



Events Management

How Park City Regulates Event Operations

- 1. The Evolution of Event Management in Park City**
- 2. Park City Events by the Numbers**
- 3. Event Types, Application and Planning Process**



Evolution of Event Management in Park City

Pre-Olympic

1. Limited staff & destination town. Small town. Unorganized. 3 Major events per year. Art Festival, Sundance, World Cup Ski Races

The Run-up to Olympics

1. Park City had some infrastructure and experience
2. Articulated summer economic opp.
3. Focused capital/facility campaign (parking, fields, transit)

Post- Olympics

1. Evolution of resort town. Used to impacts, growth in economic opportunity & applications
2. SLOC legacy (people, infrastructure)
3. Early struggles in management and inter (city) and external (other jurisdictions) communication
4. Education of residents , general public and city government on how to manage events
5. Multi –jurisdictional cooperation



Events by the Numbers

Year	Number of Events	Number of event days
2006	60	170
2007	71	234
2008	82	294
2009	79	264
2010	72	226
2011	78	237
2012	80	255
# of Event Spectators, Participants & Attendees in 2012		280,000 - 320,000



Events by the Numbers

<p>Days a year Main Street has restrictions to vehicular traffic related to an approved Event</p>	<p>34</p>
<p>Total Visitor Nights Winter-2012</p>	<p>1,665,093</p>
<p>Total Visitor Nights Summer -2012</p>	<p>1,399,345</p>
<p>Nightly Rental Pillows as of July 2013</p>	<p>28,275</p>
<p>Jobs in Park City travel and recreation-related employment</p>	<p>Over 11,000</p>
<p>Amount of Tax Revenue collected related to visitor spending</p>	<p>Over \$ 34,000,000</p>



Cost for Events

Festival Facilitation Fee

Collected as a percentage Park City Business Licenses, currently offsets event costs to organizers for Main Street cleaning, Electronic Sign Rental, some Traffic Control Signs, electricity use, offsets some Transit costs and other incidentals

\$250,000

Fee Waivers

Granted to contracted special events to cover police time, additional transit, building and fire permit fees., etc.

\$542,000

Other Costs to Park City

Includes cost paid to city by event organizers for police time, sports field rentals, barricade rental, use of parking spaces, additional fee waivers, equipment, street banner installation, etc. Includes city event staff, operations staff time and joint venture with Chamber.

\$500,000

Total Event Cost for 2013

\$1,292,000



Our Event Types

Master Festival License (Large Scale Event)	Special Event License (Med - Small Scale)	Small Scale Community Event (under review)
<ul style="list-style-type: none"> • Attraction of 500 or more participants or spectators • Requires full or partial street closure or use of Public Right of way • Use of City parks, buildings, trails or other properties or transportation system • Use of off Site parking facility • Use of amplified Music in or adjacent to residential neighborhood. 	<ul style="list-style-type: none"> • Causes significant public impacts via disturbance, crowd, traffic, and or parking • Disruption of the normal routine of the community or affected neighborhood • Necessitates temporary business or liquor licensing in conjunction with public impacts • Necessitates the use of city personnel 	<ul style="list-style-type: none"> • Attendance under 250 people • Takes place entirely on private property • Causes no significant public impacts via disturbance, crowd, traffic, and or parking • Causes no disruption of the normal routine of the community or affected neighborhood



Master Festival - Large Scale Event



SUNDANCE FILM FESTIVAL 2013 - THE NUMBERS YOU KNOW

38,000 + Attendees to Festival

9 theaters operating 12 Hours a day for 9 days

THE NUMBERS YOU DON'T KNOW

Over 5000 hours of City Staff planning time = 2 full time staff for a year

Police Officers time:

- Over 900 hours in 9 days
- 5 posted traffic control locations
- 2 mobile problem solving teams

Public Parking Spaces – 1500

- PCMC parks over 13,000 cars in 9 days using 700 spaces
- Private Parking spaces – 5000 – 6000

