



BOARD OF DIRECTORS MEETING
Tuesday, June 19th, 2018
Wasatch Brew Pub, 2nd Floor Mtg Room
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

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| I. | Roll Call | 8:30am |
| II. | Minutes from April 17th, 2018 | 8:35am |
| III. | Public Input (Any matter of business not scheduled on agenda) | 8:40am |
| IV. | Board of Directors Election Results (Michael Barille) | 8:45am |
| | <ul style="list-style-type: none">• Elections Results• Ratification of Results• Welcome and Introductory Statement from new Board Members | |
| V. | Discussion of Proposed Additional Transit and Transportation Tax – (Tom Fischer, County Mgr. & Caroline Rodriguez & Regional Transportation Planning Dir.) | 9:00am |
| VI. | Events Policy Updates (Jenny Diersen) | 9:20am |
| | <ul style="list-style-type: none">• What is being proposed, where is the direction coming from, what are the potential implications in the historic district?• Review of specific policy parameters / Q&A | |
| VII. | Summer Events Parking Program Updates (Jenny Diersen & Kenzie Coulson) | 9:45am |
| | <ul style="list-style-type: none">• Reminder of Seasonal Rate Changes• Summer / Fall Event Parking Rate Structure• Adjustments already made based on HPCA Input• Metrics and Indicators to consider in ongoing system management | |
| VIII. | Updates on Public Art Initiatives (Jenny Diersen) | 9:55am |
| | <ul style="list-style-type: none">• Posted hours is encouraged but propose to remove this requirement from ordinance• Ideas about ways to promote / incentivize vibrancy? | |
| IX. | Budget Updates (Michael Barille) | 10:00am |
| | <ul style="list-style-type: none">• Funding decreased from Restaurant Tax Grant offset by additional BID licenses collected from Sundance / Type II CSL licensees this year• Executive Committee and Executive Director are suggesting a cost of inflation adjustment to BID licenses effective for the coming licensing year• Next will see proposed budget with some adjustments to marketing approach to be less seasonal and to focus on improved digital content over the next couple years | |
| X. | Reminders | |
| | <ul style="list-style-type: none">• Bollard Project at Heber and Main | |
| XI. | Adjourn Regular Meeting | 10:05am |

Future Meetings

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

Next Meeting July 17th, 2018

- Nomination and Election of Officers / Additional New Board Members

Pending Discussion Items:

- Revisit Brew Pub Improvements & Priorities for Main Street Improvements
- Cost of Inflation BID increase?

Mobility Matters Frequently Asked Questions (FAQ)

June 2018



PLEASE EMAIL YOUR THOUGHTS TO mobilityMatters@summitcounty.org

What is a 4th and/or 5th quarter?

The 4th quarter is a 0.25% sales tax that can be used to either pay debt service or to fund regionally significant transportation facilities. After the first year, revenue from this option are subject to statewide redistribution to cities (0.10%), transit districts (0.10%), and counties (0.05%). The 5th quarter is a 0.20% sales tax that can be used to fund transit capital purchase and service delivery. 100% of the revenues generated by this sales tax go directly to the County. There is no redistribution.

How are the taxes under consideration different from those that were passed in 2016?

They are actually very similar to the previously imposed taxes in that they are intended to be used for improvements to our transportation network. The Legislature has made these additional mechanisms available in hopes of filling a funding gap that remained, even with the previous taxes in place.

The difference this time around is that **part** of these taxes are redistributed statewide, which means that a portion of the revenues collected go directly to cities within a County. However, this also means that revenues from other counties across the state who impose the tax would come to Summit County.

What are you doing with the money from the 2016 taxes? Wasn't that enough?

County and cit[ies] staff began implementing projects as soon as the funds became available. The Electric Xpress, the Kimball Junction Circulator, and the Kamas Commuter are all funded through the previously imposed taxes, as are some of the electric bikes and the pedestrian tunnel near Park City High School. Also with this revenue, work has begun on the Jeremy Ranch interchange and the Ecker Park and Ride. The County is in the process of purchasing and improving the Kamas Park and Ride parcel. Both Kamas and Francis also received funding for road overlay projects.

In 2019 with these revenues, the County will construct the Bitner to Silver Creek Road extension, improve trails, expand transit, and begin the environmental phase of Bus Rapid Transit (BRT) on SR-224. Park City will begin its Bonanza Park Transit Center project along with SR-248 Corridor safety improvements. Coalville City will continue with the design process for reconstruction of Coalville Main Street.

