

WELCOME

2023 ANNUAL MEETING

park  city

CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU



Brooks Kirchheimer

Leave Room for Desserts
Hearth and Hill, Hill's Kitchen & Urban Kitchen
Outgoing Board Chair



Rhonda Sideris

Park City Lodging
Incoming Board Chair

2024 Board of Directors

Brooks Kirchheimer
Hearth and Hill

Spencer Byrne
All Seasons Adventures

Melanie Welch
Utah Olympic Legacy Foundation

Rhonda Sideris
Park City Lodging

Roger Armstrong
Summit County Council

Susie English
Deer Valley Resort

Janna Young
Summit County

Rachel Alday
Abode Luxury Rentals

Lindsay Arnold
Deer Valley Resort

Matt Dias
Park City Municipal

Shaydar Edelmann
Park City Mountain

Greg Gendron
Stein Eriksen Lodge

Rob Harter
Christian Center of Park City

Revice Jordan
Posh Management Group

Chris Lawing
Pendry Park City

David Levine
Mountainlands Community
Housing Trust

Aldy Milliken
Kimball Art Center

Myles Rademan
Park City Municipal

Tana Toly
Park City Council

Deirdra Walsh
Park City Mountain

Diego Zegarra
Park City Community Foundation

Chelsea Steinbach
RMC Park City

Nathan Rafferty
Ski Utah

Rosa Salguero
Top Shelf Services

Rob Sergent
Alpine Distilling

Shayne Scott
Summit County

Lora Smith
Mountain Trails Foundation

Adam Herrup-Morse
Snow Country Limousine

Jamie Johnson
Park City Board of REALTORS

Ian Pope
Five5eds

Whitney Ryan
CVMA

Meisha Lawson
Twisted Fern

Outgoing Board Members



Dave March
Summit Events



Besty Wallace
Park City Institute



Lori Weston
Park City Hospital



Carolyn Wawra
Recycle Utah

Incoming Board Members



Meisha Lawson
Twisted Fern



Chris Lawing
Pendry Park City



Jamie Johnson
Park City Board of REALTORS



Adam Herrup-Morse
Snow Country Limousine



Whitney Ryan
CVMA



David Levine
Mountainlands Community
Housing Trust



Ian Pope
Five5eds

THANK YOU



THANK YOU

PARK CITY

1884



A large crowd of people is gathered in a grassy field, looking up at several hot air balloons floating in the sky. The balloons have various designs, including a large purple one with yellow and pink patterns, a yellow and orange one, and a pink one with black silhouettes. The background shows rolling hills under a clear sky.

THANK YOU

PENDRY

P A R K C I T Y



Rhonda Sideris

Park City Lodging
Incoming Board Chair



Jennifer Wesselhoff

Park City Chamber & Visitors Bureau
President & CEO

Guest Speakers



Robert Spendlove
Zions Bank



Ryan Starks
Governor's Office for
Economic Opportunity



Vicki Varela
Utah Office of Tourism



Robert Spendlove

Economic & Public Policy Officer
Zions Bank

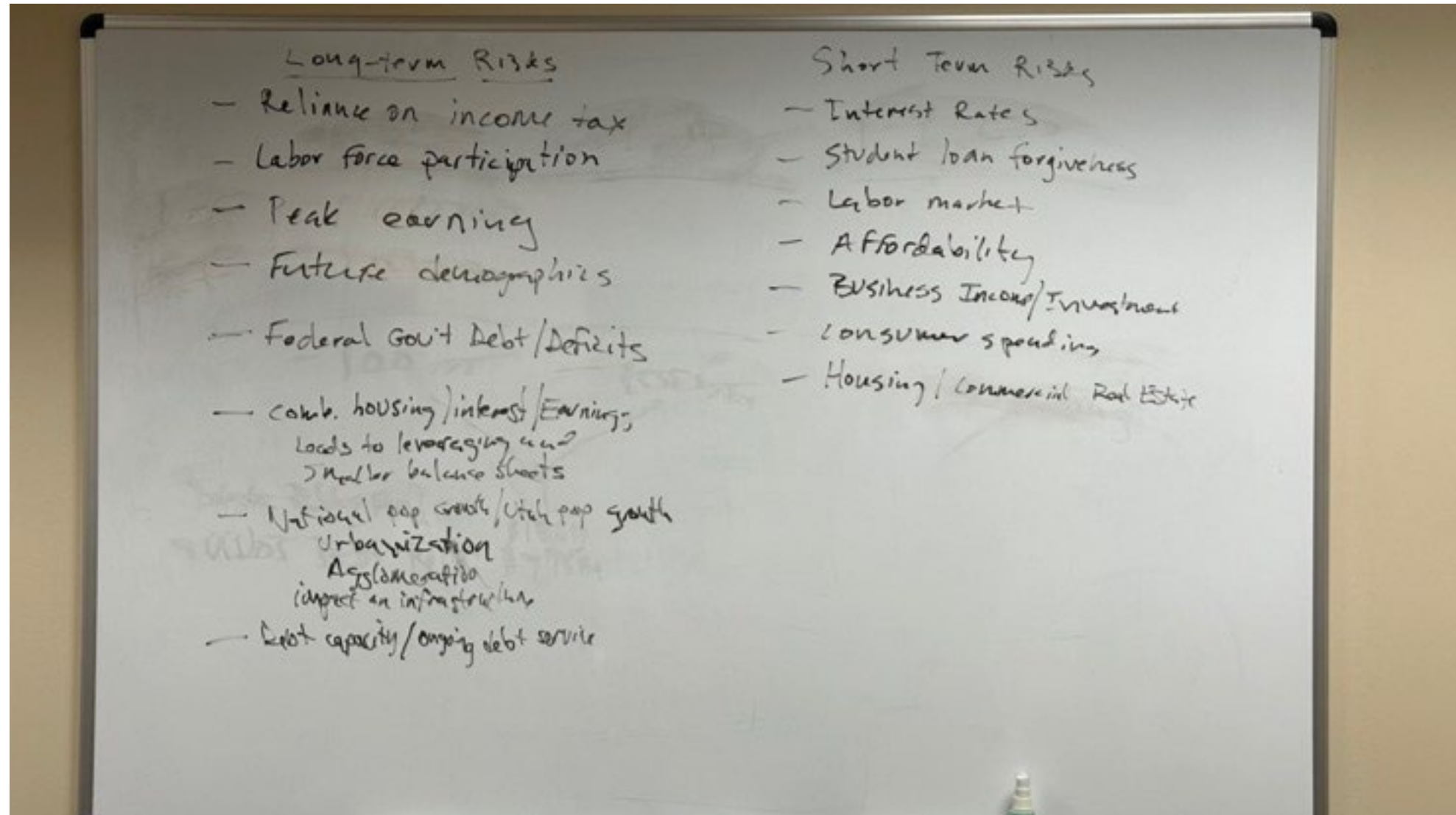
Economic Overview

An Economy in Transition

Park City Chamber of Commerce

August 31, 2023

The Economist Version of a SWOT Analysis



Economic Scenarios

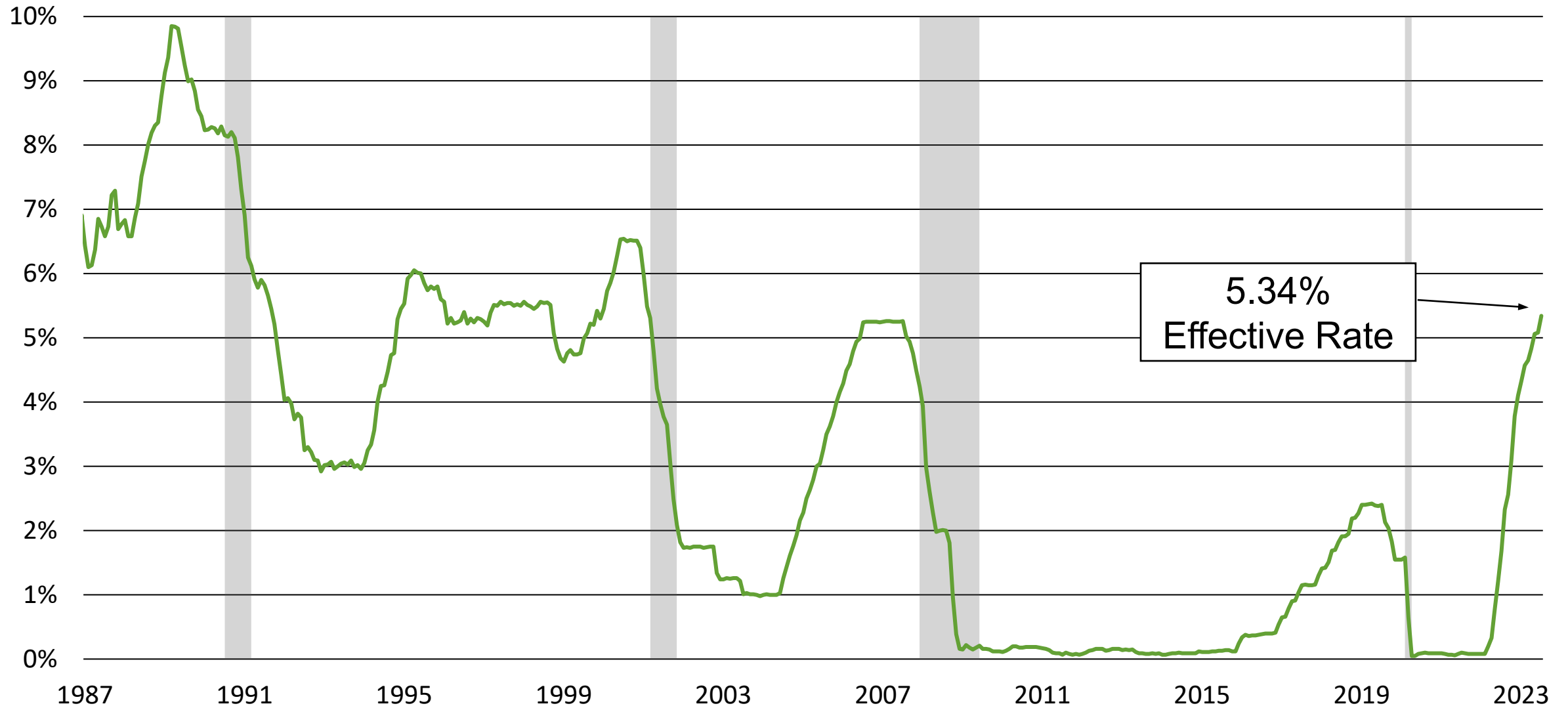
1. Hard Landing
2. Soft Landing
3. No Landing

Even the Fed Doesn't Know What Will Happen

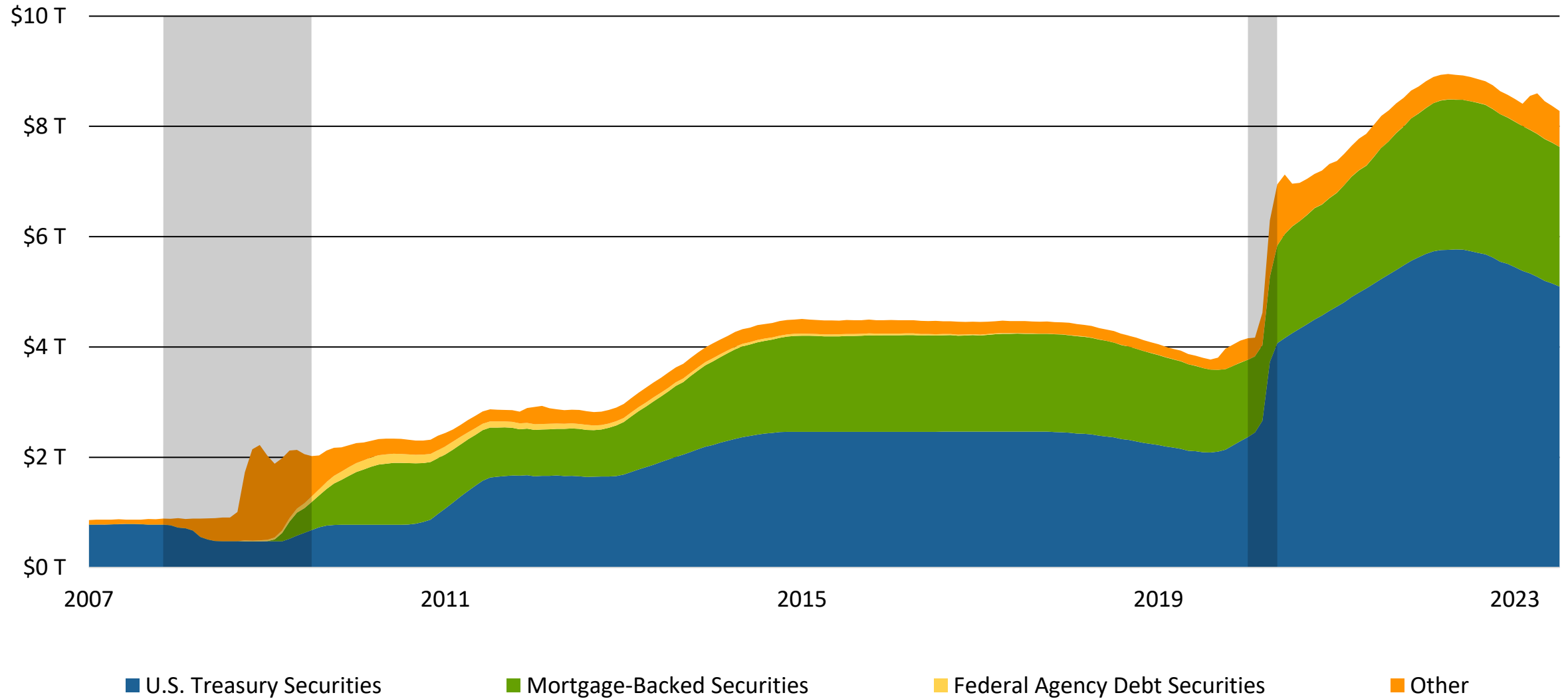
"I think no one knows whether there's going to be a recession or not. And if so, how bad that recession would be."

[— Fed Chairman Jerome Powell](#)

