



Dear Summit County Council:

The Conservancy has submitted a successful pre-application to the LeRay McAllister Critical Land Conservation Fund for the Ercanbrack Livestock project. We have been invited to submit a full application before the June 12, 2015 deadline. The Council has agreed to co-hold the Ercanbrack Livestock property conservation easement with the Summit Land Conservancy if funding efforts are successful. One of the criteria required in the full application is:

Priorities - Local support for the project and compliance with the community's general plan. Applications must include: 1. Documentation that the local elected legislative body within whose jurisdiction the subject property lies has in a public meeting, subject to normal notice requirements, provided the opportunity for public input and has subsequently approved the acquisition (this can take the form of a resolution of support adopted by the local government).

The Quality Growth Commission requests this documentation because there have been several instances where local governments have opposed the proposed project. They do not want to spend state money on land preservation if local governments object. This rule is not required by law, but the Commission has discretion to establish rules for managing the fund, and thus created this rule. The Commission notes this has been one of the more popular rules with the legislature.

To satisfy the funding application requirements, Summit Land Conservancy is asking Summit County to pass the attached Resolution 2015-13 Resolution of Summit County Approving the Acquisition of the Ercanbrack Livestock Ranch Conservation Easement.

Thank you,

Erin Bragg

A handwritten signature in blue ink, appearing to read "Erin Bragg", is written over the printed name.

Conservation Director
Summit Land Conservancy

Attachment A: Support Letter from Tom Fisher

Attachment B: Resolution 2015-13

Attachment A

COUNTY MANAGER



TOM FISHER

May 7, 2015

Utah Quality Growth Commission
State Capitol Complex
East Building, Suite E210
Salt Lake City, UT 84114

Dear Commission Members:

Summit County contains an abundance of Utah's wild and scenic landscapes within its boundaries. We are fortunate to have many landowners who recognize this and the significance of these lands: they provide habitat for wildlife and the opportunity to continue agricultural practices.

The Ercanbrack family is one such property owner that is committed to protecting its property in perpetuity through a conservation easement. They have an undeniable commitment to the land and recognize the unique attributes that their land contains.

The County is pleased that Summit Land Conservancy is working with the Ercanbracks and will be a co-holder of the Ercanbrack Livestock Conservation Easement if the opportunity that LeRay McAllister Funds are used to complete the purchase of the easement. We anticipate this partnership at no additional cost to the County other than the funding this project will seek through the Eastern Agricultural Protection Committee (ESAP).

In behalf of Summit County, I would like to thank you for your funding consideration of this property.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Tom Fisher", is written over a faint, larger version of the same signature.

Thomas C. Fisher, Manager
Summit County

Attachment B

Resolution No. 2015-13

RESOLUTION OF SUMMIT COUNTY APPROVING THE ACQUISITION OF THE ERCANBRACK LIVESTOCK RANCH CONSERVATION EASEMENT

WHEREAS, Ercanbrack Livestock LLC, is voluntarily working toward placing a form of conservation easement on their working ranch (the "Conservation Easement"); and,

WHEREAS, the working ranch property is located in Grass Creek and Chalk Creek, Summit County Tax Identification No.s NS-1103-C, NS-1108, NS-1102, NS-1110, and NS-1111 (the "Ercanbrack Livestock Ranch"); and,

WHEREAS, the Eastern Summit County General Plan (the "General Plan") aims to "[e]nsure that development occurs in a manner and location that protects natural resources, including but not limited to pollution prevention, erosion prevention, national forests, crucial wildlife habitat and corridors, agricultural lands, fisheries, water quality, wetlands, scenic view sheds, riparian areas, wildlife and clean air;" and,

WHEREAS, the General Plan further requires coordination "with the Eastern Summit County Agriculture and Open Space Committee (ESAP) and the affected municipalities in the acquisition of conservation easements and/or restrictions to preserve agricultural lands and open space" and to "develop an economy which augments and supports the desired lifestyle of Eastern Summit County residents, the characteristics of which are mountains, open space, recreation, rural, agriculture and small towns;" and,

WHEREAS, the Ercanbrack Livestock Ranch is located in designated winter habitat within the Rich-Morgan-Summit Sage-grouse Management Area as defined by the Utah Division of Wildlife Resources Conservation Plan for Greater Sage-grouse in Utah; and,

WHEREAS, the Summit Land Conservancy is working as the cooperating entity to raise funds for a form of Conservation Easement on the Ercanbrack Livestock Ranch; and,

WHEREAS, Summit County agrees to co-hold the Conservation Easement with Summit Land Conservancy; and,

WHEREAS, funds from the LeRay McAllister Critical Land Conservation Fund may be used to purchase the Conservation Easement; and,

WHEREAS, the Summit County Council (the "Council") is the local elected legislative body within whose jurisdiction the Ercanbrack Livestock Ranch lies; and,

WHEREAS, the Council held a public hearing, subject to the requirements of the Utah Open Meetings Act, in order to provide the public an opportunity to comment on the proposed acquisition of a form of Conservation Easement on the Ercanbrack Livestock Ranch;

;

NOW, THEREFORE BE IT RESOLVED, by the Legislative Body of Summit County as follows:

1. The acquisition of a form of Conservation Easement on the Ercanbrack Livestock Ranch is consistent with the General Plan.

2. The Council supports the acquisition of a form of Conservation Easement on the Ercanbrack Livestock Ranch.

3. EFFECTIVE DATE. This Resolution shall take effect upon adoption by the Council.

APPROVED AND ADOPTED this 3rd day of JUNE, 2015.

SUMMIT COUNTY COUNCIL
SUMMIT COUNTY, UTAH

By: _____
Kim Carson, Chair

ATTEST:

Kent Jones, County Clerk

**SUMMIT COUNTY CULTURAL RAP
TAX RECOMMENDATIONS 2015**

ORGANIZATION	Rationale & Restrictions	2015 Request	2015 Recommend
Alf Engen Ski Museum Foundation	<p>The Alf Engen Ski Museum Foundation operates the Alf Engen Ski Museum with its mission to preserve the history of skiing in the Intermountain region. In 2014 the museum used RAP funding to install a new premier interactive exhibit, "The Interactive Ski Jump", and the Summit County Hometown Heroes exhibit. The museum hosts over 300,000 visitors annually, and educates every Summit County Grade 4 student (over 500 students, teachers and parents). 2015 RAP Tax grant funds will be used to assist with the upgrading of the museum entrance with interactive displays, to renovate the Ecker Hill ski jump exhibit and to support the student educational programs and field trips. The Museum continues to partner with other Summit County groups such as the Park City Historical Society and Museum, Park City Chamber Bureau and the U.S. Ski and Snowboard Association.</p>	\$35,000	\$26,250
Arts-Kids	<p>Arts Kids is a free after-school program, offered across almost all grades levels throughout Summit County, utilizing a facilitator and an artist in a group situation to enhance youth development in a safe environment. In 2015 RAP tax funds may only be used to pay the fees associated with the artists who provide the services and the materials to go along with the sessions. Funds may also be used to expand the programs and services into Ecker Hill Middle School, into South Summit County schools (preferably 6th through 12th grades), and at Park City High School for the 2015-16 academic year.</p>	\$40,000	\$10,000
Echo Community & Historical Organization	<p>The Echo Community and Historical Organization (ECHO) aims to maintain the historical significance and increase interest in the Echo area through the preservation of three historical buildings: Echo Church (built in 1876), Echo School (built in 1914) and the Echo Post Office (built in 1920). 2015 RAP Tax funds will be used for ECHO's operating expenses, maintaining all three buildings and to keep the doors open for public enjoyment during the 2015 summer months. The summer employment must be publicly advertised.</p>	\$3,000	\$3,000

<p>Egyptian Theater Company</p>	<p>The Egyptian Theater Company is dedicated to enriching lives through the performing arts. The theater is committed to serving the community by providing a variety of artistic performances, education and outreach programs. The number of performances offered by the theatre increased in 2014, as did ticket sales, and Youtheatre participation has increased from 70 students in 2010 to over 400 in 2014. 2015 RAP Tax funding will be used to underwrite theatrical productions, music and dance concerts, to support the Youtheatre program and to fund general operating expenses.</p>	<p>\$90,000</p>	<p>\$60,000</p>
<p>Kimball Art Center</p>	<p>The Kimball Art Center is Summit County's community arts center, committed to engaging individuals of all ages in diverse and inspiring experiences through education, exhibitions and events. Their primary focus is visual art education through multiple platforms and exhibitions featuring various media for each show, an excellent school outreach program, art classes, art talks and their annual Arts Festival each August. Funding for 2015 is to support KAC's Exhibition Program and their Education Program, specifically ARTS, school field trips, and speakers.</p>	<p>\$120,0000</p>	<p>\$70,500</p>
<p>KPCW</p>	<p>KPCW proposes to use 2015 tax funding to enhance local programming including; news, traffic, weather, community affairs, emergency reporting and public affairs hourly programming. The funds specifically will offset costs of one news director and two reporters, as well as assist with local public affair's hours – The Local View, Mountain Money, Community Voices, The Mountain Life, This Green Earth and the Morning Mix. Music programming will also be assisted for the programming director and part-time DJ for weekend board coverage. KPCW supports Summit County nonprofit associations through free on-air promotions, interviews and advertising nonprofit fundraisers throughout the year.</p>	<p>\$125,833</p>	<p>\$70,500</p>

Mountain Town Music	Mountain Town Music produces live music experiences throughout Summit County. More than 192 live musical performances were held within 2014. Local musicians as well as nationally known artists perform. Performances have free admission or a very low fee required. The organization's Youth Program includes live performances by local youth bands at the Community Concert Series, "behind the scenes" mentoring on the technical side and partnering professional artists with young aspiring musicians in our community. RAP Tax grant funds will be used in 2015 to support general overhead and event expenses only. No RAP funds are to be used in the purchase of any capital expenditures.	\$152,000	\$70,500
Park City Chamber Music Society	The PC Chamber Music Society is dedicated to promoting and preserving the art of classical chamber music. Rap tax grant funds for 2014 will support the production of the 30th season of the free Beethoven Festival Park City held in City Park and the 11th Park City Film Music Festival held at the Prospector Hotel.	\$35,000	\$14,000
Park City Historical Society & Museum- Park Record Digitalization	As Park City grows, it is increasingly necessary to make the events and issues that shaped the area's culture available to newcomers, the rising generation, and investors. Part of understanding our present and future is knowing our past. With the newspapers digitized, journalists, historians, and citizens will find answers, understand the local community, and learn from the past. The Park City, Summit County, and Marriott Libraries, have joined the Park City Museum, The Park Record, and interested citizens to form a committee with the goal of raising the needed funds to make the Park Record accessible through the Utah Digital Newspapers database. This year's 2015 RAP Grant will support the scanning expenses to help make certain that the entire history of the Park Record is digitized. We understand that this is a short term, possibly no more than two years of RAP funding requests, in order to complete this project.	\$20,000	\$15,000
Park City Historical Society & Museum	The mission of the Park City Historical Society & Museum (PCHSM) is to professionally interpret Park City and regional western history through engaging exhibitions and lively educational events; actively research and record the history of Park City and its environs; promote and advocate for the preservation of Park City's important and historic sites. 2015 RAP Tax funds will be used for Director of Education salary, Docent training, Summit County school children Museum trips including transportation cost support and support for the new "Discovery Wall" design.	\$71,500	\$47,975

