

Wendy Page

From: Jared Stewart <jstewartrome@gmail.com>
Sent: Monday, October 5, 2026 10:33 PM
To: Wendy Page
Cc: Brian Horrocks; Tammy Clayton; Suzette Jackson; Ted Knowlton; Heidi Smoot; Alisa VanLangeveld; Ken Leetham
Subject: Public Comment for 10/6 Item #6: Consideration of 2027 Nights Out Events

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Wendy and the City Council,

Thank you in advance for coordinating and reviewing public comments for the Tuesday night City Council meeting (and for all council meetings!). I teach a class on Tuesday nights and won't be able to attend in person. Please share my comments during the meeting.

I encourage the City to **continue its support of the Night Out events in 2027**. I live in Foxboro, and we walk to Legacy Park to participate in each of the events listed (Pride, Juneteenth, Back to School Night, A Bolder Way Forward, and Latino Heritage), in addition to food trucks on most Monday nights. These events provide important park programming and neighborhood value, and are a staple of the community. Here are my observations from attendance over the past two years:

- Many people attend these events! I see families, couples, and my own neighbors at each.
- Because an event is themed does not mean it is exclusive. I see people of all types at each event, including many kids and families. As a family working to grow, it's important to maintain family events like these at our neighborhood park.
- The amount of money being invested in these events is remarkably small. We leverage great community and neighborhood benefit from a relatively small investment (about 10k per year).
- These events are wonderful small business and non-profit catalysts. My retired neighbor meets her friends at each event to help with their vendor booth: they sell homemade soap to fundraise for the Center of Hope Food Pantry. They (along with food trucks and many small business vendors) show up at each of the events being discussed. We shop and spend at most events, a rare opportunity to contribute sales tax directly to my City.

Cost and City spending were specifically mentioned in prior meetings (e.g., should our City spend taxpayer funds on these events?). As a participant and as a former municipal economic development director (who organized small business events), here are two suggestions:

1. Maximize sales tax revenue by providing a vendor list and contact information to the State Sales Tax Commission after each event. The State Tax Commission will cross-reference transaction dates with business licenses and make sure that revenue is allocated to North Salt Lake. Between food and vendor sales, I suspect the City breaks even on these events already (if tax revenue is captured).
2. Consult vendors (specifically those who have attended over multiple years) on the best booth orientation for foot traffic. I spoke with one vendor who seemed to prefer the 2025 booth organization, which faced inward and got them more foot traffic.

Thank you for your consideration and service to North Salt Lake.

Best,
Jared Stewart
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