

Exhibit C – Transportation Study, Lodging, Revpar and Event Calendars

Jul-19

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2019 TCS Current Approval

Jul-19

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2019 TCS Date Change Request & Extreme Conflict Resolution

Aug-19

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Aug-19

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Event Key

- Triple Crown
- Extreme Soccer
- Arts Festival

Jul-20

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2020 TCS Current Approval conflict w/ Extreme Soccer

Jul-20

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2020 TCS / Extreme Conflict Solution

Aug-20

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Aug-20

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Events	2019	2020	Notes
Triple Crown (TC) - Approved by Council 11/16/17	7/7-7/21	7/12-7/26	With the original dates in the approved Triple Crown contract, all 3 events can co-exist in 2019, but TC and Extreme conflict
Extreme Soccer - Proposed	7/25-7/27	7/23 - 7/25	
Kimball Arts Fest- Approved by Council	8/2 -8/4	7/31-8/2	
Triple Crown- Redline proposed 11/17/17	7/15- 7/27	7/13- 7/25	With TC's request to change, there is a conflict with Extreme in 2019, and as noted above also 2020.
Fact: CC approved TC contract on 11/16/17. TC submitted different dates for 2019 the next day. Staff finds this to be a change that only CC has authority to allow to change. Triple Crown Contract is not executed.			

Exhibit C Transportation Study Event Weekends w lodging revpar and calendar

From Destimetrics:

LODGING OCCUPANCY

Extreme Cup Wednesday 76% (2017); 65% (2018)
 Thursday 80% (2017); 77% (2018)
 Friday 84% (2017); 85% (2018)
 Saturday 74% (2017); 79% (2018)

Arts Fest Thursday 61% (2017); 68% (2018)
 Friday 73% (2017); 81% (2018)
 Saturday 70% (2017); 81% (2018)
 Sunday 44% (2017); 48% (2018)

REVPAR

July 2017 = \$96.51

July 2018 = \$102.46

August 2017 = \$111.91

August 2018 = \$111.31

Data points represent average occupancy and average RevPAR based on data from each of the lodging properties that participate in Destimetrics. The participating properties provide a fairly accurate representation of the total lodging inventory, but it is just a representative sample. It should also be noted that the average occupancy during July and August weekends is 70%-80% consistently of leisure travelers, corporate groups, and event participants (depending on the weekend).



Interoffice Memorandum

October 15, 2018

To: Jenny Diersen, Special Events Program Manager
From: Alfred Knotts, Transportation Planning Manager

Re: Consideration of 2019 Kimball Artsfest and Extreme Soccer Event Schedule

At the request of the Sustainability/Events Department I have gathered, sorted, and evaluated readily available data in the form of daily traffic counts collected by Utah Department of Transportation's Automated Traffic Counters located on SR 248 just west of Richardson Flat Road (ATR #606) for the following dates and associated events:

Extreme Soccer – 248 (Thursday to Saturday)

- 2018 – July 26, 27, 28
- 2017 – July 27, 28, 29
- 2016 – August 4, 5, 6
- 2015 – July 30, 31, August 1
- 2014 – July 31, August 1, 2

Arts Fest -248 (Friday to Sunday)

- 2018 – August 3, 4, 5
- 2017 – August 4, 5, 6
- 2016 – August 11, 12, 13
- 2015 – July 31, August 1, August 2
- 2014 – August 1, 2, 3

Triple Crown (various)

- 2018 – July 9 to 21
- 2017 – July 10 to 22
- 2016 – July 11 to 23

Utah Department of Transportation Monthly Average Daily Traffic

Site names: 0606
 County: Summit
 Funct Class: Rural Principal Arterial - Other
 Location: SR 248 0.5 mile W of SR 40, Park City MP 2.561 FC 02

	2014	2015	2016	2017	2018
Triple Crown			20,945	21,779	22,465
Extreme Soccer	24,594	25,725	24,465	26,070	26,518
Artsfest	20,671	13,474	20,817	19,093	19,675
Combo Event	20,671	25,624	21,778		
July Monthly Average					22,560
August Monthly Average					21,431

*Notes: 2014- All Artsfest and Extreme Soccer overlapped
 2015 - Artsfest only had one day of overlap*

In reviewing average daily traffic on specific event days previously discussed events it is of my professional opinion that while hosting Artsfest and Extreme Soccer concurrently has the potential to increase ADT, it is not anticipated to be a significant impact in regards to ADT. This impact should be further reduced to less than significant with appropriate mitigation measures associated with scheduling of Extreme Soccer games as to not directly conflict with peak evening traffic destined for Old Town and the Artsfest event. Additional mitigation measures could further reduce potential impacts which me and my team would be happy to develop in coordination with Sustainability and the applicant(s).