Park City Film Council	The Park City Film Council is a single screen independent cinema dedicated to serving the local community by offering high quality, independent feature, world, and local films often highlighted by question and answer sessions and panel discussions with filmmakers, screen writers or directors. The PCFC makes a tremendous effort to involve the local, non-profit community across age groups. PCFC has a particularly tight/lean budget with one full-time paid staff member with films shown throughout the year with events and programming tied to these films. RAP Tax funding for 2015 will support production and salary expenses specifically related towards community and kids programming which seems to involve dual language families through Summit County.	\$49,963	\$37,473
Park City Institute	The Park City Institute presents "MainStage" winter programming at the Eccles Center and "Big Stars, Bright Nights" summer programming at Deer Valley. Besides offering discounted tickets to students and other groups within Summit County, the Institute brings visiting entertainers into the classroom offering Park City students a very unique and rich experience. RAP tax funds will support administrative salaries, administrative expenses, and space rental for both Main Stage and Big Stars, Bright Nights.	\$130,000	\$65,000
Park City Singers	This Applicant did not provide the necessary information and will not be eligible to receive funds for 2015.	\$9,800	0
Park City/Summit County Arts Council	Park City/Summit County Arts Council (PCSCAC) supports and promotes arts and culture in Park City and Summit County by serving as a central resource for information, networking, discussions, planning and services for artists, arts and cultural organizations, programs and events; managing Park City and Summit County's Public Art Advisory Boards; hosting Eastern Summit County artist's networking meetings; implementing the Annual Summit Arts show in Oakley; continuing to coordinate the work of Arts Council task forces partnered with Park City Professional Artists Association. 2015 RAP funds will be used to help fund the Summit Art Show in Oakley, the Summit County Fair Art Show, to help pay for contracted services (audit, legal and accounting), for general administration costs and salaries. RAP Tax funds are not to be used for marketing to	\$49,821	\$27,718

	target "cultural tourists" nor for market research/competitive analysis and branding development.		
PCSC Arts Council (Public Art Program)	The County has purchased or acquired a collection of more than 80 works of art. At this time, all of the artwork has not been officially inventoried, labeled and cataloged including photographing each piece, writing a brief biography of the artist and producing the catalog/inventory and labels for the pieces on display. With the support of RAP Tax funds and matching funds an art curator will be hired by the PCSCAC to research and write information on each piece of artwork.	\$6,030	\$4,500
Park Silly	Park Silly Sunday Market hires over 30 local and visiting bands to perform on historic Main Street during the summer. Park Silly Sunday Market offers a venue for locals and visitors to enjoy music, visual and performing arts during the summer months from June 7 to September 20, 2015. 2015 RAP funds will used to provide only Summit County artists, musicians and performers with performance space and costs for staff to help set up the local performers each week.	\$49,300	\$11,000
Sundance Institute	The Sundance Institute is dedicated to the discovery and development of independent artists and audiences. They propose using 2015/16 tax funding to assist with community programs that provide free, cultural programs for Summit County residents and students year-round and during the Sundance Film Festival. Sundance Institute's Summit County Outreach Programs list Sundance Institute Summer Film Series (3 films); Community Screenings (during Sundance Film Festival); Townie Tuesday Screenings (4 screenings); Best of Fest Screenings (2 free screenings) and Nonprofit Community tickets (approximately 100). The Institute also provides Summit County Student Outreach to approximately 1,600 students.	\$117,000	\$70,500
Swaner EcoCenter	The mission of Swaner Preserve and EcoCenter is to preserve the land and the human connection to the natural landscape, to educate the community about the value of nature and to nurture both the ecosystem and the people connected to it. 2014 RAP Tax funds were used to help support the Mountain Lion Exhibit called "Mountain Lions! The story of Pumas and People" which was very successful with visitor numbers doubling in 2014. The	\$47,000	\$28,000

	Swaner Preserve would like to use 2015 RAP funding for the Environmental Education Program. This program helps residents to understand local environmental issues while encouraging youth to engage in environmental stewardship and natural history at a young age.		
Utah Symphony & Opera/Deer Valley Music Festival	The Utah Symphony/Utah Opera's mission is "to serve the people of our State and beyond as the premier provider of the orchestral and operatic art forms." Their presents in Summit County continues to grow every year. Last year they produced the Deer Valley Music Festival featuring classical, pops and chamber performances for 6 weeks. 10,302 Summit County residents attended their productions. This year they have already pre-sold (at discounted prices) over 1,385 for this year's Deer Valley Music Festival. The 2015 funds will be used to support the summer Deer Valley Music Festival, holiday performance / chamber performances	\$125,000	\$63,300
Total Recommended			\$695,216.00

SUMMIT COUNTY RESTAURANT TAX ADVISORY COMMITTEE

2015 Grant Request Recommendations Rationale & Restrictions

The 2015 grant cycle is the 24th year of Restaurant Tax Grant awards in Summit County. There are 40 applications requesting a total of \$2,600,347 in grant funds for 2015. After extensive review of the applications, including a presentation and Q&A with each applicant, the Committee ranked the applications based on five criteria: 1) tourism components, 2) the ability to leverage, 3) potential to increase the 1% restaurant tax, 4) whether the application is promotion or an asset, and, 5) whether the application is a new or developing program.

There are varying degrees of tourism components included in these applications. The Committee's review process concentrates on the applicant's ability to augment the Restaurant Tax Fund by attracting day and overnight visitors, particularly from outside of Summit County. Some of the applications are for marketing promotion with the sole purpose of bringing visitors to the County. In other cases, the application is for an event, service or facility that will enhance the experience of guests visiting the area. The Committee recognizes and agrees that some local events and facilities, while not directly driving overnight visitation, provide opportunities for guests to enjoy their stay in Summit County and enhance the perception of the County as a desirable vacation destination.

The Committee has made specific recommendations and restrictions for use of \$2,140,953 of the available total \$2,170,855 in 2015. Specific restrictions for use of the funding are noted after each application's rationale. The Committee has endeavored to weigh and take into consideration all relevant information at its disposal in the formation of the recommendations. The Committee would like applicants and the Council to recognize that recommended funding is determined based upon the merit of the application pool each year. Funding is not based upon past funding levels and should not be considered guaranteed on-going funding. The Committee recommends that this year we maintain \$29,902 in the Restaurant Tax Grant Fund for the 2016 cycle. We have made this recommendation based on the following reasons: 1) We need to spend the funds per the State and County Statutes and spending the additional funds was not supported by the legal constraints; 2) We saw more funding available than ever before in our history and fewer applications; and, 3) In years when less funding has been available the organizations typically need the grant monies even more, and the carryover may help alleviate that issue if the amount available next year is less.

The County Manager's office provides very helpful follow-up on required documentation for grants from previous years. In an effort to encourage better compliance with the reporting requirement for past grants, language in the contract includes financial penalties for non-compliance with reporting deadlines. Our efforts to provide financial compliance with the reporting through the penalty system has historically worked well to keep an acceptable level of financial documentation. This year six (6) applicants did not provide documentation for their 2013 grants by the contracted due date. A 5% reduction in funding was applied to these applications after the committee determined funding based on criteria rankings. The reduction for late reporting was \$24,950 for the six grant requests.

The following are the Committee's detailed recommendations for 2015.

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1501 Adopt a Native Elder - Promotion	\$5,000	\$5,000

2015 RATIONALE: This will be the 26th year of the Adopt A Native Elder - Deer Valley Rug Show and Sale. The event will be held at the Snow Park Lodge in Deer Valley, November 5-8 2015. There are more than 240 volunteers for this organization. The funding request will be used for print and radio advertising outside of Summit County. The sales at this show help 80 weaving families earn income to sustain themselves in remote areas of the Navajo reservation in Utah and Arizona. They also provide educational workshops for 500 Summit County school children. This event takes place the first part of November when, typically, there are few competing events to draw tourism to the area. They report that over 3,000 people attend this show last year, and 75% are estimated to be from outside of Summit County. This is considered the premier rug show in the western United States.

2015 RESTRICTIONS: Funding shall only be used for advertising in national magazines, Wasatch Front radio, and/or out of Summit County newspapers. Materials and information shall continue to have "Park City" labeled prominently on them. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on event website and printed material to include but not limited to posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$3,000; 2008: \$3,000; 2009: \$3,000; 2010: \$3,000; 2011: \$3,000; 2012: \$3,000; 2013: \$3,000; 2014: \$3,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1502 Alf Engen Ski Museum Foundation	\$25,000	\$20,500

2015 RATIONALE: The Alf Engen Ski Museum, located at the Utah Olympic Park, is a unique attraction and tourist draw for Summit County. The committee applauds the museum curators for adding tourism value and enhanced visitor numbers by offering free admission. They report that visitation in 2014 was 300,000 with 78% of the annual visitors from outside Summit County. The 2015 request is to supplement a variety of marketing strategies to capture potential visitors nationally including promotion of the new virtual ski jump exhibit; enhanced digital marketing outside Summit County, advertising in national cultural travel magazines, joint marketing with UOP and continued co-op advertising with the Park City Chamber in the Salt Lake Tribune.

2015 RESTRICTIONS: Funding shall be used for marketing outside Summit County as listed in the application. Funding for the bi-annual newsletter is not recommended due to the limited tourism benefit of promoting to membership. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials to include but not limited to posters, brochures, and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$50,000; 2008: \$50,000; 2009: \$50,000; 2010: \$ 50,000; 2011: \$60,000; 2012: \$73,000 (combined with UOP); 2013: \$20,000; 2014: \$22,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1503 City of Coalville – BBQ Bash	\$50,000	\$35,000

2015 RATIONALE: Coalville City will host a BBQ Festival on Saturday June 13th 2015. They plan on inviting up to 10 cooks that specialize in Barbeque to participate in the event. Each cook will be judged on the various types of meat, pork, chicken and ribs, presented. Prizes will be awarded to the top five cooks. The meat that is cooked will be sold in a combination plate to those in attendance. Coalville City will serve the meal and vend beverages. The event is open to outside vendors (excluding food and drinks). This will be a one day event with the competitors arriving one day in advance for preparation. The Festival will provide live entertainment starting at 6:00 p.m. with a concert featuring a well-known artist, kid's activity area and culminate the evening with fireworks.

2015 RESTRICTIONS: Grant funds of \$15,000 can only be used for out-of-county advertising and marketing with \$15,000 dedicated toward entertainment and \$5,000 for fireworks. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the event website and printed materials to included, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$2,000; 2008: \$3,000 as the Mountain Spirit Festival; 2009: \$4,000; 2010: \$8,000; 2011: No Funding; 2012: \$50,000; 2013: \$35,000; 2014: \$25,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1504 City of Coalville – Car Show	\$25,000	\$15,000

2015 RATIONALE: This will be the 25th anniversary for the annual Coalville Super Cruise Car Show. They attract the largest number of classic cars in the state and will be trying to add other collectibles this year such as tractors, motorcycles and other original designs. The antique cars cruise in from three different locations arriving in Coalville at the coordinated time for an impressive entry to the City. To amplify the production this year to celebrate the longest running Super Cruise in the state for the 25th anniversary they plan to have vendors, food, entertainment and a kid’s area. This year, they hope to add a drawing for a car, a hot air balloon glow and a concert with a featured artist. The event will end with a spectacular firework show.

2015 RESTRICTIONS: Grant funds of a total of \$15,000 are allocated with a minimum of \$5,000 to be spent on out-of-county advertising and marketing, and up to \$10,000 on hot air balloons and entertainment. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the event website and printed materials to included, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: No application in 2014

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1505 Egyptian Theatre - Promotion	\$125,000	\$125,000

2015 RATIONALE: The Egyptian Theatre is requesting funding to support Marketing and Promotional Outreach for their major shows, national touring acts, and all performances appealing to destination visitors at the Theatre; encouraging Non-Summit County residents to come to Park City. For 5 years straight the Egyptian has increased ticket sales and grown the number of events and performances on stage, maintaining vibrancy on Main Street.

2015 RESTRICTIONS: . Funding shall be used for print marketing outside of Summit County including, but not limited to: Salt Lake Tribune, Desert News, City Weekly; broadcast advertising outside of Summit County with KRCL and other outlets; and website updates and web based marketing efforts such as Now Playing Utah, City Weekly, Santek Online, Utah Digital Services, Twio Brand, and Facebook/other social media outlets; and digital media including Yesco and Utah Digital Services for digital advertising and billboards. Funds shall not be used marketing within Summit County or towards the purchase of an additional building/space. Funds can be used for in-county newspapers or radio marketing only if used solely for web promotion that is tracked and out-of-county use (clicks, buys, views, etc) is provided to the Restaurant Tax as evidence of tourism promotion during the next application cycle. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization’s website and printed materials to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$20,000; 2008: \$25,000; 2009: \$40,000; 2010: \$50,000; 2011: \$60,000; 2012: \$65,000; 2013 \$90,000; 2014: \$100,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1506 Historic Park City Alliance - Promotion	\$41,500	\$41,500

<u>Committee Application No.</u>		<u>Original Request</u>	<u>Recommended Amount</u>
1509	Mountain Trails	\$20,000	\$12,000

2015 RATIONALE: This application is for the support funding for digital media for our award winning trails system in Park City/Summit County. The quality of the Summit County trails system has garnered international accolades and press. Use and popularity of the trails is increasing every year. The revenue that is generated by these events is used by the Mountain Trails Foundation for trail building, maintenance, and advocacy. Mountain Trails needs to continue to promote the trail system to bring in more high-end trail users who spend more time here and bring out-of-county dollars. The Committee commends the applicant in working with highly recognized names such as Ragnar and Northface to bring in in many out-of-county competitors.

