

park  city

# FY2020/2021 ANNUAL REPORT







## LETTER FROM CEO AND THE BOARD CHAIR

### HELLO FELLOW MEMBERS,

2020 will go down as one of America’s most challenging years. But even in the darkest days, the selfless commitment of frontline workers in medicine and other essential industries inspired us. Millions owe their lives to those who helped the sick, found therapeutic medicines and researched vaccines. We can never thank them enough. Their courage deserves to be remembered forever.

The pandemic dramatically impacted Park City’s travel and tourism industry. Businesses were shuttered, events were canceled, and thousands lost their jobs overnight, with nothing but uncertainty ahead. The entire community, our Board and Professional Team met these challenges, pivoting our tourism message and enhancing our communications and resources. We proved that “noble purpose inspires sacrifice,” consistently placing the greater good before personal interest. We launched new initiatives, supported healthcare workers, provided tools, information, and resources when you needed them most, and laid the foundation for a quick recovery. All of this, in addition to transitioning our CEO leadership.

You, our partners, never stopped serving Park City and never gave up on your dreams. You inspired us. To support you, we organized more than 15 webinars to share pandemic-specific advice, launched a weekly COVID-19 newsletter, turned in-person events into virtual experiences that somehow set attendance records and maintained our membership numbers.

Today, we’re focused on rebuilding the industry that supports the community we love. The signs are positive; we finished the ski season strong, and summer is off to a good start. I believe uniting in uncertain times and supporting each other through the crisis has made us more cohesive and more understanding of each other while expanding our commitment to Park City.

I look forward to working with each of you – and with the new partnerships we saw form in the past year – to build back a stronger, more sustainable Park City together. Thank you for all you are doing and for your unfailing support of Park City and the Chamber/Bureau.

Sincerely,



Casey Metzger  
Owner, Top Shelf Services  
Chair of the Board, FY21

Sincerely,



Jennifer Wesselhoff  
President & CEO  
Park City Chamber Bureau

FY22 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Casey Metzger  
Chair  
Top Shelf Services

Calum Clark  
Past Chair  
Utah Olympic Legacy Foundation

Betsy Wallace  
Treasurer/Chair Elect  
Sundance Institute

Roger Armstrong  
Summit County Council

Tom Fisher  
Summit County

Susie English  
Deer Valley Resort

Lori Weston  
Intermountain Park City Hospital

Teri Whitney  
Snow Flower Property  
Management

Janna Young  
Summit County

BOARD MEMBERS

Beth Armstrong  
People’s Health Clinic

Debbie Bump  
Zions Bank

Joel Fine  
Berkshire Hathaway HomeServices

Matt Dias  
Park City Municipal

Max Doilney  
Park City Council

Shaydar Edelmann  
Park City Mountain

Greg Gendron  
Stein Eriksen Lodge  
Management Corp.

Scott House  
JANS LTD

Jeremy Levitt  
Deer Valley Resort

Stephen MacKay  
Old Town Cellars

Brooks Kircheimer  
Hearth & Hill

Jessica Klodnicki  
Skullcandy

Dave March  
Canyons Village Management  
Association

Joseph Mattioli  
Montage International

Meredith Risley  
Squatter’s Roadhouse Grill

Myles Rademan  
Park City Municipal

Chelsea Steinbach  
RMC Park City

Carolyn Wawra  
Recycle Utah

Heleena Sideris  
Park City Lodging, Inc.

MISSION & STRATEGIC PLAN

MISSION

The Park City Chamber of Commerce/Convention & Visitors Bureau is the champion of our local business community and of our community’s brand. We strive to foster a successful economy through the promotion of the area as an attractive travel destination and through community and regional collaboration.

OUR GUIDING PRINCIPLES

As a membership-based organization dedicated to the success of our business community, we are guided by our Strategic Plan. Our Strategic Plan was updated in 2019 by our Board of Directors and a diverse group of individuals representing the business community, the non-profit community, government officials, and past and present leadership of the organization. The current Strategic Plan will guide our organization through 2021.

