



Utah Transit Authority

MEETING MEMO

669 West 200 South
Salt Lake City, UT 84101

Board of Trustees

Date: 6/8/2022

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: Ogden Twilight Concert Series (Ogden City Corporation)

AGENDA ITEM TYPE:

Service or Fare Approval

RECOMMENDATION:

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

BACKGROUND:

UTA has historically partnered with Ogden City Corporation to offer ticket-as-fare to the Corporation's 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 Ogden Twilight Series was offered through provisions of board-approved resolution "R2021-07-28.

The concert series will once again take place in 2022, and both Ogden City Corporation and UTA desire to partner together to offer ticket-as-fare to the event's ticket holders.

DISCUSSION:

Staff recommends continuing to partner with Ogden 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 \$25,000. Contract rates are based on estimated usage of the event ticket by authorized users.

To calculate the pricing for this contract:

- 2021 Automatic Passenger Counter data was analyzed
- Actual usage was estimated

CONTRACT SUMMARY:

Contractor Name:	Ogden City Corporation
Contract Number:	22-F0274
Base Contract Effective Dates:	June 1, 2022 through September 30, 2022
Extended Contract Dates:	N/A
Existing Contract Value:	N/A
Amendment Amount:	N/A
New/Total Contract Value:	\$25,000
Procurement Method:	N/A
Budget Authority:	N/A

ALTERNATIVES:

Do not enter into an agreement and forego the additional revenue

FISCAL IMPACT:

\$25,000 in additional revenue

ATTACHMENTS:

- 1) Contract