Fed Interest Rate Highest in More Than 20 Years



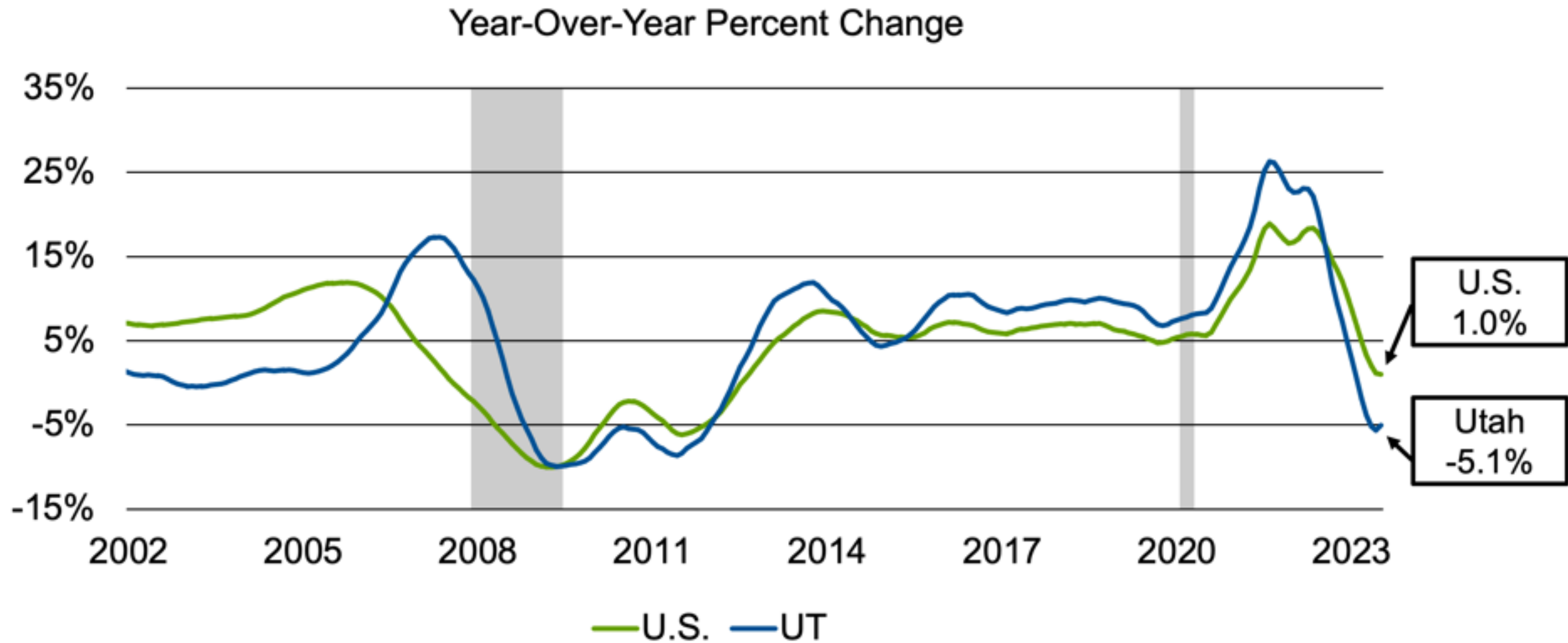
Fed Shrinking Its Balance Sheet



30-Year Mortgage Rate Highest in 20 Years

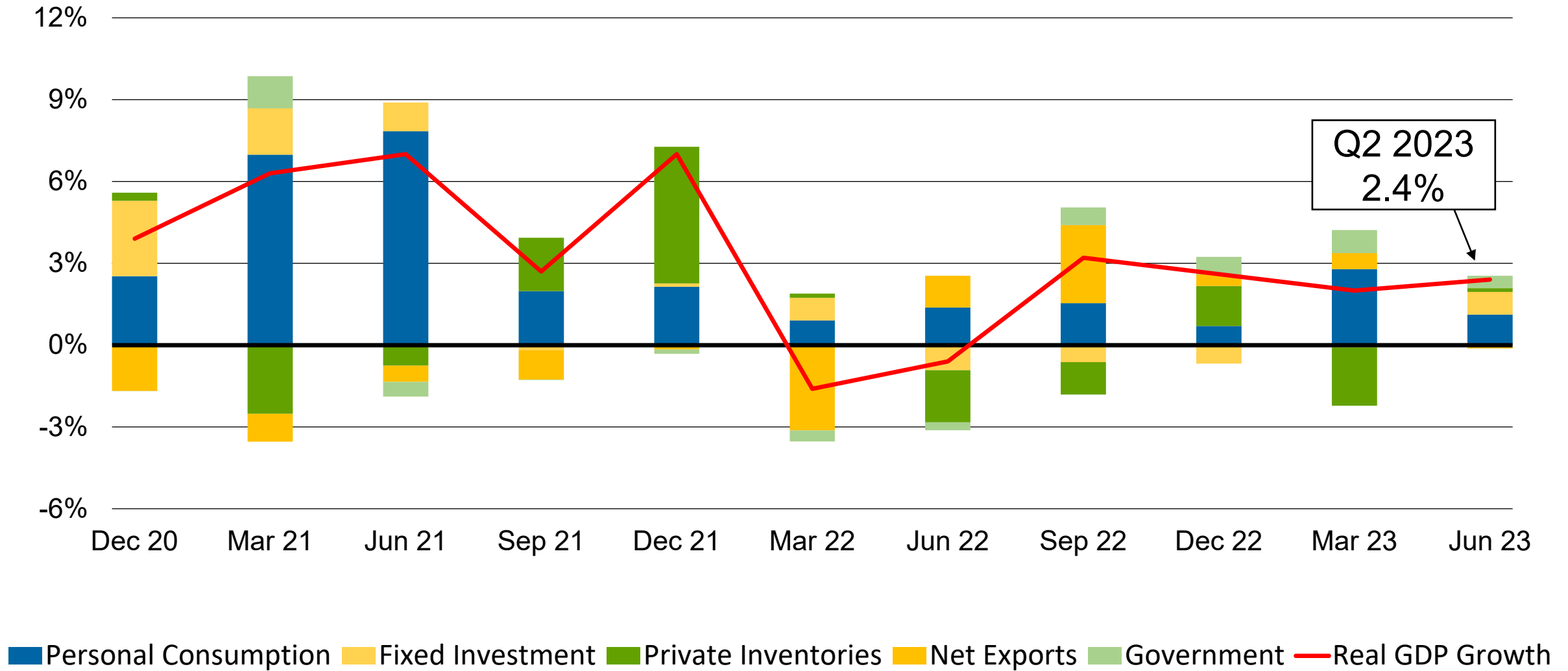


Utah Home Price Appreciation Dropping



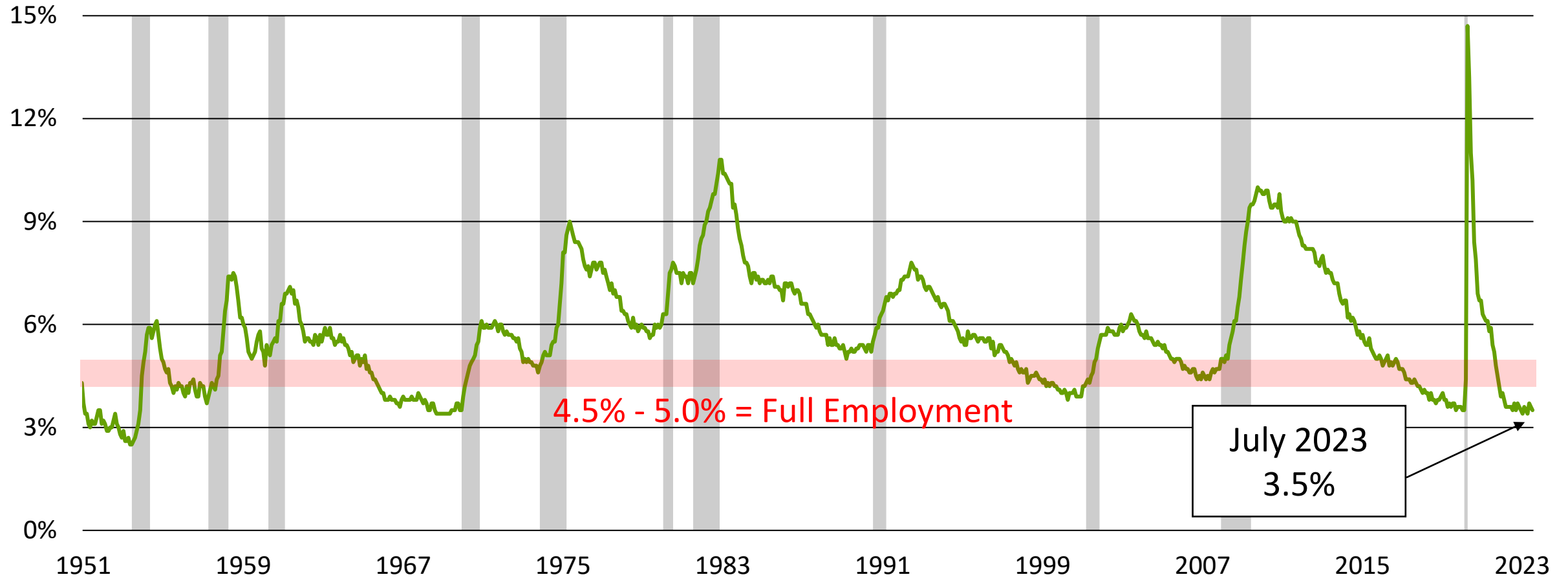
ZIONS BANK.

GDP Expanded in Second Quarter



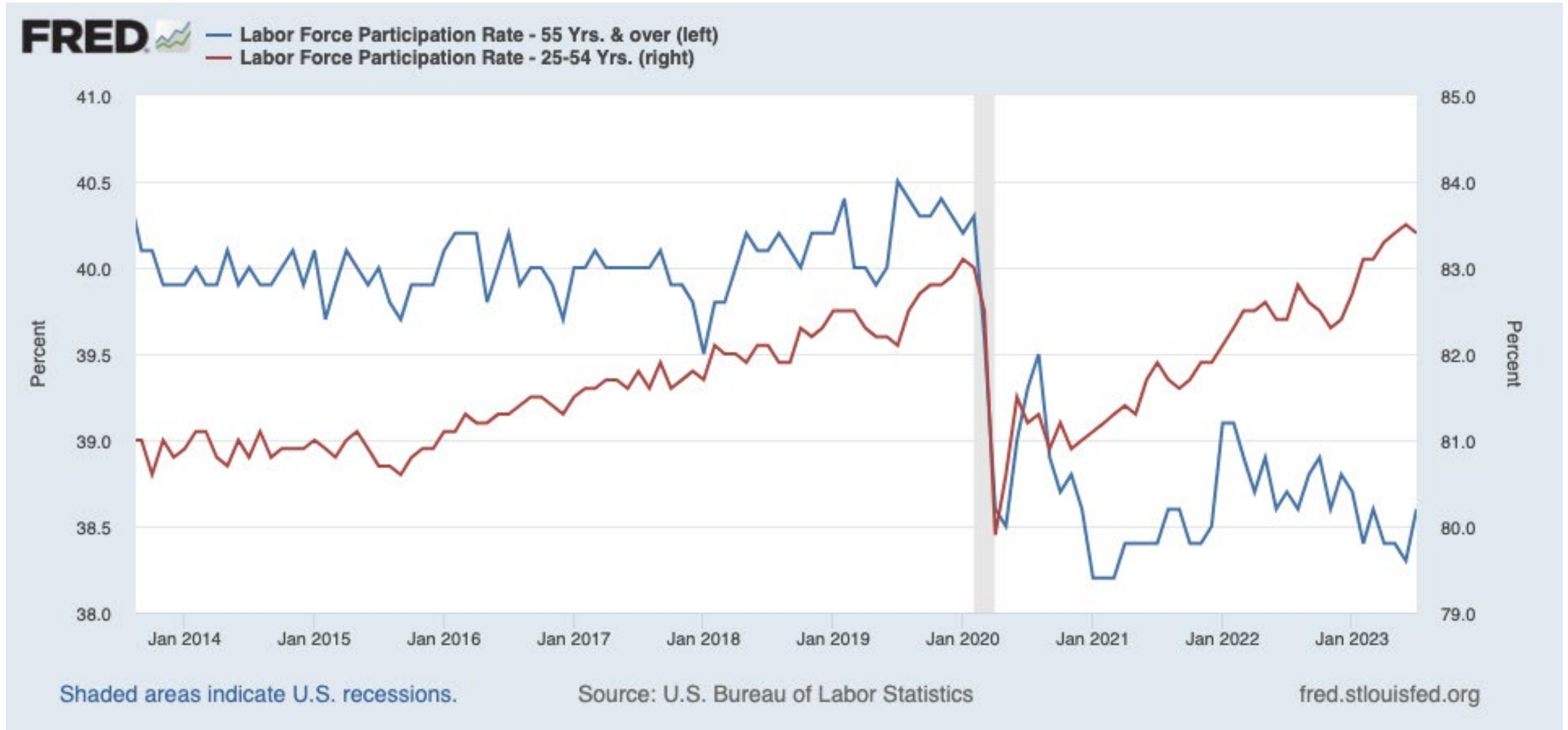
Source: U.S. Bureau of Economic Analysis
Seasonally Adjusted at Annual Rates

U.S. Unemployment Rate Very Low



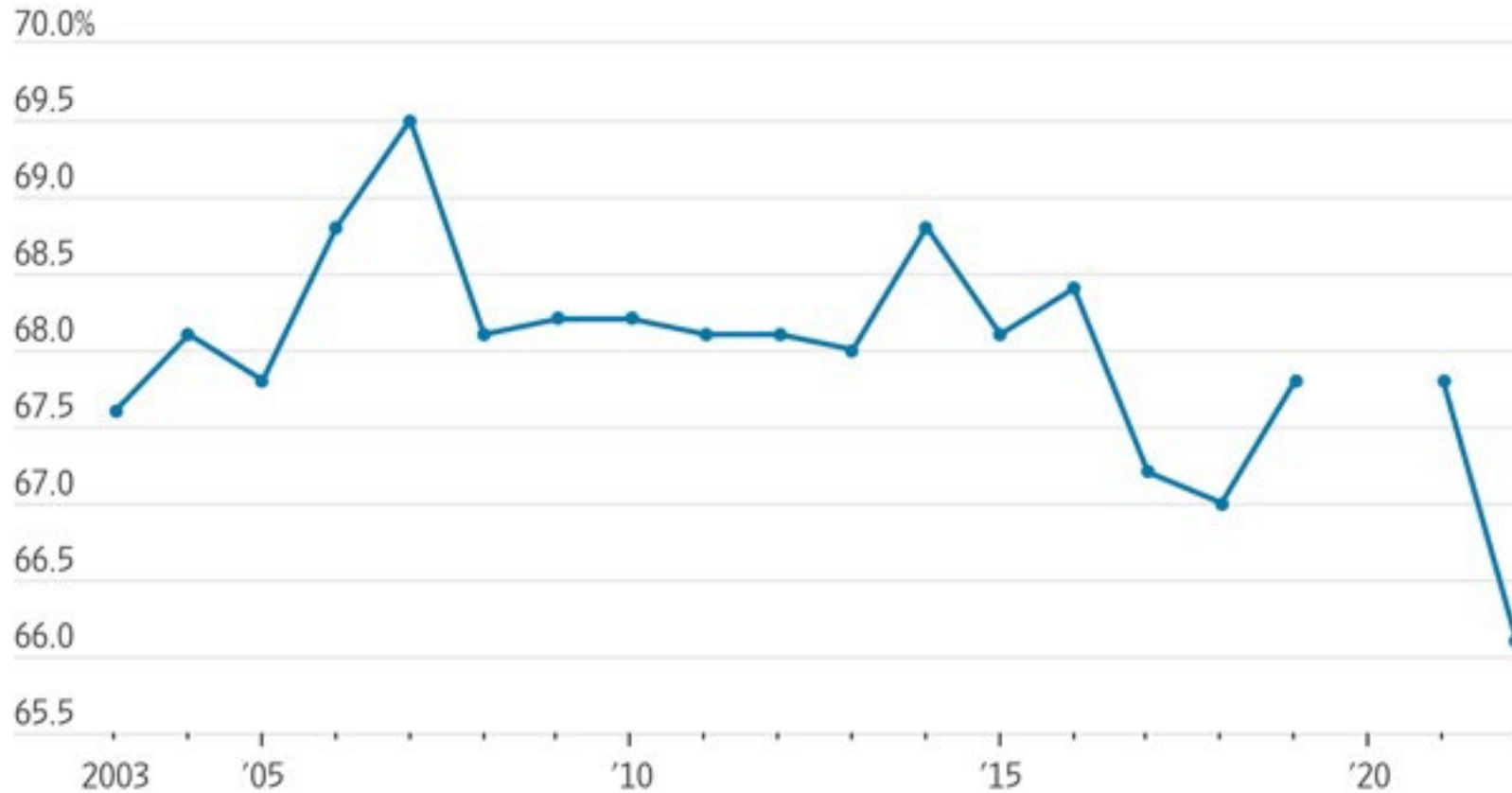
July 2023
3.5%

Older Workers Still on the Sidelines



Employees Working Less

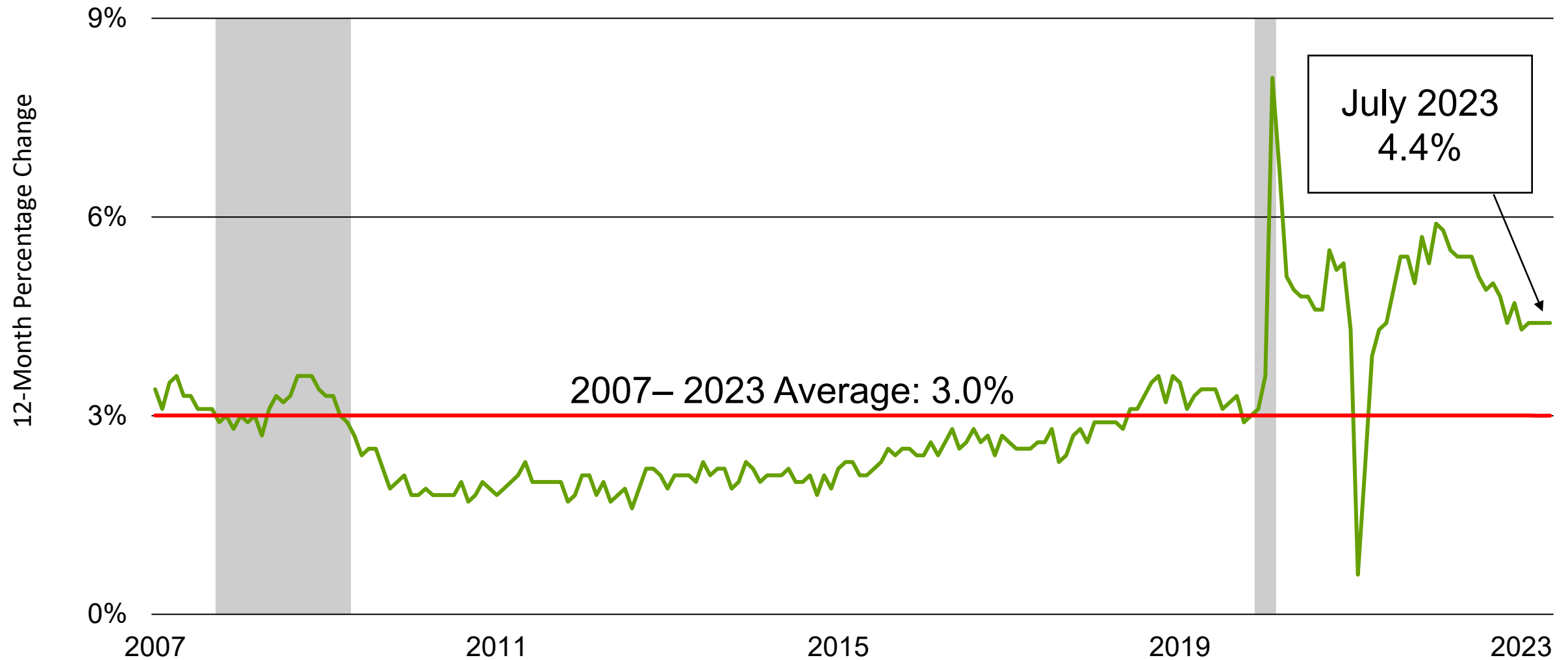
Share of employed people working on a given day



