

# PARK CITY MOUNTAIN SPECIAL EVENTS

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## PARK CITY MOUNTAIN SPECIAL EVENT APPLICATION FORM

### Mission Statement

Park City Mountain's special events will complement our brand and will reinforce our guest's *Experience of a Lifetime* while at our resort or within our community, creating long-lasting memories of their time in Park City.

### Process Overview

This application will help communicate the necessary information to help determine whether we can assist in hosting, planning or producing your event. If approved, you will also be required to submit permitting applications with the City of Park City

(<http://www.parkcity.org/departments/special-events-facilities/applications-planning> ) and/or Summit County (<https://clerk.summitcounty.org>).

Only when an event producer has received permits from the appropriate entities (Park City Mountain, Summit County and the City of Park City), will the event be considered approved. Site fees will be assessed for hosting your event on Park City Mountain and may vary with the size and scope of the event.

### Submission Deadlines

All winter event proposals are due each year by **July 15**. Summer event proposals are due by **February 15**. These deadlines apply only to Park City Mountain. City of Park City and Summit County deadlines may vary and should be determined by contacting them directly.

### PLEASE FILL OUT ALL SECTIONS BELOW:

Please note that failure to fill out any section of this application could result in delayed processing, or denial of your event.

<b>Event Name</b>	
<b>Producer / Organizer Name</b>	
<b>Position</b>	
<b>Address</b>	
<b>City, State</b>	
<b>Email</b>	
<b>Business Phone</b>	
<b>Cell Phone</b>	
<b>Event / Producer Website</b>	
<b>Number of Years in Business</b>	

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<b>Organization Tax Status:</b> For Profit or Non Profit?	
<b>Event Description:</b> Please provide a brief description of your event and its activities	
<b>Goals:</b> What are the goals you hope to obtain by hosting this event? Please describe:	

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### EVENT OPERATIONS

**What support do you need? (Please check all that apply):**

- A Hosting Site
- In-Kind Support
- Funding Support
- Other (Please describe):

**Which costs will YOU, the applicant, be providing/covering? Please check all that apply:**

- Permitting fees
- Site fees
- Medical coverage: On-call ambulance, medical staff, ski patrol labor costs, etc.
- Special event licenses
- Venue rental fees
- Parking
- Waste management
- Sustainability efforts
- Environmental offsets
- Recycling
- Police services
- Overnight security
- Snowmobiles
- Marketing or event support
- Other: please describe:

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**In addition to the above funding, what additional in-kind services are being asked for from Park City Mountain?**

**Which of the following will your event help the resort accomplish?**

- Generate revenue
- Draw visitors/spectators
- Create community participation
- Sell lift tickets (winter or summer)
- Stimulate local retail sales
- Stimulate room nights/lodging
- Provide a charitable donation

**What return on investment should Park City Mountain anticipate in return for their participation? Please describe:**

**How will your Event promote, complement, or strengthen the Park City Mountain brand? Please describe:**

**Which audience size do you think your event will attract?**

*Audience Size:*

- Tier I: 15,000 attendees or greater
- Tier II: 5,000 – 15,000 attendees
- Tier III: 1,500 – 5,000 attendees
- Tier IV: Fewer than 1,500 attendees
- Tier V: This is a non-spectator event

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Are you proposing an event that requires a ticket, entry fee, or some other form of purchase to attend as a *SPECTATOR*?

- Yes
- No

*If yes, please provide details:*

Are you proposing an event that requires a ticket, entry fee, or some other form of purchase to attend as a *PARTICIPANT*?