Why are we in such a rush to do this?

Because we want to maintain local control of these funds rather than wait for the state to dictate how and where to spend the money. Additionally, if the County acts on the 4th quarter before July 1 of this year, the County will keep 100% of the revenue generated until next July.

How much will this cost me and my family?

Visitors to Summit County pay around 50% of all sales tax and this tax is not applied on (unprepared) food from the grocery store. For locals, the taxes represent around \$1-\$3 per resident per month depending on spending habits.

Will this make Summit County less competitive as compared to other resort communities?

Even if the County Council were to implement both the 4th and 5th Quarters, Summit County would still be on the lower end of overall sales tax rates compared to other counties in Utah. Our tax rate would also remain lower than comparable communities in Colorado, such as Vail, Aspen, and Breckenridge. **What would the County Council spend the money on?**

The revenues generated would significantly increase the amount of dollars that go to Kamas, Coalville, Francis, Henefer, Oakley, and Park City for road infrastructure improvements. Quite simply, it would mean more money for municipalities to address their own transportation priorities. The County would also have the ability to fund projects in Kimball Junction, on SR-224, and in Silver Creek sooner than previously planned.

Additionally, implementation of these taxes would place Summit County in an extremely favorable position when competing for federal, discretionary transit dollars (i.e. very large grants; in some cases, \$80 million). The current presidential administration has directed U.S.D.O.T. to drastically increase the emphasis on both local and innovative funding shares/options when reviewing discretionary grant applications. Rural communities are also more favored. Unlike most others, Summit County can claim both attributes.

Can you use this money to fund other programs in the County like mental health or recycling?

Because of how these taxes were authorized by the Legislature, the funds can only be used on transportation and transit projects or to pay off debt from these projects.

I want to talk to the County Council about this!

The County Council wants to hear from you during the decision making process. To be a part of the conversation, before June 27, please contact any Council or staff member directly or send an email to mobilitymatters@summitcounty.org.

City Council Staff Report



Subject: Approval of Special Event Code Changes & Event
Next Steps Author: Jenny Diersen, Special Event Manager
Department: Special Events & Economic Development
Date: June 7, 2018
Type of Item: Legislative

Summary Recommendation

Staff recommends City Council hold a public hearing, take public input, provide direction regarding proposed changes to Title 4A Special Events of the Municipal Code as outlined in this report, and continue changes to a date uncertain.

Executive Summary

Staff proposes amendments to the special event regulations ([Title 4A of the Municipal Code](#)). The changes are consistent with City Council's direction further minimize impacts stemming from the Special Events Calendar. City Council has acknowledged that it is difficult for them to deny event applications. Staff strongly encourages Council to take time to carefully consider potential changes as well as Council's goals of such changes. The event calendar is complex and delicate - any one of the proposed changes will affect Council's ability to facilitate events. Council should provide clear direction regarding their goals for events in addition to the proposed changes to the Code as outlined in Exhibit C Analysis & Questions for Council including:

Further Balancing the Event Calendar:

- Blackout peak weekends: no new events during these time periods; ○ Create a limit on the annual number of Level 3 events;
- Create a quarterly Special Event Application deadline in order to streamline event evaluation and better balance the calendar. Events will be evaluated in groups, instead of one-by-one;
- Schedule quiet weekends into the peak event calendar, only allowing Level 1 and/or Level 2 events during these time periods; and
- Protect shoulder seasons (resort closing to June 15 & November 1 to December 20) to only allow 'compelling community' events. **Re-Define &**

Clarify Role of Events

- Re-classify, better define, and create additional caps regarding event levels that relate directly to the public safety and transportation impacts;
- Deregulate Level 1 & 2 events at resorts or "Developed Recreation Areas"; ○ Establish objective criteria to define 'compelling community' and/or 'economically viable' events; and
- Grandfather events that are unique to our community and celebrate our culture and heritage and establish a budget/funding source for them— Fourth of July, Miners Day, Halloween, Sundance Film Festival, Arts Festival;

Event Funding

- One-time increase to annual fee reduction threshold for FY19 to \$300k(from \$200k) & ○ Create a limit on the number of times an applicant can apply for Fee Reduction. **Community Involvement**

- Postpone SEAC meetings, the community survey on events, and take more time to research and evaluate the possible structure and formation of an event commission.
 - While Council asked staff to consider exploring an “event commission” regulatory authority, staff recommends City Council delay consideration of a commission until the changes as stated above are implemented and effects are evaluated.