2015 RESTRICTIONS: Funding may be used for: T-Shirts, Digital/Social media, on-line marketing, and PR and marketing outside of Summit County. Funds may be used for in-county newspapers or radio marketing only if used solely for web promotion that is tracked. Please provide statistics showing out-of-county on-line use (clicks, buys, views, etc) of local newspaper/radio marketing during the next application cycle. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the sponsor section of the event website and printed materials to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$18,000; 2008: \$15,000; 2009: \$3,000; 2010: \$15,000; 2011: \$10,500; 2012: Application Withdrawn; 2013 \$10,000; 2014: \$12,000

<u>Committee Application No.</u>		<u>Original Request</u>	<u>Recommended Amount</u>
1510	National Ability Center	\$15,000	\$10,000

2015 RATIONALE: The National Ability Center's current marketing focuses on the NAC's adaptive recreation programs as a resource for entire families coming to Park City as a recreation destination. In the past they estimated that 3,000 participants experienced their programs, with 70% of these from out of Summit County. Out of state participants typically bring several family members and stay an average of 3.5 days in Park City. This July they are the local non-profit partner for the 2015 No Barriers Summit in Park City. A leader within the adaptive industry, No Barriers USA holds this multi-day conference at a different location within the U.S every other year. The 2015 Summit will bring together 1000 scientists, inventors, academics, practitioners, and end-users from around the county for a four-day outdoor extravaganza that challenges conception of what is possible. This family-friendly event is for people of all ages and abilities. More than 40% of the 2015 Summit's 1,000 attendees will to travel to Utah from outside the state for this conference. The 2015 Summit will be the largest event of its kind to date in Utah and supported by the National Ability Center. The National Ability Center is requesting funding from the Summit County Restaurant Tax committee in 2015 for an outreach and marketing campaign that targets individuals with disabilities and their families, as well as group partners and organizations that provide services for this community across the country, including as part of the No Barriers Summit.

2015 RESTRICTIONS: Funds shall only be used for print, web and video advertising to potential visitors from outside Summit County and for promotion for onsite education events, family camps and partnership referrals as outlined in the application. Granted funding shall not be used for salaries or to offset or reimburse NAC staff time. **The Committee requests that statistics on participant's lodging and catering/restaurant purchases that generate Restaurant Tax revenue be included in future applications.**

Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the event website and printed materials to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$10,000; 2008: \$10,000; 2009: \$7,000; 2010: \$10,000; 2011: \$8,000; 2012: no application; 2013: \$10,900; 2014: \$12,000

<u>Committee Application No.</u>		<u>Original Request</u>	<u>Recommended Amount</u>
1511	Oakley Car Show	\$5,000	\$3,000

2015 RATIONALE: This year will be the tenth year of the show. The event will be held on September 11-12, 2015. In 2014, the event had over 300 cars and attracted over 1,000 visitors to Oakley during the shoulder season. Many of the car show participants arrive at the show early on Friday and return home on Sunday – making it a mini-vacation with overnight tourism dollars generated. Organizers are working with Park City Peaks Hotel to offer special rates for participants and further advertise lodging options. Many of the participants venture to local restaurants and shops. The Car Club and Oakley City donate proceeds equally between the Peace House and the Summit County Children's Justice Center.

2015 RESTRICTIONS: Funding shall only be used for advertising outside of Summit County, awards, tee shirts, posters and flyers to be used for promotion at other car shows. The Committee recommends getting letters from the local restaurants stating the positive impacts of the show on their business.. Please ensure the that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on websites and printed materials to include but not limited to posters, brochures, and programs Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the event website and printed materials to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2010: \$2,000; 2011: \$2,500; 2012: \$2,000; 2013: \$2,000; 2014: \$2,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1512 Oakley Rodeo Advertising	\$13,500	\$13,500

2015 RATIONALE: This request is to help fund the marketing of the Oakley Town 4th of July rodeo and celebration. This is a four day event that continues to draw people from all over the Wasatch Front as well as out of state visitors. This application requests funding for Comcast Spotlight through Xfinity Cable Television and their Xfinity web page, and is intended to increase public awareness about ticket availability and to drive sales to the slower mid-week nights. Both the V spots and the online advertisements will direct viewers to OakleyCity.com where they can learn more about the event and purchase/print tickets from home. Oakley Rodeo has negotiated part of this to be paid through trade and event sponsorship leaving \$13,500 to be paid in cash. The organizers also work with Coca-Cola to have neck tag hangars on Coke products in eastern SLC valley stores, where zip code analysis shows strong attendance at the rodeo. In 2014 they attracted 750 out-of-state overnight visitors, and 4,200 in-state overnight visitors.

2015 RESTRICTIONS: Funding shall only be used for a Comcast TV buy and other marketing outside of Summit County. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the event website and printed materials to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$2,500; 2009: \$5,000; 2010: \$4,000; 2011: \$4,000; 2012: \$10,000; 2013: \$12,000; 2014: \$12,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1513 Park City Chamber/Bureau – Fam Tour	\$50,000	\$50,000

2015 RATIONALE: This application requests funds to host an evening event in Park City for meeting planners and association executives attending a convention in Salt Lake City sponsored by Visit Salt Lake. The plan is to host up to 500 attendees on August 15, 2016 during an unscheduled evening for the American Society of Association Executives (ASAE) convention. Attendees at this invitation-only event have the ability to drive overnight visitors to Park City/Summit County by bringing future 2-5 day meetings of 10-500 people for each meeting. This will have positive and measurable economic impact on local businesses including, but not limited to; meetings and conventions lodging properties, resorts, transportation companies, destination management companies, restaurants, bars, and retail stores.

2015 RESTRICTIONS: Funding shall be used solely for FAM expenses as outlined in the application. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the Chamber's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: First time application for this event

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1514 Park City Chamber/Bureau-TV campaign	\$250,000	\$237,500 – This amount reflects a 5% deduction for late financial reporting to the County on 2013 grant.

2015 RATIONALE: The Park City Chamber/Bureau plans to invest \$1,374,899 of its 2016 winter marketing budget to promote Park City as a winter vacation destination on network television in several designated market areas during January 2016. The Chamber/Bureau will combine monies from a grant from the Utah Office of Tourism to help fund this campaign. The campaign will buy media in Chicago, Los Angeles, New York City, Atlanta, Washington, D.C. or San Francisco based on statistics showing best/most likely visitors for the season.

2015 RESTRICTIONS: Funding may only be used for television marketing as outlined in the application. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the Chamber’s website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$230,000; 2008: \$250,000; 2009: \$250,000; 2010: \$250,000; 2011: \$250,000; 2012: \$250,000; 2013: \$250,000; 2014: \$250,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1515 Park City Chamber/Bureau-Tour of Utah	\$22,900	\$22,900

2015 RATIONALE: Tour of Utah is a seven day professional biking stage race held at the beginning of August. Events are scheduled for several locations in the state, with Park City showcasing a portion of Saturday’s event and hosting the final event on Sunday. This event includes internationally renowned cycling teams, team support crews, media and spectators. Organizers anticipate 15,000-20,000 spectators based upon previous year’s attendance. Stage 6 on Saturday, August 8th, will showcase Summit County with cyclists racing from Salt Lake through Summit County and Park City to Snowbird Resort. The final stage on Sunday, August 9th, begins on Historic Main Street and travels through eastern Summit County ending on the lower portion of Park City’s Historic Main Street. The Chamber/Bureau is proposing a marketing campaign that will target cycling fans in Utah and in the regional drive markets of Arizona and Colorado via 30 second television commercial spots on NBC Sports Network’s telecasts of the 2015 Tour de France. In addition PC Chamber/Bureau is proposing to place tow full page print ads in a national cycling magazine and travel magazine to drive overnight visitors to Park City/Summit County for the weekend.

2015 RESTRICTIONS: Funding shall be used for purchase of cable TV and print advertising outside of Summit County for the Tour of Utah as outlined in the application. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the Chamber and event website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2011: \$25,000; 2012: \$25,000; 2013: \$25,000; 2014: \$25,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1516 Park City Chamber Music Society	\$20,000	\$5,000

2015 RATIONALE: This application is for marketing for: Chamber Music Concerts in Summer (5 weeks), Autumn (2 weeks), Winter (1 week), Spring (1 week) and Film Music Festival. (1 week). The Chamber Music Society performs two to three classical music concerts per week as well as conducting master class programs in the schools. The Film Music Festival screens independent films to the public and grants awards to film composers on their merit of their music as well as presenting educational seminars for filmmakers and composers.

2015 RESTRICTIONS: No funds shall be distributed until the applicant submits documentation to the County verifying that the restrictions from 2013 were followed. The Committee supports the hiring of a professional firm to assist with marketing efforts. Funding shall only be used for the cost of hiring an OUTSIDE marketing firm to design and implement

the marketing campaigns designed by this expert. The funding may not be used for salaries or staff time. We are looking for accent on digital marketing and the availability of analytics showing where people are coming from. Please implement a way to monitor attendance at all performances. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization and event website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007:\$ 6,000 for four separate applications. 2008: no application; 2009: \$5,000; 2010: \$15,000; 2011: \$7,500; 2012: \$9,500 2013: \$15,000; 2014: \$8,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1517	Park City Film Council	\$20,000
		\$16,000

2015 RATIONALE: The primary focus of the Park City Film Council is the screening of independent feature, documentary and foreign films. This funding request is for advertising the films including to people outside of Summit County. There is no marketing program for out of state promotions.

2015 RESTRICTIONS: Funds are to be used for Wasatch Front Marketing as outlined in the application. I thought we did fund the masking system as long as it was owned by the City and kept in the building.??? SORRY that I don't remember. If yes then we could add: Funds may be used on the masking system only if a contract is provided to the Summit County attorney's satisfaction that the masking will be owned by the City and remain in the Sauty Auditorium as Restaurant Tax CANNOT fund assets owned by non-public (aka not the County or City) entities per State Staute. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the logo is used on website and printed materials to include but not limited to posters, brochures, and programs. Funds may be used for in-county newspapers or radio marketing only if used solely for web promotion that is tracked. Please provide statistics showing out-of-county on-line use (clicks, buys, views, etc) of local newspaper/radio marketing during the next application cycle. Print ads in Summit County/Park City publications may not be paid for with Restaurant Tax Funds. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$2,000; 2008: \$3,000; 2009: \$7,000; 2010: \$10,500; 2011: \$12,000; 2012: \$20,000; 2013: \$20,000; 2014: \$5,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1518	Park City Historical Society & Museum	\$43,310
		\$38,000-This amount reflects a 5% deduction for late financial reporting to the County on 2013 grant.

2015 RATIONALE: The Museum proposes to use funds for: creating a greater awareness and understanding of the Park City Museum prior to arrival in Park City. This year the Society will use the funds towards a 3-moth fall campaign with Lamar Transit Advertising to create greater awareness of the Park City Museum in the Salt Lake Valley with UTA bus wraps, and TRAX full-side advertising. They also will be using the money to fund a year-round print and social media campaign with Richter7 Advertising Agency. 102,741 people visited the Museum in 2014.

2015 RESTRICTIONS; Funding shall be used for a 3-month fall campaign with Lamar Transit Advertising using UTA bus wraps and TRAX full-side advertising and with Richter7 Advertising for print and on-line advertising. All advertising funds must be spent on promotions reaching outside of Summit County as outlined in the application. Funds may be used for in-county newspapers or radio marketing only if used solely for web promotion that is tracked. Please provide statistics showing out-of-county on-line use (clicks, buys, views, etc) of local newspaper/radio marketing during the next application cycle. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the Chamber and event website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$215,100; 2008: \$150,000; 2009: \$80,000; 2010: \$25,000; 2011: \$20,000; 2012: \$20,000; 2013: \$32,000; 2014: \$32,000

COMMENTS: Things to consider: The tracking of visitors and marketing efforts are useful in our analysis and the Committee appreciates the reporting. The focus of the advertising timeframes to reach out during shoulder seasons is also applauded. The Committee would like the Museum to consider revising the survey question to those redeeming the free ticket to ask - "What is the primary reason you are in Park City today?" or "What was your deciding factor for coming to Park City today?".