Note: There is no data for 2020

Source: Labor Department American Time Use Survey

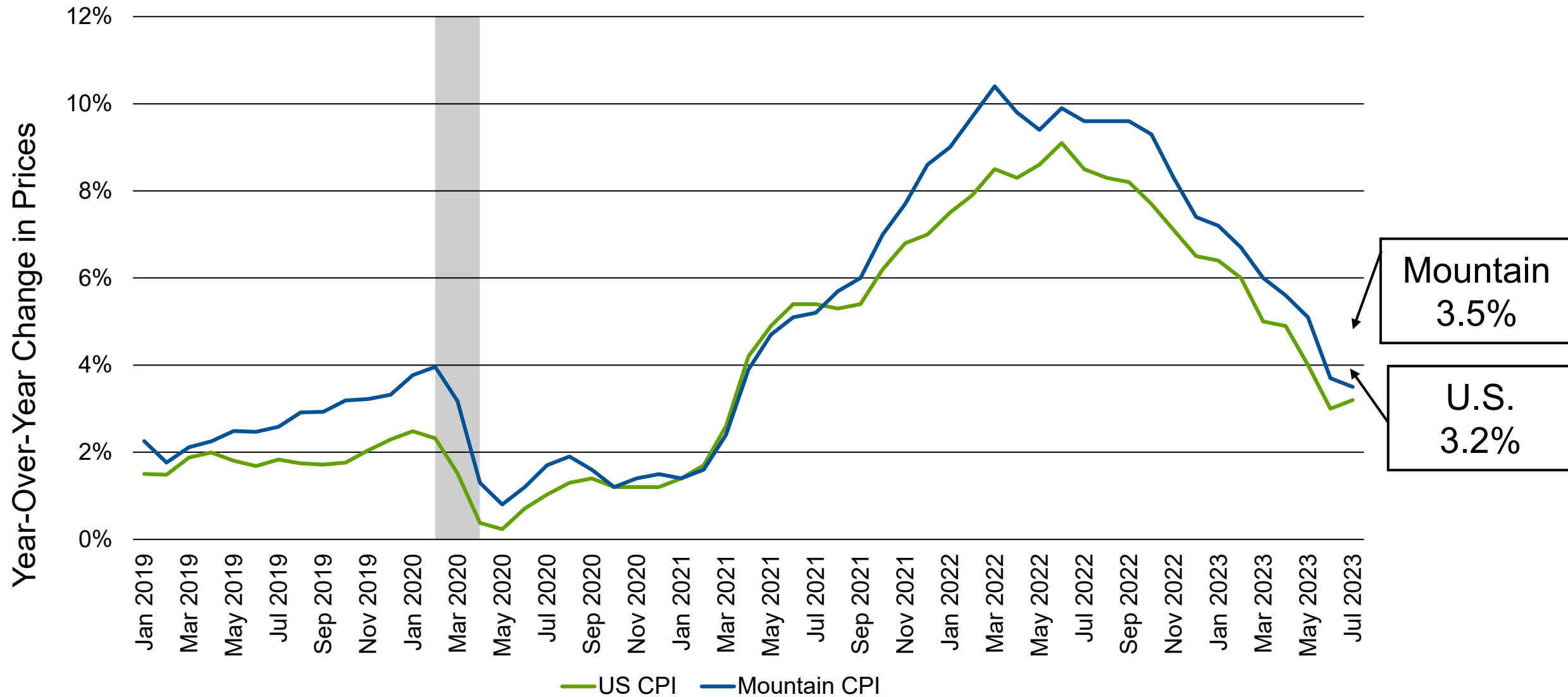
Wage Inflation Slowing But Too High



July 2023
4.4%

2007– 2023 Average: 3.0%

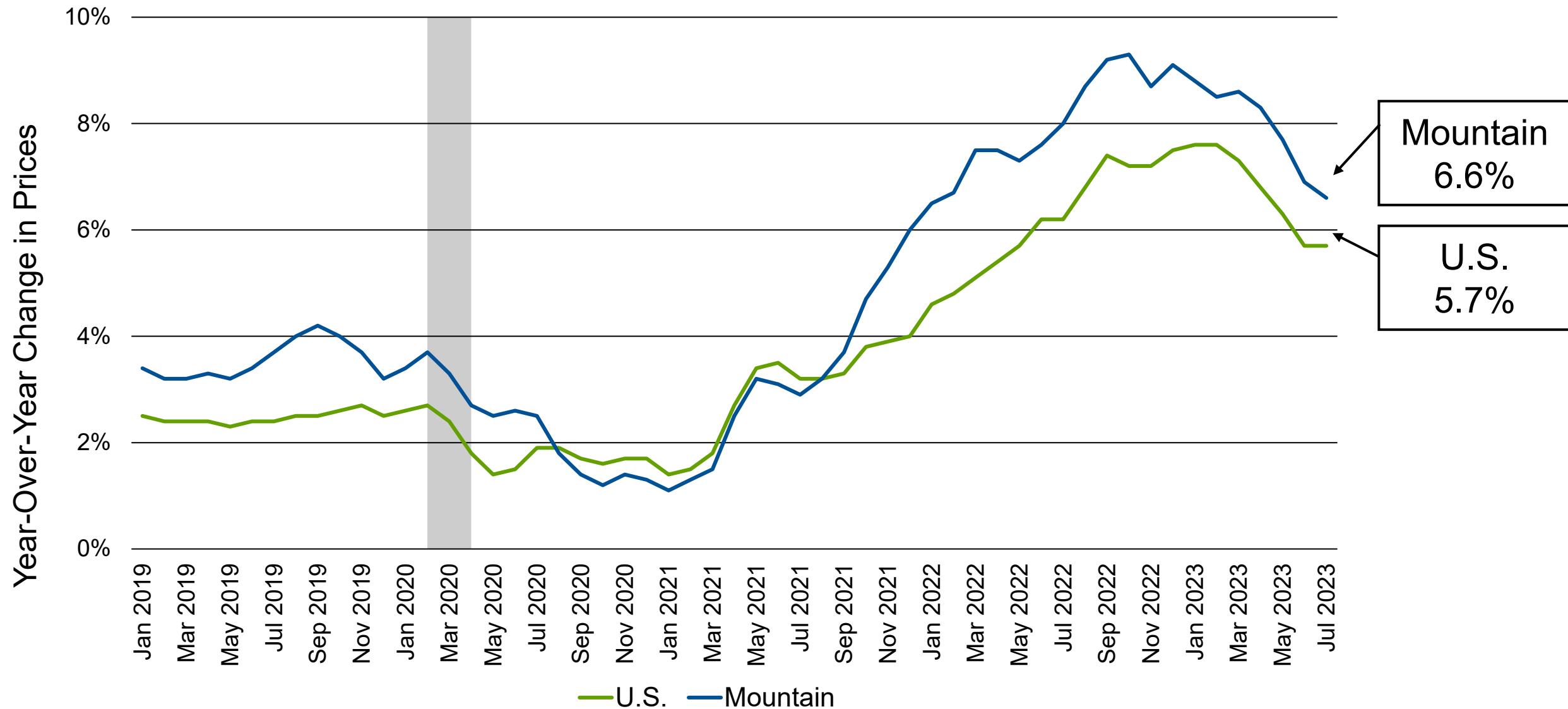
Mountain State Inflation Coming Down



Mountain
3.5%

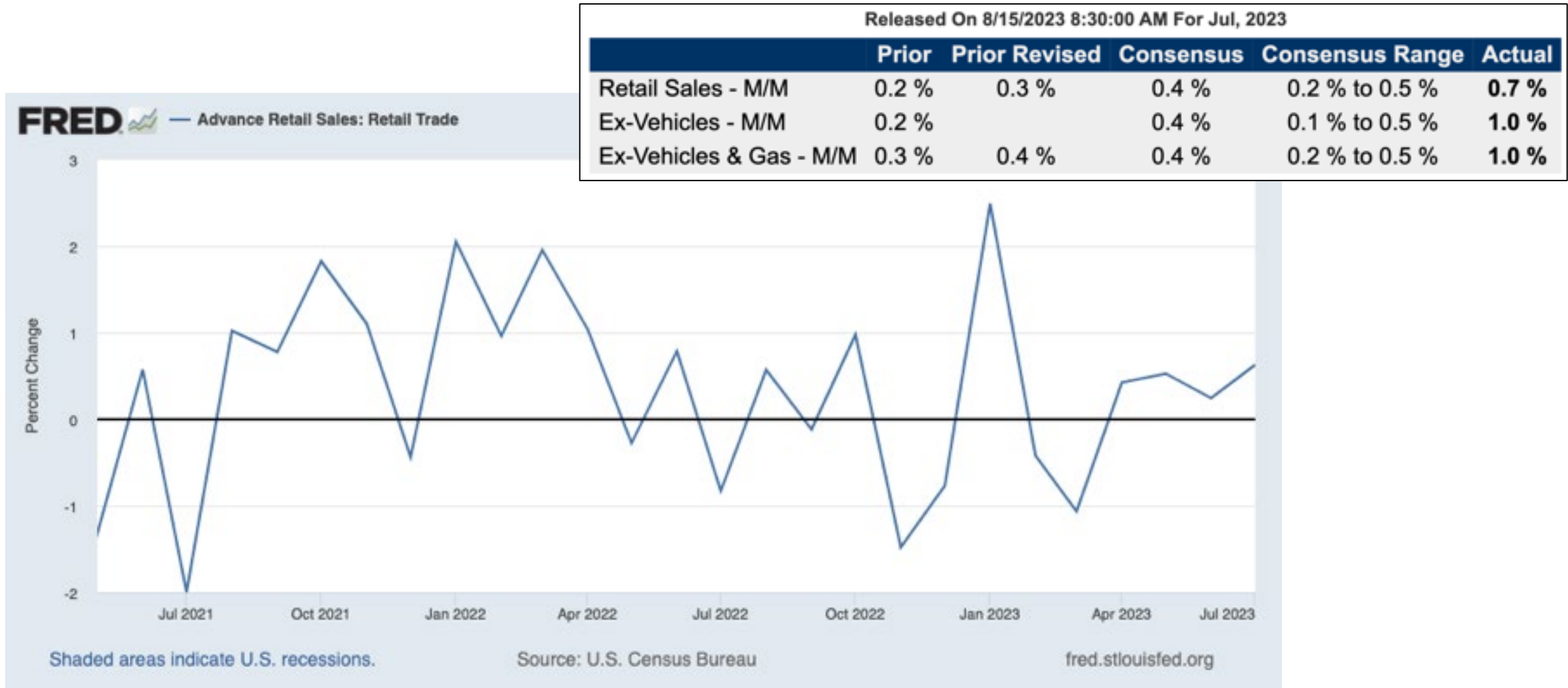
U.S.
3.2%

Services Price Inflation Slowing But High

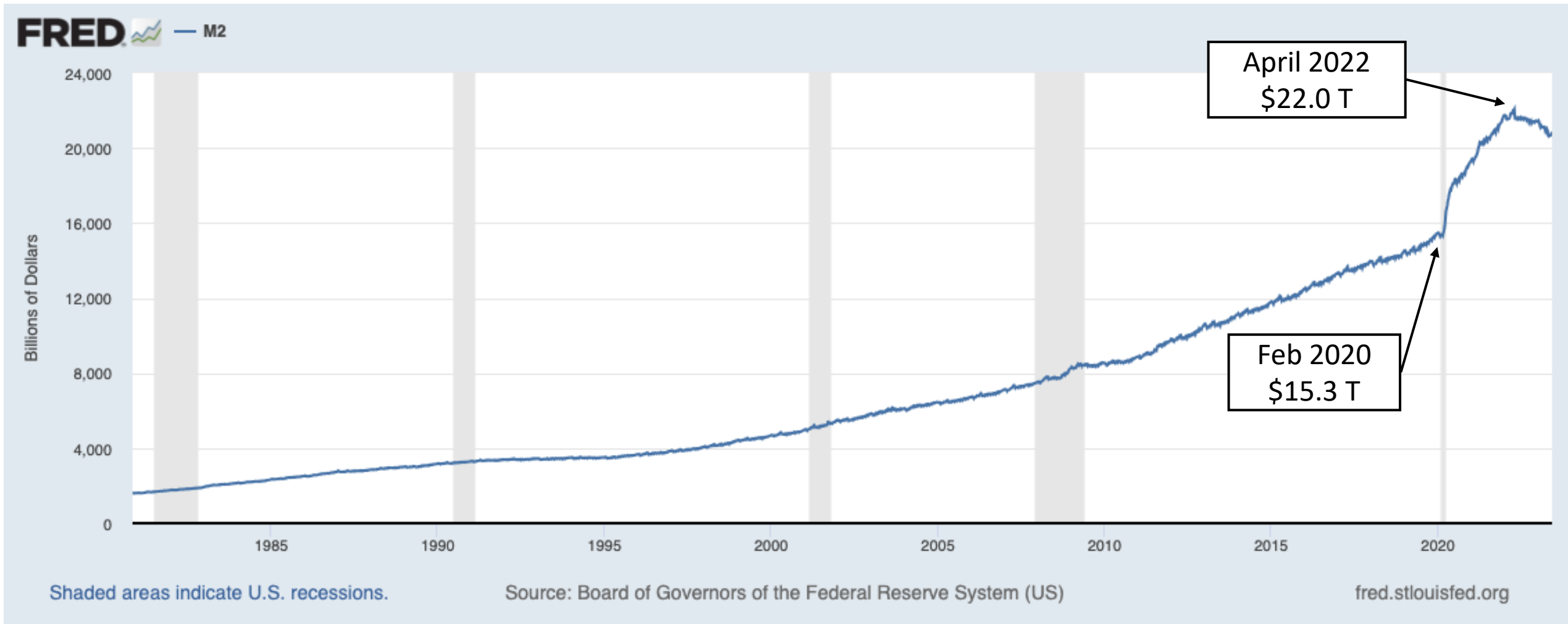


Source: U.S. Bureau of Labor Statistics
Note: Mountain states include AZ, CO, ID, MT, NV, NM, UT, WY

Retail Sales Too Hot For Comfort

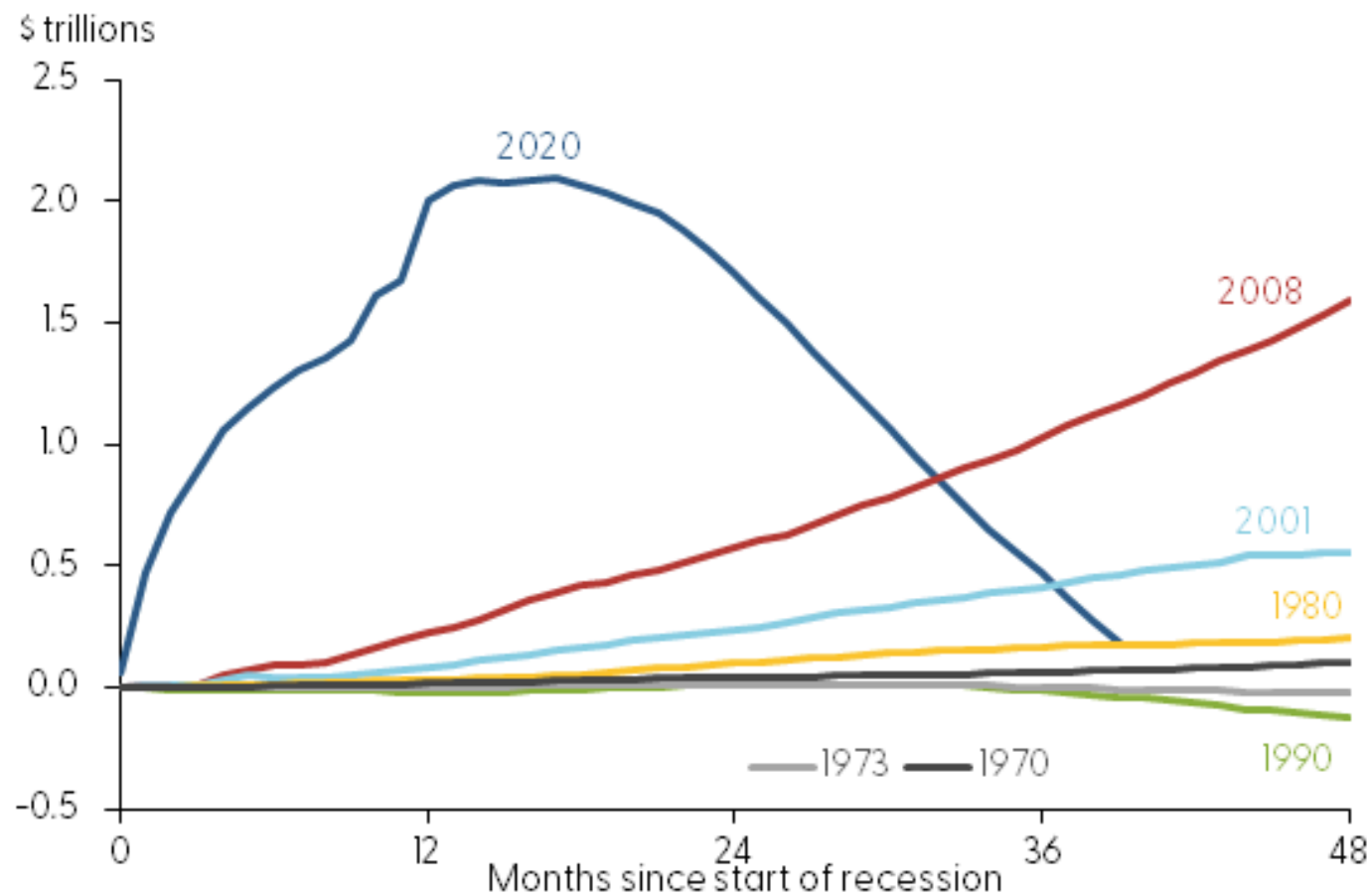


U.S. Money Supply Increased By \$6.7 Trillion



How Long Will We Be Swimming in Extra Cash?

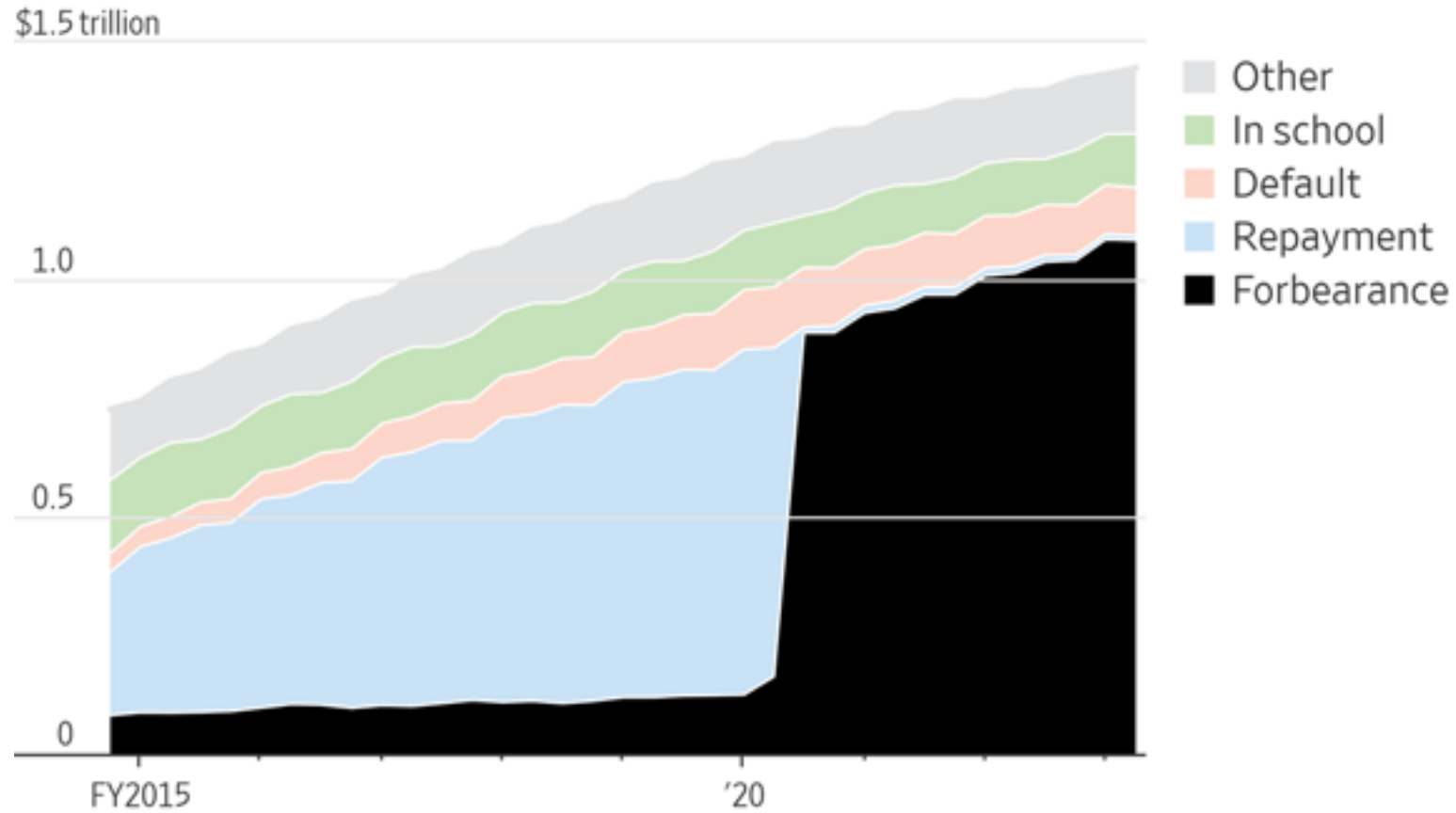
Figure 2: Aggregate excess savings following onset of recessions



Source: Bureau of Economic Analysis and authors' calculations.

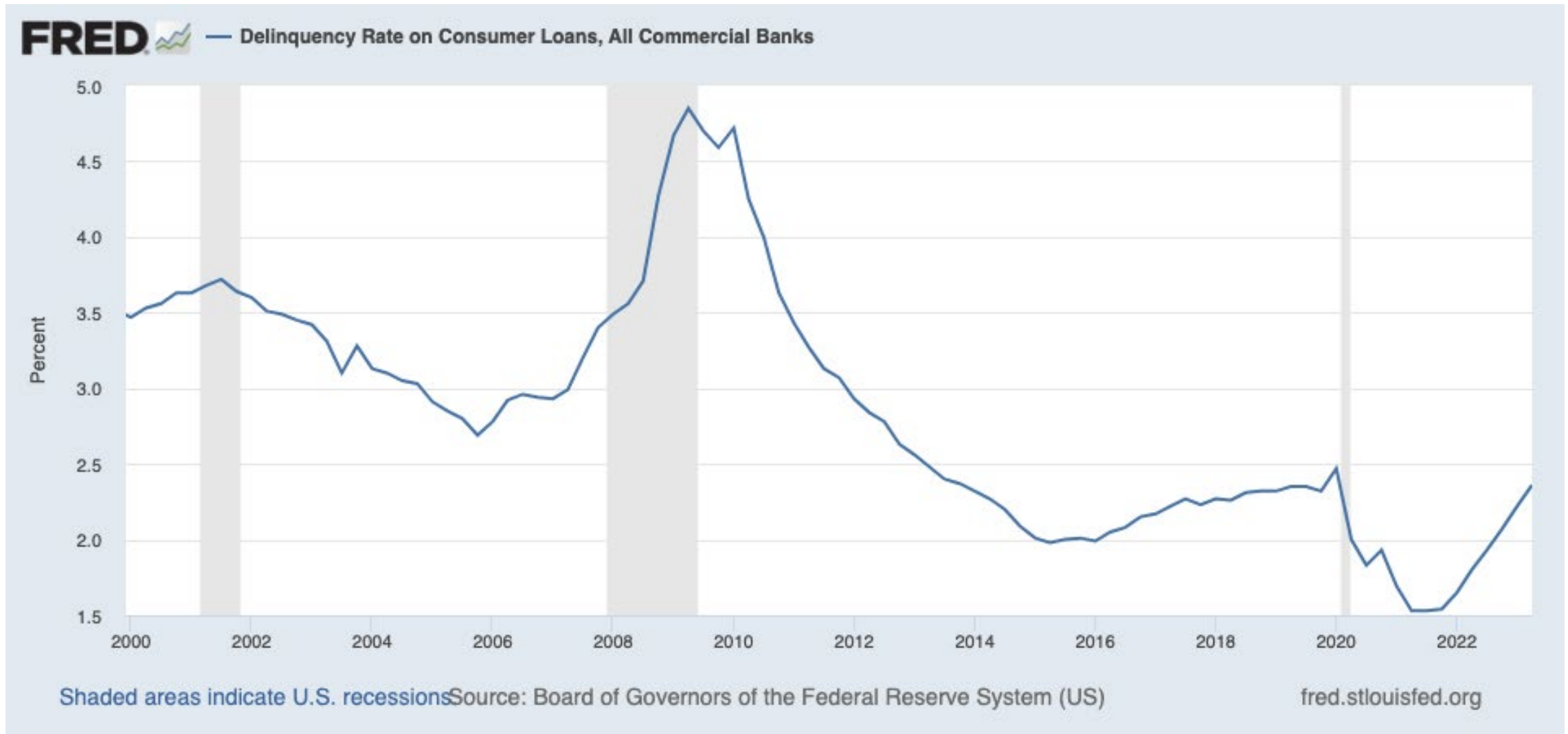
Restart of Student Loan Payments *COULD* Slow Consumer Spending

Federal direct student-loan portfolio by status, quarterly



Source: National Student Loan Data System

Debt Increasing As Consumers Get Tapped Out



Lessons Learned from the 1970s

Several Failed Attempts to Bring Down Inflation



Does History Rhyme?

