help us identify trends and potentially help us develop ideas for this year.

Data collected will be presented at the Board Meeting.

### **Resort City Sales Tax History and Proposed Use of for the Arts and Culture District**

*Action Requested: Determine if the HPCA supports the use of Resort City Sales Tax for the Arts and Culture District in Bonanza Park.*

The City will provide an overview of Additional Resort City Sales Tax (ARST) spending, which is the primary funding source for Historic Park City projects. The City is considering expanding the use of

ARST for other community priorities. Their presentation will include a look at past and more recent projects, along with a discussion on how City projects are funded and how we can continue to work collectively on prioritizing future projects. Snapshots of performance (taxes) over time will be shown as indicators of how the Street is making its way through COVID-19.

**Park City Chamber and Visitors Bureau – Destimetrics Review and Mask Survey**

*Action Requested: No action required.*

The Chamber will provide an overview of the lodging trends for the upcoming weeks.

Many have heard that Governor Cox is considering lifting the statewide mask mandate as of April 10, 2021. Richard Bullough, Director & Health Officer for Summit County Health Department, believes that at the current rate of vaccinations, Summit County frontline employees should be vaccinated by the end of May.

The Chamber is distributing a survey for input from businesses and asks you to please take a few minutes to share your opinion about continuing the mandate in Park City and Summit County:

<http://survey.constantcontact.com/survey/a07ehp370ffkm5e0h0r/start>

Please respond by Tuesday, March 16, 2021 by 5:00 PM.



# HISTORIC PARK CITY ALLIANCE

## Balance Sheet

As of February 28, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Autumn Aloft Checking	46,917.29
Operations Checking	8,137.13
Reserve - Money Market	77,822.36
% withheld	33,661.85
<b>Total Reserve - Money Market</b>	<b>111,484.21</b>
Trash and Recycling Checking	2,376.90
<b>Total Bank Accounts</b>	<b>\$168,915.53</b>
Accounts Receivable	
Accounts Receivable (A/R)	10,000.00
<b>Total Accounts Receivable</b>	<b>\$10,000.00</b>
Other Current Assets	
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$178,915.53</b>
Other Assets	
Bond Deposit	0.00
<b>Total Other Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$178,915.53</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	6,284.59
<b>Total Accounts Payable</b>	<b>\$6,284.59</b>
Credit Cards	
Zions Credit Card - closed 10/9/2019	0.00
<b>Total Credit Cards</b>	<b>\$0.00</b>
Other Current Liabilities	
Deferred Revenue	94,264.97
<b>Total Other Current Liabilities</b>	<b>\$94,264.97</b>
<b>Total Current Liabilities</b>	<b>\$100,549.56</b>
<b>Total Liabilities</b>	<b>\$100,549.56</b>
Equity	
Opening Bal Equity	0.00
Retained Earnings	28,665.60
Net Income	49,700.37
<b>Total Equity</b>	<b>\$78,365.97</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$178,915.53</b>

# HISTORIC PARK CITY ALLIANCE

FY21 Operating - Budget vs. Actuals

July 2020 - June 2021

	CARES GRANT		FY21 OPERATIONS		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET
<b>Income</b>						
BID License Fees			52,488.00	51,273.00	\$52,488.00	\$51,273.00
CSL Fees			16,038.00	16,235.00	\$16,038.00	\$16,235.00
Grants					\$0.00	\$0.00
CARES ACT Grant	20,500.00				\$20,500.00	\$0.00
<b>Total Grants</b>	<b>20,500.00</b>				<b>\$20,500.00</b>	<b>\$0.00</b>
Interest Income			68.04		\$68.04	\$0.00
<b>Total Income</b>	<b>\$20,500.00</b>	<b>\$0.00</b>	<b>\$68,594.04</b>	<b>\$67,508.00</b>	<b>\$89,094.04</b>	<b>\$67,508.00</b>
<b>GROSS PROFIT</b>	<b>\$20,500.00</b>	<b>\$0.00</b>	<b>\$68,594.04</b>	<b>\$67,508.00</b>	<b>\$89,094.04</b>	<b>\$67,508.00</b>
<b>Expenses</b>						
Annual Dues and Licenses					\$0.00	\$0.00
Chamber of Commerce			55.00	55.00	\$55.00	\$55.00
Licenses and Permits				45.00	\$0.00	\$45.00
<b>Total Annual Dues and Licenses</b>			<b>55.00</b>	<b>100.00</b>	<b>\$55.00</b>	<b>\$100.00</b>
Marketing					\$0.00	\$0.00
Advertising					\$0.00	\$0.00
Local					\$0.00	\$0.00
Holiday	1,755.00				\$1,755.00	\$0.00
<b>Total Local</b>	<b>1,755.00</b>				<b>\$1,755.00</b>	<b>\$0.00</b>
<b>Total Advertising</b>	<b>1,755.00</b>				<b>\$1,755.00</b>	<b>\$0.00</b>
Kiosk				500.00	\$0.00	\$500.00
<b>Total Marketing</b>	<b>1,755.00</b>			<b>500.00</b>	<b>\$1,755.00</b>	<b>\$500.00</b>
Operating					\$0.00	\$0.00
Bank Charge			47.00		\$47.00	\$0.00
Insurance D&O			1,044.75	970.00	\$1,044.75	\$970.00
Insurance Workers Comp			1,040.71		\$1,040.71	\$0.00
Post Office Box Rental			130.00	118.00	\$130.00	\$118.00
Signage			52.00		\$52.00	\$0.00

