



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

Christa Graff  
Graff Public Relations, LLC  
[christa@graffpr.com](mailto:christa@graffpr.com)

### **The Main Attraction: About the Historic Park City Alliance**

The Historic Park City Alliance (HPCA) is a 501(c)6 not-for-profit corporation comprised of 250 merchants that are directly involved and interested in the issues that affect Park City, Utah's downtown business district. Established in 1990, the HPCA was created to promote, enhance and encourage engaging activities and a thriving environment that benefit the businesses in the historic Main Street area of Park City.

In the fall of 2007, the city approved the formation of a Business Improvement District, which is now managed and operated by the HPCA. As a result, the Historic District has a unified presence that is represented in Park City, Summit County and the State of Utah.

The HPCA oversees a cooperative brand strategy, advertising campaigns and promotions of the Historic District to reflect its exciting, diverse location for year-round work, entertainment and residential usage. HPCA businesses are encouraged to participate in events that strengthen the community bond in the Historic District. Programs such as the Mobile Recycling Program and street-wide events and parades are instrumental in energizing the community pride and support among the Historic District. As a result of the HPCA's marketing efforts and community relations over the years, the Historic District continues to be a fundamental staple for Park City visitors and locals.

The HPCA is made up of an Executive Director, a Board of Directors of 15 merchants and an Executive Committee made up of a subgroup of these members. The Board of Directors meets on the third Tuesday of each month at a Main Street business, with no meetings scheduled in August and January. Meetings are open to the public unless a private/closed-door session is scheduled outside the regular monthly meetings.

For more information on the Historic Park City Alliance (HPCA) please contact Christa Graff at 435.640.7921 or [christa@graffpr.com](mailto:christa@graffpr.com) or visit [www.historicparkcityutah.com](http://www.historicparkcityutah.com).

**HISTORIC PARK CITY: 'THE MAIN ATTRACTION'**

With a thriving business district that boasts more than 250 shops, restaurants, resort and cultural activities, art galleries and signature events, it's no doubt that Historic Park City is "The Main Attraction." The Historic Park City Alliance (HPCA) is dedicated to promoting Park City's Main Street and surrounding area as a viable, vital and dynamic place to live, work and play while also encouraging business development and enhancing activities that benefit the district.

Nestled in the valley bordered by Park City Mountain Resort on one side and Deer Valley Resort on the other, it is the heart and soul of our mountain town and the epicenter of all that is fun and spontaneous. Historic Park City serves as the backdrop to Park City's annual marquee events including the Sundance Film Festival, Park City Arts Festival, Park City Food & Wine Classic and Savor the Summit. Favorite locals' activities on Main Street include the Park Silly Sunday Market and Friday Night Gallery Stroll.

For more information on Historic Park City Business Alliance, visit the web at [www.historicparkcityutah.com](http://www.historicparkcityutah.com).

###