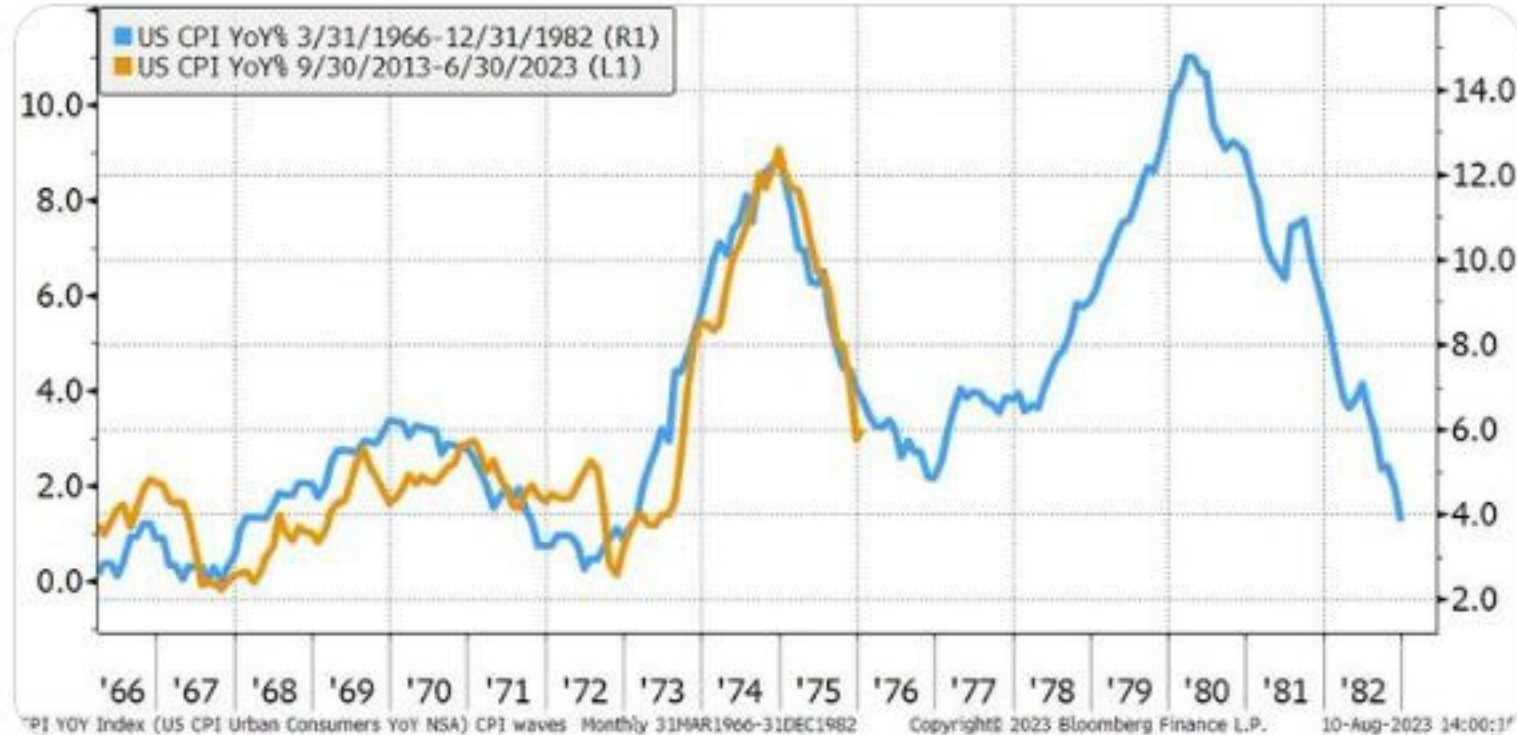


Lawrence H. Summers

@LHSummers

...

This picture should be sobering to anyone convinced that we have reattained price stability.

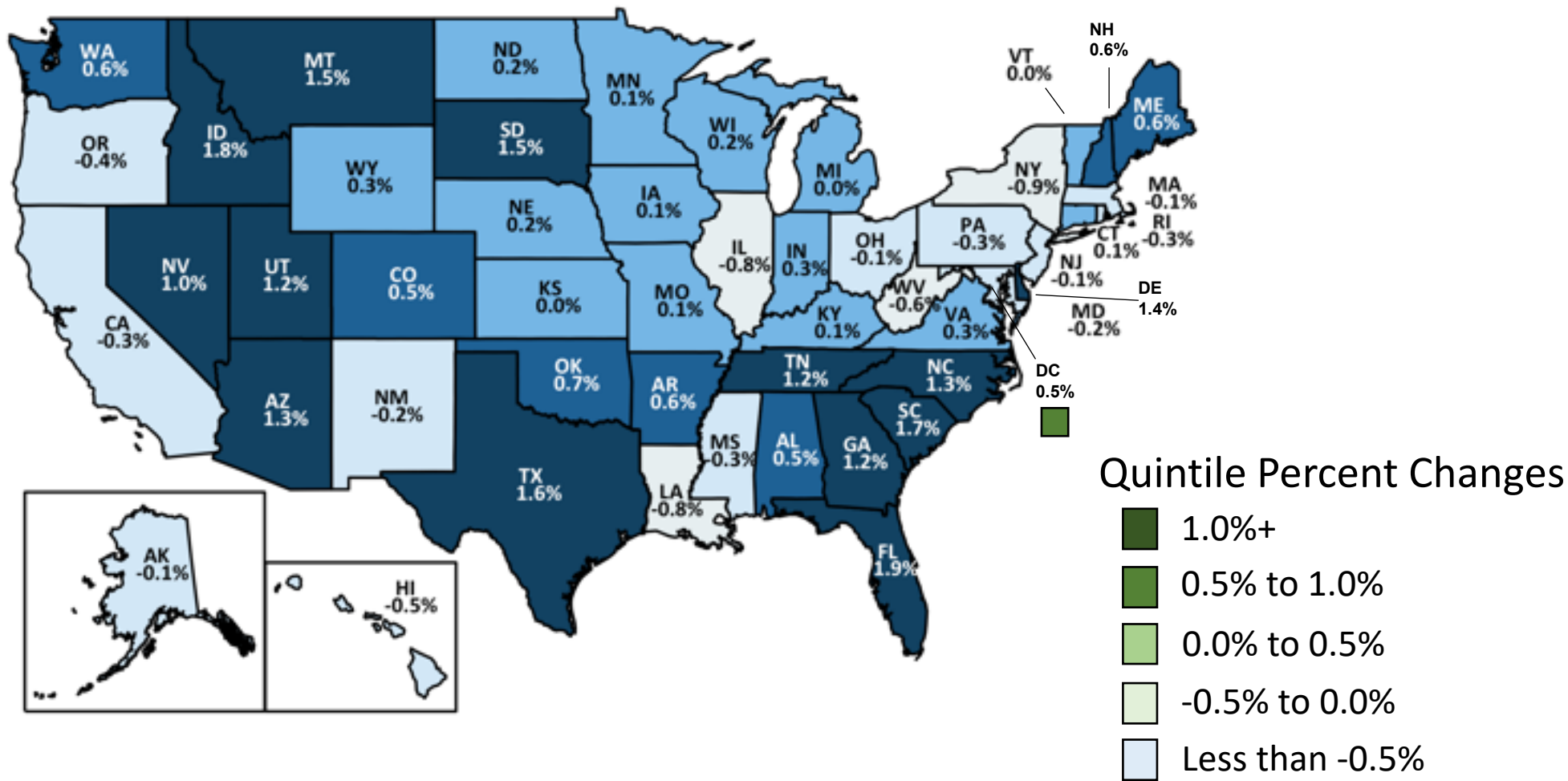


Regional Economic Conditions

Large Differences in State Population Growth

Percent Change: 2021 – 2022

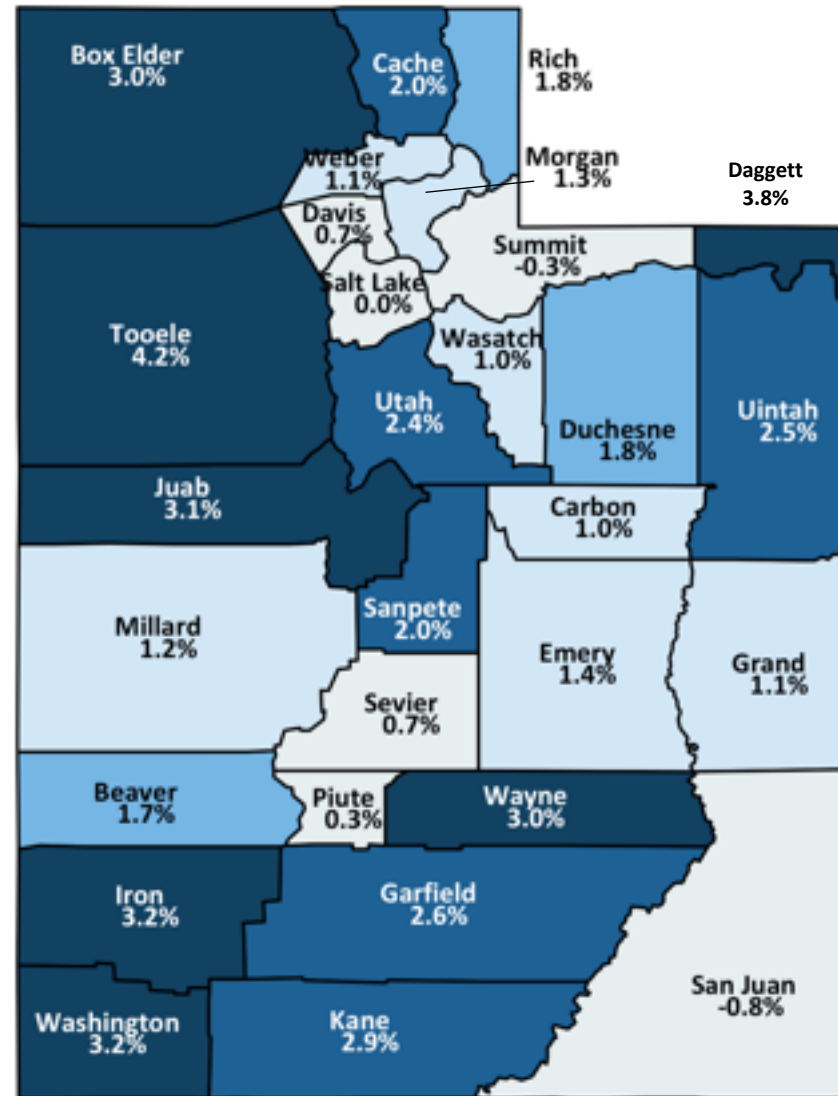
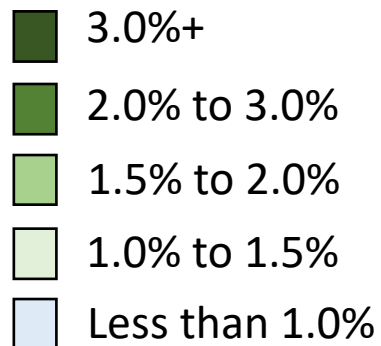
U.S. Rate = 0.4%



Utah Population Growth Rates By County 2021 to 2022

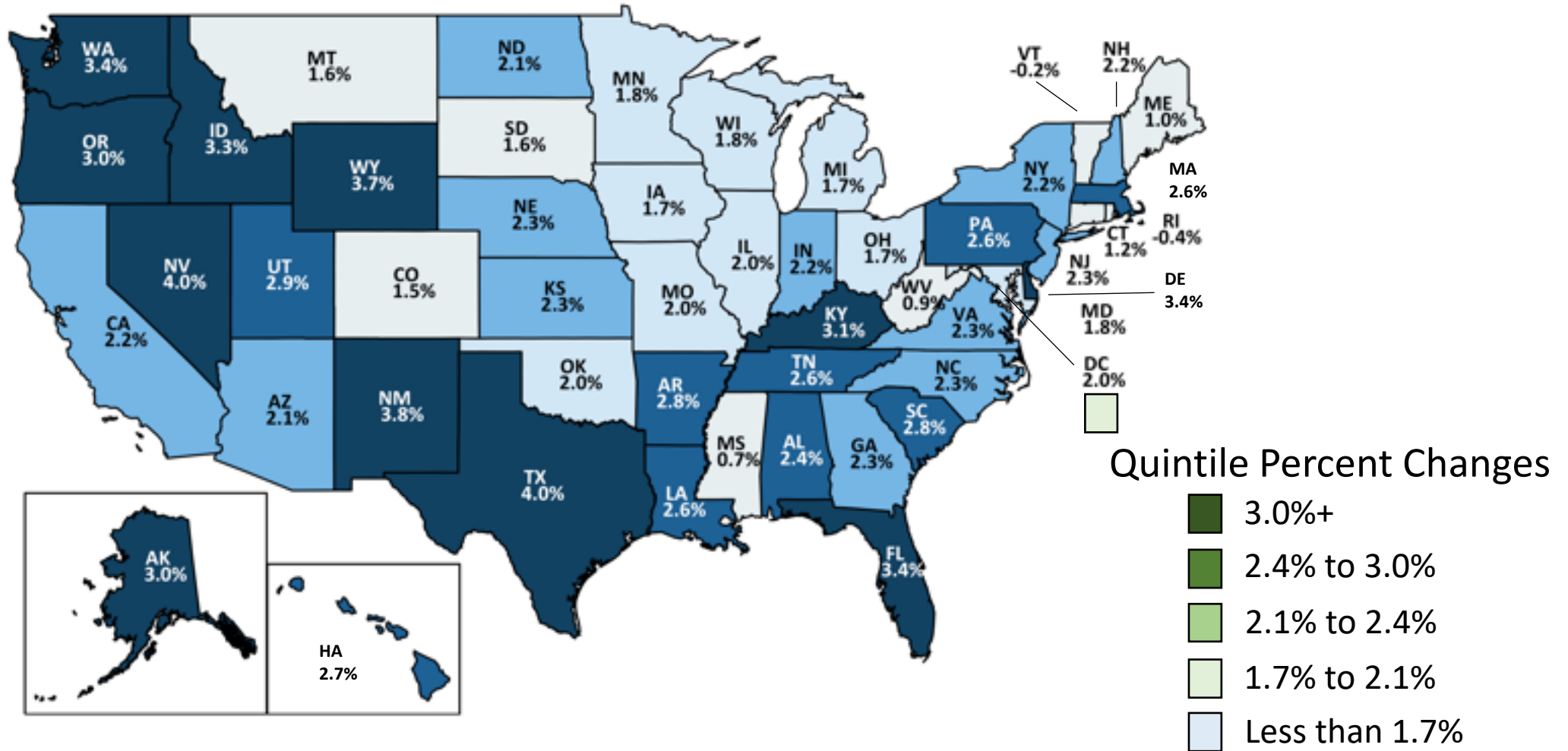
State Average = 1.2%

Quintile Percent Changes



Utah Job Growth Above National Average

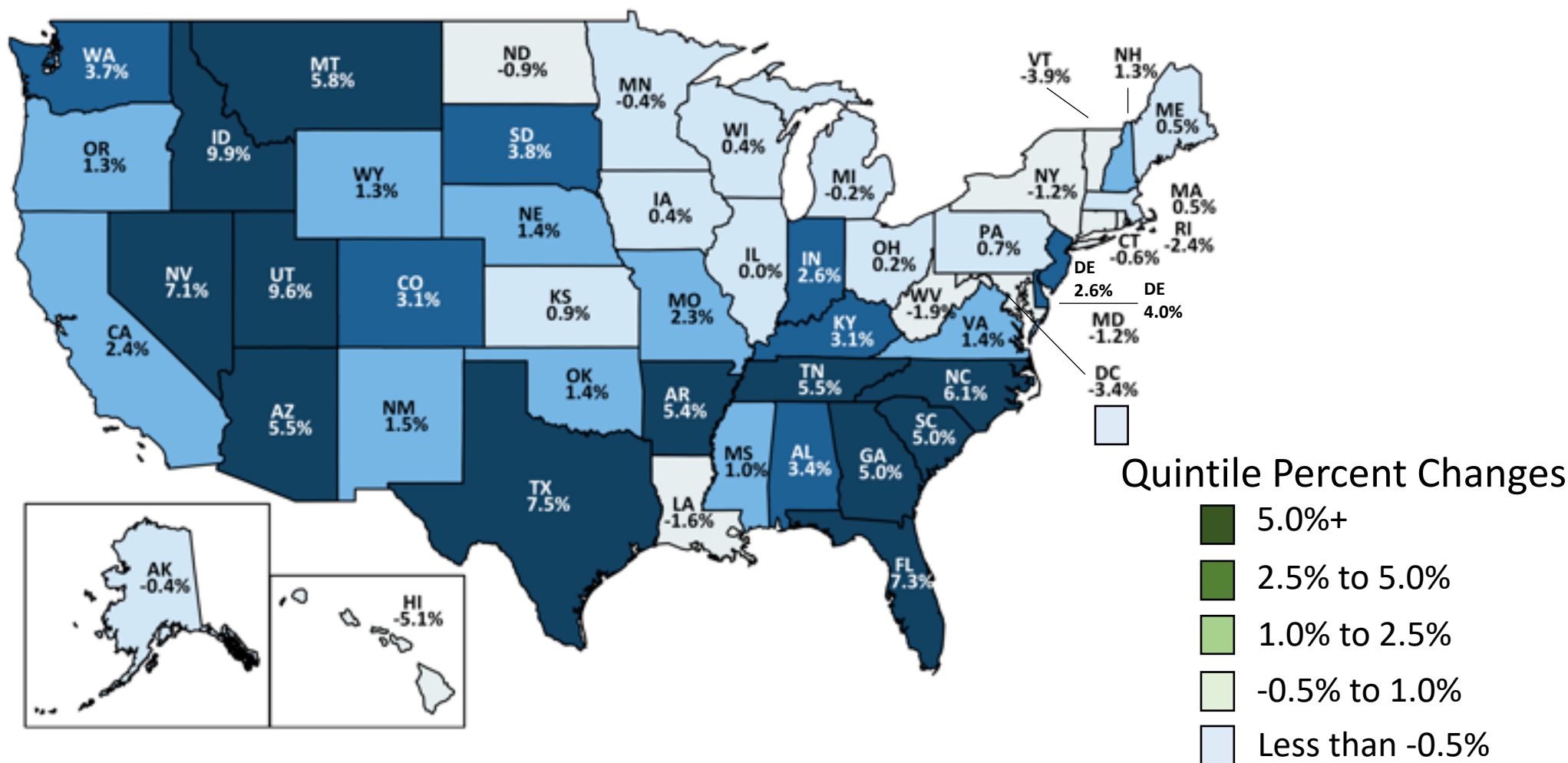
June 2022 – June 2023
U.S. Rate = 2.5%



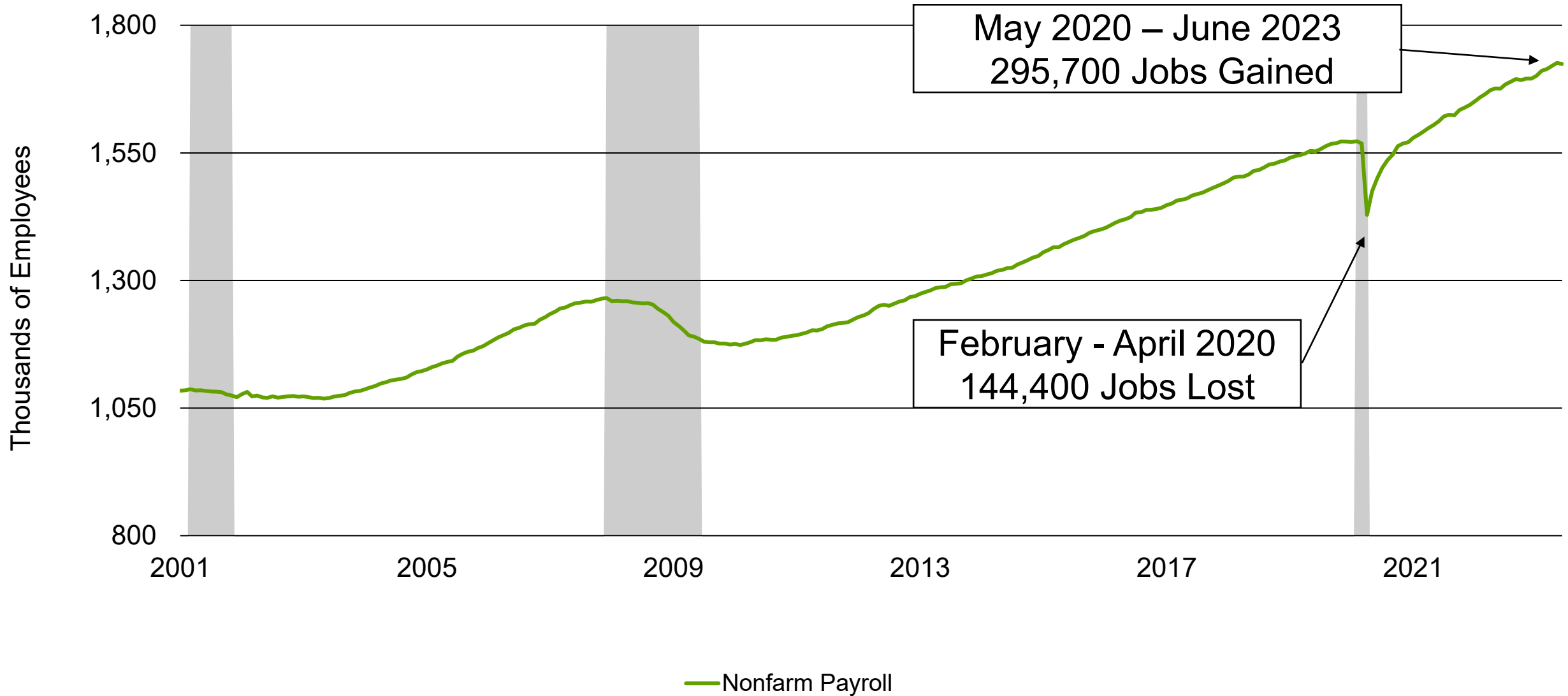
39 States Have Positive Job Growth Since Pre-COVID