- Yes
- No

*If yes, please provide details:*

<b>What is your estimated number of participants? (Athletes, artists, exhibitors, etc.)</b>	
<b>Number of event staff needed:</b>	
<b>Who will be providing?</b>	
<b>Number of volunteers needed:</b>	
<b>Who will be providing?</b>	
<b>What areas of the resort are you proposing to utilize for your event? (Including base area facilities, on-mountain restaurants, ski runs or chair lifts) Please list all:</b>	
<b>During what season will your event be held?</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Winter (December – March)</li> <li><input type="checkbox"/> Spring (April – Mid-June)</li> <li><input type="checkbox"/> Summer (Mid-June – Early September)</li> <li><input type="checkbox"/> Fall (Mid-September – November)</li> </ul>	
<b>Proposed event date(s):</b>	
<b>Is this a new or existing event?</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> New</li> <li><input type="checkbox"/> Existing</li> </ul>	
<i>If existing, please provide summary of the event's history:</i>	

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**Would this event be an annual event, returning to Park City during the same time period each year?**

- Yes
- No

**If yes, is a multi-year agreement desired?**

- Yes
- No

**Will any portion of your proposed event take place outside of the Ski Resort (i.e. in town, at other venues)?**

- Yes
- No

**If yes, please describe:**

### **Food and Beverage Service**

Park City Mountain's Mountain Dining department owns first right of refusal to provide catering and/or any food service requests at all events taking place at the resort, including on the mountain and at any venues. No outside food or beverage\* services, catering or other F&B options (including sponsored items or sampling) are to be committed to without their expressed written approval. It is up to their sole discretion on whether they approve an outside vendor or sponsor to provide any food or beverage services, sampling or catering. Care should be taken to reduce waste impacts from F&B including minimizing individually wrapped items, encouraging reusable bottle use, and using compostable/recyclable materials.

**Please describe the type of Food and Beverage service and/or catering proposed:**

**\*Service of alcohol may be subject to additional fees and permits with state or county agencies**

### **Sustainability and Waste**

Park City Mountain gives special consideration to sustainable events. Careful attention to energy use, waste creation, and any potential negative environmental impacts is expected. It is the responsibility of the event planner to ensure that there are a sufficient number of waste receptacles located throughout the event grounds and that they are emptied during the event in order to prevent overflow. If the waste generated by the event may exceed the capacity of the onsite dumpsters, it is the planner's responsibility to discuss removal options ahead of time. This may require additional dumpsters to be secured by the event proposer and the mountain. The applicant is responsible for the cleaning of event areas and returning them to their pre-event state.

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A thorough waste reduction and management program is a crucial part of an event. Overflowing receptacles are unhealthy and unsightly and could leave a lasting impression on event attendees. Recycling is a baseline and is required at all events at the resort.

Consider additional restroom facilities and may be required as part of the permit process. Existing restroom facilities may not be adequate for the event. Port-a-potty vendors can predict needs based on expected attendance figures.

**Please describe your sustainability, environmental impact, waste reduction and management plan:**

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### **Power and Electrical Services/Support**

Available existing electrical service at the mountain will vary depending on location and event needs. It is the responsibility of the applicant to ensure that there is adequate electrical capacity to host the event and to obtain additional electrical supply if needed. Producers should plan to minimize additional electrical demand and practice smart power management to avoid wasting electricity. Any damage to existing electrical services due to overload will be the responsibility of the applicant. When applicable, any associated costs for power and electrical usage will be the sole responsibility of the event proposer.

**What sort of power supply will you need? How many generators, light towers, plug-ins, etc.?**

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### **Structures**

Temporary tents and structures must follow all permitting, structural and weighted requirements by the City of Park City, and must be applied for ahead of time. Temporary structures are an important consideration.

**Are any temporary structures required, such as award platforms or stages, athlete tents, scaffolding for TV/media or viewing stands?**

- Yes
- No

**Do you intend to have temporary structures?**

- Yes
- No

***If yes, please describe:***

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## Security

If you anticipate spectators, you will need your event to be in compliance with local safety, traffic and alcohol laws, and the number of security personnel needs to be discussed in advance, for the safety both of event attendees, as well as other guests at the resort.