Over 100 Building and Fire permits issued

Over 100 liquor & beer licenses issued

Over 650 individual Taxi Vehicles licensed



Medium Scale Event

Park Silly Sunday Market – 2013 The Numbers You Know

Takes place over 15 Sundays from June – October

12,000 Attendees to per day

You can't find a place to park

The Numbers You Don't Know-

15 Sundays is the equivalent of having 5 additional Kimball Art Festival weekends

**102 Bags of Plastic Recycled
30 Bags of Aluminum Recycled
96 Bags of Paper Recycled
59 Bags of Food Composted**

Creation of 4 blocks of temporary residential parking areas for Sunday only

4 dedicated uniformed police officers each Sunday





Small Scale Event



Midweek Mountain Bike Race – 2013

-The Numbers You Know-

300 – 400 riders per race

Round Valley Trail System comprises 2100 acres

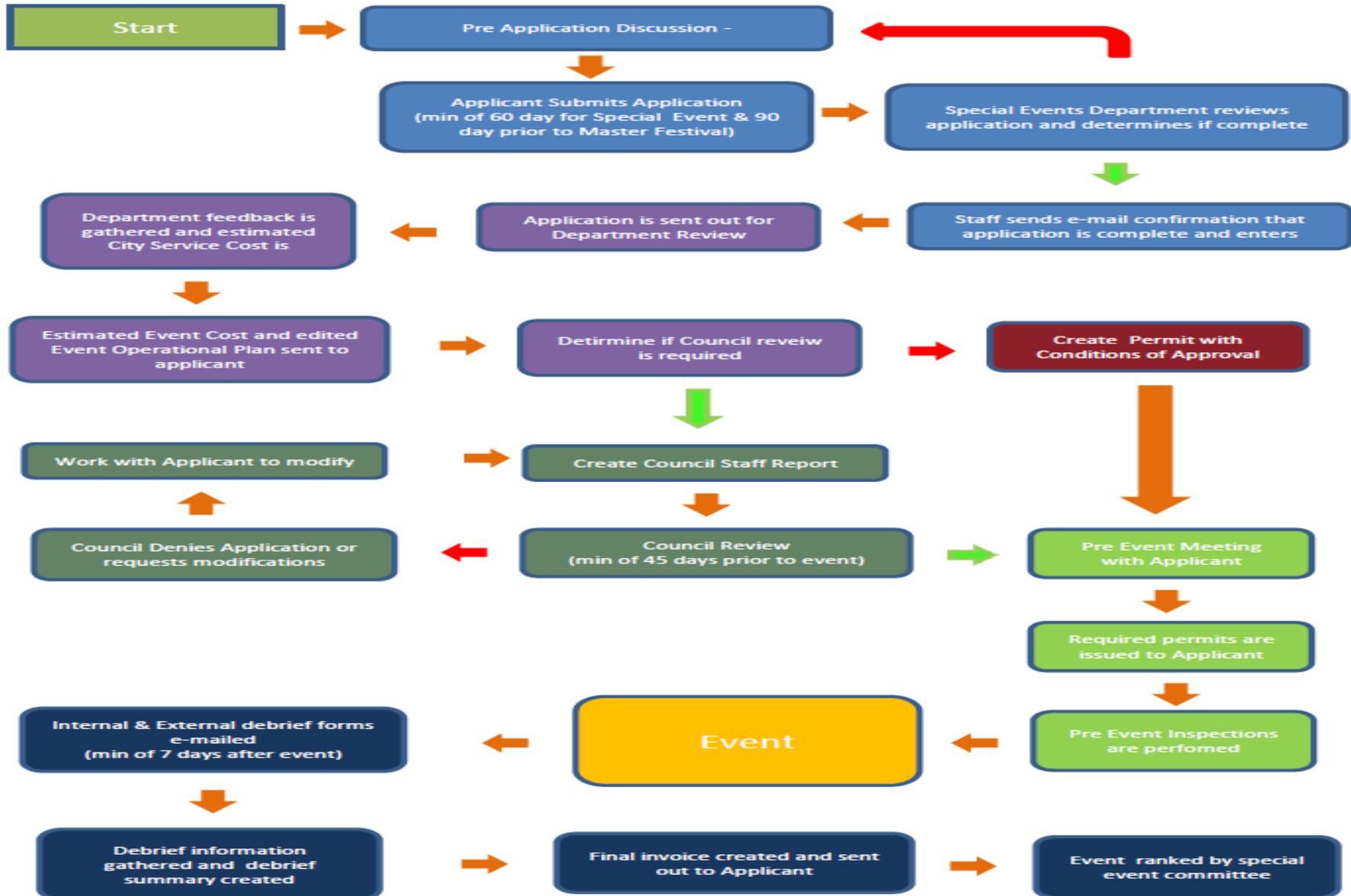
-The Numbers You Don't Know-



- **Over 400 miles of Trails in the Park City Area**
- **The same 100 miles are used for 85% of all trail events**
- **As of 2007 Park City did not keep official track of trail events**
- **In 2013 Park City approved 31 Trail events (5- winter, 26 – Spring, Summer, Fall)**
- **In 2012 Park City Council adopted a Trail Use Code allowing for application processing, fee collections, and other trail management requirements from event organizers**
- **Since 2012 Park City has collected trail use fees (\$ 5,000- 7,000 annually) from events based on type of activity and number of participants**

Application Process

Standard Master Festival and Special event License Review Procedure





What is a Complete Application?

Park City Municipal Corporation
Master Festival & Special Event Application

Special Events
 435.915.5150
 special@parkcity.org

APPLICATION FEES
 All new applications require a \$100 non-refundable application processing fee.
 All applications for recurring events require a \$400 non-refundable application processing fee.
 Applications for other services, including Health Department, Fire Department, and City Services will be estimated and provided to the applicant.

