



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: 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.

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:

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

ALTERNATIVES:

Do not enter into an agreement and forego the additional revenue

FISCAL IMPACT:

\$12,000 in additional revenue

ATTACHMENTS:

- 1) Contract