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1519 PC Area Lodging Assoc. – Bike Marketing	\$212,450	\$200,000

2015 RATIONALE: The goal of this application is to promote mountain biking in Park City and Summit County by purchasing print and on-line advertising to promote the IMBA gold designation received in 2013. The promotions will drive interested parties to the website www.mountainbikingparkcity.com for additional information and lodging packages. The program includes brochure production that will be mailed out to participants and also put in the visitors center. The tours are centered around events in Park City. The Association has developed an all-area mountain bike pass in conjunction with the three ski resorts to assist with the marketing presentation. FAM tours for media

2015 RESTRICTIONS: Funding to be used for website administration, on-line and print advertising and media FAM trips. Please include articles written by the hosted writers from the FAM with the supporting documentation that is submitted to Summit County at the end of the funding period. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2012: \$145,000; 2013: \$169,000; 2014: \$175,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1520 PC Area Lodging Assoc. -International FAM	\$34,950	\$34,950

2015 RATIONALE: This is the ninth year of funding for this application. In conjunction with the PC Chamber, the Lodging Association will bring international tour and travel wholesalers to Park City to showcase the winter product and to demonstrate the accessibility from the Salt Lake City Airport to Park City. International business and overseas visitation to Park City continues to grow, with markets changing in popularity each year based on numerous factors. This program will give proven international wholesalers the opportunity to experience Park City and offer them first-hand knowledge that they can share with their clients, which will then translate into increased international business. This event plans on hosting a 5 night familiarization tour in Park City in April 2016 for international tour operators prior to the Mountain Travel symposium being held in Keystone, CO in an effort to increase overnight visitation and awareness with our international travel trade partners.

2015 RESTRICTIONS: Funding shall be used for expenses related to the FAM 2016 tour outlined in the application. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$39,000 (they used \$13,000 of the \$39,000 granted and returned the balance); 2009: \$26,000; 2010: \$33,960; 2011: 440,000; 2012: \$27,000; 2013: \$33,687; 2014: \$33,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1521 PC Restaurant Assoc. – Marketing	\$256,543	\$256,543

2015 RATIONALE: PCARA is requesting funding for the 2015-2016 Marketing effort. Funds would be used to assist with marketing and Public Relations for the Park City Area Restaurant Association

(PCARA) and its member restaurants. Through their 2015-2016 marketing efforts they will target Salt Lake City, Ogden, Evanston and Provo area residents with a propensity to dine out; delivering a consistent Park City dining message for the association and its members. Additionally, the marketing plan intendeds to reach travelers visiting Utah to encourage them to make a trip to Park City for dining, etc. The marketing plan will utilize a mix of paid media, radio, online and social media as well as public relations to drive our target audience to dine and stay overnight in Summit County.

2015 RESTRICTIONS: Funding shall be used for the print, digital, airport, TV, electronic, web and non-staff marketing team as described in the application and the budget provided. Funds may be used for in-county newspapers or radio marketing only if used solely for web promotion that is tracked. Please provide statistics showing out-of-county on-line use (clicks, buys, views, etc) of local newspaper/radio marketing during the next application cycle. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization’s website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$120,000; 2008: \$180,000; 2009: \$180,000; 2010: \$180,000; 2011: \$180,000; 2012: \$185,000; 2013: \$200,000; 2014: \$225,572

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1522 PC Restaurant Assoc. – Savor the Summit	\$25,000	\$20,000

2015 RATIONALE: This is the 8th year for Savor the Summit which is scheduled for June 20, 2015. Attendance has grown each year and the event has generated significant public relations exposure for Park City restaurants. Last year, 26 restaurants served 2,488 people at the Grand Table on Main Street, plus an additional 1,500 people visited Main Street that evening for the Spirit Garden, live music and dining inside restaurants. Music is programmed over the length of Main Street starting at 4 p.m. Beginning in 2015, organizers will require each participating restaurant to donate two seats for media in order to facilitate exposure of the event. Editorial value from the event was estimated at \$26,000 in 2014, up 3% from the previous year. The Park City Chamber Bureau hosts a national press tour of media and food writers in conjunction with the event. The Savor the Summit event will be advertised in major Wasatch Front sources including: Salt Lake Magazine, City Weekly, Q Salt Lake, Radio Stations, and digital media.

2015 RESTRICTIONS: Funding shall be used for public relations, advertising and marketing outside of Summit County as outlined in the application. Funding shall not be used for radio or print advertising that is targeted only to residents of Summit County. Funds may be used for in-county newspapers or radio marketing only if used solely for web promotion that is tracked. Please provide statistics showing out-of-county on-line use (clicks, buys, views, etc) of local newspaper/radio marketing during the next application cycle. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization’s website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2009: \$25,000; 2010: \$20,000; 2011: \$18,000; 2012: \$16,000; 2013: \$15,000; 2014: \$15,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1523 Park City / Summit County Arts Marketing	\$34,400	\$25,000

2015 RATIONALE: This application is for an online marketing campaign to promote Summit County as a cultural and arts destination during the summer months. Marketing efforts will target the western United States and the surrounding drive markets. The plan will direct visitors to the organization’s landing page with a calendar of summer arts and cultural events using banner ads on travel sites, paid searches in geo-targeted markets and social media ads. The Arts Council works with the PC Lodging and PC Restaurant Associations to create packages that can be traced back to the on-line advertising. They co-op with PC Chamber and UOT advertising programs specifically targeted to an arts and culture audience.

2015 RESTRICTIONS: Funding shall be used for digital and social media advertising, banner ads and landing page as outlined in the application. Efforts to provide relevant tracking information on website traffic is encouraged. We

appreciate the attention to promoting all cultural and arts events throughout the County as displayed on the current website. We urge you to continue efforts to reach out to all arts and cultural organizations in the County to insure that all programs are included on the website/calendar. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2009: \$29,450; 2010: \$10,000; 2011: \$12,000; 2012: \$12,000; 2013: 15,000; 2014: \$18,000

<u>Committee Application No.</u>		<u>Original Request</u>	<u>Recommended Amount</u>
1524	Park Silly Market	\$8,000	\$4,000

2015 RATIONALE: This is the ninth year of funding this weekly summer event. It is held every Sunday during the summer months from June to September on Main Street in Park City. This event is well-established and well-attended. Organizers estimate that 70% of attendees are from outside of Summit County.

2015 RESTRICTIONS: Funding shall only be used for advertising outside of Summit County as listed in the application. Funding shall not be used for in-kind marketing or for staff salaries. The Committee requests that PSSM give preference to in-County food vendors and ensure all vendors pay the appropriate sales taxes. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$4,000; 2008: \$5,000; 2009: \$5,000; 2010: \$5,000; 2011: \$4,500; 2012: \$4,500 2013: \$6,800; 2014: \$5,000

<u>Committee Application No.</u>		<u>Original Request</u>	<u>Recommended Amount</u>
1525	Save Our Stage	\$200,000	\$0

2015 RATIONALE: The Save our Stage Foundation is the funding organization that acquired and maintains the real property of the Egyptian Theater. This application requests funds to support the \$1.5M purchase and \$1.0M remodel of property at 333 Main Street, across from the Egyptian. The 8,000 square foot area will be configured as flexible space with rehearsal/audition area, performance area and storage and would house the popular Youtheatre program which was displaced when the building was purchased for renovation into residential/commercial use.

2015 RESTRICTIONS: The Summit County Attorney advised that funding of this real estate purchase is incompatible with the use of restaurant tax funds as outlined in the governing statute.

PREVIOUS FUNDING: First time application.

<u>Committee Application No.</u>		<u>Original Request</u>	<u>Recommended Amount</u>
1526	Summit County Fair – Barrel Racing	\$15,000	\$10,000

2015 RATIONALE: In 2013 the Sheepdog trials held at the Fair were replaced by Barrel Racing. Organizers report that the barrel racing event held in 2014 attracted riders from throughout Utah and other states due to the increase in awards and prizes. By increasing prizes, the caliber of competitors increased and move overnight visitors and competitors participate. This was the largest barrel racing event in the State of Utah last year. This year the heats will be held prior to the finals event in hopes of more competitors and also a faster event for spectators.

2015 RESTRICTIONS: As part of the event's registration, please track the home zip code of event participants. The Committee requests the Fair also collect additional information on event attendees including if a hotel or other paid lodging is used and how many nights, and if they plan on eating at a restaurant in Summit County during their visit. Funding may be used for awards as outlined in the application. Funding may not be used for advertising within Summit County. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2012: \$500; 2013: \$5,000* (*due to other funds added to R racing); 2014: \$5,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1527 Summit County Fair – Rodeo	\$10,000	\$10,000

2015 RATIONALE: The Summit County Fair Board is requesting funds to rent a big screen for use during the PCRA rodeo in August. The rodeo is the last two nights of the fair and is the final event. Big screen displays at sporting events keep the crowd more involved in the action by offering instant replays and also offer enhanced sponsorship/advertising possibilities. In 2013 and 2014 the event grew by over 600 attendees from the previous years; and organizers feel that due to these screens, people continue to come. During the interviews it was requested that the committee increase the amount applied for by \$3,000. At this time committee is not comfortable amending the application without council approval.

2015 RESTRICTIONS: Funds shall be used for rental and installation of big screen(s)/display(s) during the rodeo associated with the Summit County Fair. Please ensure that the Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the big screen, county Fair website and printed materials to include but not limited to: posters, brochures, and programs. Please continue your excellent ticket sales tracking by location and reporting that information to the Committee. The out of county visitor information provided by your tracking helps the Committee understand the ROI of your event and the funds. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2012: \$6,500; 2013: \$10,000; 2014: \$10,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1528 Summit County Fair – Demolition Derby	\$5,000	\$5,000

2015 RATIONALE: The Summit County Fair Demolition Derby historically was the anchor kick-off event for the Fair. Over time competition with other similar events around the region, and lack of quality participants shrunk the event's draw. In 2013 Restaurant Tax funded the derby with \$2,000 of support which helped draw an increase of over 300 ticket holders to the event – 46% from outside the county/state. With the success of 2014, the coordinators have now further increased participation and are including trucks and other vehicles in the event. Restaurant Tax funds are requested to offset fees for prize money and lodging promotions.

2015 RESTRICTIONS: Funds shall only be used toward Summit County Fair Demo Derby prize money. No funds shall be used toward any other expense categories as listed in the application (staff salaries, announcer, etc.). Please continue to provide ticket zip code sales analysis for your event with the application. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the County Fair website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2013: \$2,000; 2014: \$4,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1529 Summit County Historical Society / Tour Book	\$30,000	\$30,000

2015 RATIONALE: The mission of the Summit County Historical Society is to seek to identify, preserve and perpetuate Summit County history as a vital component of county government operations. The purpose of this request is the creation of a 100 page book titled "Echoes of the Canyon." The purpose of this book is to highlight the rich history Echo Canyon has to offer, in the form of a driving and history tour book. There are approximately 60 historical sites from Wasatch to East Canyon and most of them are located in Echo Canyon.

2015 RESTRICTIONS: The committee would like to request that a professional copywriter and a proofreader review the content prior to publication. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used in printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$10,000; 2009: \$6,000; 2010: No request; 2011: \$7,400; 2012: \$25,000; 2013: \$15,000; 2014: \$5,000

<u>Committee Application No.</u>		<u>Original Request</u>	<u>Recommended Amount</u>
1530	North/South Summit Rodeo Club	\$12,450	\$8,500

2015 RATIONALE: South Summit and North Summit High School Rodeo Clubs are working together to put on two days of rodeo competition for all high schools in Utah, parts of Idaho, Wyoming, Colorado and Nevada on August 14th and 15th, 2015. Each high school rodeo club in the State of Utah has the opportunity to sponsor a rodeo in their home town. Most members of the Utah High School rodeo association attend the rodeos which are each Friday and Saturday during the season. Hosting a high school rodeo in Summit County has been a long time tradition for over 40 years and is a great benefit for our youth and economically for the community.