EVENT INFORMATION

MASTER FESTIVAL CRITERIA (PUBLIC EVENTS)

Attraction of crowds over 500 participants and/or spectators
 Requires Partial or Full Street Closure or use of Public Right of Way
 Use of City park, building or other municipal transportation
 Use of Amplified Music in an adjacent residential neighborhood

SPECIAL EVENT CRITERIA (PUBLIC OR PRIVATE EVENTS)

Causes significant public impacts via obstruction, crowd, noise, and/or safety
 Direction of the traffic route of the event is restricted

Other Type of Event (Please Specify):
 Street Festival
 Fun Run
 Parade

APPLICANT INFORMATION

NAME: _____
 STREET ADDRESS: _____
 MAILING ADDRESS: _____
 TELEPHONE (HOME): _____
 TELEPHONE (OFFICE): _____
 TELEPHONE (OTHER): _____
 EMAIL ADDRESS: _____
 SPONSOR: _____
 MOBILE PHONE: _____
 FAX NUMBER: _____

Is organization a registered non-profit? Yes No
 Is Park City already providing copy of master festival application?

Will a fee be charged for attendance or participation?
 Yes (how many years?) _____ No

EVENT DATES AND TIMES

EVENT DATES:	EVENT HOURS - START TIME:	END TIME:
SET UP DATES:	TIMES:	BREAKDOWN DATES:
ESTIMATED ATTENDANCE - PARTICIPANTS:	SPECTATORS:	TOTAL:

EVENT LOCATION: _____

REQUEST FOR USE OF SCHOOL FACILITIES
 Park City School District - 2700 Kennen Blvd, Park City, UT 84060 - 435-645-5600

Please complete sections I-III. Refer to Section III for rental rates. All fees and deposit must be received in full, 10 days prior to event. School supplies are not included in this rental agreement. Non-District applicants are required to submit proof of insurance. Utah law prohibits smoking or drinking in any public school building or any public school grounds.

ADA Compliance: In compliance with the ADA, Americans with Disabilities Act, any individuals, groups or organizations wishing to use District facilities must meet all of the provisions of the ADA and provide program access to otherwise qualified individuals. Individuals must be provided special accommodations including auxiliary communication aids and services.

SECTION I. APPLICANT

Activity Title: _____
 Applicant's Name: _____
 Mailing Address: _____
 Email Address: _____

SECTION II. SITE

PLEASE NOTE: _____ is restricted.

Name of Event: _____
 Number of Participants: _____
 Other: _____

SECTION III. SCHEDULE

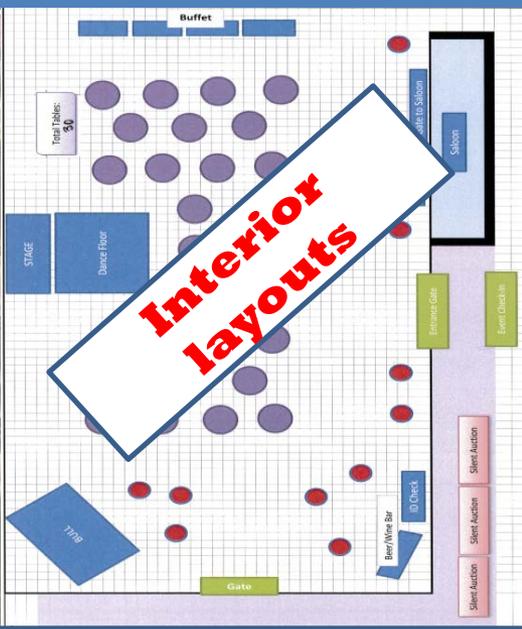
PLEASE NOTE: _____ may not exceed eight days within a calendar month.

Day of Week:	Start Time (include setup):	End Time (include cleanup):

SECTION IV. SIGNATURE

I, the applicant, agree with the policies, stipulations, and fees set forth in making application. I also agree to be held liable to reimburse Park City School District for any damages made to school property by myself, the organization I represent, or anyone affiliated with the activity, including its participants.

SIGNED: _____ Date: _____



Emergency Evacuation Plan

Increment weather contingences

Proof of Coordination & approvals with outside agencies - Health Department, UDABC, Tax Commission, UHP, Wasatch County, Summit county, etc.

Insurance
Expectations of organizers and sponsors !!!!

Identify how event is to be marketed

Major Takeaways

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1. Mitigation of life, health, safety and welfare of event participants and the general public
 2. Attention to detail in processing, clear policies and direction with event organizers .
 3. Focus on Internal and external communication with stakeholders; governmental staff, private sector groups, residential and commercial organizations, regional, state and federal agencies.
 4. Learning from others. We, usually, don't have to reinvent the wheel.