February 2020 – June 2023

U.S. Rate = 2.5%

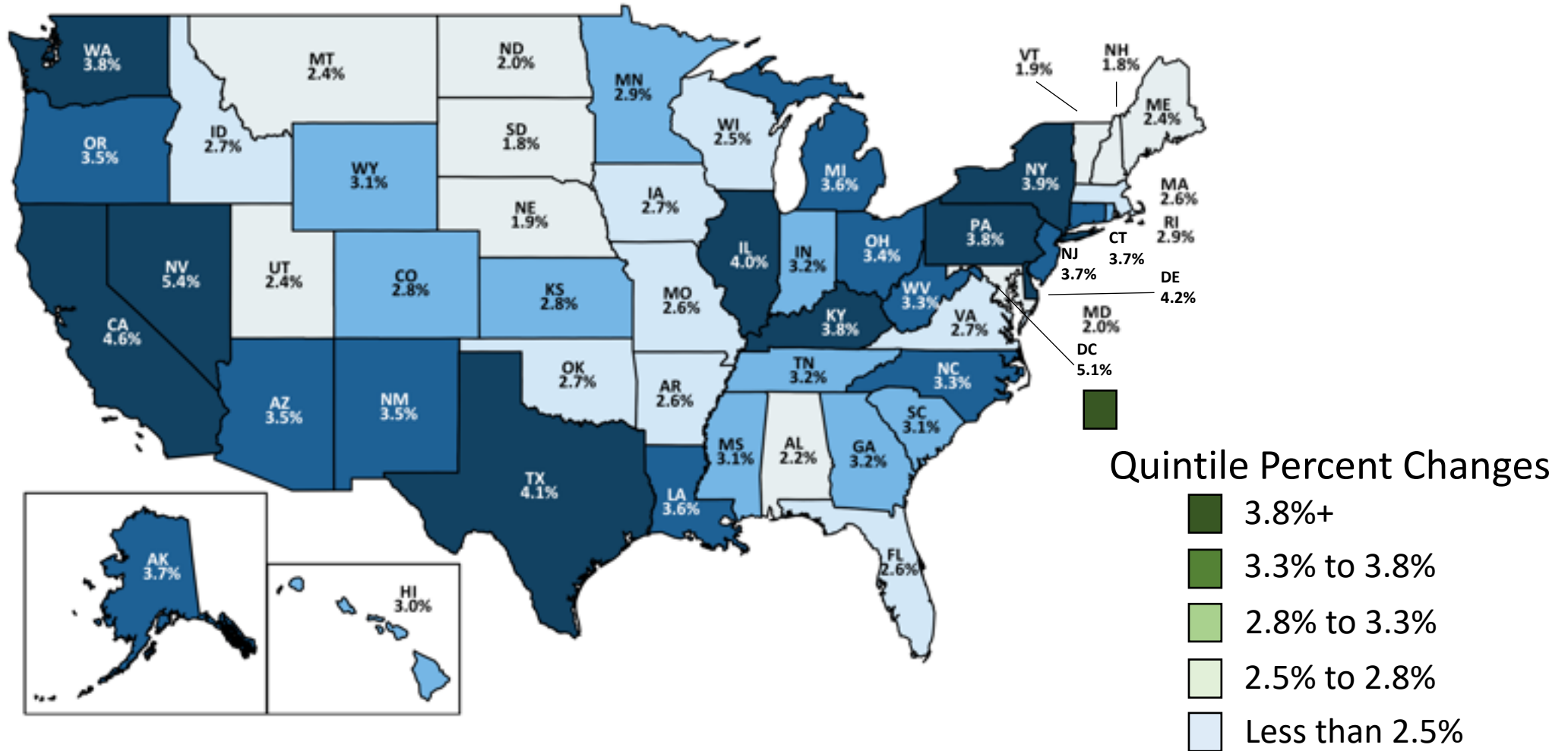


Utah Job Growth is Strong



Utah Unemployment Among Lowest in the Nation

June 2023 U.S. Rate = 3.6%

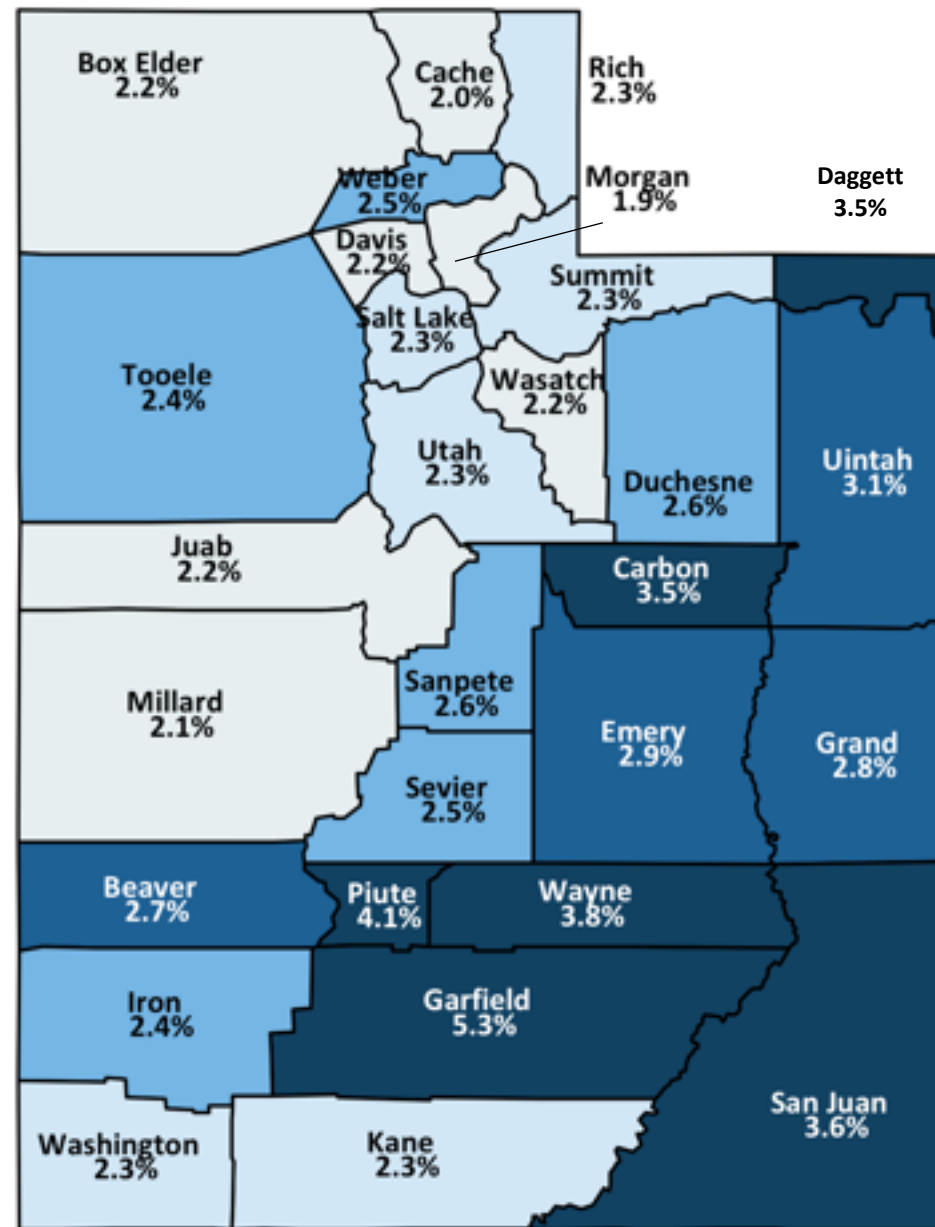
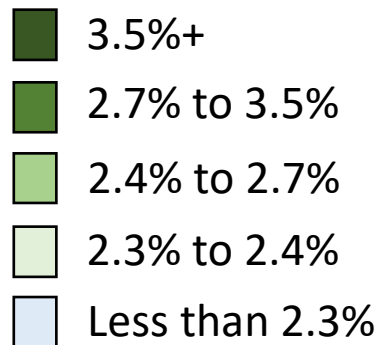


Utah Unemployment Rates By County

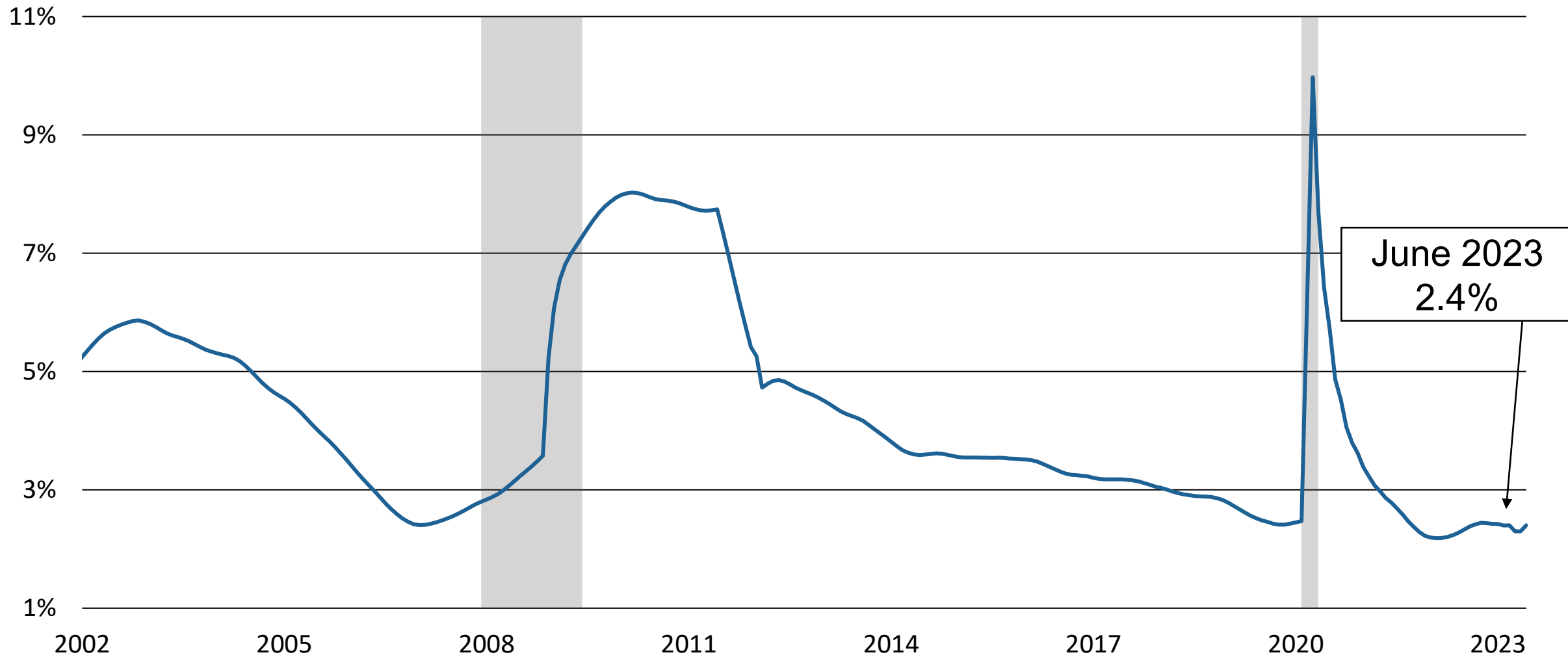
June 2023

State Rate = 2.4%

Quintile Percent Changes



Utah Unemployment Near Record Low



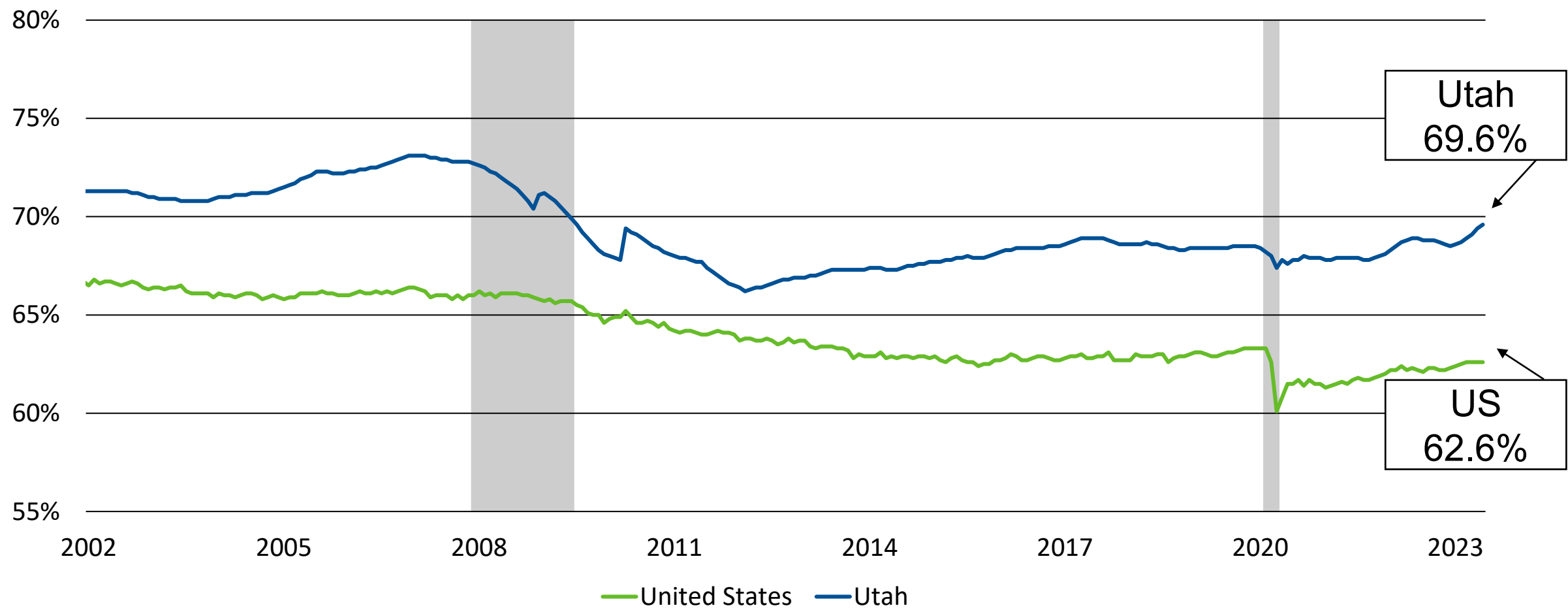
June 2023
2.4%

2.4%

2023

Source: Utah Department of Workforce Statistics
Seasonally Adjusted

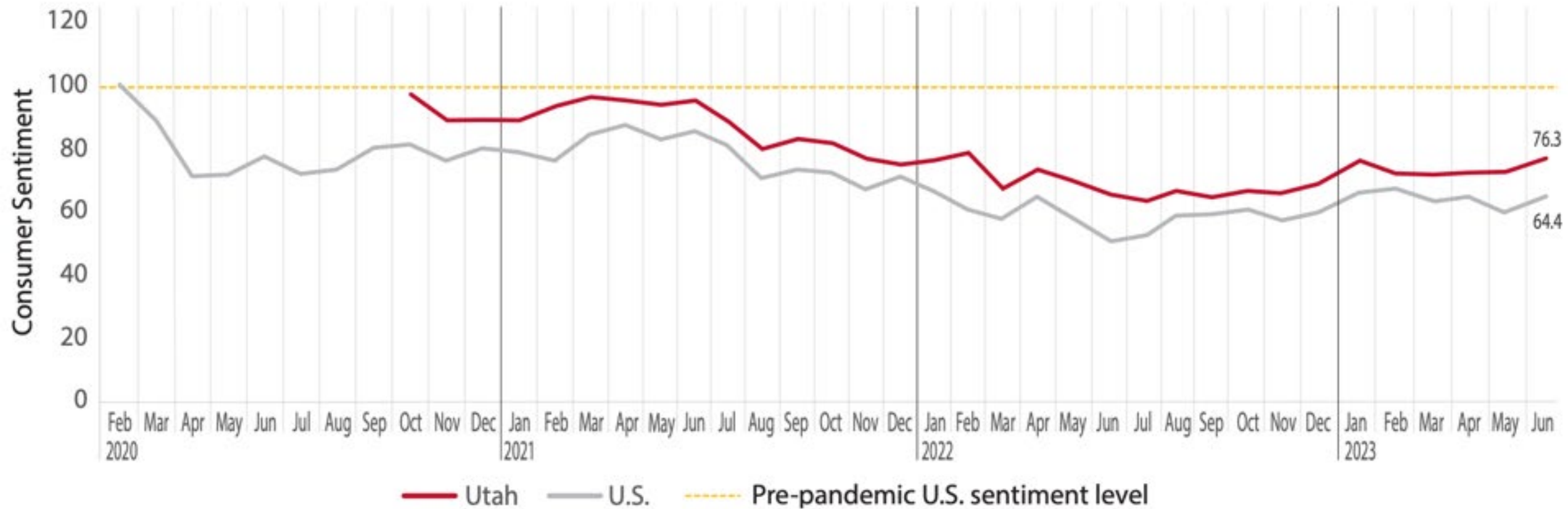
Utah Labor Force Participation Much Higher Than US



Source: U.S. Bureau of Labor Statistics
Seasonally Adjusted

Utah Consumer Sentiment Increasing

Consumer Sentiment Index: Utah and U.S.



Source: Kem C. Gardner Policy Institute and University of Michigan

2023 Economic Outlook

Economic Growth	Uncertain
Interest Rates	Increasing
Job Creation	Slowing
Unemployment	Low
Wage Inflation	Dropping but High
Labor Force Participation	Too Low
Consumer Confidence	Low but Increasing
Inflation	Dropping but Too High
Housing Prices	Mixed
Mountain West Region	Resilient and Strong
Green = Positive Red = Negative Blue = Neutral	

The background of the slide is a photograph of a large, white barn with a red roof, illuminated from within, set against a dark night sky with stars. The barn is situated in a snowy field with a snow-covered hill in the background. The Zions Bank logo is prominently displayed in the upper left corner.

