



Legislation Details (With Text)

**File #:** 22-F0275  
**Type:** Service or Fare Approval      **Status:** Passed  
**In control:** Board of Trustees  
**On agenda:** 6/8/2022      **Final action:** 6/8/2022  
**Title:** Special Events Pass Agreement: Salt Lake Twilight Concert Series (Salt Lake City Corporation)

**Indexes:**

**Code sections:**

**Attachments:** 1. 2022-05-25\_Special Event Contract-Salt Lake City Corp\_Contract

| Date     | Ver. | Action By         | Action   | Result |
|----------|------|-------------------|----------|--------|
| 6/8/2022 | 1    | Board of Trustees | approved | Pass   |

**TO:** Board of Trustees  
**THROUGH:** Jay Fox, Executive Director  
**FROM:** William Greene, Chief Financial Officer  
**PRESENTER(S):** Kensey Kunkel, Mgr. Business Development - Sales  
Monica Morton, Fares Director

**TITLE:**

**Special Events Pass Agreement: Salt Lake Twilight Concert Series (Salt Lake City Corporation)**

**AGENDA ITEM TYPE:**

Service or Fare Approval

**RECOMMENDATION:**

Approve and authorize the Executive Director to execute a contract with Salt Lake City Corporation for the Special Events Pass Agreement

**BACKGROUND:**

UTA has historically partnered with Salt Lake City Corporation to offer ticket-as-fare to the Salt Lake Twilight Concert Series. This partnership allows ticket holders to use their event ticket to ride UTA services on the date printed on the ticket. Valid Services include Bus, TRAX, FrontRunner, Streetcar, BRT, and Microtransit.

For contract year 2021, ticket-as-fare for the Salt Lake Twilight Series was offered through provision of board-approved resolution "R2021-07-28.

The concert series will once again take place in 2022, and both Salt Lake City Corporation and UTA desire to

partner together to offer ticket-as-fare to the event's ticket holders.

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**DISCUSSION:**

Staff recommends continuing to partner with Salt Lake City Corporation to offer the Special Events Pass Agreement for their Twilight Concert Series. The pricing for the 2022 concert series will be a flat contract rate of \$12,000. Contract rates are based on estimated usage of the event ticket by authorized users.

To calculate pricing for this contract:

- 2021 Automatic Passenger Counter data was analyzed
  - Actual usage was estimated
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**CONTRACT SUMMARY:**

|                                       |   |
|---------------------------------------|---|
| <b>Contractor Name:</b>               | Salt Lake City Corporation              |
| <b>Contract Number:</b>               | 22-F0275                                |
| <b>Base Contract Effective Dates:</b> | July 14, 2022 through September 2, 2022 |
| <b>Extended Contract Dates:</b>       | N/A                                     |
| <b>Existing Contract Value:</b>       | N/A                                     |
| <b>Amendment Amount:</b>              | N/A                                     |
| <b>New/Total Contract Value:</b>      | \$12,000                                |
| <b>Procurement Method:</b>            | N/A                                     |
| <b>Budget Authority:</b>              | N/A                                     |

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**ALTERNATIVES:**

Do not enter into an agreement and forego the additional revenue

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**FISCAL IMPACT:**

\$12,000 in additional revenue

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**ATTACHMENTS:**

- 1) Contract