2015 RESTRICTIONS: Funding is to be used for belt buckles or similar awards for prizes for all events. Suggest that the Rodeo Club continue to track what counties the participants reside in. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2010: 5,000; 2013: \$5,500; 2014: \$7,000

<u>Committee Application No.</u>		<u>Original Request</u>	<u>Recommended Amount</u>
1531	Sundance Institute	\$200,000	\$200,000

2015 RATIONALE: This is the 16th year of funding for this applicant. In 2016 the festival will be celebrating its 32nd year and will be held January 21 – January 31, 2016. The money is to be used for statewide, national, and international marketing efforts and media coverage to continue to drive tourism. In the recent 2015 Sundance Film Festival Economic Impact Report, it states that the Institute brought over \$83 million to Utah during the Festival. It created \$7 million in state and local tax revenue. The worldwide media exposure generated by the Festival is valued at over \$66 million. This year 30,892 out-of-state visitors and 3,735 international guests from over 30 countries attended. The Festival helps create over 1,300 jobs. There was over \$28 million spent on lodging, and \$15 million on Food & Beverage, both numbers are up year-over-year. The media exposure has enhanced Park City's name recognition and reputation as a desirable travel destination. Funds from the grant are being requested for various national and international advertising and marketing programs. The Committee would also like to encourage the continued exposure of Park City as a tourism destination in collateral materials and trailers as has been done in previous years.

2015 RESTRICTIONS: Funding shall only be used for national/international print advertising, electronic advertising, on-line advertising, radio advertising, billboard advertising, and press programs as described in the application. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, is credited as a sponsor and the logo is used where applicable, such as film intros, program guide, mobile app, etc. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$110,000; 2008: \$120,000; 2009: \$120,000; 2010: \$120,000; 2011: \$100,000; 2012: \$120,000; 2013: \$150,000; 2014: \$175,000

<u>Committee Application No.</u>		<u>Original Request</u>	<u>Recommended Amount</u>
1532	Summit Land Conservancy	\$2,000	\$2,000

2015 RATIONALE: This is the first request for Restaurant Tax funds by Summit Land Conservancy. They are seeking funding to promote tourism in Summit County through radio advertisements branding Park City as an environmentally conscious community. The proposed funds will purchase ad space on KUER 90.1 in Salt Lake City which reaches over 300,000 monthly listeners. The KUER radio marketing campaign, "It's Better with Open Space," is intended to draw tourists to Park City for a variety of recreational activities including biking, hiking, fishing, skiing, and others. Summit

Land will highlight Summit County’s efforts to preserve beautiful wild spaces, which in turn, increases the attractiveness of local businesses. They anticipate the radio spots can increase the brand recognition of Summit Land Conservancy as it is directly tied to greater Summit County’s brand as an outdoor destination. In the 13 years since its creation, the Summit Land Conservancy has protected over 2900 acres of critical wildlife habitat, agricultural land of statewide importance, and mountain trails and slopes. For 2015, Summit Land’s goals include raising community awareness of the Conservancy by 30%; earning 200 new donors to Summit Land Conservancy; and maintaining a 50% donor retention rate.

2015 RESTRICTIONS: Funding shall be used for radio advertisements promoting Summit County and open space on KUER as outlined in the application. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization’s website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: First time application.

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1533 United States Ski & Snowboarding Assoc.	\$106,250	\$106,250

2015 RATIONALE: This event is a Freestyle World Cup competition planned for Deer Valley on February 7, 2016. The 2015/16 year is a unique year in the World Cup tour in that there are no Olympics or World Championships for the competitors. Thus, the deer Valley Freestyle World Cup becomes the pinnacle event on tour as the highlight of the season. This request is for 50% of the cost of the television production to produce high definition broadcasts on NBC, the NBC Sports Network, and international network feeds. The TV coverage will showcase Park City and the Freestyle skiing event and promote Deer Valley as a world class resort. In 2014 this event attracted approximately 17,000 spectators attending the four nights of the event.

2015 RESTRICTIONS: Funding shall be used for the television coverage as outlined in the application. The Committee would like to encourage inclusion of vignettes of Park City as a tourism destination during the television network coverage. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization’s website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$110,000; 2009: \$150,000; 2010: \$100,000; 2011: \$100,000; 2012: \$95,000 (reduced 5%); 2013: \$105,000; 2014: \$105,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1534 United States Ski & Snowboarding Assoc. FIS World Championship – TV – 2/11/2019	\$125,500	\$121,500

2015 RATIONALE: The 2019 FIS Freestyle and Snowboard World Championships will be a major global event featuring the largest showcase of winter action sports outside of the Olympics. PARK CITY 2019 will be held February 1-10, 2019, at Deer Valley Resort, Park City Mountain Resort, The Canyons, and on Main Street. The 10 day event will be comprised of 12 elite skiing and snowboarding events. Deer Valley will host Aerials, Moguls, and Dual Moguls. PCMR will host ski and snowboard Big Air, Slopestyle, and Halfpipe. Canyons will be host for Skicross, Snowboardcross, and Team Snowboardcross. The 2015 Alpine World Championships held in Vail/Beaver Creek this year was watched by over 10 million US viewers over hours of live coverage on NBC and NBC Sport network. The USSA’s goal is to exceed these numbers in 2019 in Park City. The goal of the Organizing Committee is to exceed the spectator numbers that are achieved annually at the Aspen X Games which report attendance of 115,000 people. They estimate over 50% of event visitors will stay overnight. Funding from the Restaurant Tax Fund is requested for 50% of the total cost of Television production in four annual increments of \$121,500. The money would be held in escrow by Summit County or an entity approved by the County until the expenditure in 2019.

2015 RESTRICTIONS: Funding will be held in escrow by Summit County until the event in 2019. Approval of 2015 funding is no guarantee of funding in future years. If due to unforeseen circumstances the event is not held the Committee recommends funds held in escrow be used for other projects consistent with the requirements of the restaurant tax fund. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the

organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: First time application for this event.

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1535 Utah Athletic Foundation	\$99,684	\$71,250 – This amount reflects a 5% deduction for late financial reporting to the County on 2013 grant.

2015 RATIONALE: The Utah Athletic Foundation / Utah Olympic Park is a unique venue and provides opportunities that are only available in one other U.S. destination. Three programs have been designed to increase programs by attracting visitors from outside Summit County. All programs include partnerships with tourism focused entities, facility supporters and media advertising partners in order to leverage grant dollars.

2015 RESTRICTIONS: Funds can be spent on the marketing efforts as outlined in the application except, moneys are not to be used for the "Gold Pass" portion of the application. The Committee would encourage marketing to more drive-by traffic in areas that are a day's visit away to increase overnight visitation. In addition, all vendors who provide food and beverage must pay Summit County Restaurant Tax. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$50,000; 2008: \$50,000; 2009: \$50,000; 2010: \$50,000; 2011: \$60,000; 2012: \$73,000 (combined with Alf Engen Museum); 2013: \$84,200; 2014: \$75,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1536 Utah Symphony/Deer Valley Music Festival	\$140,000	\$85,500 – This amount reflects a 5% deduction for late financial reporting to the County on 2013 grant.

2015 RATIONALE: The 2015 Festival will be the 12th year for the annual Deer Valley Music Festival and will feature classical and pop concerts as well as chamber music concerts. The Symphony/Opera continues to increase their presence in Summit County. They promote Park City as a place to visit and stay, not just come for the performance. This funding request is for marketing using print media, direct mail and brochures, outdoor advertising to include billboards and transit in the Salt Lake Valley, radio/tv, hot deals/lodging packages and online advertising.

2015 RESTRICTIONS: Funds shall be used to continue to market outside of Summit County as outlined in the application. Funds may **NOT** be used for street banners located in Park City or for "street team" marketing. The committee appreciates the reporting and data you continue to provide us in your application. Funds can be used for in-county newspapers or radio marketing only if used solely for web promotion that is tracked. Please provide statistics showing out-of-county on-line use (clicks, buys, views, etc) of local newspaper/radio marketing during the next application cycle. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$50,000; 2008: \$50,000; 2009: \$60,000; 2010: \$70,000; 2011: \$70,000; 2012: \$70,000; 2013: \$80,000; 2014: \$80,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1537 Summit County Historical Society	\$53,280	\$53,280

2015 RATIONALE: This request is to provide an historic interpretive panel and life size oxen sculpture in Echo Canyon at the Echo I-80 Westbound Welcome Center to educate visitors and residents about the rich history of migration through Echo Canyon.

2014 RESTRICTIONS: The committee strongly urges the County to require the applicant to meet the following criteria prior to releasing funds for this application: (1) acquire appropriate approvals from the State of Utah for installation of the oxen sculpture on State property, and (2) acquire commitment from the State for construction and maintenance of a trail to access the sculpture prior to release of the funds. The existing access to proposed sculpture location is a very steep, non-maintained dirt path. The majority of the sightseers to the sculpture will be travelers stopping at the Welcome Center, many with footwear inappropriate for scrambling up a dirt path.

The documentation for these criteria should be verified by the County Attorney’s office prior to release of any funds.

NOTE: The applicant has provided to this committee a letter from Mr. William E. Juscak, UDOT Facilities Manager, authorizing the installation of this monument – with conditions. To our knowledge this letter has not been reviewed by the County Attorney. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used in an appropriate manner related to the sculpture and trail. Credit to the Restaurant Tax could be provided on the plaque or trail marker. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$10,000; 2009: \$6,000; 2010: No request; 2011: \$7,400; 2012: \$25,000; 2013: \$15,000; 2014: \$5,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1538 Park City Soccer Club	\$12,000	\$9,500 – This amount reflects a 5% deduction for late financial reporting to the County on 2013 grant.

2015 RATIONALE: This is the 12th year for this event. The event is scheduled for the first weekend in August. In 2014, sponsors turned away over 200 teams. Due to this increase, play will be held on 38 fields in 13 venues in Snyderville Basin, Park City and Oakley. In addition, teams will have no more than one of their three pool play games scheduled for fields in Heber. Playoffs and finals will be held in Park City. Organizers estimate that this tournament attracts about 37,000 visitors to Summit County with an emphasis on growing the destination teams and enhancing the quality of the competition at all levels of play. A new partnership with the local firm EventRez Solutions, will assist in efforts to drive overnight visitors through a “Stay & Play” campaign. The Committee requests that the applicant provide event reservation data with next year’s application to include zip code analysis of registered teams and data on participant’s use of Summit County overnight lodging.

2015 RESTRICTIONS: Funds shall be used to market the 2015 Park City Extreme Cup to teams from outside Summit County and out of state, to include marketing the “Stay & Play” lodging package concept. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the Park City Extreme Cup Website and printed materials to include but not limited to posters, the tournament brochure and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2008: \$8,000; 2009: \$7,000; 2010: \$10,000; 2011: \$10,000; 2012: \$7,000; 2013: \$10,000; 2014: \$8,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1539 Mountain Town Music	\$38,000	\$32,300 – This amount reflects a 5% deduction for late financial reporting to the County on 2013 grant.

2015 RATIONALE: This is the 16th year of funding for the organization that provides free live music throughout Summit County. The funding request is to complete the upgrade and launch of the website that was partially funded by this group's 2014 application. The current application includes enhancements that were not specified in last year's application. The goal is to make www.ParkCityLiveMusic.com THE vehicle for comprehensive distribution of information on all Summit County live music events. The site will become the location for community organizations and businesses to list live music events, making it easier for visitors to research entertainment on-line before or during their visit. Mountain Town intends to link this site to lodging entities and other organization's sites that publish "what to do in Park City" listings. They plan to use social media and networking to market the website outside of Summit County. The site will list events by venue, music type, and performers with the ability to research each category.

2015 RESTRICTIONS: Funds shall be used for website production and enhancements, plus out of Summit County marketing, as outlined in the application. Funds may be used for in-county newspapers or radio marketing only if used solely for web promotion that is tracked. Please provide statistics showing on-line out-of-county use (clicks, buys, views, etc) of local newspaper/radio marketing during the next application cycle. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$15,000; 2008: \$20,000; 2009: \$20,000; 2010: \$25,000; 2011: \$25,000; 2012: \$19,000; 2013: \$19,000; 2014: \$40,000

<u>Committee Application No.</u>	<u>Original Request</u>	<u>Recommended Amount</u>
1540 Park City Institute	\$160,000	\$90,000

2015 RATIONALE: The Park City Institute is requesting funds to market and advertise the upcoming summer concert season held at Deer Valley Resort and the winter concert season held at Eccles Auditorium. The concert programs add variety to the Park City event calendar and enhances the desirability of Park City as a tourist destination.

