

Exhibit A: PSSM 2023 Debrief & Measures of Success

Park Silly Sunday Market – 2023 End-Of-Season Measures of Success		Legend S – Succeeding in meeting Contracted I - In progress / Meeting Requirements U – Unsatisfactory
Vendor Mix		
Importers (allowed per week maximum) i. 2023- 0	Notes: Requirements are currently being met	S
Jewelers (allowed per week maximum) i. 2023- 12	Notes: Requirements are currently being met	S
On-site Food Vendors & Snack food Vendors (per week maximum) i. 2023 - 12	Notes: Requirements are currently being met	S
PSSM will invite two (2) HPCA representatives in the jurying of jewelry vendors.	Notes: Requirement was met by PSSM.	S
PSSM will coordinate market Working Group meetings to include 2 HPCA representatives, 2 PSSM representatives, and 2 Park City Council representatives, as requested.	Notes: No Working Group meetings were requested by the members of the Working Group.	S
PSSM will provide to the City a list of vendor classification definitions along with preference criteria for vendor mix.	Notes: Requirements have been provided and met.	S
Parking / Traffic / Pedestrian Management		
Create event parking plan i. Identify vendor vehicle with license plate identification. ii. Identify public parking locations both in Old Town/Main Street along with alternative parking areas. iii. Identify locations where parking will be removed to provide space for event and mitigate impacts of event iv. Continue increased communication between departments and PSSM to encourage parking of vendors in suggested vendor locations. v. PSSM will hire pedestrian management to staff the crosswalks at the Main St and Heber Ave intersection.	Notes: PSSM continues to work with their staff & private parking garages to park vendors in appropriate areas. A resident parking plan was established on ParkAve between 9 th and 12 th Street. Parking Enforcement continues to communicate with the residents to resolve parking concerns during the Park Silly Sunday Market. This increase in fees for parking in China Bridge and other areas are being monitored and enforced. PSSM met these requirements as outlined.	S
Work with Special Events and Transit to get out alternate transportation messaging out with: i. Co- messaging with PC Transit Dept. ii. PSSM will create and implement different methods of informing the public (PSA's, print ads) iii. Create and implement a program encouraging non-motorized forms of transportation to the market. ix. Addition of Shuttle Service on expected heavy attendance day – July 3 and September 4	Notes: While PSSM does not perform any paid marketing. Social media will focus on transportation alternatives including City transit, bikes or walking to attend. PSSM continues to strongly encourage alternative modes of transportation and reduce impacts on residential areas. In addition to encouraging transit, PSSM does not allow vendors to park on Park Avenue. The Bike Valet saw more than 1,529 bikes. Transit saw 59,308 riders on Sundays, with average ridership at 4,236 each week, which is 1,736 more than the daily average. The highest ridership days replicated the days with the highest attendance.	S
Submit sign Plan to Staff at the time of Supplemental Plan containing the following: i. Locations ii. Size & Type iii. Message iv. Placement and removal times	Notes: Requirements were met	S
Work with City to create a pedestrian management plan that addresses the crossings of Heber/Main and Swede Alley	Notes: PSSM hired and managed pedestrian management at the Main St and Heber Ave intersection.	S
Market Set-Up and Inspections		