ZIONS BANK®

WE HAVEN'T FORGOTTEN
WHO KEEPS US IN BUSINESS®

Robert Spendlove

Senior Economist

Robert.Spendlove@zionsbank.com

801-560-5394

Zions Bank, A Division of Zions Bancorporation, N.A. Member FDIC.

Content is offered for informational purposes only and should not be construed as tax, legal, financial or business advice. Please contact a professional about your specific needs and advice. Content may contain trademarks or trade names owned by parties who are not affiliated with Zions Bancorporation, N.A. Use of such marks does not imply any sponsorship by or affiliation with third parties, and Zions Bancorporation, N.A. does not claim any ownership of or make representations about products and services offered under or associated with such marks.

A vibrant, high-angle view of a historic downtown street. On the left, a red brick building with a striped awning and a circular logo is visible. Further down the street, a yellow trolley with "ZION'S BANK" and "PINK CITY TOURS" written on its side is moving. The street is lined with various colorful buildings, including one with a "GENERAL STORE" sign. On the right, a blue sign for "Every Sunday" is visible. The background shows rolling green hills and mountains under a clear sky. The text "THANK YOU" is written in large, bold, brown letters at the top, and "ZION'S BANK" is written in large, bold, black letters across the middle of the image.

THANK YOU

ZION'S BANK®



Ryan Starks

Executive Director
Governor's Office of Economic Opportunity



Governor's Office of
Economic Opportunity

Insights from the Governor's Office of Economic Opportunity

Park City Chamber of Commerce Annual Meeting

Ryan Starks

August 31, 2023



Today's Roadmap

Governor's Office of Economic Opportunity (GOEO)

- Our purpose
- Programs, initiatives, and offices

Why businesses choose Utah

- Utah accolades and rankings
- The Startup State
- Recent economic wins





Governor's Office of
Economic Opportunity

**We are the
government-to-industry
interface.**





Governor's Office of Economic Opportunity

WE'RE STEWARDS OF...

the world's best economy
and quality of life

We:

Cultivate prosperity

Future-proof Utah's economy

Work at the speed of business





Governor's Office of Economic Opportunity

Under the governor's direction, we lead and coordinate the economic development efforts in Utah

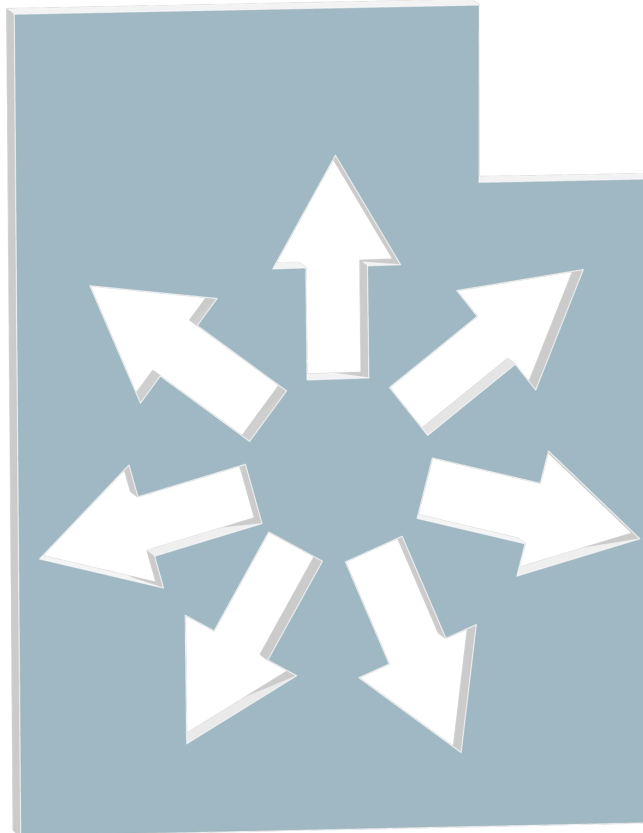
- Over 100 state workers
- 20+ offices and programs
- Statewide presence from Logan to St. George
- Administered \$140 million in funding to Utah businesses in FY 2023; authorized for \$247.5 million in FY 2024



Statewide Impact

State workers mostly
along the Wasatch
Front, and in the
following Utah counties:

- Cache
- Carbon
- Iron
- Utah
- Washington



Offices in:

- Cedar City
- Kaysville
- Logan
- Orem
- Price
- Salt Lake City
- South Salt Lake
- St. George



Governor's Office of Economic Opportunity

Provide resources to Utah entrepreneurs, businesses, and communities

- **Funding** – Access to state and federal grants, loans, tax incentives
- **Network** – Connect with private sector and industry experts
- **Workforce development** – Support Utah's skilled, diverse workforce
- **Expand opportunities** – Promote international trade and partnerships



Governor's Office of Economic Opportunity



Promote economic growth and competitiveness in Utah

- Retain and recruit companies with more high-paying jobs
- Drive increased tourism and film production
- Promote increased business opportunities in rural Utah

Economic Development Partners

Coordinate with local economic development organizations and other stakeholders to provide resources and achieve shared goals





Governor's Office of
Economic Opportunity

Why Businesses Choose Utah



Accolades & Rankings

Best-Performing Cities

For the third consecutive year Provo-Orem is the No. 1 best-performing city

Milken Institute — May 2023

Best State & Best Economy

Utah ranked the nation's best economy and No. 1 overall

U.S. News & World Report — April 2023

Find more at:
business.utah.gov/accolades

Best Economic Outlook

Utah ranked No. 1 for the 16th year in a row

Rich States Poor States — April 2023

Best Small Cities for Starting a Business

4 of the top 5 best small cities for starting a business are in Utah

WalletHub — April 2023



Economically Competitive

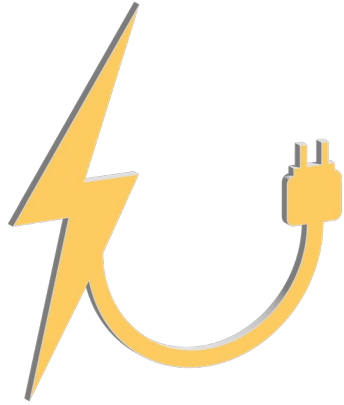


Cost Competitiveness



Average wage
\$57,000
7% lower than
national average

In 20 out of 22 two-digit SOC
codes, wages are less than
the national average



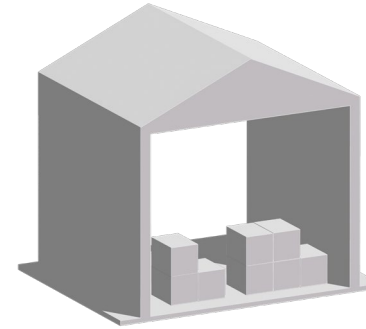
Electricity rates
8.51¢ / kWh
for commercial &
6.74¢ / kWh
for industrial

The nation is 12.56¢/kWh &
8.46¢/kWh, respectively



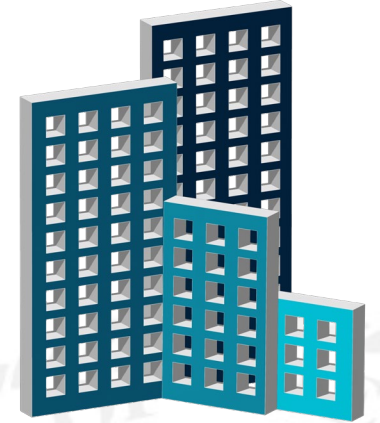
Tax Foundation
ranks Utah
#8
for business tax climate

as of 2023



Average lease rate
for Industrial space in
Salt Lake County is
\$9.84/sq. ft.

Q1 2023

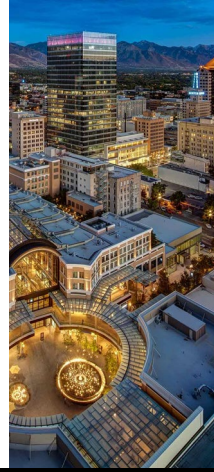


Average lease rate
for Class A Office
space in the
Central Business
District of Salt Lake is
\$32.62/sq. ft.

Q1 2023

Wasatch Front Population Comparison

Wasatch Front



Orlando, FL



Charlotte, NC



Cleveland, OH



Sacramento, CA



Population	2,495,343	2,728,464	2,738,095	2,047,110	2,420,979
Density	681.9	747.4	471.1	1,024.5	463.9
5-year Population Growth	8.6%	11.1%	9.5%	-0.7%	5.6%

Source: Bureau of Labor Statistics, U.S. Census Bureau | Courtesy of EDCUtah; 2023

Globally Oriented



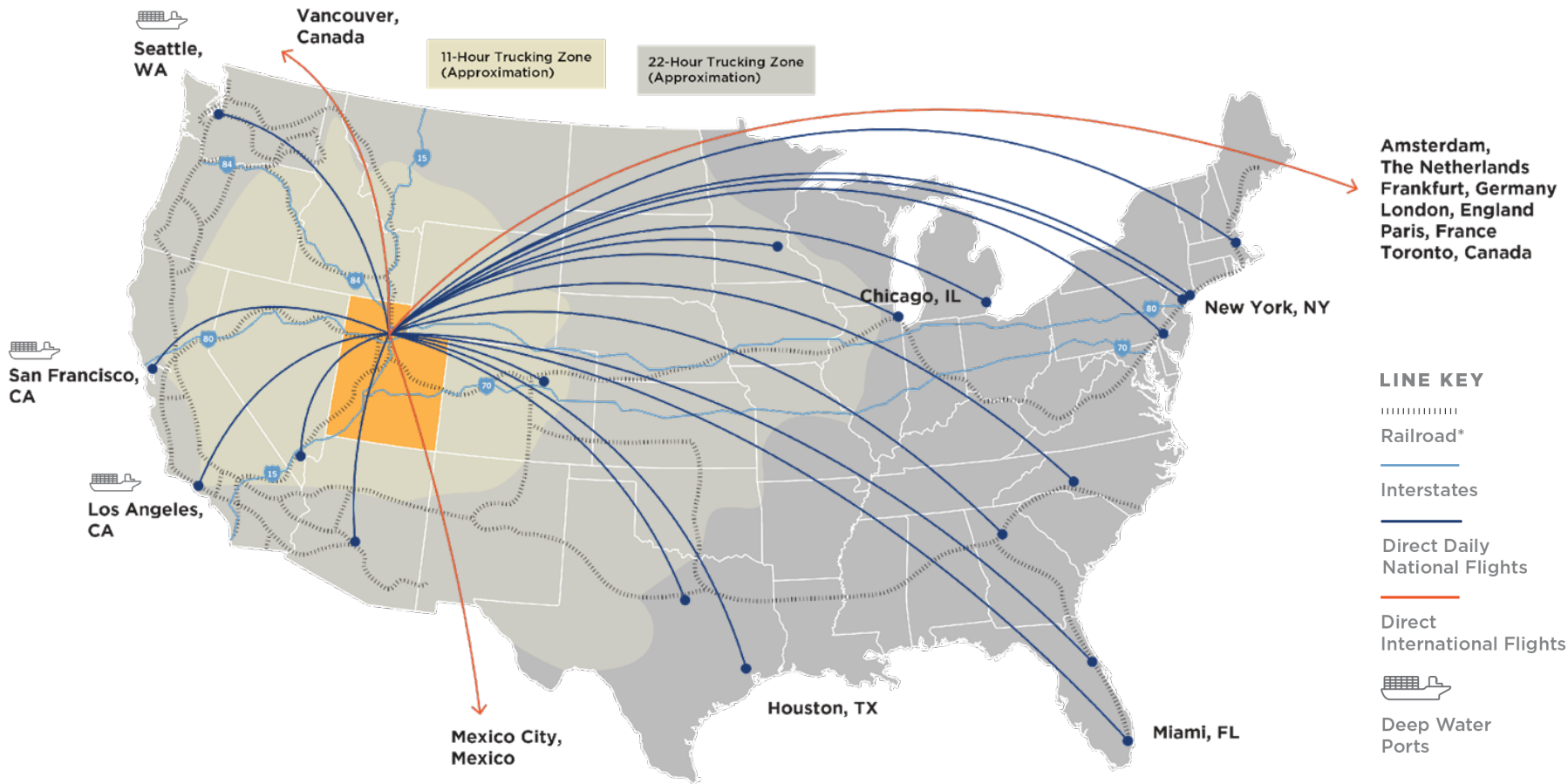
SLC International Airport



- Conveniently located five miles northwest of downtown Salt Lake City
- 20th busiest airport in North America and the 47th busiest in the world
- Undergoing a \$5.1 billion privately funded redevelopment program



Utah: A Crossroads



Courtesy of EDCUtah; 2023

Educated & Globally Oriented



93%

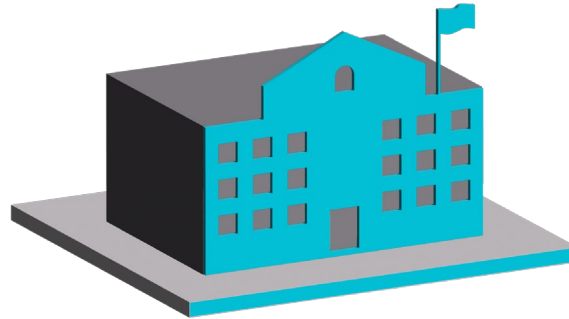
hold a high school degree +

89% national average

35%

hold a bachelor's degree +

33% national average



Colleges have combined enrollment
over 265K



50K degrees awarded in the
2020-2021 academic year



Over **120 languages** spoken at Utah universities

One-third of workforce speaks a second language

Competitive Global Market

Utah selected for corporate headquarters, co-headquarters, or expanding global footprint

Headquarters:

purple

Breeze

qualtrics^{XM}

Co-headquarters/Expansions:

amazon

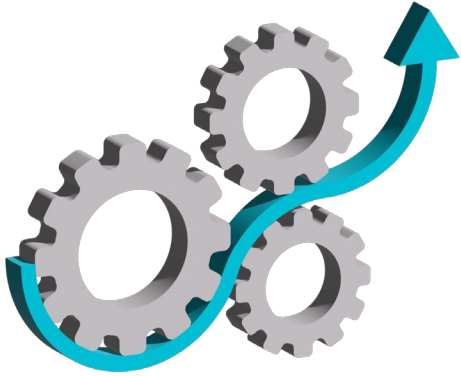
Adobe

NORTHROP
GRUMMAN

Skilled Workforce



Young & Fast-Growing

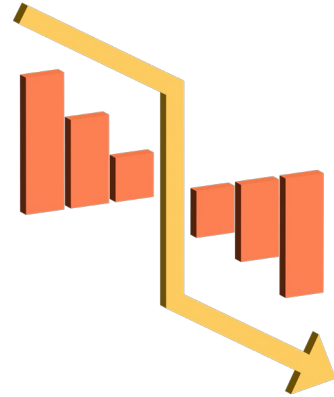


Job Growth

Two-Year Change

Utah
8.5%

5.2%
Nation



Unemployment Rate

May 2023

Utah
2.3%

3.7%
Nation



Median Age

2021 1-Year Estimate

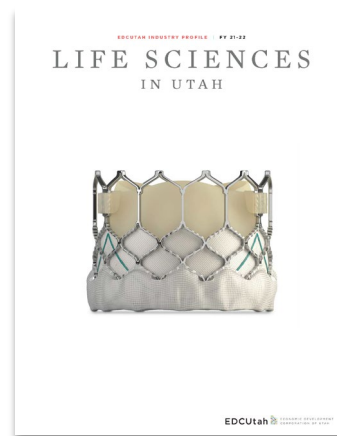
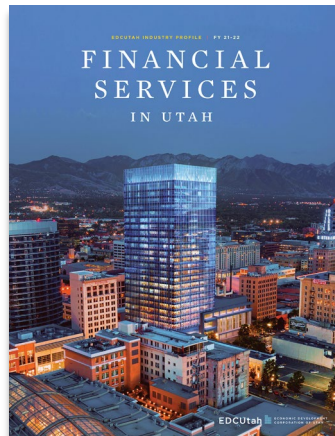
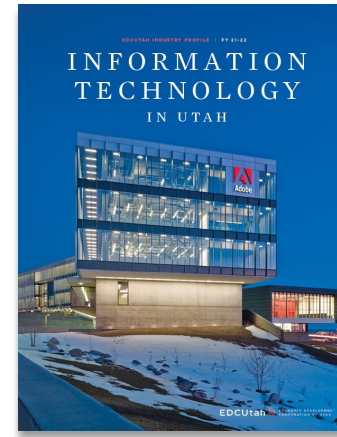
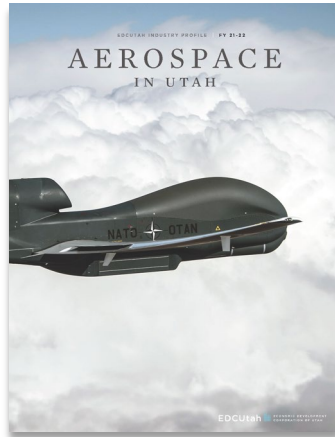
Utah
31.8

38.8
Nation

3,380,800

Total state population: 2022

Industry Expertise

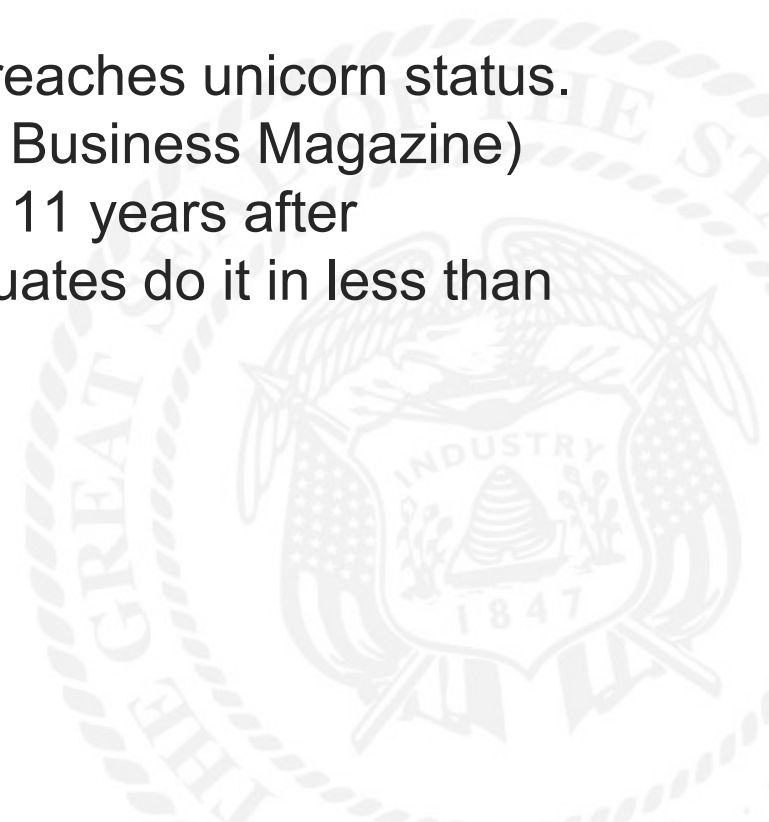


Courtesy of EDCUtah; 2023

Utah: The Startup State

Utah is the startup capital of the world

- #1 best state to start a business (WalletHub, 2023).
- 1 out of every 61 Utah startups backed by venture capital reaches unicorn status. This rate is almost 70% above the national average. (Utah Business Magazine)
- Utah has startup-minded universities. On average, it takes 11 years after graduation for founders to reach unicorn status. BYU graduates do it in less than six years. (Techbuzz)