# HISTORIC PARK CITY ALLIANCE

FY21 Operating - Budget vs. Actuals

July 2020 - June 2021

	CARES GRANT		FY21 OPERATIONS		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET
Software	98.10		28.34		\$126.44	\$0.00
GSuite			208.46	480.00	\$208.46	\$480.00
Office/General Administrative Expenses	163.46		264.12		\$427.58	\$0.00
QuickBooks Payments Fees			627.07	920.00	\$627.07	\$920.00
<b>Total Software</b>	<b>261.56</b>		<b>1,127.99</b>	<b>1,400.00</b>	<b>\$1,389.55</b>	<b>\$1,400.00</b>
Supplies				300.00	\$0.00	\$300.00
<b>Total Operating</b>	<b>261.56</b>		<b>3,442.45</b>	<b>2,788.00</b>	<b>\$3,704.01</b>	<b>\$2,788.00</b>
Professional Services					\$0.00	\$0.00
Accounting			5,870.00	1,000.00	\$5,870.00	\$1,000.00
Contract Work			47,750.00	63,600.00	\$47,750.00	\$63,600.00
<b>Total Professional Services</b>			<b>53,620.00</b>	<b>64,600.00</b>	<b>\$53,620.00</b>	<b>\$64,600.00</b>
Trash and Recycling					\$0.00	\$0.00
Recycling Contract	4,700.00				\$4,700.00	\$0.00
Trash Contract	13,783.44				\$13,783.44	\$0.00
<b>Total Trash and Recycling</b>	<b>18,483.44</b>				<b>\$18,483.44</b>	<b>\$0.00</b>
<b>Total Expenses</b>	<b>\$20,500.00</b>	<b>\$0.00</b>	<b>\$57,117.45</b>	<b>\$67,988.00</b>	<b>\$77,617.45</b>	<b>\$67,988.00</b>
NET OPERATING INCOME	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$11,476.59</b>	<b>\$ -480.00</b>	<b>\$11,476.59</b>	<b>\$ -480.00</b>
NET INCOME	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$11,476.59</b>	<b>\$ -480.00</b>	<b>\$11,476.59</b>	<b>\$ -480.00</b>