5 STRATEGIC PLAN KEY INITIATIVES

- Support the Community’s Economic Environment
- Promote and Grow Overnight Visitation
- Manage Alliances, Affiliations, and Community Perception
- Make the Organization Stronger
- Capitalize on Opportunities

VISION

Be the most vibrant and economically successful mountain resort community in North America.

VALUES

- **T**ransparency
- **R**esults
- **A**ccountable
- **C**ollaborative
- **K**nowledgeable
- **S**trategic



## A person wearing a blue and black ski suit, a blue helmet, and goggles is skiing down a snowy slope. The skier is in a crouched position, leaning forward, and is holding ski poles. The background is a clear blue sky. The entire image has a blue color overlay.

## 7



2021 SUMMER & FALL MARKETING

BACK ON THE RIGHT TRAIL

This summer, we were able to fully launch the new summer & fall marketing campaign, which carried the theme of “On the Right Trail.” While it does allow us to highlight our outstanding hiking and mountain biking trails, the theme is meant to be a metaphor for the “experience trails” guests can take while on a visit to Park City/Summit County. This includes trails that connect guests with Art & Culture, Food & Beverage, Health & Wellness and Adventure & Outdoors.

TAKING A REGIONAL APPROACH - KEEPING AN EYE ON NATIONAL

The 2021 summer & fall paid-media strategy continues to focus on targeting the Western Region active travelers in drive and short-fly markets. We are keeping a close eye on several longer-fly markets in the Midwest, East and Southeast as guests return to air travel. Based on our digital strategy, we will be able to target these markets if we see the demand return.

The paid-media mix will include a combination of connected television, streaming video/radio, display, native, social, targeted print, and paid search. In addition, we have also partnered with NBC to place ads in the online coverage/ connected television broadcast of the 2021 Summer Olympic Games in Tokyo.

We would also like thank the Summit County Restaurant Tax Committee for awarding us a \$100,000 grant that helped increase our 2021 summer & fall paid media budget by 25%. This allowed us to extend the reach of the campaign and helped drive the recovery of our vibrant offerings.



2021 Print Ad in Outside magazine



2021 Summer Connected TV Commercial



2021 Fall Digital Animation

COMMUNICATIONS

ACHIEVING GOALS. EXPLORING NEW TERRAIN.

Communications set ambitious goals during the COVID-19 pandemic. They challenged media channels to publicize Park City as an ideal destination for responsible travelers looking for nature and recreation-based adventures. The resulting media coverage was valued at nearly \$40 million, helping Park City maintain healthy occupancy and room rate levels and attract visitors to the our ski resorts, outfitters, restaurants and hotels.

News coverage also promoted our strong real-estate sales performance and the success of the ‘virtual’ Sundance Film Festival held in January. The Communications Team hosted 50 members of the media who were able to visit Park City during the fiscal year, including a Fall Familiarization Tour based at Westgate Resort in Canyons Village and a Winter Familiarization Tour based at Goldener Hirsch Residences in Deer Valley. Two virtual familiarization tours were staged for the International Food Wine and Travel Writers Association and for the Women in Travel Summit. Impacted media markets included Austin, Boise, Chicago, Dallas, Denver, Houston, Los Angeles, Louisville, Orange County, New York, Phoenix, Portland, Sacramento, San Francisco, Seattle and Toronto (Canada). The Team also visited media in Nashville and generated features in both Lonely Planet and Nashville Lifestyles. Direct-to-consumer public relations events were held in Scottsdale prior to both the summer and winter seasons.

