



AGENDA
Summit County Restaurant Tax Advisory Committee

Monday, March 11, 2024

NOTICE is hereby given that the Summit County Restaurant Tax Advisory Committee will meet electronically, via Zoom, and at the anchor location of the Summit County Courthouse, 60 N. Main Street, Coalville, UT 84017
Executive Conference Room

To participate in the meeting: Join Zoom:

<https://summitcountyut.zoom.us/j/7079146500?pwd=ZUFpLzB6WU9jcEV5dnBUTDJRUWw4UT09&omn=96915745489>

Meeting ID: 707 914 6500 Passcode: 010124

Or dial: 1 669 900 9128 US

9:00 AM – Discuss Park City Area Restaurant Association Letter

9:30 AM - Meeting Adjourned

Members of the Committee will attend by electronic means, using Zoom (phone or video).

Such members may fully participate in the proceedings as if physically present.

Individuals with questions, comments, or needing special accommodations pursuant to the Americans with Disabilities Act regarding this meeting may contact Amy Jones at 435-336-3042

Posted: March 8, 2024



February 27, 2024

Summit County Restaurant Tax Grant Committee,

We are writing to request an adjustment on how grant funds received in 2023 (RES-19-23) for the James Beard New York event are used. In our grant request we noted that we would be creating a weeklong marketing and media blitz in New York City with a kick-off event using the new Platform venue at Pier 57 featuring five local Park City Chefs. We created our proposal and budget with the idea of hosting one dinner in New York City, as well as a Utah event to help prepare chefs for New York and give us an opportunity to showcase the event to local media.

After many discussions and meetings with the James Beard Foundation, we have been able to leverage greater support from the Foundation with a reduced site fee, financial support to help offset food costs, as well as staff support for both kitchen and food service during each event. With this new support, we can maximize our time in New York and adjusted our event from one dinner to a 5-day event at the Platform venue, September 25-29, 2024 (please see attached detailed schedule for your reference).

We believe this adjustment will give each participating chef and Park City maximum marketing and media coverage throughout the week. In addition, to the events outlined above, we have also secured events with Conde Nast and are working on other opportunities for the chefs while we are in New York.

We have attached a revised event budget showing the breakdown of how the \$120,000 received would be spent given your approval. We are happy to meet to answer any questions or concerns regarding our adjustment request.

Thank you for your consideration,



Ginger Wicks
Executive Director

Park City Area Restaurant Association / PO Box 3162 / Park City, UT 84060

info@parkcityrestaurants.com



**Purposed New York City Schedule
September 25 – 29, 2024**

Wednesday, September 25th

- Park City Kick-off Showcase
- All Chefs preparing apps to showcase Park City. This will also feature High West and Alpine spirits

September 26, 2024

- Lunch featuring Pendry Park City
- Dinner featuring Riverhorse on Main
- Conde Nast event featuring High West

September 27, 2024

- High West Après event (both food and spirits featured)

September 28, 2024

- Lunch featuring Courchevel
- Dinner featuring tupelo Park City (Alpine spirits featured)

September 29, 2024

- Brunch featuring The Stein Collection (potential Alpine spirits featured)

New York City / PCARA
James Beard
Event September
25-29, 2024

ITEM	In Kind	NOTES
Revenue:		
Restaurant Tax Grant Funds Received	120,000.00	
Park City Chamber Sponsorship	10,000.00	
Total Revenue:	130,000.00	

Air Fare:

High West	1,500.00	\$750 pp x 2
Riverhorse	1,500.00	\$750 pp x 3
Courchevel	1,500.00	\$750 pp x 4
Pendry	1,500.00	\$750 pp x 5
tupelo	1,500.00	\$750 pp x 6
Alpine	1,500.00	\$750 pp x 7
Steins	750.00	
Christa Graff	750.00	
Support Staff	750.00	

Hotel:

High West	4,200.00	\$350 per night x 6 nights, 2pp (9/23-28/24)
Riverhorse	3,500.00	\$350 per night x 5 nights, 2pp (9/23-27/24)
Courchevel	4,200.00	\$350 per night x 6 nights, 2pp (9/23-29/24)
Pendry	3,500.00	\$350 per night x 5 nights, 2pp (9/23-27/24)
tupelo	3,500.00	\$350 per night x 6 nights, 2pp (9/23-29/24)
Alpine	3,500.00	\$350 per night x 7 nights, 2pp (9/23-30/24)
Steins	3,500.00	\$350 per night x 7 nights, 2pp (9/23-30/24)
Ginger Wicks	2,450.00	\$350 per night x 7 nights, 1pp
Christa Graff	2,450.00	\$350 per night x 7 nights, 1pp
Support Staff	2,450.00	\$350 per night x 7 nights, 1pp

Food Costs per events:

High West	4,000.00
Riverhorse	4,000.00
Courchevel	4,000.00
Pendry	4,000.00
tupelo	4,000.00
Alpine	4,000.00
Steins	4,000.00

This is an estimate, James Beard will supplement a percentage TBD

Marketing & Promotion:

Digital Press Kit	2,500.00	Thumb Drive, Bio's on Chef's, overview of PC Dining
Media Invitation to NYC Dinner	200.00	Electronic
Media Gifts	4,500.00	\$45 x 85pp Opening Night
Production	5,000.00	Printed Menus @ each event
Decorations	4,000.00	Flowers, etc @ each event
Photographer	10,000.00	At all events \$2,000 per day

Miscellaneous:

NY Venue Fee	20,000.00	5,000.00	
Kitchen Support / Meal Service	0.00		Provide by James Beard Foundation
Meal Stipen - Ginger	2,100.00		\$150 per day x 7 days, 2pp (9/23-30/24)

Meal Stipen - Christa	2,100.00	\$150 per day x 7 days, 2pp (9/23-30/24)
Meal Stipen - One Support Person	2,100.00	\$150 per day x 7 days, 2pp (9/23-30/24)
Miscellaneous	5,000.00	
Total Expenses	130,000.00	
Revenue	130,000.00	
NET	0.00	