2015 RESTRICTIONS: Funds may only be used for the online digital media campaign as outlined in the application. \$44,000 of the funds shall be used to promote the winter Eccles Main Stage programs and \$46,000 shall be used to promote the summer Big Stars Bright Nights program. Funds may **NOT** be used for direct mail, brand placement, print media, radio ads, creative services or niche promotion. The committee requests that next year's application include detailed results of the 2015 online campaign. It is imperative that the committee sees the return on investment of monies spent. Please ensure that Summit County Restaurant Tax Fund is credited as a sponsor and the new logo is used on the organization's website and printed materials where appropriate to include, but not limited to, posters, brochures and programs. Restaurant Tax has a new logo available on the county website www.summitcounty.org.

PREVIOUS FUNDING: 2007: \$50,000; 2008: \$50,000; 2009: \$60,000; 2010: \$50,000; 2011: \$50,000; 2012: \$45,000; 2013: \$65,000; 2014: \$80,000

Summit County Council

Wednesday, June 10, 2015



I-80 Silver Creek to Wanship

Construction Update

- Westbound I-80 between Silver Creek and Wanship
- April through fall 2015
- Concrete paving
- CTAB
- Bridge demolition and rebuilding



I-80 Silver Creek to Wanship



I-80 Summit County Bridges

Overview

- Bridge maintenance on Hobson and Judd Lane

Timeline

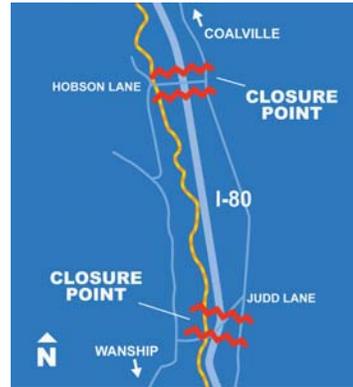
- June 1 through fall 2015
- Hobson Lane work completed before Judd Lane work begins



I-80 Summit County Bridges

What to Expect

- Each bridge closed for 2.5 months.
- Union Pacific Rail Trail closed beneath Hobson and Judd Lanes
 - Exception for Ragnar, June 19 and 20
- Intermittent lane closures on I-80
- Up to two directional interstate closures



SR-224 Marsac Roundabout to Seasonal Gate

Overview

- Removing 1.5 inches of asphalt and replacing with new pavement

Timeline

- Approx. July 27 through mid-September
- Daytime work, Monday through Saturday



SR-224 Marsac Roundabout to Seasonal Gate

What to Expect

- One-way traffic controlled by flaggers
- SR-224 temporarily closed from Hillside Avenue to Ontario Mine
 - Detour: Deer Valley Drive to Royal Street
- Accommodating special events
 - Kimball Arts Festival, July 30-August 3
 - Tour of Utah, August 8 and 9





5900 Wilshire Blvd. Suite 800, Los Angeles, CA 90036
1825 Three Kings Dr., Park City, UT 84060
180 Varick Street, Suite 1330, New York, New York 10014

FOR IMMEDIATE RELEASE
May 14, 2015

Media Contact:
Casey De La Rosa
310.360.1981
casey_delarosa@sundance.org

Sundance Institute Brings \$83.4 Million to Utah with 2015 Sundance Film Festival

10-Day Event Generates \$7 Million in State and Local Tax Revenue, Supports 1,350 Jobs

**Festival Attracts a Younger Audience; Five-Year Average Economic Impact Continues to Grow;
Generates Worldwide Media Exposure Valued at \$66.7 Million**

Park City, Utah — Sundance Institute today announced that its 2015 Sundance Film Festival, which took place in Park City, Salt Lake City, Ogden and Sundance, Utah in January, generated an overall economic impact of \$83.4 million for the State of Utah, according to the independent annual economic and demographic study conducted by the [University of Utah's Bureau of Economic and Business Research](#) at the David Eccles School of Business (BEBR).

The Economic Report, posted in full on the Institute's [website](#), also found that the 2015 Festival generated \$7 million in state and local tax revenue; supported 1,350 jobs; and was attended by more than 46,000 people. Since 2010, the Festival has generated a cumulative impact of nearly \$391 million, with an average annual impact of \$78.1 million.

"As Utah's largest annual international event, the Sundance Film Festival, provides a significant boost to our economy and has become an undeniable showcase for the state's stunning landscape and business-friendly climate," said Gov. Gary R. Herbert. "The nonprofit Institute delivers value year-round, and year after year with important cultural and economic benefits for Utah residents."

Festival Attracts a Younger Audience

Though the Festival appeals to people of all ages, this year showed a noticeable increase in younger attendees. People between 19 and 25 years old increased to 14% of all Festival attendees, and the 26-to-35-year-old demographic accounted for an additional 23% of attendees.

Locally, the Institute's George S. and Dolores Doré Eccles Foundation Student Screenings Program grew to provide specifically programmed screenings and filmmaker conversations for over 5000 Utah students from 70 schools.

Sarah Pearce, Managing Director of Sundance Institute, said, "These numbers indicate a strong and growing interest among the next generation of film enthusiasts, who we work hard to engage. As a nonprofit working to inspire artists and engage audiences, we are pleased to be attracting younger audiences who care about film and will likely be interested in this important medium for a lifetime."

Festival Continues to Boost Utah Tourism

The Festival attracted 30,892 out-of-state visitors and 3,735 international visitors from 30 countries. Of the out-of-state attendees, 8,650 indicated this was their first visit to Utah, 27,185 said they traveled to Utah specifically to



attend the Festival and 15,137 indicated they would visit Utah again during the next year – showing that the Festival's tourism benefits extend throughout the year.

Per-person spending averaged \$1,348, with an average stay of six days. Total spending generated \$28.9 million in lodging; \$15 million in food and beverage (an increase of \$1.2 million over the previous year); and \$9.1 million in retail spending (an increase of \$1.9 million over the previous year).

Building Audiences at Home and Abroad

Between the announcement of the film program in December 2014 through wrap-up articles in February 2015, the Festival generated more than 48,300 stories in print, online and on television. In total, publicity value from the Festival totaled more than \$66.7 million. Over 1,130 press from 17 countries were accredited to attend and cover the Festival, including Argentina, Australia, Belgium, Brazil, China, Czech Republic, Denmark, France, Hungary, Italy, Indonesia, Japan, Mexico, Norway, Poland, Romania, Russia, Scotland, Serbia, Singapore, South Korea, Spain and Sweden.

The Institute's social media and website content strategy continues to expand to reach new audiences across the world. From December 1, 2014 to February 28, 2015, the Institute's website, Sundance.org, had more than 8.2 million page views and 1.2 million unique visitors from 224 countries. Top countries outside the United States included the United Kingdom, Canada, France and Australia. In addition, the Festival now has nearly 1.75 million fans and followers across Facebook, Twitter, Instagram, YouTube, Tumblr, Pinterest, Vine, Snapchat and Google+ platforms.

Economic Report Methodology

The Economic Report findings were generated using an economic impact model known as RIMS II, developed by the U.S. Department of Commerce's Bureau of Economic Analysis. The economic impact study measures the impact of the Sundance Film Festival on jobs, wages, and value-added (or gross state product) on the state of Utah during a ten-day period in January 2015. It also provides an estimate of the fiscal impacts that result from the increased economic activity generated by the Festival during the study period. Fiscal impacts refer to the effects of the Festival on state and local tax collections.

Estimating the economic impact of the 2015 Festival was a two-part process. The first phase of the study estimated the economic impacts of direct expenditures made by the Institute to produce the Festival. The second phase estimated the impacts of spending by Festival attendees.

The Sundance Film Festival®

The Sundance Film Festival, a program of the nonprofit Sundance Institute, has introduced global audiences to some of the most groundbreaking films of the past three decades, including *Whiplash*, *Boyhood*, *Rich Hill*, *Beasts of the Southern Wild*, *Fruitvale Station*, *Little Miss Sunshine*, *sex, lies, and videotape*, *Reservoir Dogs*, *Hedwig and the Angry Inch*, *An Inconvenient Truth*, *Precious* and *Napoleon Dynamite*, and through its New Frontier initiative has showcased groundbreaking media works by artists and creative technologists including Chris Milk, Doug Aitken, Palmer Luckey, Klip Collective and Nonny de la Pena. The Festival is a program of the non-profit Sundance Institute®. 2015 Festival sponsors include: Presenting Sponsors – HP, Acura, SundanceTV and Chase Sapphire Preferred®; Leadership Sponsors – Adobe, Airbnb, Grey Goose® Vodka, LensCrafters, Southwest Airlines and YouTube; Sustaining Sponsors – Blundstone Australia Pty Ltd, Canada Goose, Canon U.S.A., Inc., Chobani, LLC, Omnicom, Stella Artois® and VIZIO. Sundance Institute recognizes critical support from the Utah Governor's Office of Economic Development, and the State of Utah as Festival Host State. The support of these organizations helps offset the Festival's costs and sustain the Institute's year-round programs for independent artists. sundance.org/festival

**Sundance Institute**

Founded in 1981 by Robert Redford, Sundance Institute is a nonprofit organization that provides and preserves the space for artists in film, theatre, and new media to create and thrive. The Institute's signature Labs, granting, and mentorship programs, dedicated to developing new work, take place throughout the year in the U.S. and internationally. The Sundance Film Festival and other public programs connect audiences to artists in igniting new ideas, discovering original voices, and building a community dedicated to independent storytelling. Sundance Institute has supported such projects as *Beasts of the Southern Wild*, *Fruitvale Station*, *Sin Nombre*, *The Invisible War*, *The Square*, *Dirty Wars*, *Spring Awakening*, *A Gentleman's Guide to Love and Murder* and *Fun Home*. Join [Sundance Institute](#) on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

University of Utah Bureau of Economic and Business Research

Established in 1932, the Bureau of Economic and Business Research (BEBR) is an applied research center in the David Eccles School of Business at the University of Utah. BEBR's mission is to conduct and support research related to the structure of the Utah economy, its resources, and its potential for expansion. Since its inception, BEBR has been a primary source of information on the Utah economy. BEBR's professional staff gathers and analyzes data specific to both Utah and the Rocky Mountain Region to identify those factors which influence the state's economic growth.

###

SUMMIT COUNTY COUNCIL WORK SESSION

-Bevill Exempt Soils and the Landfills-

Jaren Scott
Solid Waste Department



Landfill Life

- 3-Mile Landfill
 - The current Cell will be full Fall 2017
 - New Cell construction starts this Summer
 - New Cells:
 - projected to last from 2017-2055 (38 years) (based on 2% waste stream growth rate)
 - Total Air Space: 4,199,739 cubic yards
 - 25%, by volume, air space used for cover material (15% excavated, 10% Utelite contracted material)
 - Air Space for Waste/Trash 3,569,778 cubic yards



Landfill Life

- First Concern of accepting the Bevill Exempt Material is that it will shorten the life of the landfill
- It will be EXTREMELY difficult to permit another site for a Class 1 landfill in Summit County.
- Finding a new landfill site is very expensive
 - Logan City (Cache County) has spent more than \$10 million in their process.
- For every 62,500 tons (approximately) we will lose 1 year of landfill life (50,000 cu yds, Bevill Soil @2500lbs/cuyd)



Permitting and Regulations

- I have communicated with Allan Moore, Utah DEQ DSHW Supervisor, and Matt Sullivan, Utah DEQ DSHW scientist (our regulator).
 - Both reiterated that we could accept the material as it is Bevill exempt by the EPA.
 - Allan mentioned that there would need to be special handling scenarios based on the amount of metal in the soil. Employee Safety, etc
 - Impacts could be high if there was a catastrophic event (earthquake causing the contaminants to get into the groundwater)
 - The 3-Mile landfill is in the Weber watershed. Contamination would affect a large water source for many people.



Permitting and Regulations

- Both regulators stated that it is difficult to quantify the liability that the county would face, especially with drinking water.
- Far reaching economic and environmental affects are possible far into the future.
- A lined cell is less likely to cause contamination, but still not an absolute.



Historical Disposal

- As long as I have been with Summit County we have NOT accepted any soil from the Park City area.
- PCMC claims that some material was accepted, but I don't have any record or knowledge of that.