Even during the depth of the pandemic, the Communications Team garnered coveted accolades for the destination in 2021 from a wide range of prestigious media outlets:

**TRAVEL+LEISURE**  
America's Best Mountain Towns (2021)  
10 Best Places to Travel in February (2021)  
11 Best Weekend Trips in the U.S. and Around the World

**seattlepi.com**  
3 Winter Getaways for Fresh Air

**DEPARTURES**  
3 Winter Getaways for Fresh Air

**VERANDA**  
18 Romantic Escapes for Valentine's Day (2021)

**BAZAAR**  
20 Best Places to Travel in 2021

**Condé Nast Traveler**  
Best Places to Travel in January 2021  
20 Best Family Summer Vacations to take Worldwide (2021)

**lonely planet**  
5 US Ski Towns for People Who Hate Skiing

**VOGUE**  
Where Americans are Traveling Locally in 2020

**TOWN&COUNTRY**  
Best Places to Visit in March 2021



GROUP SALES & MARKETING



Groups and corporate business was one of the hardest hit during the pandemic. Despite the downturn, the Group Sales team continued to keep Park City top of mind with meeting planners. All of their efforts positioned us for recovery.

BRINGING BACK GROUP BUSINESS

- Assisted our meeting properties/venues and group sales providers with leads, site visits and destination information
- Utilized an integration of tactics to increase brand visibility/exposure
- Built greater brand understanding through targeted marketing to meeting planners
- Increased planner awareness of Park City's key differentiators and strengths compared to other destination choices through direct sales and marketing messaging
- Helped meeting planners feel confident in choosing Park City

GROUP SALES EARNS GOLD

For the third year in a row, the Team earned the prestigious Stella Award for CVB excellence in consistently delivering quality service and innovation to meeting and event professionals. Winners were selected by an expert panel of judges after readership voting and was overseen by the editors *M&C* and *Successful Meetings* magazines.



431	Leads
32	Meeting Planners Hosted in Park City
13	Tradeshows Attended

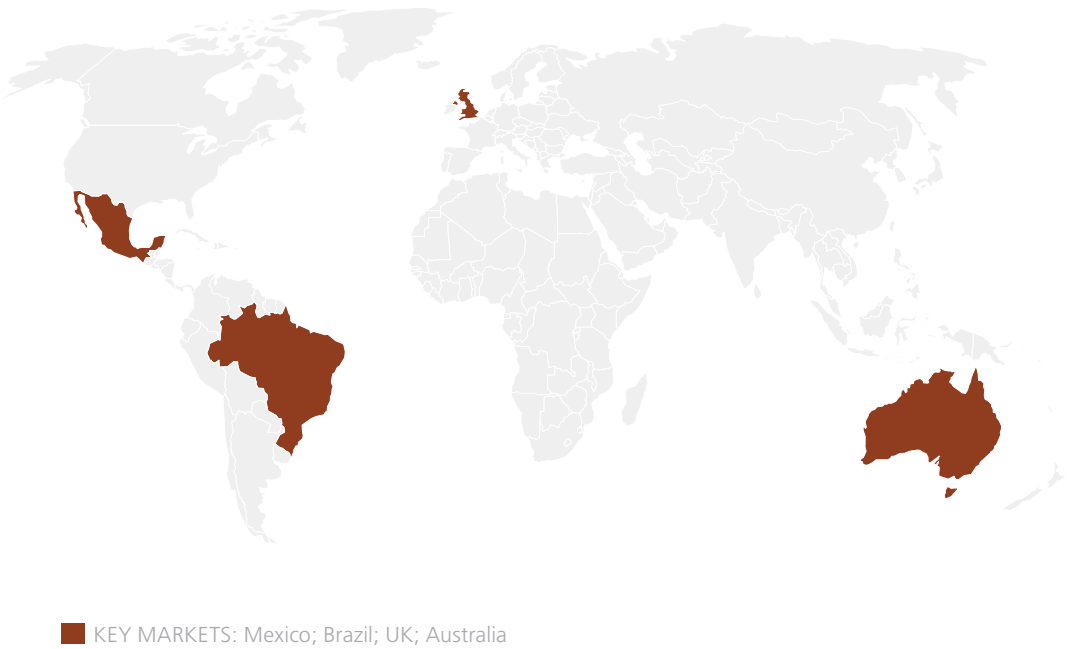
INTERNATIONAL

KEEPING PARK CITY TOP-OF-MIND WITH INTERNATIONAL GUESTS

Despite most international markets not being able to travel, the International Team continued to keep Park City top-of-mind in our key markets of Australia, Brazil, Mexico, and United Kingdom.

