



## City Council Staff Report

**Subject:** 2023 Park Silly Sunday Market Supplemental Plan  
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**Department:** Special Events  
**Date:** May 11, 2023  
**Type of Item:** Administrative

### Recommendation

Hold a public hearing and consider approving the 2023 Level Four Special Event Permit (**Exhibit A**) for the Park Silly Sunday Market (PSSM) Supplemental Plan (**Exhibit B**), based upon findings that PSSM is operating consistently with the City Services [Agreement](#) (Agreement).

### Background

There is a long and successful [history of PSSM](#). This item is focused on the 2023 Supplemental Plan Approval, which is the annual operating plan within the [Agreement](#). As required in the Agreement, PSSM will return to Council for a July mid-season review and by November for the end-of-season review.

This is the last year of the current Agreement which expires on August 15, 2023. Discussions on the future of the market beyond 2023 will be considered at a [subsequent City Council meeting](#).

Commented [JD1]: Scheduled in June.

### Analysis

We recommend approving the 2023 Supplemental Plan for PSSM based on findings (**Exhibit C**) that PCKAF is operating consistently with the Agreement. A full analysis of PSSM is included in **Exhibit C**.

**Dates:** The event will be held on 11 Sundays. This is a reduction of 3 days as compared to 2022. Dates include June 4 to 25; July 9 to 23; September 3 to 24. The event will not be held on July 2 and 30, or during August.

**Location:** The event will be held on lower main street between Heber Avenue, 9<sup>th</sup> Street, and Deer Valley Drive. The event will no longer provide any programming south of Heber Avenue. The Farmers Market will move to lower Main Street.

**Hours:** The event will be held from 10:00 a.m. to 5:00 p.m. and set up will occur between 6:00 a.m. and 10:00 a.m. The breakdown will be complete by 7:00 p.m.

**Noise:** No amplified sound will occur until noon. From 12:00 p.m. to 5:00 p.m., the maximum decibel level will be 75. Previously, PSSM's contract allowed up to 75 decibels from 10:00 a.m. to noon, and up to 90 decibels from noon to 5:00 p.m.

**Vendor Mix:** PSSM has eliminated all importers/re-sellers, a decrease of over \$19,800 in vendor revenue to PSSM. PSSM understands the Farmers Market is an important part of the event, so they will continue to allow farmers from outside of the Wasatch Back. Otherwise, it would be challenging to provide, as PSSM has worked for more than

15 years to develop relationships with local farmers across Utah to display their products on Sundays.

Local vendors: Allow all Wasatch Back vendors who apply to be accepted while keeping the same number of jewelers per market (12 or fewer). PSSM will continue to offer free or discounted booth space to non-profits, HPCA, PCPAA, and kid-preneuers.

Transportation: PSSM will provide additional shuttles on the two busiest days (\$6,000 value) and will continue to provide a guaranteed bike valet (\$5,000 value). Additionally, they will continue to promote bike, bus, and walk messaging. PSSM will manage pedestrians at the intersection of Heber and Main under the direction of the Police Department. This is an estimated cost of \$13,200 to PSSM.

Sustainability: PSSM will continue to maintain an 80% waste diversion rate or better. This includes assisting other events and nonprofits with their sustainability plans. This expense costs PSSM \$43,000 per year.

Working Group: The working group consists of representatives from the City, PSSM, and HPCA. The group will hold three mid-week meetings throughout the summer to ensure challenges are addressed as they arise.

#### **City Considerations:**

##### Parking & Transportation:

Parking and Special Event Departments recommend increasing event parking rates this summer (see Summer Event Parking Rate report in tonight's packet). For PSSM rates will be \$8/hr with a max of \$35/day. Consistent data over the last five years shows that parking continues to fill on Sundays between 10:30 a.m. and 4:30 p.m. On average, parking sessions last two to three hours.

Car Free Sundays will not occur in 2023 based on feedback from HPCA. This means that Upper Main Street, Swede Alley, and Park Avenue will not experience road closures and parking removal as we have the last three years. This also means that our collective ability to control traffic has shifted and the community should expect increased traffic on Swede Alley, Upper Main Street, and Park Avenue as compared to the past three years. We will continue to mitigate impacts with the following:

- Signage to direct traffic to Deer Valley Drive for parking access (instead of Park Avenue).
- Permanent no-through streets and parking signs installed throughout old town streets. Police and Parking will enforce.
- Park Avenue between 9<sup>th</sup> and 11<sup>th</sup> streets will continue to be resident parking only on Sundays, and PSSM has notified vendors they cannot park on Park Avenue.
- Flagpole Lot, North Marsac and Gateway will remain available for exclusively for Main Street Employees with appropriate parking permits.
- We will remove parking from Heber Avenue to ensure transit and pedestrian access and safety.
- The Trolley will return to Main Street on Sundays.
- Police will no longer be able to control swede alley access.

PCMC will continue to provide increased transit services. PSSM will promote transit and alternative modes such as biking and carpooling.

Commented [JD2]: Confirming these this week.

### Funding

As amended on January 5, 2023 ([report](#) p. 183, [minutes](#) p. 9), the [Agreement](#) outlines sections B.2.5(n) Pedestrian Management, C.6.1 Basic City Services, E.10.(c)(i) Bollard Installation, and E.10.(c)(ii) City Service Waivers. This includes that PSSM requests the City waive City Services for 11 markets. PSSM will provide bollard and pedestrian management at no cost to the City. Bollard and pedestrian management are services the City has to pay an outside service provider for during other events (value \$26,400). City fees listed below are covered within existing departmental budgets. We will report on updated costs at the mid-season review and end-of-season debrief.

City Service Fee	Estimate
Special Event Permit - Level 4 - CIE Rate	\$192
Building Permits	\$250
Parking Removal	\$15,400
Banner Installation	\$687
Public Safety Personnel	\$39,600
VMS & barricades/equipment	\$4,400
Transit Services	\$4,000
<b>Total City Service Fee Estimate</b>	<b>\$64,529</b>

### Exhibits

- A: Draft PSSM Special Event Permit
- B: PSSM Application & Supplemental Plan
- C: Analysis of PSSM