



AGENDA

Summit County Restaurant Tax Advisory Committee

Tuesday, February 25, 2025

NOTICE is hereby given that the Summit County Restaurant Tax Advisory Committee will meet electronically, via Zoom, and at the anchor location of the Summit County Courthouse, 60 N. Main Street, Coalville, UT 84017
Executive Conference Room

To participate in the meeting: Join Zoom:

<https://summitcountyut.zoom.us/j/7079146500?pwd=ZUFpLzB6WU9jcEV5dnBUTDJRUWw4UT09&omn=96915745489>

Meeting ID: 7079146500 Passcode: 010125

Or dial: 1 669 900 9128 US

3:00 PM - Election of Chair, Vice Chair, and Secretary

3:05 PM – Discuss small applications

3:25 PM – Park City Area Restaurant Letter

3:40 PM - Other Items

4:00 PM – Meeting Adjourned

Members of the Committee will attend by electronic means, using Zoom (phone or video).

Such members may fully participate in the proceedings as if physically present.

Individuals with questions, comments, or needing special accommodations pursuant to the Americans with Disabilities Act regarding this meeting may contact Amy Jones at 435-336-3042

Posted: February 24, 2025



February 18, 2025

Dear Summit County Restaurant Tax Grant Committee:

I am writing on behalf of the Park City Area Restaurant Association to formally request an adjustment to our grant funding originally allocated for the implementation of a \$25 spring dining incentive. After extensive research and careful evaluation, we have determined that we are not comfortable moving forward with this initiative as originally outlined in our application.

Our primary concern is the inability to develop a program that can safely and efficiently distribute an electronic coupon while integrating with the various point-of-sale (POS) systems used by our diverse membership. Additionally, we are unable to ensure adequate fraud prevention measures, which poses a risk to both our organization and participating restaurants.

Given these challenges, we respectfully request to pivot and allocate these funds toward the implementation of a spring Dine About program instead. Our recent fall Dine About program was one of our most successful promotions to date, demonstrating strong engagement from both the community and participating restaurants. As detailed below, the Fall Dine About attracted 6,245 diners over the 31-day promotion, averaging 202 diners per day and providing a significant boost to businesses during the off- season.

\$15 Lunch Menu	\$20 Lunch Menu	\$25 Lunch Menu	\$30 Dinner Menu	\$45 Dinner Menu	\$60 Dinner Menu	Après \$20	Total
858	1585	265	50	827	2493	167	6245
\$12,870.00	\$31,700.00	\$6,625.00	\$1,500.00	\$37,215.00	\$149,580.00	\$3,340.00	\$242,830.00*

**Totals noted above do not include tax or gratuity.*

Based on these results, we believe a spring iteration of this program would be the most effective and impactful way to support the local dining industry while also attracting visitors to Park City.

We appreciate the Summit County Restaurant Tax Grant Committee's consideration of this request and remain committed to maximizing the success of this grant funding in a way that benefits both local businesses and the Park City community. Please let us know the necessary steps to move forward with this adjustment, and we are happy to provide any additional information needed.

Thank you for your time and support. We look forward to your response.

Sincerely,

Ginger Wicks

Ginger Wicks
Executive
Director