



October 11, 2023

Park City Municipal Corporation
PO Box 1480
Park City, UT 84060

RE: Park Silly Sunday Market 2023 Survey Results

On behalf of the HPCA board and our members, we respectfully submit the results from our recent Park Silly Sunday Market survey. As requested by council, we surveyed the street specifically asking how the reduced 2023 schedule and footprint impacted businesses. We received 96 responses from business sectors outlined below:

Business Type:

- 35% Retail
- 33% Restaurant, Bar or Café
- 15% Gallery
- 5% Lodging
- 4% Real Estate
- 3% Property Owner
- 3% Entertainment
- 2% Professional Service

Business Location:

- 38% Middle of Main (between 4th street & Heber Ave)
- 24% Lower Main (below Heber Ave)
- 33% Upper Main (above 4th Street)
- 5% Park Ave

Responses showed:

- 28% still feel the market negatively affects their business and they do not support it staying on Main Street
- 20% Liked reduced schedule
- 41% Would prefer consistency with 14 Markets
- 6% Not affected by Market
- 5% Not open on Sunday

The HPCA Board reviewed survey results in detail at our September meeting and followed this with a formal vote to support the Market in with the same reduced schedule and footprint as 2023. We do ask however, that the Market advertises the reduced schedule so that both residents and visitors can plan accordingly. Feedback from merchants was that guests were confused as to when the market was and wasn't.

We hope that you will take our feedback into consideration during any negotiations going forward with the Market.

Regards,

Monty Coates

Monty Coates
HPCA Board President