



July 24, 2020

Mayor Beerman and City Council  
Park City Municipal Corporation  
PO Box 1480  
Park City, UT 84060

**RE: Car-Free Sunday Extension, Car-Free Saturday Request, Free Parking Request, and Mobile Recycling Center Funding**

Mayor and Council:

Through continued discussions with our membership, the Historic Park City Alliance submits the following requests to the City for consideration. The goal of our organization is to continue to listen to the merchants and facilitate ways in which they can improve sales during this uncertain time. Over the next six weeks, the HPCA will analyze the impacts of the pandemic on sales with the assistance of the City's Economic and Budget Departments along with Summit County. The goal is to provide merchants with a few scenarios that can help give a broader perspective of possibilities as businesses plan for the upcoming winter season.

This communication contains four requests, and background information is included below.

**Car-Free Sunday Extension and Car-Free Saturday Request**

The City Council reviewed Car-Free Sundays at the July 9, 2020, City Council Meeting. Since that time, the HPCA continued to solicit comments from our members and is requesting the following from the City Council.

- Extend Car-Free Sundays through the end of October (weather permitting)
- Allow for three Car-Free Saturdays: Saturday, August 1; Saturday, September 5; and Saturday, October 3, 2020.

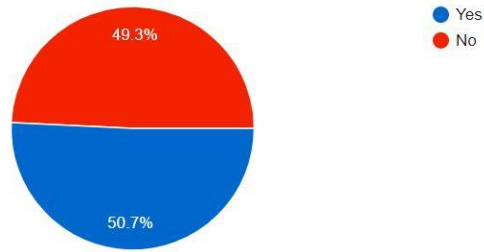
These requests are a result of two surveys conducted. The HPCA released the first survey on July 16, 2020. There were three questions, and input from the surveys was discussed at the HPCA Board Meeting on July 21, 2020. The survey questions and responses are below.

**Question #1: Can you attribute an increase in sales from car-free Sundays?**

Main Street is car-free on Sundays from June 14 through September 6, 2020, to allow for additional room for guests to feel comfortable. This program is not a trial for future year closures and simply exists to mitigate impacts to businesses from COVID-19.

Can you attribute an increase in sales from car-free Sundays?

67 responses



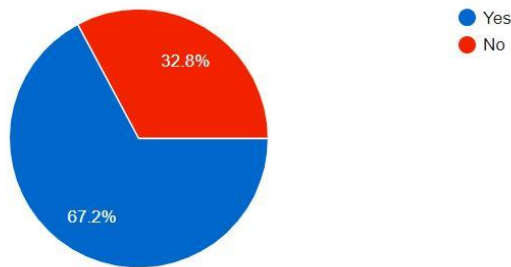
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**Question #2: Should car-free Sundays extend past September 6 and go through the Fall?**

The City Council is reviewing Car-Free Sundays at their August 4 City Council Meeting. This is the last City Council meeting until September 17, 2020. The City Council expressed a desire to receive feedback from the HPCA on extending car-free Sundays through the Fall.

Should car-free Sundays extend past September 6 and go through the fall?

67 responses

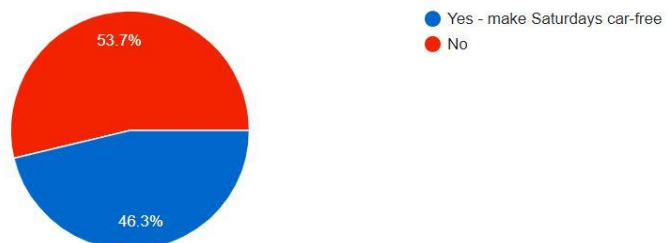


**Question #3: Do you support car-free Saturdays through September 6 (extended through the Fall if supported)?**

Both Downstairs and The Cabin expressed a desire for Saturdays to become car-free. Many restaurants and bars have been adversely affected by the shutdown and have had unbearably low sales over the last couple of months. Being allowed to take their businesses outside on Sundays allows them to operate and provide patrons with outdoor seating they could otherwise not provide. Making Saturdays car-free would allow their businesses and those similar an additional day of expanded outdoor operations.