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<p>a. Weekly notification to staff of footprint or operational changes</p>	<p>Notes: No footprint changes have been made. Operational changes include a new bike valet location. Located East of the food vendors on the North East end of Main St.</p>	<p>S</p>																				
<p>b. Location of interior sponsor signs</p>	<p>Notes: Requirements are currently being met</p>	<p>S</p>																				
<p>Street Cleaning and Trash Removal</p>																						
<p>a. Pre-Meet with City's Street Department to create a street cleaning and trash removal plan.</p>	<p>Notes: Requirements were met. No concerns were reported.</p>	<p>S</p>																				
<p>b. Meet with Street Department two (2) additional times throughout summer to address any issues with plan.</p>	<p>Notes: Meetings were not necessary.</p>	<p>S</p>																				
<p>Coordination with PCMC and HPCA</p>																						
<p>a. PSSM will coordinate market Working Group meetings to include 2 HPCA representatives, 2 PSSM representatives, and 2 Park City Council representatives, as requested.</p>	<p>Notes: No Working Group meetings were requested by the members of the Working Group.</p>	<p>S</p>																				
<p>b. PSSM will supply the City Representatives with weekly report containing the following</p> <ul style="list-style-type: none"> i. Estimated attendance ii. Zero Waste statistics iii. Breakdown of number of vendors and types iv. Provide a list of other sustainable efforts throughout the event. v. PSSM to participate in and provide a list of City functions related to Green Event management that they participate in, as well as a lists of non-profits who they provide sustainable mitigation efforts for. <p>PSSM to present a year over year a comparison for sustainable effort comparison in coordination with the City during annual end of season review.</p>	<p>Notes: Requirements were met.</p> <p>Attendance for the 2023 event was 183,255 (down 7% from 2022). The two dates with the highest attendance was 18,948 on 7/23/23 and 18,701 on 9/24/23.</p> <p>PSSM has achieved an 83% diversion rate.</p> <p>PSSM averages 150 vendors per week (total 1,398 vendors for the summer) Space varies each week depending on how many free spaces are provided for community partners). There are 277 unique vendors, 28% (78) are from Summit Co, 4% (11) Wasatch back, 68% (188) vendors are from outside of the Wasatch Back. Vendor Mix includes the following.</p> <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: right;">942</td> <td>Artist</td> </tr> <tr> <td style="text-align: right;">65</td> <td>Designer</td> </tr> <tr> <td style="text-align: right;">13</td> <td>Farmer</td> </tr> <tr> <td style="text-align: right;">77</td> <td>Gourmet</td> </tr> <tr> <td style="text-align: right;">0</td> <td>Importer</td> </tr> <tr> <td style="text-align: right;">116</td> <td>Jeweler</td> </tr> <tr> <td style="text-align: right;">97</td> <td>On-Site/Snack Foods</td> </tr> <tr> <td style="text-align: right;">25</td> <td>Service Vendor</td> </tr> <tr> <td style="text-align: right;">63</td> <td>Youth Vendors</td> </tr> <tr> <td colspan="2" style="text-align: right;">TOTAL 1,398</td> </tr> </table>	942	Artist	65	Designer	13	Farmer	77	Gourmet	0	Importer	116	Jeweler	97	On-Site/Snack Foods	25	Service Vendor	63	Youth Vendors	TOTAL 1,398		<p>S</p>
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<p>e. PSSM will supply the City Representatives with an ongoing list of vendor and staff license plates:</p> <ul style="list-style-type: none"> i. Prior to the start of the June 4 Market. ii. At any time they add license plates to the market throughout the 2023 season. <p>License plate lists should be provided to the City Representative no later than 10:00 a.m. each Sunday.</p>	<p>Notes: Requirements are currently being discussed to workon best coordination between PSSM and the City.</p>	<p>S</p>																				

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Marketing and PR		
a. HPCA logo on all advertisements & promotions	Notes: Requirements were met.	S
b. Engage in cross promotions with Chamber, HPCA, Park City Restaurant association	Notes: Requirements were met.	S
c. Media – The HPCA logo and sponsorship credits will be provided in all media placement that the PSSM currently employs, including but not limited to: I. Print ads II. Ads, links or info listings on Utah tourism, business and special internet websites; III. Periodic television coverage; IV. Radio PSAs and promotions; V. Website spots, summer guides, fairs, non-profit organization calendar listings; VI. Email blasts; and VII. Social media, 'if applicable'	Notes: Requirements were met. PSSM has significantly cut back on all marketing efforts, focusing only on social media locally. No paid advertising.	S
Other Items:		
Quantify Marketing & PR Value	Notes: In progress. It is likely due to the cutback on marketing efforts that this value will be significantly less than previous years.	S
PSSM shall present an annual preceding market season. This report will contain the following: i. Estimated attendance ii. Zero Waste statistics iii. Breakdown of number of vendors and types iv. List of non-profit groups attending the market v. Advertising information etc. vi. Transportation and parking counts – to be coordinated with PCMC Transportation Services Department	Notes: 2023 Final Statistics: Attendance: 183,255 people attended PSSM in 2023, with the highest on July 23, and September 24, 2023. Zero Waste: PSSM maintained an 83% diversion rate, which increased from 80% in 2022. More than 14,465 pounds of recycling, compost, and glass were diverted from our landfill, compared to 3,025 pounds going to the landfill. Vendor Types: (see above) Local NFP Groups at the Market: More than 50 nonprofits participated in the market. Advertising Information: (see above) Transportation, Parking and Traffic Counts: (See below)	S

PSSM Vendor Types Definition & Vendor Mix

All categories are juried by the PSSM staff by way of required online application details including, but not limited to: product descriptions, photo samples of products, photo of booth display, history/business description including their 'story', list of sources and co-packing use.