They worked closely with our in-market representatives to develop creative ways to engage with the media. Inspiring story angles were pitched to the media and the Team was able to host journalists from the Brazil and United Kingdom markets that are currently living in the United States. Virtual training meetings, including a virtual FAM for travel trade, were conducted throughout the year. The Team also participated in the Utah Office of Tourism's virtual sales missions and met with several new travel trade contacts, educating them about Park City.

In Australia, the consumer ski expos were able to operate in person, and our in-market representatives attended and represented us at the Utah booth. With Mexico open for travel, the team were able to host a Mexican journalist and conduct a consumer marketing campaign. The consumer campaign resulted in our Spanish landing page being the second most visited page on our website during the entire winter season. The Team also partnered with the Utah Office of Tourism and the Park City Area Lodging Association to market the Delta Air Lines' gift card promotion in Mexico.





## CONTENT & DIGITAL ENGAGEMENT

### SOCIAL MEDIA AUDIENCE GROWTH

f i t +4.40%

f +0.42%

i +15.82%

t +0.00%\*

\*Although we have had new followers throughout the year, this past year, Twitter has routinely removed inactive accounts from the platform.

### WEBSITE TRAFFIC GROWTH

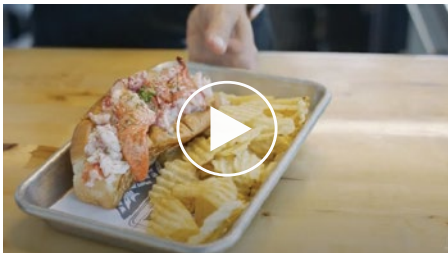
1,346,696  
Total Visitors +4.1%

1,884,289  
Total Visits +6.5%

3,803,818  
Page Visits +17.2%

### GIVING THE WORLD A TASTE OF PARK CITY

The Content Team produced and promoted the second season of our Tastemakers video series. *Tastemakers of Park City* is a video series that showcases locally owned eateries, highlighting the chefs of Park City's culinary scene as well as their dishes. In Season 2, we went off the beaten path to explore five new local establishments where you can expect the unexpected. Featuring: Freshies Lobster Co., FiveSeeds, High West Distillery, Alpine Distilling, and Vessel Kitchen.



*Tastemakers*, a video series that showcases local chef-owned eateries, highlighting the chefs of Park City's culinary scene, as well as their dishes

### EXPLORE PARK CITY BLOG POSTS

Over the past year, the Content Team published 63 articles to our blog resulting in 448,318 page views with an average time of 3:36 on site. The Editorial Team is comprised of staff and three local contributing writers. Article topics were assigned to writers on a monthly basis to highlight the experiences and people unique to Park City.



#### Explore Park City on a Pedego Electric Bike this Summer

EXPLORE  
PARK CITY  
VIEW ALL POSTS >

SUMMER IN PARK CITY

BY: RACHEL FRIEDMAN ELBERTS

Go full throttle this summer in Park City on an electric bicycle from Pedego! Akin to a regular bicycle you are able to manually peddle a Pedego bike, but that's where the similarities end. Pedego Electric Bikes go farther and faster, empowering you to see more in less time. With a power bank attached to your bike, you can make the decision to pedal like a regular bike, use the pedal-assist feature, or use the throttle to get the power you need when hills come your way. One could argue that riding a Pedego might be a little more fun than a regular bicycle with that differentiating WOO factor. It most definitely feels like being a kid again! ...

[More](#)

'Explore Park City' blog on VisitParkCity.com

## MEMBER SERVICES

### SUPPORTING OUR MEMBERS AND LOCAL BUSINESS COMMUNITY

Over the past year, as the pandemic continued to impact our community, the Membership Team focused on supporting our member businesses through communication, partnerships, and education.

### COMMUNICATIONS

The weekly COVID-19 Business Update email newsletter provided members with up-to-date information from local, state and federal officials, best practices and guidelines from the CDC and the Summit County Health Department, as well as grant and funding opportunities.