**What type of security will be necessary for your event?**

## Parking

The Resort and City of Park City offers a variety of parking options, and this component must be discussed with Town officials well in advance. Any base area parking is based solely on the approval of our Base Area Operations Director.

**What type of parking needs do you anticipate? Please include number of vehicles, locations of parking areas preferred, and plan for traffic control.**

## Site Map

To properly assess the proposed event, a site map should be submitted along with the event application. Conducting any event outside of the ski resort boundary lines will be subject solely to the property owner. Please note that most events take place within the ski resort boundary.

To access a map of Park City Mountain, please go here:  
<http://www.parkcitymountain.com/mountain/trail-map.aspx>

Base Area Maps can be found here:  
<http://www.parkcitymountain.com/mountain/base-area-maps.aspx>

After reviewing the map, please indicate and diagram the following:

- Areas of the mountain you intend to use
- Any requested closures
- The location and dimensions of all physical equipment being placed
- Location of temporary alcohol sales where both sales and consumption occur, plus dimensions and type of fencing to be used.
- Any other details you think are helpful in the physical description of your event

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### **Insurance Requirements**

All events, regardless of size or scope, will be required to hold current Certificates of Insurance that list Park City Mountain and Canyons Village Management Association (Canyons Village events only) as Additional Insured. Vail Resorts' Legal department will determine the specific insurance thresholds based upon the type and size of the event, as well as the risk exposure. Certificates naming each entity will be required for commercial general liability insurance, commercial automobile insurance and worker's compensation insurance policies. Proof of insurance must be submitted to the Event Manager no less than 30 days prior to the first day of intended use.\*

The certificate will be reviewed and additional coverage or wording may be required by the Vail Resorts' Legal department to ensure proper coverage of a specific event. All certificates must clearly state that there are "no participant, spectator, model or athlete exclusions" as well as that the policy is primary and non-contributory.

**\*Events are subject to cancellation should the organizer not be able to provide insurance documentation in the timeframe outlined here.**

<b>Do you agree to the above procedures regarding insurance coverage?</b>
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- |                              |
|------------------------------|
| <input type="checkbox"/> Yes |
| <input type="checkbox"/> No  |

### **Medical Needs | Emergency and Support Services**

A detailed list of what medical services are being provided or requested is essential. If you are not sure what is required, Park City Mountain Ski Patrol can assist in identifying those needs.

<b>Please list your medical assistance and emergency support requests:</b>
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## MARKETING PLAN

<b>What are your marketing plans for promoting your event? Please outline below:</b>	
<b>Traditional media (newspaper, radio, TV):</b>	
<b>Online media:</b>	
<b>Social media:</b>	
<b>Do you have a dedicated <i>marketing</i> contact who will handle promoting the event? If so please provide name and contact information:</b>	
<b>Name:</b>	
<b>Phone Number:</b>	
<b>Email:</b>	
<b>Total estimated marketing spend to advertise or market this event:</b>	
<b>What expectations do you have of Park City Mountain in marketing the event?</b>	
<b>What are your Media or PR plans for promoting your event? Please outline below:</b>	
<b>Please list journalists who will be on site covering the event:</b>	
<b>Please list media partners:</b>	
<b>Please detail any proposed media coverage or outlets:</b>	
<b>Will you be credentialing media?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Do you have a dedicated <i>PR</i> contact who will handle promoting the event? If so please provide name and contact information:</b>	
<b>Name:</b>	
<b>Phone Number:</b>	
<b>Email:</b>	

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## Broadcast Elements

**Will any portion of your event be broadcast live or via tape delay on any form of TV, internet or via any media outlet?**

- Yes
- No

**If yes, please describe:**

**Will Park City Mountain be able to access and share this material for promotional use?**

- Yes
- No

**Are you willing and capable of providing:**

- Interviews with the organizer for the Resort's internal /external media or marketing
- Photos over the course of the event
- B-roll video of the event to the Resort
- Credentialing of Resort staff to shoot photos and/or video of the event
- VIP access (if applicable) to Resort for hosting of sponsors / partners / staff