PRIORITY 1: Artisan- A vendor that sells unique, art and handmade crafts (excluding food and jewelry). Starting materials must be significantly altered and enhanced by the artist. Preferential consideration given to local artists based in the state of Utah.

PRIORITY 2: Farmer - A vendor that sells fresh produce from his or her farm and/or a vendor that sells food products made of produce from his or her farm.

PRIORITY 3: Jeweler - A vendor that sells unique, handmade jewelry of their own making and design. limited space available in this category (12 per market date).

PRIORITY 4: Gourmet Food - A vendor that sells foods or baked goods, made in Utah, which are intended/packaged for off-site consumption. Preferential consideration given to members of Utah's Own.

PRIORITY 5: Designer - A vendor that plans the precise form, look or working of an item, excluding jewelry, in writing before such item(s) is manufactured pursuant to that vendor's specific request. To qualify as a designer, the vendor shall be required to submit specific design plans of all item(s) to be sold at the market. Preferential consideration given to local designers based in the state of Utah.

PRIORITY 6: Young Vendor - A vendor, 17 years of age or younger, that sells their own unique, handmade goods.

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PRIORITY 7: Food - A vendor that prepares and sells food for consumption at the Market. The first right of refusal is offered through the HPCAmembership. Limited space available in this category (12 per market date, 10 of which are propane-approved space)

PRIORITY 8: Service Vendor -A vendor that provides on-site services to market attendees (ex. - henna, face-painting).

City Transportation Data

Transportation Ridership Data: The data shown is an average of PSSM dates per month, per route. August is shown as a comparison. There were no PSSM dates in August.

City Services Fees

SERVICE DESCRIPTION	COST
Special Events and Facilities Department	
Level 4 Application Fee - Annual	\$192.00
Fire/ Building Permits	\$1,562.00
Parking Services, \$16/day rate, 46 spaces, 11 days.	\$8,096.00
Parks Department (Banners), every other banner on Main St. rate	\$687.00
Public Safety Personnel \$75/hour rate, 552 hours	\$41,400.00
Equipment VMS, \$151.20/day rate, 4 boards, 11 days	\$9,979.20
Kane Security Residential Management, \$30/hour rate, 7 hour/day, 11 days	\$2,310.00
Total City Fees	\$64,226.20

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5.d		PSSM will supply the City Representatives with weekly report containing the following:						
					TOTAL for 2023			
5.d.i.	Estimated Attendance		183,255	Attendance			(down 7% from 2022)	
			1,529	Bike Valet				
5.d.ii.	Zero Waste Statistics (in lbs.)		6,065	Commingled Recycling		14,465		
			4,125	Compost				
			3,025	Landfill				
			4,275	Glass (end of season total)				
			83%	DIVERSION RATE				
5.d.iii.	Breakdown of number of vendors and types		942	Artist				
			65	Designer				
			13	Farmer				
			77	Gourmet				
			116	Jeweler				
			97	On-Site/Snack Foods				
			25	Service Vendor				
			63	Youth Vendors				
			1,398	TOTAL			(down 28% from 2022)	
		<u>WHERE OUR VENDORS ARE FROM:</u>						
			28%	Summit County (81% of which are PC)				
			72%	Utah (other)				
			0%	Out of State		(less than 1%)		
<u>Parking Counts:</u>		<u>FREE Booths Offered:</u>						
n/a	10am		56	Non-Profits				
n/a	1pm		13	Farmers				
4pm	4pm		11	Featured Artists				
			11	PCPAA Members				
			1	HPCA Members			(10 dates not used)	
			1	PC Municipal				
			93	TOTAL				