The weekly Keep It PC Member Bulletin email newsletter shared updates on the Chamber/Bureau, member events and news. As well as a weekly message from the CEO, Jennifer Wesselhoff.

The Team also continued to send regular communications such as the Legislative Update and Occupancy Reports to keep our member businesses informed.

143+

Communications  
sent to members:

- COVID-19 Business Update Newsletters (weekly)
- Keep It PC Member Bulletin Newsletters (weekly)
- Occupancy Reports (twice a month)
- Legislative Updates (weekly during the Legislative session)

### PARTNERSHIPS

The Membership Team partnered with the Summit County Health Department, Park City Municipal and the People's Health Clinic to offer free COVID-19 testing to all Summit County businesses and their employees.

In partnership with Summit County and through the generosity of our member businesses, the Membership Team was able to raise \$48,000 in sponsorships which provided 150 days of lunches for the staff and volunteers at the vaccine clinics.

After the success of the lunch sponsorship program, the Membership Team created the Healthcare Heroes Project, a give-back program for the healthcare workers who worked tirelessly over the past year to keep our community safe. Local businesses and community members generously donated gift cards, gift baskets, apparel/gear, recreational activities, and more.



### NATIONAL TRAVEL & TOURISM WEEK

The theme for National Travel & Tourism week this year was "The Power of Travel." We reached out to member businesses to learn how the power of travel impacted their business, lessons they learned over the course of the pandemic, and how they adapted. We highlighted these stories on the blog as part of our Small Town Stories Series.

### MEMBER SURVEY

In April, we conducted a member survey to help us as we planned for the upcoming year. We received valuable feedback on the challenges facing our members and how the Chamber Bureau can provide support.

82 NEW  
MEMBERS

15 VIRTUAL  
EVENTS



VISITOR CENTERS

INFORMATION IS KEY

The Kimball Junction Visitor Center provides visitor information, member brochures, literature, direct referrals to member businesses, and showcases tourism members with video advertising monitors and promotes events for our non-profit members.



Local gathering place



Partnership with Hugo Coffee

**7** Visitor Information Specialists provide expert knowledge of Summit County businesses, hiking trails, restaurants, activities, events and more.

SPECIAL EVENTS

MISSION

The Special Events department works to create and support events that make Park City/Summit County a better place to live, work, play, and visit. We work closely with event organizers, local partners, and city/county officials to maximize the amount of event-related economic impact for the community while simultaneously minimizing the operational impact on the community.

2020/21 HIGHLIGHTS

- Paused the special event grant due to uncertainty surrounding the status of special events during the pandemic. Plan to bring back the grant in next fiscal year to aid in the post-pandemic economic recovery
- Worked closely with county and state health departments to develop protocols for the return of in-person special events
- Sundance Film Festival successfully hosted an all-virtual festival in January 2021
- Deer Valley Resort and US Ski and Snowboard hosted the 2021 FIS Freestyle World Cup with COVID protocols in February 2021



2002 Sundance Film Festival



2020 FIS Freestyle World Cup



## PARTNERSHIPS & COMMUNITY INVOLVEMENT

### HELPING BUILD A STRONGER SUMMIT COUNTY THROUGH COMMUNITY PARTNERSHIPS

You may know us for business advocacy, networking opportunities, business education sessions, marketing, communications, sales prowess and as an internationally accredited Destination Marketing Organization. However, the Park City Chamber Bureau is just as proud of our powerful partnerships with dozens of local organizations throughout the Summit County community. A few of the organizations we work with include:



### KAMAS VALLEY BUSINESS ASSOCIATION



The Kamas Valley Business Association (KVBA), was formed to provide additional support and resources to businesses located in Eastern Summit County, specifically the Kamas Valley corridor. As part of our support, the Park City Chamber Bureau provides funding, marketing and staff support to the KVBA. Businesses located in the Kamas Valley must first become a member of the Park City Chamber Bureau. A portion of their membership dues are then provided directly to the KVBA so they can provide their member businesses more local, targeted support. Kamas Valley businesses receive the benefit and support of both organizations, while only investing in one membership. We are honored to continue our partnership with the KVBA into the future so we can work together to support a more regional approach..