Other Possibilities

- This material does NOT have to be deposited into a Class 1 facility. There is a possibility of developing and lining a cell in Henefer (or a different site) to accept the material.
 - This would not clear the County of the liability but would keep the Class 1 landfill space from being used up.
 - The Henefer Landfill is located in a clay mine. The clay would act as an additional barrier.
- Another option is to cooperatively develop a site in another location.
 - DEQ DSHW mentioned this as perhaps a better alternative that could be developed in a safer location where some of the material is already located.





MEMORANDUM:

Date: June 10, 2015

To: Council Members

From: Annette Singleton

Re: Peoa Recreation Special Service District

Appoint Jenny Sue Jorgensen and Jim Ayers to the Peoa Recreation Special Service District.
Jenny Sue and Jim's terms to expire August 31, 2019.

MINUTES

SUMMIT COUNTY
BOARD OF COUNTY COUNCIL
WEDNESDAY, MAY 27, 2015
SHELDON RICHINS BUILDING
PARK CITY, UTAH

PRESENT:

Kim Carson, *Council Chair*
Roger Armstrong, *Council Vice Chair*
Claudia McMullin, *Council Member*
Chris Robinson, *Council Member*

Tom Fisher, *Manager*
Anita Lewis, *Assistant Manager*
Robert Hilder, *Attorney*
David Thomas, *Deputy Attorney*
Kent Jones, *Clerk*
Karen McLaws, *Secretary*

CLOSED SESSION

Council Member Robinson made a motion to convene in closed session to discuss litigation. The motion was seconded by Council Member Armstrong and passed unanimously, 4 to 0.

The Summit County Council met in closed session for the purpose of discussing litigation from 3:05 p.m. to 3:40 p.m. Those in attendance were:

Kim Carson, *Council Chair*
Roger Armstrong, *Council Vice Chair*
Claudia McMullin, *Council Member*
Chris Robinson, *Council Member*

Tom Fisher, *Manager*
Anita Lewis, *Assistant Manager*
Robert Hilder, *Attorney*
David Thomas, *Deputy Attorney*
Patrick Putt, *Community Development Director*

Council Member Robinson made a motion to dismiss from closed session to discuss litigation and to convene in closed session to discuss personnel. The motion was seconded by Council Member Armstrong and passed unanimously, 4 to 0.

The Summit County Council met in closed session for the purpose of discussing personnel from 3:40 p.m. to 3:50 p.m. Those in attendance were:

Kim Carson, *Council Chair*
Roger Armstrong, *Council Vice Chair*
Claudia McMullin, *Council Member*
Chris Robinson, *Council Member*

Tom Fisher, *Manager*
Anita Lewis, *Assistant Manager*
Robert Hilder, *Attorney*
David Thomas, *Deputy Attorney*

Council Member Robinson made a motion to dismiss from closed session to discuss personnel and to convene in closed session to discuss property acquisition. The motion was seconded by Council Member McMullin and passed unanimously, 4 to 0.

The Summit County Council met in closed session for the purpose of discussing property acquisition from 3:50 p.m. to 4:10 p.m. Those in attendance were:

Kim Carson, Council Chair

Roger Armstrong, Council Vice Chair

Claudia McMullin, Council Member

Chris Robinson, Council Member

Tom Fisher, Manager

Anita Lewis, Assistant Manager

Robert Hilder, Attorney

David Thomas, Deputy Attorney

Council Member Robinson made a motion to dismiss from closed session and to convene in regular session. The motion was seconded by Council Member McMullin and passed unanimously, 4 to 0.

REGULAR MEETING

Chair Carson called the regular meeting to order at 4:15 p.m. and noted that Council Member David Ure was excused.

- **Pledge of Allegiance**

DISCUSSION AND POSSIBLE APPROVAL OF THE SILVER CREEK VILLAGE CENTER DEVELOPMENT AGREEMENT THROUGH THE ADOPTION OF AN ORDINANCE; JENNIFER STRADER, COUNTY PLANNER

County Planner Jennifer Strader reviewed the changes to the development agreement since the March 18, 2015, public hearing. The first change is that a commercial square footage cap of 75,000 square feet was added to limit the amount of residential density that can be converted to commercial density. Anything beyond 75,000 square feet would require a substantial amendment and would have to come to the County Council for approval. Another item that has been changed is clarification of the technical modifications, with the new language providing a tiered approach. The Community Development Director would be allowed to make technical modifications that do not vary the size of a block by more than 10%, and the Planning Commission would be authorized to approve technical modifications that do not vary the size of a block by more than 20%.

Council Member Robinson noted that a technical modification cannot increase the density, but the developer can vary the square footage, and he asked if those two statements conflict. Wade Budge, representing the applicant, explained that one has to do with changing density, and the square footage has to do with changing the configuration. The configuration in an area could be modified, but the actual density cannot be modified. Council Member Robinson asked for that language to be clarified, because it is ambiguous. The language was also unclear as to whether they would have to remove density in one location if they move it in another location. He was not certain how density would be measured and what it means to not increase it.

Council Member Armstrong expressed concern that the new language allows up to 125,000 square feet of commercial. Deputy County Attorney Dave Thomas explained that the only area in which the conversion to commercial could happen is in the village mixed-use area. Eric Langvardt, representing the developer, explained that the mixed-use area is close to six acres in size. They do not know what those uses will be, and if it is a less intense use, they might want a little more commercial. They would still have to meet all the requirements for parking, setbacks, and height. Council Member Armstrong recalled that the intent was for the commercial in this neighborhood to service this neighborhood, and they do not want so much commercial that it becomes a destination for shoppers. He expressed concern about the additional traffic that could be generated with a possible 150% increase in commercial use beyond the 50,000 square feet in the development agreement. He noted that there do not seem to be any criteria for converting residential to commercial density. Mr. Thomas replied that would be up to the developer as long as they have residential units left in that area. Council Member Armstrong asked why they would want to convert any residential to commercial. Mr. Langvardt explained that the idea was to provide some flexibility for a project this size, and he believed they could cut down on traffic by allowing some office space or other small uses in the development. He explained that they limited the approved commercial uses in the SPA to remove all the uses that would pull people off the highway. Things can shift significantly in 20 years, and they are trying to have some flexibility to deal with what is unforeseen now, such as changes in technology. Chair Carson stated that she sees this as an opportunity to remove some of the residential density, which will also generate a certain number of trips. People having the services they need in their neighborhood could also reduce traffic. She noted that they also hope this will become a transit hub as the development is built.

Mr. Budge stated that they would be willing to discuss a different amount of commercial and did not want to request something that would be an imposition on the County.

Council Member Robinson asked where the 1,600-square-foot conversion for commercial density came from. Mr. Langvardt replied that was based on the precedent set by the Newpark transfer from residential to commercial uses. Council Member Robinson believed they should reduce the conversion rate to take more residential units out of the development.

Council Member Armstrong noted that, with the extra commercial square footage, they could build a Smith's supermarket on the site, and there is no guarantee that only people from this development would shop there. It would pull in people from throughout the east part of the Basin and add to the traffic. He noted that this development is within an area of larger developments that do not have commercial facilities, and they need to be careful with that. Chair Carson noted that commercial here would relieve pressure somewhere else if people do not have to drive to Kimball Junction to shop. Council Member Armstrong stated that he would feel better about that if there was a better transportation corridor for this development.

Mr. Budge noted that there are natural impediments on the site to having a large, contiguous building. He believed the largest building they could get on any site would be between 16,000 and 20,000 square feet. After further discussion regarding the commercial square footage and decreasing the residential to commercial conversion, Mr. Budge suggested that they stay with the obligation to build 50,000 square feet of commercial. Council Member McMullin suggested that, if they need additional commercial square footage in the future, they could come back to the Council for an amendment to the development agreement.

Ms. Strader stated that another change had to do with clarifying the developer's responsibility for the community park dedication to the Snyderville Basin Special Recreation District and the utilities. A memorandum of understanding has been reached between the Recreation District and the developer that states the developer will provide stubbed water, gas, electric, and communications utilities to the park parcel.

Rena Jordan, Recreation District Director, stated that they had a meeting with the developer, and they are in complete agreement regarding the park parcel. A bigger concern is the trail that will be put in by the developer that will be both a transportation trail and an artery trail within the development. Portions of the trail are specific to the neighborhood, and the bigger easement goes around the development. They have discussed whether the developer would contribute to the cost of paving that trail. If they cannot get a developer contribution toward the paved trail, at a minimum they would want certain specifications for construction of the non-paved trail and the developer to pay for a portion of the trail to be paved, which would be the first portion of the trail that connects the underpass from I-80 with the underpass at Highway 40, and they are at an impasse on that issue. Mr. Budge stated that they have always worked on the assumption that the trail would be a soft surface trail, and that is what has always been discussed. They have done their planning and their costs are based on that concept. It would provide them with flexibility if they have to cross the trail at a later date so they would not have to repave areas. He agreed that it may need to be paved in the future when there are more impacts on the trail, and they will work with the Recreation District to be sure everything works well together. Paving the trail could be funded through impact fees, which this development will pay along with all the other development in the area. He stated that the trail will be used by a larger group than just this development.

Council Member Robinson wanted to be careful to have adequate community benefits now for this amount of density. He asked if there is consensus on the trail width. Ms. Jordan stated that the easement will be 20 feet, and the standard for paved transportation trails is 10 feet with a 2-foot offset. Recreation District Trails Manager Bob Radke stated that, because of the location of this neighborhood close to Silver Creek, which is an equestrian community, the standard for a transportation trail would be 10 feet of asphalt, with a 4-foot soft trail adjacent to the asphalt to accommodate horse traffic. He confirmed that they could do that within the 20-foot easement. Council Member Robinson stated that the MOU is not clear in explaining what is proposed. Mr. Thomas explained that it is shown in a separate trail easement agreement. Council Member Robinson stated that he did not want to have to go back later to get the trail right when it will be used by a lot of people in this development and is an important community benefit and transportation facility. He would like to see the MOU and easement modified to show the standard to which the trail will be built. Ms. Jordan explained that the portion of the trail in question is about one mile, and there is good reason to not pave the remainder of the trail until after construction is finished. She believed it would be beneficial to the Recreation District if the developer would pay to pave the section between the two underpasses. Council Member Robinson noted that there is not a cross-default provision in the event of default under the MOU.

Mr. Budge explained that there are two reasons why they are resisting this extra cost. One is that the developer has met with South Summit School District and has donated the school site, so it is difficult to add more than what they have done in the last eight weeks. They feel that requiring the trail to be paved imposes more of a community obligation upon the developer than this

project would necessitate. Council Member Robinson replied that the community impacts of this scale warrant making sure they do not leave a lot of unfunded requirements, like the trail. He confirmed with Ms. Jordan that they would be satisfied with the developer paving just the portion between the underpasses for now. Ms. Jordan replied that would provide an instant community benefit and artery links to Silver Creek and Highland Estates before the project begins. The Recreation District hopes the community-wide impact fees will help pay for the park, which will not happen overnight unless they were to pass another bond, and they were not counting on impact fees to pay for construction of the trail. Council Member Robinson confirmed with the applicant that they would coordinate with the Recreation District on the timing of the trail.

Chair Carson stated that she would also like to see the first section paved, mainly from a transportation standpoint for the safety of the citizens within the community and the benefit of those who will use this as a connector. Council Member Armstrong believed it would be a benefit to the developer as well in terms of selling the units.

Mr. Thomas clarified that donation of the school site cannot be considered a community benefit.

Council Member Armstrong referred to the special warranty deed, which states that the developer reserves the right to locate and construct utility easements as may be necessary, and asked what limits would be placed on that. He asked if the developer could put a substation in the middle of the park. Mr. Thomas replied that this does not allow for above-ground construction. Mr. Budge explained that the development agreement talks about no above-ground power lines, other than the existing transmission line, and he offered to clarify that in the warranty deed.

Joe Tesch, representing one of the property owners, stated that it may sound like paving is a good idea, but when the SPA was approved, they gave community benefits in return for certain density, and the paved trail was not part of those community benefits. He felt this was like an exaction and asked the Council to cut them some slack somewhere else as a tradeoff for providing the paved trail. Council Member Robinson replied that the County has given a lot with this development, and what they are asking for is not much considering the big picture.

