



## **HISTORIC PARK CITY SHOULDER SEASON MERCHANT SUPPORT INITIATIVE**

Updated: August 9, 2016

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

In support of this objective, the marketing committee has created a shoulder season merchant support program designed to support merchant promotional efforts during the shoulder seasons.

The Historic Park City marketing committee has allocated \$1,000 per shoulder season to support merchant promotional activation pending the following parameters are met:

Parameter	Score
# of participating merchants (must be 2+)	25 Possible Points
Held during identified shoulder season (October 1 - December 15)	25 Possible Points
Marketing & PR Plan Developed	25 Possible Points
Meets the goals and objectives of the Historic Park City Alliance	25 Possible Points

The Historic Park City marketing committee will evaluate and score each request based on the criteria above. Applications for the 2016 fall shoulder season must be submitted by Thursday, September 15, 2016. The top two requests will be rewarded \$500 each to be used to enhance the event's marketing efforts. Funds will be released to the winning requests by October 1, 2016.



**HISTORIC PARK CITY SHOULDER SEASON MERCHANT SUPPORT INITIATIVE  
APPLICATION**

**APPLICANT NAME:** \_\_\_\_\_

**APPLICANT CONTACT INFO:** \_\_\_\_\_

**APPLICANT BUSINESS:** \_\_\_\_\_

**APPLICANT EVENT:** \_\_\_\_\_

**EVENT DATE:** \_\_\_\_\_

**EVENT DESCRIPTION:**

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**PARTICIPATING MEMBER MERCHANTS:**

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**EVENT MARKETING PLAN:**

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**ADDITIONAL INFORMATION:**

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Two \$500 awards will be rewarded based on the scoring criteria identified. Applications for the 2016 fall shoulder season must be submitted to Lisa Phinney at [lisa@historicparkcityutah.com](mailto:lisa@historicparkcityutah.com) by Thursday, September 15, 2016. Funding will be awarded and delivered by October 1, 2016.

All events will be included in the Historic Park City fall promotional efforts targeted to Wasatch Front and Back Residents. Merchants are encouraged to add special events to the Historic Park City events calendar available at <http://www.historicparkcityutah.com/member-event-form>.