## ADVOCACY & GOVERNMENT RELATIONS

We exist to support our local businesses, community, and economy, and one of the many important ways we accomplish this is to advocate for the best interests of our business community. We work year-round to protect the interests of our members by representing and advocating for them at the city, county, state, and federal government levels. This is especially important during the annual state of Utah legislative session. During the legislative session, in addition to the work we do on behalf of our members at the State Capitol, we also provide weekly updates to membership on issues that affect the Summit County business community. A strong, vibrant and well-supported private sector positions our community and economy for continued success, and we are proud to be part of this important process.



Tourism Day on the Hill, January 2019



PARK CITY CHAMBER/BUREAU STAFF

AS AN ORGANIZATION, FIRST AND FOREMOST, WE ARE LED BY OUR MEMBERSHIP AND VOLUNTEER LEADERSHIP.

Jennifer Wesselhoff <i>President &amp; CEO</i>	Dan Howard <i>Vice President Communications</i>	Sarah Myers <i>Director Operations &amp; Culture</i>
Laura Carlson <i>Vice President of Marketing</i>	Dustin Johnson <i>Director of Content &amp; Engagement</i>	Cassandra Rodriquez <i>Group Sales Coordinator</i>
Carolyn Creek-McCallister <i>Senior National Sales Manager</i>	Darla Jones <i>Vice President Partner Services</i>	Megan Skiles <i>Communications Manager</i>
Kim Davis <i>National Sales Manager</i>	Sue Kapis <i>Vice President of Operations</i>	Tonya Sweeten <i>Vice President of Group Sales</i>
Louise Gathright <i>Executive &amp; Marketing Assistant</i>	Natalie Kohl <i>Partnership Manager</i>	Chad Wassmer <i>Director of Marketing</i>
Alex Hagn <i>National Sales Manager</i>	Bob Kollar <i>Vice President of Special Events</i>	

VOLUNTEER MARKETING COUNCIL

MARKETING COUNCIL

Susie English, Deer Valley Resort • Jessica Miller, Park City Mountain • Tim Miller, Waldorf Astoria Park City • Chris Eggleton, Newpark Resort & Hotel • Kole Nordmann, Utah Olympic Legacy Foundation • Ginger Wicks, Altitude Events • Scott House, JANS Ltd

2020/21 MARKETING ADVISORY COMMITTEE

GROUP SALES	COMMUNICATIONS	INTERNATIONAL
Bob Arrivilaga, Deer Valley Resort Andy Miller, Woodward Park City Jennifer Magoffin, Hyatt Centric Park City Adam Herrup-Morse, Snow Country Limousine Brooke Hafets, Stein Eriksen Lodge Ryan Hanley, PRA Utah Abby Radtke, Cuisine Unlimited Catering Guy Jordan, RMC Grainne Gray, Sheraton Park City Chris Lawing, Montage Deer Valley Jaclyn Payne, The St. Regis Deer Valley Valerie Gale, High West Distillery	Beth Rossi, Bill White Restaurant Group Christa Graff, Graff Public Relations Emily Summers, Deer Valley Resort Jessica Miller, Park City Mountain Lara Carlton, U.S. Ski & Snowboard Scott House, JANS Ltd Jessica Turner, Stein Collection Mike Cremeno, Ski Butlers Meisha Ross, Meisha Lawson Marketing Services Craig Dennis, Prospector Square Prop Owners Assoc. Colleen Kelly, Sundance Institute	Janet Jorgensen, PC Magazine/SagaCity Media Inc Jamie Fisher, Montage Deer Valley Raelene Davis, Ski Utah Marilyn Stinson, Deer Valley Resort Tyler Landers, Stein Collection Heleena Sideris, Park City Lodging Inc Trisha Welsby, The St. Regis Deer Valley Diana Carey, YotelPAD Park City Brenda Lytle, Vail Resorts Management Company





CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

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