



City Council Staff Report

Subject: Triple Crown City Service Agreement Negotiations
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Department: Special Events & Economic Development
Date: September 17, 2020
Type of Item: Work Session

Recommendation

Council should review a proposal (Exhibit A) from Triple Crown Sports (TCS) regarding a potential continuation of the City Services Agreement including:

- Extend current contract for one year to 2021 as a result of the cancellation of the 2020 event due to Covid 19 impacts; and
- Determine if a negotiating a new, long term contract (years 2022 to 2032) remains a Council priority.

From a fairness and Economic Development standpoint, staff strongly recommends a one year extension due to the unanticipated impacts of Covid-19. However, based on shifting Council priorities with regard to large tournaments, staff seeks additional Council direction prior to proceeding on a long term contract negotiation. Council should also consider soliciting additional stakeholder and public input given the potential economic impacts.

Executive Summary

The fourth and current [City Services Agreement with Triple Crown Sports](#) expires on November 30, 2020. TCS provided a proposal on March 26, 2020, however due to Covid 19 impacts, the discussion was delayed. TCS has expressed a desire to secure a contract by October 15, 2020, to begin planning for next year.

TCS is a boys baseball and girls fast pitch softball tournament held over 14 days (originally 21 days) in Park City. The event has a long [background](#), brought to Park City in 2003 by the Park City Chamber to boost the year round economy, and also is held various communities across the Country.

TCS has been an essential event in building Park City's year round economy. Different than other sporting tournaments in Park City, the City Service Contract with TCS is fundamentally rooted in the economic benefits it brings to the City in return for free fields and field preparation. The event has worked to showcase the community hosting opening ceremony parades on Main Street, organized pin trading, and in general partnering with the local business community for lodging and restaurant specials to boost tourism in Park City. The event brings high quality baseball and softball competition in the western region and uses all fields in Park City, as well as surrounding jurisdictions. Local Park City/Summit County baseball teams have continued to participate in the event (Triple Crown offers them a reduced fee if they volunteer). However, the community's general support for this event has dwindled overtime.

Background

The City has used City Service Contracts as a tool for managing large events that benefit from long term planning and stability, and which create especially large cultural and economic value to the residents, businesses and the City. These agreements outline a clear scope of service for each party including contract length, City Services and financial assistance, Use and Lease terms of City Facilities and property, performance measures and insurance and indemnification.

A major driver of the PCMC fields complex at Quinn's Junction was the ability to expand the TCS event. In 2017, the contract was renegotiated to better align with the community's critical priorities. Because there were no conflicts with local play, Council asked that the contract focus on additional mitigation for Transportation and Sustainability, and lowering the amount of Special Event Fee Waivers (SEFR).

Specifically, Council:

- Lowered the annual fee waivers from \$93K to \$50K; TCS paid fees over \$50K;
- Reduced fee waivers by \$10K annually through 2020;
- Due to a conflict for the use area(s) in between Extreme Soccer and Triple Crown, Council agreed to hold the fee waiver at \$50K for TCS to share fields to accommodate both major events through their existing contract (2020).

Analysis

On [September 27, 2018](#) (p. 32) /minutes (p.6), City Council approved [major changes to section 4A of the municipal code regarding Special Events](#) to better manage impacts stemming from events. While significant changes have been implemented, there are still concerns in the community regarding event fatigue. On [June 25, 2020](#) (p. 14)/ [minutes](#) (p. 2) Council expressed concerns that some events could not adequately mitigate impacts from Covid 19 and asked staff to significantly increase mitigation regulations.

Since the 2020 TCS was cancelled, TCS has provided a new proposal (Exhibit A) requesting the following:

1. Extend current contract for one year to include 2021, due the 2020 cancellation from Covid 19.
2. Negotiate a new 10 year contract through 2032. TCS dates will create a conflict with Extreme Soccer in 2024, 2025, 2029 and 2030. Triple Crown has submitted in writing that they are willing to share fields during conflict years.
3. All City Service Fees and materials waived, estimated at \$60K annually. Triple Crown will provide an economic impact study performed in house, which is required to meet State requirements.
4. Exclusive use of all City Fields – City Park, Treasure Mountain, High School, Park City Sports Complex.
5. Continue hosting Main Street Parades (2) held Monday of each week, and (2) facility rentals at Santy for Coaches and Umpire meetings.

Outreach

Staff informed Extreme Soccer, HPCA, Lodging Association, Restaurant Association,

Park City Chamber and Basin Recreation of these discussions. Staff has included public comment received in Exhibit B there may be additional public input on the item.

Pros/cons

Item	Pros	Cons
Event Policy	TCS is a family owned business that embraces the community. They host parades, pin trading, offer community scholarships and pay for field improvements.	There are community concerns & event fatigue.
	In 2018, TCS moved games off City Park field with short notice to accommodate Big Stars Bright Nights concert series.	We must address creating break weekends and conflicts with Extreme Soccer, as these policies effect the overall event calendar (2024, 2025, 2029, 2030)
	TCS worked with Extreme Soccer to address a date conflict in 2019 and 2020 to share fields in return for additional fee waivers.	While Triple Crown has implemented sustainability and transportation mitigation as outlined in Ex A, staff believes we should set clear measures that align with community goals (to be determined).
Economic & Community Benefit	In addition to the annual estimated \$3M in economic impact, and establishing lodging and restaurant partnerships, this event is unique in bringing week day visitation and stays.	Park City has evolved since 2003. Now the event brings economic impact, with strong summer visitation and the busy event calendar. Staff is concerned this event doesn't align with Council's and community goals, and there is a perceived feeling of using Park City as a backdrop.
	Triple Crown has worked to increase mitigation focusing on their efforts to reduce transportation impacts and increase sustainable efforts.	Does Council support a 10 year contract and full waiver of City Services in exchange for extraordinary community benefits and mitigation?
Relationship Between Parties	There is a respected relationship between the Parks Department and Triple Crown - Park City is known for having the best operations, and morale between parties, especially the Parks crew is important.	TCS is concerned about negative comments regarding the event. TCS requests positive and supportive discussions and speaking engagements from City Officials.
	Recreation has continued to support this event. There is ample field space for local teams and programs.	Relationships are changing as as the City's policy on events have changed.

Economic Data

Item	2017	2018	2019**
Total Number of Teams*	140	124	124
Instate Teams*	29	27	35
Out of State Teams*	111	97	89
City Lodging	\$315,500 / 54%	\$309,727 / 60%	\$201,373 / 40%
County Lodging	\$266,000 / 46%	\$220,469 / 60%	\$227,788 / 40%
Total Lodging	\$581,000	\$530,196	\$429,161
Estimated Tax Revenue direct to PC from lodging	\$6,310	\$5,779	\$4,677
Economic Impact Overall	\$3,628,800	\$3,032,640	\$2,237,760
Local Economic Impact	\$94,349	\$78,849	\$58,182
<i>*Estimated 36 people per team</i>			
<i>** Year which TCS was shortened to accommodate sharing fields with Extreme Soccer</i>			
<i>Average length of stay is 6 days</i>			

Funding

City services and materials are estimated at \$59,000 based on current level of service the event requires and are included annually within the approved budgets. There is no cash subsidy from the City associated with this agreement.

Attachments

- Exhibit A: Triple Crown Sports Contract Proposal
- Exhibit B: Public Input Received