# HISTORIC PARK CITY ALLIANCE

Restricted Funds Budget vs. Actuals: FY21

July 2020 - June 2021

	CHAMBER EVENT GRANT FY21		PARKING REVENUE FY21		RESTAURANT TAX GRANT FY21 MARKETING		RESTAURANT TAX GRANT FY21 SNOW GLOBES		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET
Income										
Grants									\$0.00	\$0.00
Chamber Event Grant		10,000.00							\$0.00	\$10,000.00
Restaurant Tax Grant					69,702.03	106,100.00	147,657.00	155,973.00	\$217,359.03	\$262,073.00
<b>Total Grants</b>		<b>10,000.00</b>			<b>69,702.03</b>	<b>106,100.00</b>	<b>147,657.00</b>	<b>155,973.00</b>	<b>\$217,359.03</b>	<b>\$272,073.00</b>
Parking Revenue			79,666.71	79,664.71					\$79,666.71	\$79,664.71
<b>Total Income</b>	<b>\$0.00</b>	<b>\$10,000.00</b>	<b>\$79,666.71</b>	<b>\$79,664.71</b>	<b>\$69,702.03</b>	<b>\$106,100.00</b>	<b>\$147,657.00</b>	<b>\$155,973.00</b>	<b>\$297,025.74</b>	<b>\$351,737.71</b>
GROSS PROFIT	<b>\$0.00</b>	<b>\$10,000.00</b>	<b>\$79,666.71</b>	<b>\$79,664.71</b>	<b>\$69,702.03</b>	<b>\$106,100.00</b>	<b>\$147,657.00</b>	<b>\$155,973.00</b>	<b>\$297,025.74</b>	<b>\$351,737.71</b>
Expenses										
Annual Dues and Licenses									\$0.00	\$0.00
Ski Utah					334.50				\$334.50	\$0.00
<b>Total Annual Dues and Licenses</b>					<b>334.50</b>				<b>\$334.50</b>	<b>\$0.00</b>
Marketing					499.92				\$499.92	\$0.00
Advertising									\$0.00	\$0.00
Assets (video, photography, content)					2,117.17	7,600.00			\$2,117.17	\$7,600.00
Brand				900.00	6,980.00	18,000.00			\$6,980.00	\$18,900.00
Local			300.00						\$300.00	\$0.00
Fall			2,293.13	2,620.00					\$2,293.13	\$2,620.00
Holiday			4,151.41	6,150.00					\$4,151.41	\$6,150.00
In-Market			4,676.43	9,852.86					\$4,676.43	\$9,852.86
Spring				3,000.00					\$0.00	\$3,000.00
Winter			1,103.78						\$1,103.78	\$0.00
<b>Total Local</b>			<b>12,524.75</b>	<b>21,622.86</b>					<b>\$12,524.75</b>	<b>\$21,622.86</b>
Wasatch Front					1,258.00				\$1,258.00	\$0.00
Fall					11,920.68	17,000.00			\$11,920.68	\$17,000.00
Holiday					22,703.41	14,000.00	17,170.18	25,000.00	\$39,873.59	\$39,000.00
Spring						20,375.80			\$0.00	\$20,375.80
Summer					10,288.35	13,524.20			\$10,288.35	\$13,524.20
<b>Total Wasatch Front</b>					<b>46,170.44</b>	<b>64,900.00</b>	<b>17,170.18</b>	<b>25,000.00</b>	<b>\$63,340.62</b>	<b>\$89,900.00</b>
Website/Interactive Experience					600.00				\$600.00	\$0.00
<b>Total Advertising</b>			<b>12,524.75</b>	<b>22,522.86</b>	<b>55,867.61</b>	<b>90,500.00</b>	<b>17,170.18</b>	<b>25,000.00</b>	<b>\$85,562.54</b>	<b>\$138,022.86</b>
Digital Content						2,600.00			\$0.00	\$2,600.00
Events									\$0.00	\$0.00
Early Winter Installation		10,000.00					126,999.84	125,640.00	\$126,999.84	\$135,640.00
Event Insurance							3,486.98	4,508.00	\$3,486.98	\$4,508.00
<b>Total Events</b>		<b>10,000.00</b>					<b>130,486.82</b>	<b>130,148.00</b>	<b>\$130,486.82</b>	<b>\$140,148.00</b>
Kiosk			764.18						\$764.18	\$0.00
PR Contract			14,000.00	23,000.00	13,000.00	13,000.00			\$27,000.00	\$36,000.00
<b>Total Marketing</b>		<b>10,000.00</b>	<b>27,288.93</b>	<b>45,522.86</b>	<b>69,367.53</b>	<b>106,100.00</b>	<b>147,657.00</b>	<b>155,148.00</b>	<b>\$244,313.46</b>	<b>\$316,770.86</b>

# HISTORIC PARK CITY ALLIANCE

Restricted Funds Budget vs. Actuals: FY21

July 2020 - June 2021

	CHAMBER EVENT GRANT FY21		PARKING REVENUE FY21		RESTAURANT TAX GRANT FY21 MARKETING		RESTAURANT TAX GRANT FY21 SNOW GLOBES		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET
<b>Total Expenses</b>	<b>\$0.00</b>	<b>\$10,000.00</b>	<b>\$27,288.93</b>	<b>\$45,522.86</b>	<b>\$69,702.03</b>	<b>\$106,100.00</b>	<b>\$147,657.00</b>	<b>\$155,148.00</b>	<b>\$244,647.96</b>	<b>\$316,770.86</b>
NET OPERATING INCOME	\$0.00	\$0.00	\$52,377.78	\$34,141.85	\$0.00	\$0.00	\$0.00	\$825.00	\$52,377.78	\$34,966.85
NET INCOME	\$0.00	\$0.00	\$52,377.78	\$34,141.85	\$0.00	\$0.00	\$0.00	\$825.00	\$52,377.78	\$34,966.85