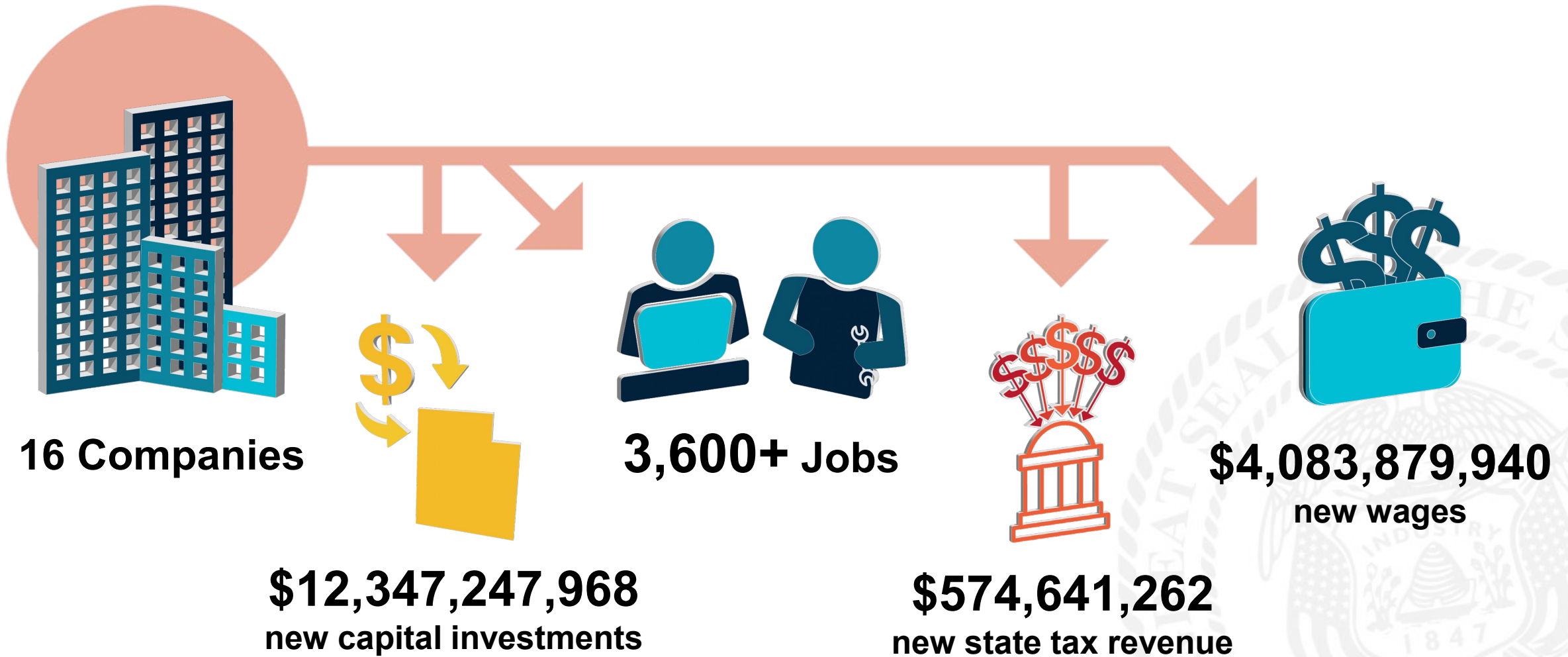


Governor's Office of
Economic Opportunity

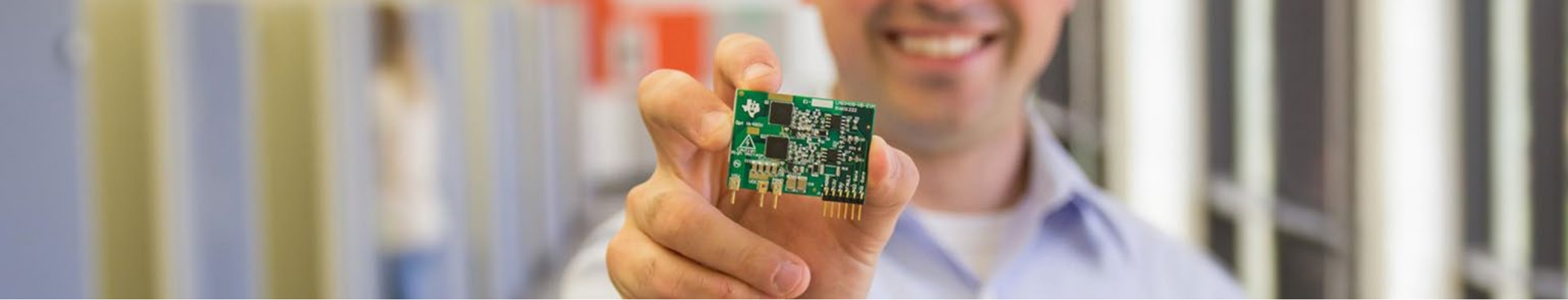
Recent Economic Wins



EDTIF & REDTIF Programs FY 2023



Over the next 20 years.



TEXAS INSTRUMENTS Expands To Utah

Utah was recently selected to house TI's second semiconductor manufacturing facility

- \$11 billion investment in Utah, largest economic investment in Utah history
- Plans to add 800 new, high-tech jobs
- Post-performance tax reduction for new semiconductor factory in Lehi, Utah
- May receive up to 30% of additional state taxes it will pay over the 20-year life of the agreement
- Corporate incentive part of GOEO's Economic Development Tax Increment Financing (EDTIF) program



Governor's Office of
Economic Opportunity

GOEO Programs and Initiatives



Programs & Initiatives

We help Utah small businesses access funding and capital

- **APEX Accelerator** – helps compete for government contracts for any sector, service, or product
- **Utah Innovation Center** – helps compete for non-dilutive grants and contracts to fund the research and development of innovative technology
- **Utah State Business Credit Initiative (USBCI)** – expands access to capital for small businesses in Utah, especially for underserved communities
- **Business Incentives** – recommends grant and tax incentives for local and out-of-state companies seeking to expand or relocate to Utah

Programs & Initiatives

We support economic development in Utah

- International Trade & Diplomacy
- Center for Rural Development
- Utah Broadband Center
- Center for Immigration & Integration
- Unified Economic Opportunity Commission
- Office of Regulatory Relief
- Utah Film Commission
- Utah Office of Tourism



Business Support Grants

business.utah.gov/grants

Strategic Initiative Grant – Air and Water

Provide funding for projects that offer a strategic and innovative solution to achieve air pollutant emission reductions or water conservation projects.

Manufacturing Modernization

Provide funding for companies to establish, relocate, retain or develop critical supply chain manufacturing in the state and decrease U.S. dependence on overseas manufacturing.

Economic Assistance

Support and enhance Utah companies' abilities to provide goods and services to the state in the areas of industry, education, community development, or infrastructure.

Current and Upcoming Grants

Economic Assistance Grant (Opens: Aug. 17, 2023)

The \$4.5 million grant assists Utah businesses that promote and support economic opportunity and provide a service related to industry, education, community development, or infrastructure.

Rural Employment Development Incentive (REDI) Grant

Open on a rolling basis until the funds are used.

This grant is for businesses creating new high-paying jobs in rural Utah communities.

Utah Technology Innovation Funding

Open on a rolling basis until the funds are used.

A program to support small Utah companies in their efforts to develop novel technology and products.

Additional Rural Incentives

Rural Employment Development Incentive (REDI)

- Job creation incentive of up to \$6,000 per employee for companies expanding in rural Utah

Rural County Grants Program: two types

- Upfront block grant of \$200,000
- Competitive process; address community needs



THANK YOU



**Governor's Office of
Economic Opportunity**



Vicki Valera

Managing Director
Utah Office of Tourism

Welcome to

UTAH

LIFE ELEVATED®

-HEFMA-

THANK YOU

LIFE

UTAH

ELEVATED®



Jennifer Wesselhoff

Park City Chamber & Visitors Bureau
President & CEO



Partner Services Highlights

132 New Partners

54 Events

95 Member Communications



Advocacy Highlights

The full agenda can be found at www.ParkCityChamber.com
or use the QR code below to access the full agenda.



Winter Marketing Highlights

WEBSITE TRAFFIC GROWTH

1,922,230
Total Visitors (users) **+21.5%**

2,702,935
Total Visits (sessions) **+25.2%**

4,878,880
Page Visits **+16.0%**

BRANDED CONTENT

Leading the Way for Sustainable Ski Towns

Park City, Utah, is a great winter getaway—and its community is working hard to keep it that way for decades to come.

When winter lovers flock to Park City, Utah, they imagine a wonderland in the Wasatch Mountains that boasts world-class skiing. They're mostly right. But the town wants them to think of something else, too—sustainability. Park City is working on aggressive climate goals. It's on track to have city operations run on 100 percent renewable electricity by the end of this year, expects to have the whole community do the same by 2030, and is working to be a net-zero-carbon town. As winter enthusiasts know, we need to protect the planet in order to enjoy winters for years to come, and one way to do that is to spend our winters in a place that reflects our values.

What does a sustainable ski vacation look like? Imagine this: you land at the Salt Lake City International Airport, hop in your pre-arranged shuttle, get dropped off at your hotel in town, then stroll over to dinner. The next morning, you get on a hot bus that whisks you right to the ski-powders dream. Turns out a car-free trip is easier and cheaper—no rental fees, no parking hassles, no driving in snow. The sustainability effort isn't one-sided.

Vacationers can—and should—be a part of the drive toward protecting the future.

"We have really ambitious climate and waste-reduction goals, and visitors and the visitor economy play a huge role in meeting them," says Margaret Ringler, Park City's director of sustainable tourism. Here's how you can help.

Disch the Car
The local resorts—Park City Mountain and Deer Valley—are in sync with the city's sustainability goals. Deer Valley aims to use solar to provide 100 percent of the resort's energy by 2023.

Eat Local
A slew of restaurants are leading the sustainability charge. Like Fire Pizzeria, a casual dining joint that commits all its food waste and is making strides in reducing water use. Outback, a grill and go restaurant, is participating in a pilot program using reusable glass-to-go containers.

Sleep Sustainably
Next time you're sleeping at a lodge that prioritizes sustainability, both the Montage and Peppy hotels are LEED certified, meaning their buildings are highly efficient. Park City Lodging has installed 50 solar panels at its headquarters.

Soak in Culture
"The other side of sustainability," says Ringler, "is taking in our culture here sustainably." Are we celebrating the things that make us special? To that end, Maggie recommends visiting the Kimball Arts Center. Don't miss the evening culture series, says Maggie. "You can spot artists when you're skiing, concert runs and making in Main Street."

Park City, Utah, is home to one of the most accessible mountain recreation destinations, located just 25 miles from Salt Lake City International Airport. Park City offers over 300 lodging properties and is home to Deer Valley Resort, Park City Mountain, Woodward Action Sports Park and more. And miles of trails with endless year-round outdoor recreation possibilities. For more information, please go to [VisitParkCity.com](#).

park city
UTAH

- IN -
Winter's Favorite Town

Explore the many sides of winter >

SKI THE GREATEST SNOW ON EARTH®

HUNDREDS OF MILES OF TRAILS

YOUR CULINARY ADVENTURE AWAITS

park city
UTAH

EXPLORE NOW

- IN -
Winter's Favorite Town
EVERY TURN LEADS TO A NEW ADVENTURE.

VISIT WITH CARE

park city
UTAH

Summer Marketing Highlights



ADVENTURE.
DISCOVERY.
WIDE-OPEN FUN.

Adventure means something different to all of us. Maybe you like sunrises in a hot-air balloon or sunsets while taking in an outdoor concert. Are you looking to hike to a scenic mountaintop or to stroll down a charming, historic Main Street? Maybe all of it. Whatever you're looking for – in Park City, Utah – you're on the right trail to a rewarding vacation. Learn how to visit safely at [VisitParkCity.com](#)

BRANDED CONTENT



PARK CITY, UTAH. ON THE RIGHT TRAIL TO SUSTAINABILITY.

AS MOUNTAIN TOWNS HAVE SEEN AN INCREASE IN VISITATION, PARK CITY IS MAKING STRIDES IN WELCOMING VISITORS WHILE HELPING TO PRESERVE THE BEAUTIFUL TOWN WE ALL LOVE.

During the pandemic, many people discovered what makes the outdoors so great. For that with the new work-from-anywhere mindset, and you have a dramatic increase in both visitors and residents in mountain towns. More people using resources can do a number on sustainability, and Park City, Utah has stepped to the forefront of the issue.

As a town, Park City has made North America's most ambitious climate goals: be net-zero carbon and run on 100% renewable electricity for city operations. By 2030, and for the whole community by 2050. The local resorts, Deer Valley, Park City Mountain and Woodward Park City have adopted similar programs to reduce their carbon footprints. Even visitors are playing a role in sustainability.

When To Start Park The Car
From the moment you don't your first day in Park City, getting around is free and easy on the bike-friendly transit system, hop on at your hotel and make a stop at Ribot Chocolate for a delicious treat and support their goals.

to become your best meals and solar powered. Grab some organic chocolate in a compostable packaging for a treat, snack later and catch the bus to the nearest trailhead.

On The Path Less Traveled
what makes Park City's 400 miles of trails unique is the way they connect the entire community, earning it the first ever International Mountain Biking Association Gold Level Ride Center designation. These scenic hiking and biking trails also connect to the lift-served trails at our resorts.

When you're done with your trail, don't worry, the ride isn't over. These trails link up to great hiking and walking paths that take you straight to Park City's historic Main Street. Legit! This can take advantage of Summer Blue Skies, the first fully electric fleet of pedal assist bikes in the nation. With locals all around town, it's easy to hop on, explore, and hop off for a while.

Time For Dinner And A Cocktail
Looking for fun to better consider one of the best group of restaurants. They source much of their food for their own acclaimed restaurants from their own farm and ranch. Try it yourself at Windy Ridge Cafe for Modern American cuisine (don't miss their bakery) or Chimayo for eclectic Southwestern fare.

Sustainable cocktails anyone? Stop by Alpine Distilling for their award-winning small batch bourbon and gin and support the winner of the 2021 Utah Green Business Award. We'll drink to their practices of waste diversion, water management, and sustainable sourcing in botanicals and packaging.

Sleep Green And Comfortable
If a commitment to sustainability is one of the things that makes you feel cozy, be sure to check out Newpark Resort, Park City Lodging, West Gnarlic Park City or Heritage Deer Valley. Utah's first best certified resort hotel. And that's just a few of the local stays known for their high levels of service and commitments to sustainability.

HOW YOU CAN HELP
Park City's sustainability goals are both ambitious and realistic. It will take a commitment from businesses, residents, the city and you, visitors. You can help by using public transit and the bike lanes, being respectful of other users and respecting the trails. Together we can keep Park City the beautiful, charming mountain town that it is. To learn more, go to [VisitParkCity.com/sustainability](#)

park city UTAH







INSPIRING VISTAS.
FRESH AIR.
ADVENTURE.

You're on the right trail.

When exploring Park City, Utah, you've got a lot of ground to cover. On a mountain bike, in hiking boots or by strolling down our charming, historic Main Street lined with shops, galleries and award-winning restaurants. When you love it like we love it, you're on the right trail. Learn how to visit with care at [VisitParkCity.com](#)

park city UTAH



EXPLORATION

park city UTAH



RELAXATION.

park city UTAH



PRESERVATION.

park city UTAH

You're on the right trail.

park city UTAH

VISIT WITH CARE

Visitor Marketing & Management

We developed in market visitor education campaigns and toolkits for lodging partners

TRANSPORTATION / TRAILS / EVENTS

ELECTRIC VEHICLES

Plug into a brighter tomorrow.

To help combat climate change and keep our mountain air pristine, Park City is leaning into electric vehicles.

Park City already has an impressive network of EV charging stations.

For the most up-to-date EV charging station information, visit PlugShare.com.

TRAIL NETWORK

Discover why we protect this place.

With more than 400 miles of trails, visitors can easily get away from it all – simply by avoiding crowded trailheads.

Tell visitors about Park City's trails-less-traveled where they'll discover the awesome beauty of our nature on trails and with fewer crowds.

Encourage visitors to take alternate forms of transportation to the trailhead, such as bike, walk, carpool or our free public transit.

Tell visitors they can find trail maps and the latest information on trail conditions at parkcitytrails.org.

EVENTS CALENDAR

Fun it always in the air.

Remind our guests that we have a wide and eclectic assortment of year-around entertainment options.

Visitor Center



Sustainability



Community Foundation



Public Transit



Summit Bike Share



Bike Lane Map



EV Charging



Mountain Trails Map



Events Calendar



International Marketing Highlights

Hosted 17 journalists from across our key international markets

Hosted mega travel trade FAM with 30 participants

Partnered with the Utah Office of Tourism on the first receptive tour operator training with members



Content & Engagement Highlights

EXPLORE PARK CITY BLOG

58 Blogs Published

494,577 Blog Page Views

20 Average Time on Page

The Women of Kimball Art Center

March 7, 2023 by [Casey Lane](#)



From Sundance to the [Kimball Arts Festival](#), Park City attracts creatives from all around the globe. Something about Park City inspires the artistic nature of locals and guests alike. In fact, many guests become Park City locals after even just one visit! In celebration of Women's History Month, we wanted to highlight some incredible women who call Park City home and are creating unique art at the [Kimball Arts Center](#)!

Take a Snowshoeing Tour Through Historic Mining Sites With White Pine Touring

February 14, 2023 by [Locke Hughes](#)



From Bus To Trails: The Easiest Way to Access Park City's World Class Trails

October 18, 2022 by [Rachel Friedman Elberts](#)



Communications Highlights

\$60 million in earned media value for Park City

THE LOUPE

The Best U.S. Mountain Towns for a Winter Getaway

**TRAVEL+
LEISURE**

11 Best Places to Travel in January

The Washington Post

The Classic American Ski Trip

TIME

World's Greatest Places of 2022

Fodor's

The Most Charming Main Streets in the United States

TimeOut

The Best Ski Resorts in the U.S.

Reader's Digest

25 Best Places to Spot Fall Foliage in America

**GOOD
HOUSEKEEPING**

36 Best Places to Spend Christmas with the Family This Year

HouseBeautiful

The Best Places to Travel in the U.S. for a Christmas Getaway



Tripadvisor

Best Places to Visit in December in the U.S.



20 Best Christmas Getaways for the Ultimate Winter Escape

yahoo!

16 Christmas Vacation Family Ideas



Prettiest American Towns to Escape to During the Winter
Your State's Hottest Winter Destination

Best Christmas Towns in America

PureWow

16 Thanksgiving Getaways That Are Calling Your Name

The 14 Best Places to Travel in November

**Condé Nast
Traveler**

The Best Family Ski Resorts in the U.S. and Canada

23 Best Places to Go in the U.S. in 2023



15 Best Places for Leaf-Peeping Across the U.S.

L.A.FAMILYTravel

27 Best Fall Vacations in the U.S.

trekaroo
kids. trips. tips.

