



City Council Staff Communications Report

Subject: Main Street Car Fee Sunday – Shop, Dine & Stroll Update
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Department: Special Events & Economic Development
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Executive Summary

On [May 28, 2020](#) (p. 7 to 34/ [minutes](#) p.3 to 11), in response to a [request from the Historic Park City Alliance \(HPCA\)](#), the City Council approved a Level 4 Special Event Permit for Main Street Car Free Sunday Shop, Dine and Stroll. City Council delegated their authority for implementing changes to the City Manager. The Special Event Permit was issued to allow temporary activation of businesses on public property and street use to facilitate phased business reopening during Covid 19 economic recovery.

Staff believes the event has been successful and is willing to address any questions the City Council may have. Council directed staff to return to the July 9 and August 4 meetings for an update on the event, which includes:

- HPCA is supportive of continuing the event – the program has been anecdotally successful for most businesses. Staff worked with HPCA to create [Guidelines for outdoor activities](#). More than 40 businesses are actively participating in the program.
- Staff continues to collaborate with HPCA on a weekly basis regarding changes in operations, which were delegated by Council to the City Manager to approve, including:
 - Expanding the closure to include Saturday, July 4th.
 - Closing Heber Avenue to allow those businesses to participate and increase visibility between upper and lower main.
 - Implementing closure at 7 a.m. (instead of 11 a.m.) to help those businesses serving breakfast.
 - Opening sections of the street to parking earlier due to inclement weather or quieter evenings.
 - Facilitate further expansion of outdoor areas for restaurant dining.
- Transportation - Parking remains free. Surface lots along Swede Alley remain full and parking in China Bridge continues to hover around 55% capacity. Many bikers enjoy coming to the event. Transit ridership continues to increase system wide on Sundays, with the Trolley running on Swede Alley to the Brew Pub Lot. Residential mitigation is working. No complaints have been received and staff continues to monitor.
- Attendance is difficult to estimate. Removal of vehicles has allowed ample distancing space for patrons. While staff continues to monitor, gathering or lack of physical distancing has not been a concern.
- Week to week staff observation is dramatically increased mask wearing. Staff implemented a mask distribution program on the street weekly from 12 to 4 to support patrons and increase health safety. To date staff has distributed 1,300

masks. This is helpful to businesses who are taking on costs for their PPE supplies. Staff continues to provide increased sanitation services as well.

- Programming has been implemented by the City to help build vibrancy on the street this has included: Additional E-Bike station, Balloon Art, Chalk Art, Temporary Street Murals, Music (non amplified).
- HPCA has tailored marketing to those within 6 hour drive of Park City, and continues all merchants and patrons to support local business safely. [Images from the event can be found here/dropbox.](#)