



PARK CITY SOCCER CLUB

Dear Mayor & City Council,

The Park City Soccer Club, with over 500 local youth participants, would ask that the Council consider potential scheduling conflicts with our Club's Extreme Cup Tournament when discussing the possibility of doing another long-term agreement with Triple Crown Sports.

Several years ago, the Park City Soccer Club adjusted dates for our Extreme Cup soccer tournament to respond to City requests to move the Club tournament off the Arts festival weekend. In doing so, the club has had to work with the Utah Youth Soccer Association to slot this tournament into other Utah based tournaments during that time of year. This has occasionally caused scheduling challenges with the Triple Crown Softball & Baseball tournaments. While Triple Crown has been amenable to sharing facilities, the overlap has a negative financial consequence for our event. As the Council considers the priorities and impacts of holding large scale summer events going forward, we would like to highlight the following thoughts and recommendations:

1. Triple Crown Sports is an out-of-state, for-profit entity who has done some excellent work in attracting destination sports tournaments to Park City. This has served a great role in building summer tourism in our region. We now have a problem in that we have more interest in groups doing tournaments and events "in town" than we have acceptable capacity for.
2. To that end, the Park City Soccer Club suggests that a priority now be given to local organizations who not only bring in similar destination visitors and a corresponding economic impact, but also more affirmatively support ongoing City goals relating to sustainability and social equity priorities. PCSC -- as a non-profit charged with engaging our whole region's youth in character building sport -- has for many years adopted environmentally friendly tournament protocols and has used tournament proceeds to fund a scholarship program that goes right back into our community. In the past year alone, PCSC has awarded over \$74,000 in 80 need-based scholarships to local children.
3. As the City created a priority on social equity, we would argue that our club is doing more to integrate and break down community cultural barriers than any other sport club in the region.

The club would like to see our tournament scheduling interests elevated above Triple Crown's. As shown in 2019, our tournament can be coordinated to allow both to happen, however we would kindly ask that our scheduling interests be prioritized over Triple Crown's. Our interest is to provide both economic benefit to the region, but also long-term community building priorities.

Your consideration is appreciated!

Sincerely,

Colin Hilton

Colin Hilton

PCSC Board President

Shelley Gillwald

Shelley Gillwald

PCSC Executive Director



August 9, 2020

Jenny Diersen
Special Event & Economic Development Program Manager
Park City Municipal

Dear Jenny,

Thank you for reaching out and giving the Park City Area Lodging Association (PCALA) the opportunity to share their comments and feedback regarding the Triple Crown Tournament returning to Park City.

Overall the board feels strongly that this event should be given the opportunity to return in 2021, especially as we know this event brings benefits to our community and we will need to count on them as we continue to try and bounce back from the effects of this summer. We know that many of our members benefit directly from this event. Points of consideration from the PCALA Board are:

- 6-night stays generate transient room tax. The longer 30 day stays we are seeing this year due to COVID do not.
- Unlike events or concerts that all start or end at the same time, there is no load in/out traffic.
- Attracts families here in the summer that often times return
- Provides revenue for restaurants

The only point the board would like to the Council to consider is not entering a contract that would extend to 2032. The overall consensus of the board is that a contract of this length is too long.

If you have questions or need additional information, please feel free to contact me.

Sincerely,

Ginger Wicks
Administrator
Park City Area Lodging Association
info@pcala.org
435.640.1168



CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

Dear City Council:

Before City Council makes a determination on whether or not to extend its City Services Agreement to host Triple Crown World Series, the Park City Chamber of Commerce/Convention & Visitors Bureau would like to provide some information in support of extending Triple Crown's City Services Agreement as requested by Triple Crown.

1. With a significant drop in corporate and group business due to COVID-19, lodging occupancy during the week (Monday through Friday) has dropped significantly. Triple Crown can help provide some mid-week business that will likely be desperately needed by many lodging properties, restaurants, and retailers due to the delayed return of corporate/group travel beyond 2021.
2. Triple Crown is familiar with Park City and works closely with the Park City Chamber/Bureau to showcase to Triple Crown's customers all that Park City has to offer. Participating teams (and family members) patronize not just Park City lodging properties but also our activity providers, our resorts (Deer Valley, Park City Mountain, UOP, and Woodward Park City), our restaurants, and our retailers. Losing Triple Crown World Series would require significant effort to find another special event to replace the amount of business that is generated by the participants of the Triple Crown World Series.
3. Triple Crown provides opportunities for local Park City teams to participate in the World Series at reduced rates.
4. Triple Crown makes a financial contribution each year (based on the number of participating teams) to a capital improvement fund to upgrade periodically the fields and facilities in Park City and Summit County.
5. Triple Crown attracts families with children who often are first-time visitors to Park City and, as surveys have shown, are likely to return to our community in the future.

In short, I urge you to consider extending Triple Crown's City Services Agreement to help with the economic recovery of our community.

Sincerely,

A handwritten signature in blue ink that reads "Bill".

Bill Malone
President and CEO
Park City Chamber of Commerce/Convention and Visitors Bureau





August 9, 2020

Jenny Diersen
Special Event & Economic Development Program Manager
Park City Municipal

Dear Jenny,

On behalf of the Park City Area Restaurant Association board, I am writing to express our support to allow the Triple Crown Tournament to return to the Park City area in 2021. We feel very strongly that this event brings great value to our “overall” community. Given that they have proven to be a successfully run event organization and as we move into bringing events back online, we should align with those that we know complement our community, which we believe they do.

Thank you for your consideration.

Ginger

Ginger Wicks
Executive Director