Do you support car-free Saturdays through September 6 (extended through the fall if supported in the previous question)?

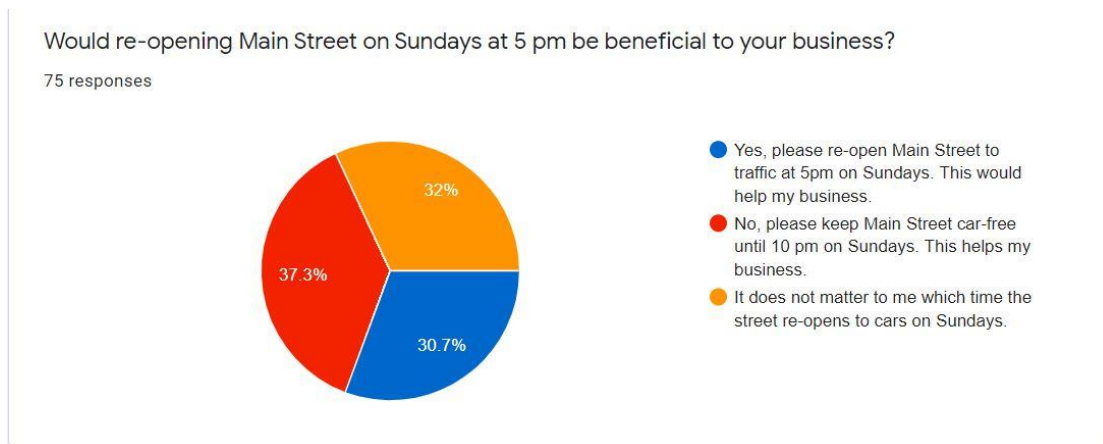
67 responses



The HPCA Board met on Tuesday, July 21, to discuss Car-Free Sundays, their future, and the option to make Saturdays car-free. The Board took into consideration the survey results from the membership and made the following decisions.

1. Car-Free Sundays should extend past September 6 and run through September and October.
2. The Board determined Car-Free Saturdays were not in the best interest of the district; however, they support 3 to 4 Saturday closures through October. The suggested dates are:
  - Saturday, August 1
  - Saturday, September 5
  - Saturday, October 3
3. Finally, the Board discussed reopening Main Street on Car-Free Sundays to vehicles at 5 pm. The Board was mixed and felt the best way to move forward with the decision was to receive members' input. This question is included below.

The HPCA released a second survey on July 22, 2020, to clarify the remaining questions. The responses are as follows.



### Free Parking Request

On May 19, 2020, the HPCA submitted a request to the City Council asking that parking time limits within the district be maintain and observed and also requested that all parking in the downtown core be kept free through December 17, 2020. The free parking message does resonate with guests and allows the entirety of customer dollars be spent within the businesses.

The HPCA acknowledges the trade-offs of free-parking and traffic congestion. At this time, China Bridge does not exceed 70% capacity at peak times. A majority of the time, the parking capacity hovers at 50%. The HPCA requests the City allow free parking to remain as long as capacity in China Bridge does not exceed 85% for extended durations (more than 3 hours), even if that permits free parking to remain throughout the winter season. Continued check-ins between both organizations as winter approaches is recommended.

### Mobile Recycling Center Funding

The HPCA has been covering trash bills since the end of March for the merchants utilizing the shared containers on Swede Alley. Beginning in August, the merchants will begin paying trash services for the containers in Swede Alley. The merchants pay a percentage on their Republic Services bills to cover the cost of the Mobile Recycling Center, which has an annual cost of \$29,200. At this time, the Trash and Recycling Committee recommended the suspension of Franchise Fee collections to save expenses.

The HPCA is requesting the City consider covering the costs for the Mobile Recycling Center through November 2020, at which time new trash and recycling contracts will be issued for the BID.

Please feel to reach out to me with any questions regarding this letter. The HPCA is continuing, in good faith, to make modifications to existing programs to help the businesses within the district during this unchartered time.

Best regards,

A handwritten signature in cursive script that reads "Rhonda C. Sideris".

Rhonda Sideris  
President

cc. Matt Dias  
Jonathan Weidenhamer  
Jenny Diersen  
Johnny Wasden