

City Council Staff Report

Subject: Triple Crown Date Change Request & Event Conflict Approval
Author: Jenny Diersen, Special Events & Econ. Dev. Program Manager
Department: Special Events & Economic Development
Date: October 23, 2018
Type of Item: Legislative

Recommendation

Staff recommends Council consider:

1. Approving a Triple Crown Sports (TCS) date change request for 2019 and resolving a calendar conflict between Triple Crown and additional events for 2020 (Ex. B).
2. Approval of the Extreme Soccer Tournament on the same weekend as Arts Festival in both 2019 and 2020 (the TCS date change necessitates this action).

These approvals are contingent upon approval of a final supplemental/operations plan for each event.

Background

Staff pursued numerous alternatives to the calendar conflicts, such as working with each applicant and jurisdictional and community partners (Basin Recreation, Park City School District, etc.). At this time, and contingent on final ops/supplemental plans, staff finds that TCS and Extreme Cup can occur with minimal conflicts, as identified in Section [4-A-2-5](#) of the City's Special Event Code. Such findings come after reviewing lodging occupancy and average daily rate (revpar), transportation demands (Exhibit C), and further coordination with applicants on field programming, transportation, and parking mitigations.

In 2019 and 2020, the TCS conflicts with Extreme Cup for use of the same venues and facilities. The tournaments require jurisdictional coordination at a State and County level. While the TCS contract was approved by Council on November 16, 2017, the dates in the staff report were accidentally incorrect. As a result, the contract (Ex. A) was not executed as staff attempted to renegotiate and minimize disruptions to TCS and the event calendar. Fortunately, the Chamber, TCS and staff worked to proceed and uphold parameters of the original contract in good faith for the 2018 event.

Staff worked diligently to find a mutually agreeable solution to the date conflict, and recommends continuing to accommodate both sporting events for both 2019 and 2020. Both sporting events have important economic and community benefits. Though many options were explored, none have less overall impact than moving the Extreme Cup to the Arts Festival weekend (before 2016 these events have operated on the same weekend). Some exhausted options included: TCS & Extreme Cup sharing facilities; requesting TCS pick another weekend; and asking Extreme to find a new date. Fall is an important time of year for planning and marketing the 2019 event calendar, so it is important to address this date conflict as soon as possible.

1. **Kimball Art Center implication:** [Section 5.2 of the KAC's City Service Contract](#) states, "... *The City will issue no other Special Festival licenses during the dates of the festival until the KAC has provided a recommendation on the effects other*

events may have on the festival. The Park City Council will take into consideration the recommendations of the KAC in their decision to either approve or deny any other event applications.”

- KAC recommends not permitting another event concurrent with the Festival. However, they are willing to accept it for two years to be a good community partner and with some operational concessions, including:
 - Reduction or elimination of soccer games at the High School on Friday evening and Saturday;
 - Enhanced wayfinding and parking management at the school campus for each event;
- 2. Extreme Cup implication:** Similar to International Cycling Union (UCI), the Utah Youth Soccer Association (UYSA) has a regimented calendar and made significant efforts two years ago to move their tournament’s dates away from the Art Festival to better help City staff mitigate compounding event impacts. This was helpful when negotiating the Art Festival’s new City Service Agreement.
- UYSA calendar adjustments create conflicts with other jurisdictions across Utah. UYSA’s application deadlines are this week, and the Park City Extreme Cup has applied to move their dates in 2019 and 2020 at our request (Arts Festival weekend).
 - The date change is currently under-review. Note: While Extreme Cup is willing to move and accommodate further mitigation, such as ensuring games are not played at High School field during Arts Festival, this is the second time Extreme Cup has had to move due to conflicting events. UYSA will not be able to require other soccer tournaments in the state to move off the weekend.

Recommendation & Alternatives

1. Recommended Alternative: Staff recommends Council consider:

1. Approving a Triple Crown Sports (TCS) date change request for 2019 and resolving a calendar conflict between Triple Crown and additional events for 2020 (Ex. B).
2. Approval of the Extreme Soccer Tournament on the same weekend as Arts Festival in both 2019 and 2020 (the TCS date change necessitates this action).

These approvals are contingent upon approval of a final supplemental/operations plan for each event.

Pros:

- a. Accommodates the needs of each event, and the impacts can be mitigated based on data and analysis of each event.
- b. May create additional opportunities for Arts Festival and Extreme Cup to collaborate on transportation and sustainability mitigation.
- c. Change in calendar creates a quieter/local event weekend during peak summer calendar immediately following 4th of July Celebration.

Cons:

- a. Requires an existing event, Extreme Cup, to move to Arts Festival weekend, which is a busy time in the community with regards to transportation and public safety impacts.

2. Denial of TCS Date Change Alternative: Uphold the dates as reflected the in TCS contract approved on November 16, 2017. Extreme Cup would be held on the same weekend (weekend before Arts Festival). There would be no conflict in 2019, but the conflict would still occur in 2020. Staff would return at a future date to address the 2020 conflict. It is likely that TCS would not be able to move dates and may be reduced to only one week in 2019. There are significant negative impacts to TCS and Extreme Cup as a result of this alternative. Staff does not recommend this action.

Pros:

a. Extreme Soccer and Arts Festival events would not conflict in 2019.

Cons:

- a. There may be other implications, such as claims of foregone revenues or other financial or intellectual damage claims from TCS.
- b. Change of dates does not allow for a quieter local weekend during peak season after 4th of July Celebration.
- c. Staff would need to return at a subsequent Council meeting to address 2020 conflict with Extreme Cup.

3. Denial of Extreme Soccer Alternative: Approve TCS change of dates, and deny Extreme Cup to occur on same weekend as Arts Festival. Staff does not recommend this alternative.

Pros:

a. Extreme Cup would not be held the same weekend as Arts Festival.

Cons:

a. Extreme Cup would forego as much as \$100,000 per year and have severe impacts on the local soccer club's operations, and many local children participate and benefit from the success of this tournament.

Funding

Staff recommends working with applicants and may explore additional opportunities in City Services for additional transportation mitigation or parking management. Doing so would be approved through each event's supplemental plan approvals and may require additional City Service costs.

Previous Staff Reports

<u>Date</u>	<u>Item</u>
July 7, 2011	Triple Crown Sports Master Festival License & City Services Agreement
October 12, 2017	Triple Crown Sports Contract Negotiations / Minutes (p. 2 - 5)
November 16, 2017	Triple Crown Sports Contract Approval Report (p. 204) including draft TCS Contract (p. 212 to 237) / Minutes (p. 5 - 6)

Attachments

- A Requested Redlined TCS Contract Changes
- B TCS New DRAFT Contract for Approval
- C Lodging Occupancy, RevPar, and Transportation Study & Event Calendar