## Sponsorship & Partners

Please note that Park City Mountain partners with specific sponsors in most product categories (a current list may be viewed here: <http://www.snow.com/partners.aspx> ). Events could possibly not be considered if they feature competing sponsors or sponsors that are deemed incompatible with the Park City Mountain and Vail Resorts brands. Please list any current or proposed sponsors or partners (corporate, non-profit, community or otherwise) that would be part of your event, as well as their type of involvement or activation:

**Please list any current or proposed sponsors or partners (corporate, non-profit, community or otherwise) that would be part of your event, as well as their type of involvement or activation:**

## General Comments

**Please list any other comments you feel the Park City Mountain Special Events Committee should entertain when considering your event application:**

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## **ADDITIONAL ITEMS FOR THE APPLICANT TO CONSIDER**

### **Signage**

In regards as well as in-town promotion, Park City Mountain abides by City of Park City rules. Any and all signage, promotional posters and banners must be discussed in advance with Park City Mountain to ensure compliance.

### **Special Event Permits**

The Resort maintains a close relationship with the City of Park City, and on some occasions, a special event permit or business license may be required to host an event. Event applicants are directly responsible for these fees, unless otherwise specified in the eventual event contract with Park City Mountain.

### **Noise/Sound**

If an event is scheduled to have a band or amplified music, the applicant will ensure compliance with all noise ordinances established by the City of Park City and Park City Mountain.

### **Contracts**

Once applications are received and evaluated by the Park City Mountain Special Events Committee, and if approved, proposed events will move to contract-ready status. Every event held at Park City Mountain must hold an executed event agreement, to be supplied and drafted by the Resort. Please consider the required time for drafting and negotiation of contracted event elements in your application proposal and timeline.

### **Use of the Park City Mountain Logo**

Use of the Park City Mountain logo on any type of marketing collateral requires the express consent of the resort, and stipulations would be included in the event contract. Approval of event applications should not be considered partnership or endorsement of your event by the Resort.

### **Security/Damage Deposits**

A security or damage deposit may be required for larger events. The deposit will be refunded upon verification by staff that the area has been returned to a condition similar to prior use. In the event of damages, the applicant will be responsible for all costs associated with damages to park facilities, equipment, furnishings, grounds and right-of-ways, including but not limited to labor, materials and equipment required to complete repairs.

### **Site Fees**

Site fees will be required for events on Park City Mountain. Fees for usage of the Resort may vary depending on the date and time of the event, staff involvement, resort resources, and other considerations. Applicants may request that the site fee is waived if the event is deemed beneficial to Park City Mountain, as determined solely by Park City Mountain. These requests will be considered on a case-by-case basis.

### **Event Cancellation or Postponement**

Policies for event cancellation or postponement vary and will be outlined in the event agreement. Alternate/backup plans as well as postponement dates will always be considered in advance when holding an outdoor event at the Resort, as the high-mountain environment can provide variable weather conditions year-round.

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### **Non-Profit Organizations**

Any organization actively registered as a non-profit entity may be entitled to a discount on potential site fees. A copy of the IRS non-profit letter of determination must be submitted along with the Special Events Application for consideration. The applicant's name and address must match the name and address on the IRS non-profit letter of determination.

### **Application Process**

Upon receipt of your completed application, a Park City Mountain Special Events representative will be in contact with you. He/she may have additional follow up questions or request additional details. After this discussion is complete, the application will go through an approval process, in which it will be evaluated whether the event is a good fit for our mountain, and follows in line with Resort philosophies and standards.

### **Cost Estimates/Fees**

After applications are discussed, a cost estimate will be prepared. Upon the applicant's agreement to pay all associated event costs, the event coordination and permit process will begin.

Thank you for your interest in holding a special event on Park City Mountain. We look forward to reviewing your application.

- Park City Mountain Special Events Committee