10 Places to Enjoy Utah Fall Colors

Group Sales Highlights

1,092	Leads
118	Meeting Planners Hosted in Park City
24	Tradeshows Attended
\$20M	Economic Impact



Top 10 Ways to Have Sustainable Meetings & Events

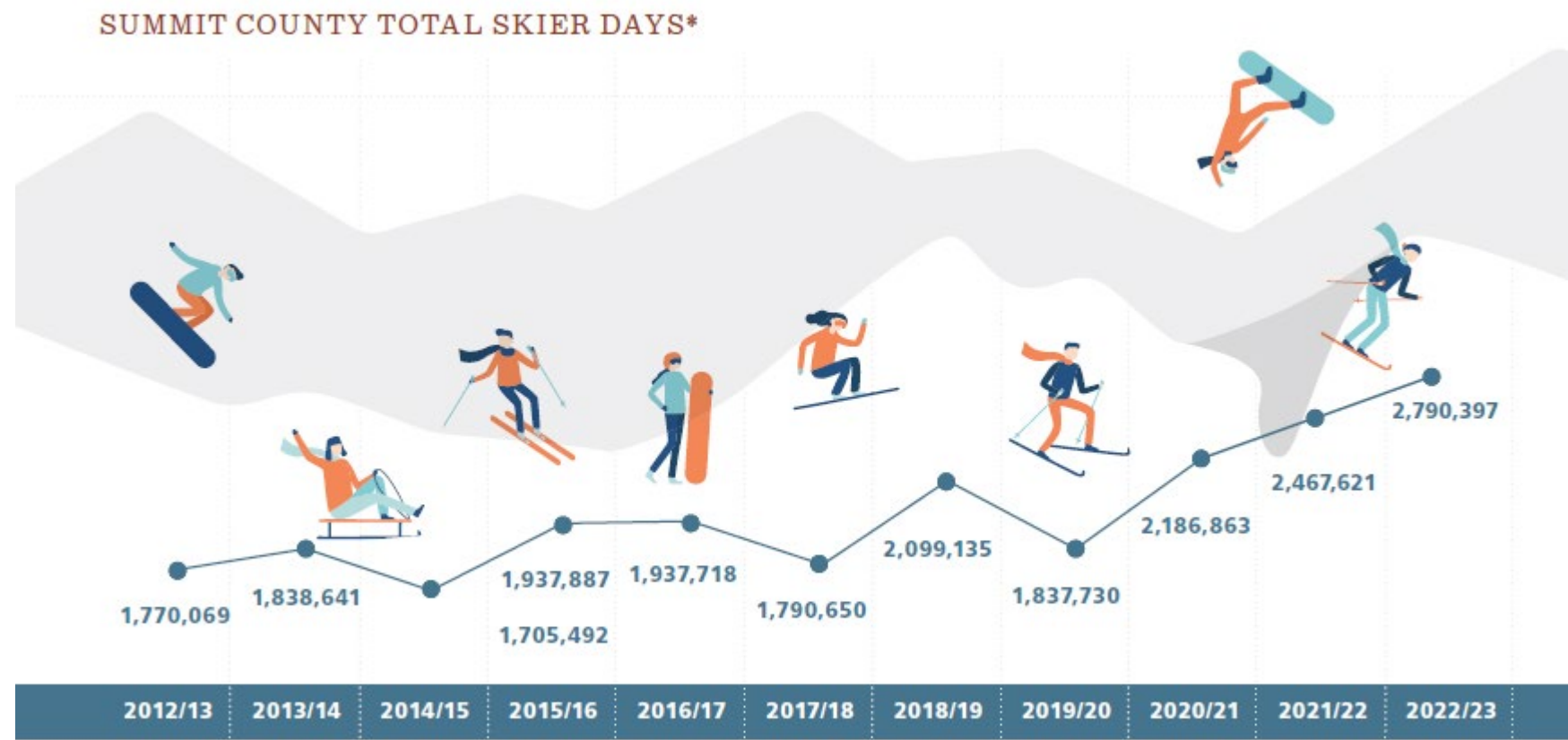
August 15, 2022 by [Meet in Park City](#)



When it comes to being net-zero carbon by 2030 community-wide and a premier sustainable destination, Park City, UT, is on the right trail. There are many ways and things planners and attendees can do to have a **green meeting** in America's favorite mountain town.



Economic Highlights



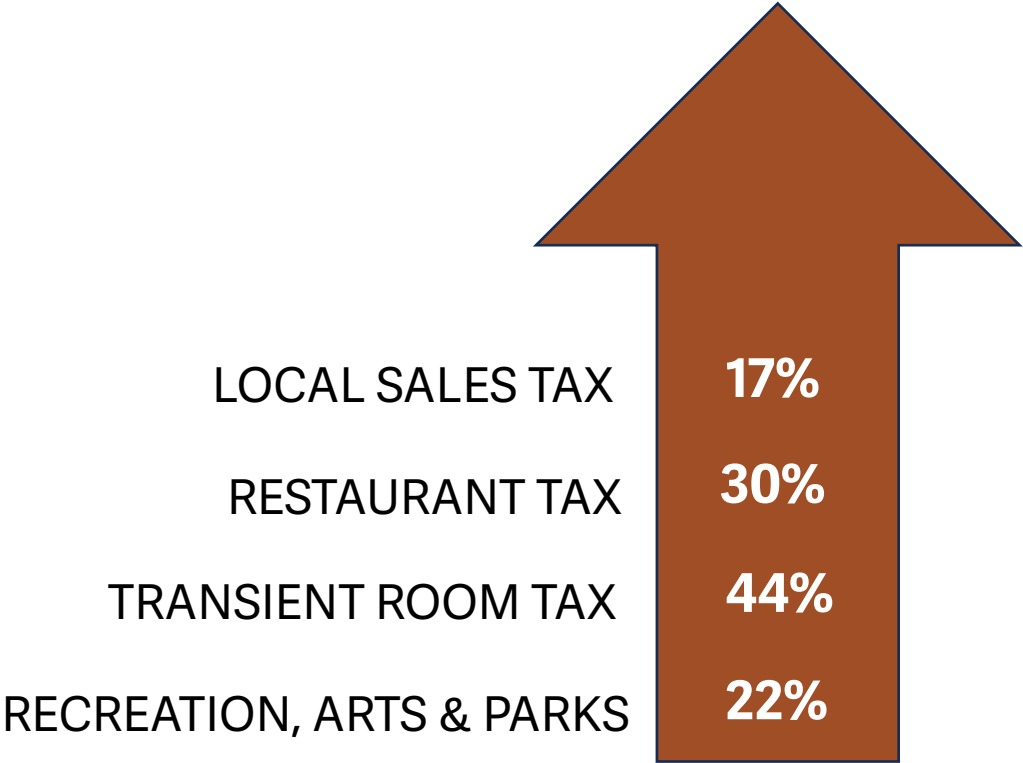
*These figures are a combination of Park City Mountain, Deer Valley Resort, and Woodward Park City's total skier days.

LODGING OCCUPANCY		
	Summer (May-Oct)	Winter (Nov-Apr)
2022/23	39%	48%
2021/22	40%	49%
2020/21	23%	36%

Economic Highlights

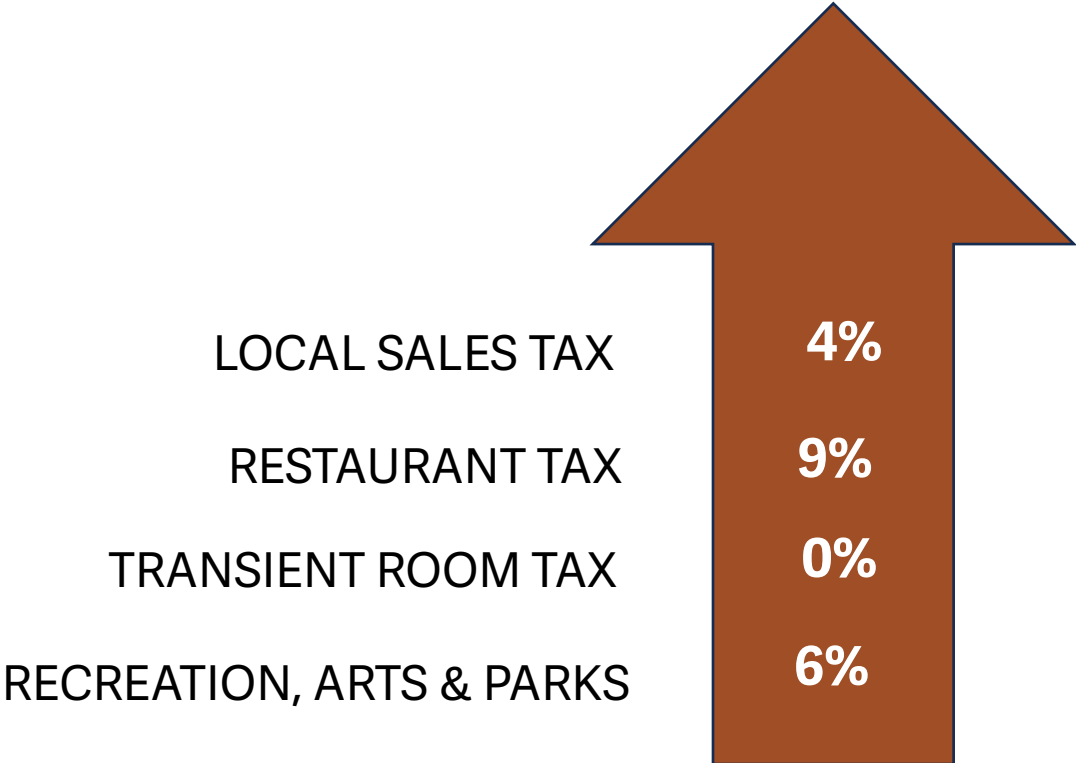
2022 SUMMIT COUNTY TAX COLLECTIONS

January 2022 – December 2022



2023 SUMMIT COUNTY TAX COLLECTIONS

January 2023 – August 2023



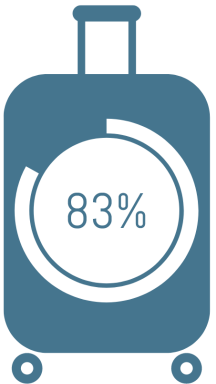
Traveler Highlights



Travel budgets are dropping due to raising interest rates and inflation concerns



Travelers also feel more financially secure



American travelers have a trip planned in the next 12 months



THANK YOU

To our partners, staff and volunteers whose hard work and dedication are the heart of the Park City Chamber & Visitors Bureau!



CHAMBER SPONSORED EMPLOYEE BENEFIT PROGRAM

Chamber member business will have access to:



Medical



Dental



Vision



Life, accident, identity and more!

park  city

CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

 **THE**
Heber
Valley **UTAH**



Myles Rademan

Park City Municipal

In Recognition: Past Spirit of Hospitality Award Winners

Myles Rademan

Nick Badami

Stein Eriksen

Brad Olch

Teri Orr

Kim McClelland

Hans Fuegi

Bob Richer

Monty Coates

Jan & Amanda Peterson

Jan Wilking

Bill Marolt

Gary & Jana Cole

Greg Schirf

Becky Kearns

Tom Kelly

Bob Wheaton

Adolph Imboden

Teri Whitney

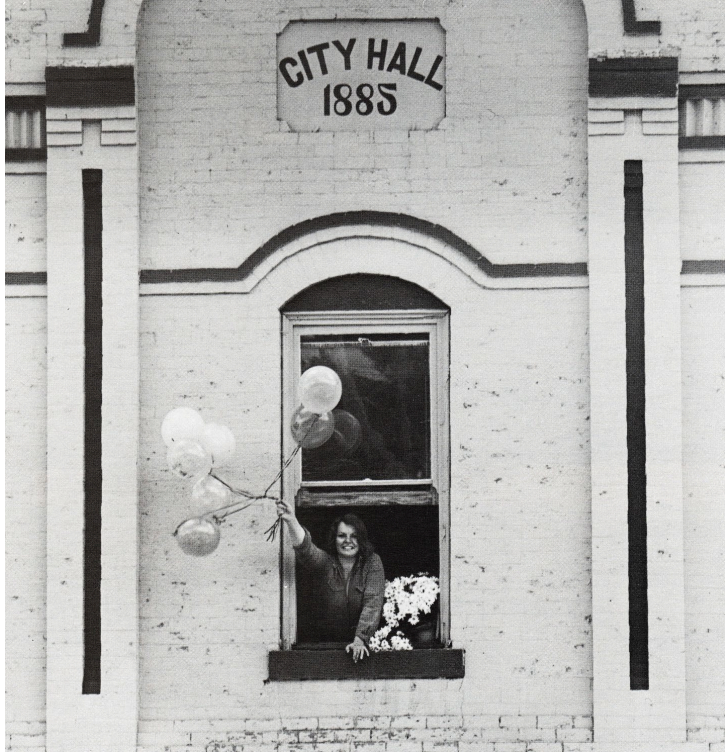
2023 Spirit of Hospitality Award Winner

Tina Lewis



Congratulations

Thank you for your years of service to the Park City community!



Park City Area
UPDATE Chamber of Commerce/Convention and Visitors Bureau

Double-decker visibility

Park City has many viable means of drawing and keeping visitors in the area during the summer months. Take a look at the Chamber/Bureau's latest "Highlights and Happenings" brochure if you need to refresh your summer activities inventory. If you're still stuck, send your inquiries down to the new Chamber/Bureau Visitor Information Center. It's true, we've moved again, but we think that our new location may be the best yet—in the double decker bus, at the Alpha Beta parking lot. As a visitor information center, this is the most visible we've ever been. Of course, our administrative offices still remain in the Summit County Title Building.

With Park City's Old Fashioned Fourth of July and the fifth annual Park City Ride and Tie behind us now, our summer season is in full swing. We thought perhaps you might be interested in what other resort communities are up to at this time, and Director of Community Affairs Tina Lewis has compiled the following news of neighbors just for that reason:

—Vail plans to complete

VISITOR'S INFORMATION

photo by Michael Spaulding

A ribbon-cutting ceremony was held Monday to recognize the opening of the Chamber/Bureau's new high-profile visitor information center. Involved in the ceremony were representatives of the Chamber/Bureau and the Park City Ambassadors: Debbie Symonds, Lia Clark, Mary Wagner, Bob DiTullio, Marialice Kendrick, Patricia Campbell, Tina Lewis, Tom Distad, Georgene Crosby, Tom Hansen and Jan Beaman.



CHAMBER / BUREAU STAFF



Deb Symonds
Executive Director



Tina Lewis
Director of
Community Affairs



Marty Melcher
Director of Communications



ARTS

"Tina Touch" Graces Holiday Inn Tree

"It's beginning to look a lot like Christmas..." Standing more than 23 feet high, the Christmas tree at the Holiday Inn is now dressed and ready for inspection. The tree is a fantasy of birds and bows and apples and pinecones and 65 hand-crocheted snowflakes. And once again, the tree was created under the artful touch of Tina Lewis.

Last year, the owners of the Holiday Inn came to Tina and asked her to create a special Christmas in the lobby of the hotel. So, choosing a balsam tree and connecting sixty strings of tiny little lights, Tina set out to recapture some holiday enchantment. It worked. One little child entered to look at the tree and exclaimed, "Oh, Mommy, it's a magic tree!"

This year, Tina hired some help to try and finish the enormous project before last Friday night's Beaux Arts Ball. Eight people helped wrestle the tree to its standing position, and then with a scaffold and a pulley, the 50-hour decorating began. In addition to the tree itself, Tina also made the grape vine wreaths and baskets that adorn the lobby.

In the eyes of a child, all of Christmas is a magic time. It's easy then to understand the girl who turned to mommy with wide eyes and said, "Did they just open the doors and let all those birds fly in?"

The tree is up at the Holiday Inn. It's a new and welcome addition to Christmas tradition here in Park City!



Park City Organizing Committee



Clockwise: Jack Douglas/Director-Park City Convention and Visitor's Bureau, Debbie Travis/Sales Director-Holiday Inn, Bob Wells/General Manager-Park City Resort Lodging, Laura Thomas-Park City ASTA Coordinator and Assistant Marketing Director-Park City Ski Corporation.



Clockwise:Tina Lewis/Director-Park City Arts and Bluegrass Festival, Amanda Peterson/Director-Park City Chamber of Commerce, Shirley Smith/Assistant Director-Park City Chamber of Commerce, Diane Reed/ Group Sales Manager-The Travel House Salt Lake City and Park City. Missing:Bob Hutchins/Manager-Prospector Square Ski and Conference Center.



Twenty Five Cents

THE NEWSPAPER

Park City

Park City's only locally owned newspaper

Volume Four Thursday, August 2, 1979 Number Forty Six

Arts Festival Celebrates Its 10th Anniversary

The Park City Arts Festival, a magnet for hundreds thousands plus annually, draws to Park City's "yearly" old meeting town nothing to achieve the night, month, home of the town's most awarded event, but even more so when.

This year marks the tenth anniversary of the annual event, which, says Festival Director Tina Lewis, makes it one of the older festivals in the nation. The Utah Arts Festival (the early Salt Lake City Arts Festival) is by comparison only three years old.

As in other years, the festival this Saturday and Sunday will feature the artists and their creations, musical groups, dance groups, movies, food booths and an electric atmosphere. This year will be a children's festival at City Park.

Also new to the organization of the festival. For the first time, the Knolls Art Center has taken on the chore of providing food, money, selecting a festival executive committee and appointing a director. Tina Lewis is the first salaried full-time director in the festival's history.

The original festival was organized a decade ago by Park City's Pat Peterson and some friends. Peterson remained the organizer for the local event after varying similar festivals. The group retained the support of local artists who contacted other artists. By festival day Main Street, normally sealed to off season traffic, was lined with artists, art work and food operators. A few years later the Park City Chamber of Commerce began sponsoring the event as a fundraiser and continued to do so until last year.

Ms. Lewis began working on the festival shortly after her appointment in February. Artists' applications were mailed with each letterhead and responding with color slides of his or her work. In June a seven-member judging committee reviewed the slides of 400 applicants, eventually accepting about 100 artists.

"If the artists accepted, size class from Park City, which is a real compliment to the town's artists," director Lewis said.

"There are 10 categories of art and the summer this year is fantastic. Each more varied than in previous years, especially in craft areas," she continued. "In just the category of wood we have furniture, pigs, cars, pottery, bowls, vases, bowls, linoleum, beads, whittling, mechanical toys, miniature Victorian houses and boats."

The festival has expanded each year since its inception, more events have been added and others expanded. In comparison rather than conflict with the festival, the example needed crowd attendance at last year's Park City Bluegrass Festival was attributed in part to the lure of the concurrently timed arts festival. This year such larger crowds are expected at the Knolls Arts, which was held a week before the festival.

New events timed to precede this year's arts festival included the Knolls Art Center sponsored workshops and classes of the University of Utah "Summer Arts" program shown at the Knolls.

"I think a lot will come when the whole summer will become an extension of the arts festival, with workshops, live events and concerts," said Lewis. "Park City will be an active and vital to museum as it is in winter."

The director noted that many people, especially artists, first become acquainted with the town through the arts festival rather than

Festival Director Tina Lewis



Judge Kilby officiated as Helen Alvarez, Tom Shellenberger and Tina Lewis promised to uphold the duties of their new office. The new Park City Council members were sworn in Monday.

Alvarez, Lewis, Shellenberger Sworn In to City Council Duties

MISTRESS OF CEREMONY



The easiest thing would have been to hire a couple of gorillas and a U-Haul. Let's face it, 3,000 books aren't exactly the New York Public Library. Chances are they could have been finished in a day. It would have been simple, cheap and painless.

And today, some 14 years later, nobody would remember a thing about it. But Tina had a better idea. It went something like this:

How about we round up, say, 700 people on a Saturday morning — Labor Day weekend would be perfect — and have them stand in line for a couple of hours, passing books hand to hand three-quarters of a mile from the old library to the new one.

And damned if she didn't pull it off. "People still stop me and say, 'I was part of the Book Brigade,'" she said in a recent interview. "It was a great coming-together moment."

And it was vintage Tina Lewis.

1904 Miners Hospital building that, by the late 1970s, was sitting in decay at the corner of the Park City Ski Area parking lot. In 1979, the would-be developer of the land, bowing to the protests of local preservationists, agreed to move the old thing — all 400 tons of it — to City Park and give it to the city.

Moving day was Nov. 12. "A Moving Experience," the old Park City Newspaper called it. The same month, Tina was elected to the council.

Locals may not have realized it at the time, but this new council was about to drag Park City out of the 1950s.

In the next four years the city got a new city hall, a new manager, a new police chief, a new chief building official, a new land-management code, a new bus system, a new water department, a city museum, a parks master plan and the first set of preservation guidelines.

NO ONE DEFINES
THE PHRASE "SPECIAL OCCASION"



Tina Lewis helps Santa Claus spread Park City Christmas cheer

It's good thing Tina Lewis doesn't have any more energy. Otherwise, we'd have flags, banners and ornaments strewn down the street in Salt Lake.

Newsroom to Park City: Tina Lewis is a city...

ways it projects going at once and there's so little time."

One of her particular passions, going back to childhood, is sewing. But she hasn't done much of it lately, and lived the opportunity to...

watching the ornaments and he asked, "How do you get the handles to sit on the tree?"

She also left her mark on Main Street. "When I first came here, these plastic decorations were up on Main...

take you could make it to ask her "What have you been up to?" and expect a quick, casual answer.

Most recently, she led a group, along with architect Tony Jay, in renovating an old English double-decker...

2023 Spirit of Hospitality Award Winner

Tina Lewis





Rhonda Sideris

Park City Lodging
Board Chair