Council Member Robinson asked about the paved connection between the roads referred to in the warranty deed and asked who wanted that. Mr. Budge explained that they discussed that with the Recreation District and are in agreement. They do not want to create a thoroughfare or create a shortcut through the park property. Council Member Robinson referred to the language regarding relocation of a trail easement and asked why they would want to build a trail in an area that will be flooded by a lake. Mr. Radke explained that they are talking about putting in a gray water lake, and currently the terrain does not allow for building a trail, as it is too steep. When the developer does build a dam, the trail would go on top of the dam. Council Member Robinson questioned why the Recreation District should pay for that and believed it should be paid for by the Reclamation District. Ms. Jordan explained that they hope to get some of the gray water for the park, which will benefit the Recreation District, and that has always been the intention.

Council Member Robinson stated that a default under the MOUs needs to be considered a default under the development agreement. Mr. Thomas agreed that could be the case for the MOU with the Recreation District, but not the MOU with the School District.

Ms. Strader stated that the next item for discussion is the school parcel. Staff and the applicants met with the South Summit School District and agreed on a separate MOU for the developer to donate the land to the School District. The development agreement provided for a 5-acre parcel with a 2.5-acre open space restriction. The School District felt that 2.5 acres was not enough to build on, so the 2.5-acre restriction has been removed, and the entire parcel can be utilized. There is also a condition that the building must be two stories to minimize the building footprint, with an allowance for an exception to be granted by the Council. Staff has concerns with that, because there are no standards of review to justify removal of that condition. The building footprint will not necessarily be limited by the 2-story restriction, because they could still have a large building footprint with another story on top. She requested discussion of the 2-story restriction or the possibility of putting a square footage limit on the building on that parcel.

Mr. Budge explained that the purpose of the 2-story requirement is to encourage LEED compliance. Maybe if the School District could provide other LEED benefits, they could persuade the Council to provide relief. Council Member Armstrong asked if the LEED requirement is part of the MOU. Mr. Langvardt explained that, by not building a 2-story building, it would stress the 5-acre site. The other issue is aesthetic, because they want the schools, churches, and retail to be architecturally significant. He stated that they met with the school architect, and they understand they cannot just double the square footage and stack it on top, because there are certain elements that cannot be stacked.

Council Member Armstrong noted that, without some language in the development agreement or MOU to address this, it will require a major amendment to the development agreement to build something other than a 2-story building. The Council Members agreed that the language should state “at the Council’s sole discretion.”

Council Member Armstrong referred to the last sentence in Section 2.14 and requested that they add the language “and the third party assumes the obligation of the land” after the word “County.”

Council Member Robinson referred to language in the MOU with the School District and stated that it appears the developer could donate the land to another school if the School District is not ready to build the school when the developer would like it built. He did not think they are giving the School District enough time to build the school. Mr. Thomas explained that the MOU with the School District is provided for information, and the County cannot get into that deal. It is up to the developer and school district to work it out, and the County cannot legally regulate that. It is not a community benefit, the County is not giving any community benefit for the school site, and they cannot link any conditions to it.

Council Member Armstrong asked if the MOU would allow for South Summit School District and Park City School District to have a joint school or have Park City take over operation of a school on this site. Mr. Budge explained that there is a provision in Section 4 that addresses that.

Kip Bigelow, Business Administrator for the South Summit School District, explained that the District’s legal counsel has not had a chance to review the MOU. He stated that they are in agreement with the items that have been discussed.

Ms. Strader referred to Section 4.3 of the development agreement and explained that a sentence was deleted regarding the developer funding future improvements if the traffic improvements are not funded by the County prior to the level of service reaching a failed status because of concerns that the improvements should be completed before the level of service reaches a failed status. Council Member Armstrong requested that the language following Exhibit N1 state “as the County may require.”

Ms. Strader referred to Section 5 of the community benefits regarding transit stops and explained that language has been added requiring the developer to dedicate either land or rights-of-way for the transit stops. Council Member Armstrong asked who could move the transit stop locations shown in the exhibit. Mr. Thomas replied that the Transit District could move them. Mr. Langvardt stated that they have met with the Transit District, and they recognize the intent. They do not know what the transit pattern will be yet, so the developer’s intent is to provide locations close to high density, the park, and school, but there is flexibility, and the Transit District would dictate where those stops are located. Council Member Robinson requested that the language be changed to state that the developer shall “dedicate or donate land or right-of-way.”

Ms. Strader noted that minor clarifications were made throughout the workforce housing section to clarify that workforce units shall be limited to a price that is affordable to households earning 60% to 80% of the area median income (AMI) as set forth in the Code. Council Member Armstrong asked if there will be a reasonable allocation within that range so that all the units are not at the 80% level. Ms. Strader offered to check with Scott Loomis at Mountainlands Community Housing Trust to get the right wording. She also referred to changes made in the waterfall provision language. Council Member Robinson requested language to clarify that the deed restriction would apply to each sale in any of the steps of the waterfall provision.

Ms. Strader noted that the workforce housing language was clarified to show that the developer shall convey the property by special warranty deed free and clear of all financial encumbrances. Council Member Robinson noted that there could be encumbrances on the property other than financial. Mr. Thomas stated that the seller would have a hard time selling the property if there are other encumbrances on it. Mr. Budge explained that financial encumbrances are the ones that would interfere with someone’s ability to get a mortgage, which was the intent of the language. Mr. Tesch noted that the warranty deed would have to be approved by the nonprofit organization.

Ms. Strader recalled that the deadline for approval of the development agreement was extended to May 31, and the Council could decide to extend the deadline again or take action on the development agreement tonight. Mr. Thomas explained that one matter that needs to be cleaned up is that the SPA ordinance approved a number of years ago was approved but never signed, and they need to put that on the agenda.

Council Member Armstrong asked for clarification of the language about accessory dwelling units and confirmed with the developer that the lot would have to exceed 4,500 square feet in order to have an accessory dwelling unit. He asked for clarification of the open space language and the parcels to which they would apply. Mr. Langvardt explained that the County allows for setbacks or mandatory open space within a parcel to count as open space. He explained that the open space section of the development agreement all refers back to County Code. Ms. Strader confirmed that this provision is consistent with the Code.

Mr. Thomas suggested that, if the Council continues this item to next week, they should also continue the SPA deadline for approval of the development agreement. That will allow Staff to make the changes discussed this evening, and they can also include the rezone ordinance on the agenda for signature.

Council Member Robinson made a motion to continue approval of the Silver Creek Village Center Development Agreement and to extend the deadline under the SPA agreement for approval of the development agreement to June 3, 2015. The motion was seconded by Council Member Armstrong and passed unanimously, 4 to 0.

Council Member Robinson noted that Finding of Fact 7 in the staff report should state May 31 instead of March 31.

PUBLIC INPUT

Chair Carson opened the public input.

Allison Bowman discussed the dangers of having bikes in the Run-A-Muck dog park where dogs are allowed off leash. She stated that her dog and a biker collided, and no one was injured, but she was issued a citation from Animal Control for a dog attack, which is not what happened. There are a lot of blind curves in that area, and she requested that it be designated as an area only for dogs to be off leash, because there are already 400 miles of trails outside that area. She would like bikes to not be permitted or to have signage to let bikers know they are liable for damage to their bike if they ride in that area just as dog owners are liable for their dogs if there is a fight or an attack. She now has to pay for both the citation and the bicycle that was damaged.

Council Member McMullin agreed that bicycles should not be allowed in this area with 2 miles of off-leash dog trails.

Bob Radke reported that he spoke with Ms. Bowman and others, and the Recreation District needs to look at how they can plan differently. With construction of the Recreation District's paved trail in the next few weeks, a trail connection will be provided for people who currently ride their bikes through the off-leash area. They had hoped that putting in double gates would discourage the bicyclists, and he was aware that a number of people like to ride their bikes with their dogs. Chair Carson explained that it was never their intention for bicyclists to use that trail. Mr. Radke stated that they may need to look at developing a trail where people can ride their bike with their dog off leash. Council Member McMullin stated that, at a minimum, the Recreation District needs to post signs to tell bicyclists they ride at their own risk.

Charlie Sturgis with Mountain Trails Foundation stated that one principle that guides their decisions is to beware of unpredictable consequences. Another is that the enjoyment of one user group should not be compromised for the enjoyment of another. He commented that it is easy to regulate their way out of having fun, and the trail system is about having fun. He did not find the level of enforcement to be "proactive" when the County goes from high levels of ticketing to no enforcement and back to high levels of ticketing in a couple of years. All it takes is a biting problem to have a high level of enforcement again. The problem is that there is no long-term sustainable way of managing the public's desires in total. Where there has been injury and

property damage, he believes in the highest enforcement level. He suggested that they consider high enforcement and low enforcement areas and put people on notice that some areas will be heavily enforced. Another option would be no-dog areas where dogs are not allowed at all. He believed there should be a mandatory leash requirement, and if a dog is not leashed, the owner should at least have a leash with them to show that they can restrain their dog if necessary. Another strategy would be for the owner to demonstrate voice command of their dog. He believed Animal Control should enforce leashed uses at the trailheads and require owners to keep their dogs on a leash from the car to a couple hundred feet beyond the trailhead, because that is a congestion and conflict area. He believed they should be able to accommodate all users on the trails without eliminating anyone's enjoyment.

Chair Carson closed the public input.

DISCUSSION AND POSSIBLE ADOPTION OF RESOLUTION NO. 2015-11A TO SUBMIT AMENDED LEGISLATIVE LANGUAGE FOR CONSIDERATION AS PART OF CONGRESSMAN ROB BISHOP'S PUBLIC LANDS INITIATIVE; LISA YODER, SUSTAINABILITY COORDINATOR

Sustainability Coordinator Lisa Yoder explained that this is a proposal to amend the resolution previously adopted to add three BLM parcels to the public lands initiative proposal submitted to Congressman Bishop's office.

Council Member Robinson asked how many acres are in the three parcels. Heinrich Deters, Park City Trails Coordinator, replied that they total about 4 acres. Council Member Robinson asked why they are using the term land exchange, because he believed this is a conveyance of lands, not a land exchange. Chair Carson explained that it was presented originally as a land exchange, and they kept that open in case it was required. Since then, they have learned that it will likely be a conveyance, not an exchange. Council Member Robinson requested that it be changed to land conveyance.

Council Member Robinson made a motion to adopt Resolution 2015-11A to submit amended legislative language for consideration as part of Congressman Rob Bishop's Public Lands Initiative, changing the term "land exchange" to "land conveyance." The motion was seconded by Council Member Armstrong and passed unanimously, 4 to 0.

COUNCIL COMMENTS

Council Member Armstrong acknowledged County employee Jeremy Morgan's injuries and the Council's concern and reported that he is showing some signs of improvement.

Chair Carson reported that she attended a community health needs assessment with the Board of Health and Intermountain Health Care, where they discussed a number of different health care needs in the community.

MANAGER COMMENTS

County Manager Tom Fisher reported that he received 22 applications for a regional transportation planner. The candidates will be interviewed on June 8, and they have some excellent applicants. He also noted that he interviewed six applicants for the Public Arts Advisory Board today.

APPROVAL OF MINUTES

MAY 6, 2015

MAY 8, 2015

Council Member Armstrong made a motion to approve the minutes of the May 6 and May 8, 2015, Summit County Council meeting as written. The motion was seconded by Council Member McMullin and passed unanimously, 3 to 0. Council Member Robinson abstained from the vote, as he did not attend the May 6 meeting.

WORK SESSION

- **Review and discussion of the draft Be Wise, Energize CDA project plan; Lisa Yoder**

Mr. Thomas explained that the CDA is the vehicle for issuing a bond for this program. Staff wants to be sure the Council is comfortable with the draft project area plan before sending it out for public comment. After a public hearing, if the Council chooses to adopt the plan, they will do so through an ordinance.

Chair Carson noted that the plan includes the municipalities as well as the unincorporated areas and asked if that was acceptable without the municipalities adopting resolutions. Mr. Thomas explained that they will still need the resolutions from the municipalities, but he drafted this in a way that they could remove municipalities if necessary. If it were drafted without the municipalities, he could not add them in later. He confirmed that the County still needs resolutions from the municipalities.

The County Council meeting adjourned at 6:15 p.m.

Council Chair, Kim Carson

County Clerk, Kent Jones