If Council adopts any changes, the Code will go into effect immediately. However, any event applicant who has submitted an application will be vested under the current Code regulations, including: 2019 World Championships, Mountain Lands 25th Anniversary Community Celebration, Savor the Summit 2019.

The Problem & the Opportunity

Years ago Council directed staff to develop the event calendar as way to provide economic vitality in the shoulder seasons and build a year vibrant round community.

- The work of the City and many community partners/residents has created a successful year round resort destination and community – growing the economy, community, culture, and creating a sense of place.
- Special Events align w/ the Arts & Culture Top Priority & effectuates positive action in the Critical Priorities areas of Transportation, Energy and Social Equity.
- Special Events align with the [General Plan](#), specifically goals, objectives and strategies including:
 - Goal 10: Provide world class recreation and public infrastructure to host local, regional, national and international events that further Park City’s role as a world class, multi-seasonal destination resort while maintaining balance with our sense of community.
 - Goal 11: Support the continued success of the multi-seasonal tourism economy while preserving the community character that adds to the visitor experience.
 - Goal 12: Foster diversity of jobs to provide greater economic stability and new opportunities for employment in Park City.
 - Goal 13: Park City will continue to grow as an arts and culture hub encouraging creative expression.
- As the event calendar has grown, so has the need to mitigate impacts and balance the event calendar to reduce ‘event fatigue’.
- While staff continuously balances the event calendar, the cost of City Services and Level of Service (LOS) continue to increase, as well as, the economic (both direct and indirect revenues) and community/cultural opportunities.
- While staff has worked to mitigate event impacts, further culling/reducing the event calendar may create unintended consequences to community, cultural and economic benefits the City receives from events and will have negative implications on the non-profit community which makes up 95% of the event calendar.
- While staff has worked on proposed changes, there is no perfect solution. The changes will pose both new opportunities and challenges.
- The changes must be applied across the board to effectuate Council’s objectives; they cannot be applied individually to events.

Background

There is a long background regarding special events which can be found in Exhibit B.

Alternatives for City Council to Consider

- 1. Continue Alternative: (Recommended)** Staff recommends Council hold a public hearing, take public input, provide direction regarding proposed changes to Title 4A Special Events of the

Municipal Code as outlined herein, and continue changes to a date uncertain. This will allow staff to take additional time to evaluate and clarify the proposed changes before bringing them back for final approval.

Pros:

- a. Staff will have more time to answer any questions that Council or the community has regarding proposed changes.
- b. Allow more community input.

Cons: Changes will take more time to implement.

2. **Visioning Alternative:** Council could direct staff to highlight the issue of special event/event fatigue in the coming Community Visioning process before returning with additional changes allowing for further the discussion after increased public and stakeholder input opportunities that Visioning affords.

Pros:

- a. Council has been effective gaining consensus on difficult issues at retreats.
- b. Community discussion may help clarify the community's goals for events.

Cons: Postpones changes until after the Community Visioning is complete

3. Approval Alternative: City Council could approve two of the proposed changes to Title 4A Special Events of the Municipal Code including:

1. Codify "blackout" dates in the calendar which prevent any new events during the stated time periods; and
2. Create a cap to number of Level 3 Events.

Staff does not recommend Council approve any other items that are outlined in the report this evening. Any other changes would need to come back in a subsequent meeting for approval after staff receives further direction from Council.

Analysis Exhibit C Analysis & Questions regarding proposed Title 4A Amendments.

Department Review

Special Events, Economic Development, Community Engagement, Sustainability, Public Safety, Emergency Management, Transportation Planning, Public Works, Parking Services, Transit, Building, Planning, Budget, Legal, and Executive

Community Engagement

Staff has worked to provide notice regarding proposed changes to residents, businesses, community stakeholders, jurisdictional partners and event applicants. Because coordinating/planning events is so complex, staff has not had adequate time able to reach out in detail to all of these groups.

Attachments

- A [DRAFT Special Event Ordinance & Redlined Code Changes](#)
- B [Special Event Background, Link to Current Code & Other Important Links](#)
- C [Special Event Next Steps Analysis & Questions for Council](#)