# HISTORIC PARK CITY ALLIANCE

## FY21 Trash and Recycling - Budget vs. Actuals

July 2020 - June 2021

	RECYCLING AND TRASH		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET
<b>Income</b>				
CSL Fees	3,159.00	2,962.00	\$3,159.00	\$2,962.00
Grants	7,300.00		\$7,300.00	\$0.00
Interest Income	0.11		\$0.11	\$0.00
Trash and Recycling Franchise Fees	5,175.71	13,500.00	\$5,175.71	\$13,500.00
<b>Total Income</b>	<b>\$15,634.82</b>	<b>\$16,462.00</b>	<b>\$15,634.82</b>	<b>\$16,462.00</b>
<b>GROSS PROFIT</b>	<b>\$15,634.82</b>	<b>\$16,462.00</b>	<b>\$15,634.82</b>	<b>\$16,462.00</b>
<b>Expenses</b>				
Operating			\$0.00	\$0.00
Bank Charge	15.00		\$15.00	\$0.00
<b>Total Operating</b>	<b>15.00</b>		<b>\$15.00</b>	<b>\$0.00</b>
Trash and Recycling			\$0.00	\$0.00
Recycling Contract	14,800.00	22,560.00	\$14,800.00	\$22,560.00
Trash Contract	5,548.19		\$5,548.19	\$0.00
<b>Total Trash and Recycling</b>	<b>20,348.19</b>	<b>22,560.00</b>	<b>\$20,348.19</b>	<b>\$22,560.00</b>
<b>Total Expenses</b>	<b>\$20,363.19</b>	<b>\$22,560.00</b>	<b>\$20,363.19</b>	<b>\$22,560.00</b>
<b>NET OPERATING INCOME</b>	<b>\$ -4,728.37</b>	<b>\$ -6,098.00</b>	<b>\$ -4,728.37</b>	<b>\$ -6,098.00</b>
<b>NET INCOME</b>	<b>\$ -4,728.37</b>	<b>\$ -6,098.00</b>	<b>\$ -4,728.37</b>	<b>\$ -6,098.00</b>

# HISTORIC PARK CITY ALLIANCE

Autumn Aloft: Budget vs. Actuals: FY21 Operating - FY20 P&L Classes

July 2020 - June 2021

	AA - RESTAURANT TAX GRANT		AA - SPONSORSHIP		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET
Income						
Grants					\$0.00	\$0.00
Restaurant Tax Grant	1,520.00				\$1,520.00	\$0.00
<b>Total Grants</b>	<b>1,520.00</b>				<b>\$1,520.00</b>	<b>\$0.00</b>
<b>Total Income</b>	<b>\$1,520.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,520.00</b>	<b>\$0.00</b>
GROSS PROFIT	<b>\$1,520.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,520.00</b>	<b>\$0.00</b>
Expenses						
Contract Labor					\$0.00	\$0.00
Event Management	1,500.00				\$1,500.00	\$0.00
Sponsorship Coordinator			850.00		\$850.00	\$0.00
<b>Total Contract Labor</b>	<b>1,500.00</b>		<b>850.00</b>		<b>\$2,350.00</b>	<b>\$0.00</b>
Marketing	20.00				\$20.00	\$0.00
Operating					\$0.00	\$0.00
Software			107.96		\$107.96	\$0.00
<b>Total Operating</b>			<b>107.96</b>		<b>\$107.96</b>	<b>\$0.00</b>
<b>Total Expenses</b>	<b>\$1,520.00</b>	<b>\$0.00</b>	<b>\$957.96</b>	<b>\$0.00</b>	<b>\$2,477.96</b>	<b>\$0.00</b>
NET OPERATING INCOME	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$ -957.96</b>	<b>\$0.00</b>	<b>\$ -957.96</b>	<b>\$0.00</b>
NET INCOME	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$ -957.96</b>	<b>\$0.00</b>	<b>\$ -957.96</b>	<b>\$0.00</b>