



# 2024 ANNUAL MEETING



# RHONDA SIDERIS

Park City Lodging  
Immediate Past Board Chair



# SUSIE ENGLISH

Deer Valley Resort  
Board Chair



# 2025 BOARD OF DIRECTORS

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**Tal Adair**

Eastern Summit County

**Rachel Alday**

Abode Luxury Rentals

**Lora Anthony**

Mountain Trails Foundation

**Beth Armstrong**

Intermountain Hospital

**Dan Bullert**

Stein Eriksen Lodge Mgmt Corp

**Spencer Bryne**

All Seasons Adventures

**Matt Dias**

Park City Municipal

**Susie English**

Deer Valley Resort

**Tonja Hanson**

Summit County Council

**Adam Herrup-Morse**

Snow County Limousine

**Jamie Johnson**

Park City Board of REALTORS

**Revice Jordan**

Posh Management Group

**Chris Lawing**

Pendry Park City

**Laurice Marier**

Sundance Institute

**Aldy Milliken**

Kimball Art Center

**Ian Pope**

Five5eeds

**Myles Radman**

Park City Leadership Founder

**Nathan Rafferty**

Ski Utah

**Meisha Ross**

Twisted Fern

**Whitney Ryan**

Canyons Village Mgmt  
Assoc.

**Rose Salguero**

Top Shelf Services

**Shayne Scott**

Summit County

**Jocelyn Scudder**

Arts Council of Park City  
& Summit County

**Rob Sergent**

Alpine Distilling

**Rhonda Sideris**

Park City Lodging

**Tana Toly**

Park City Council

**Gar Trayner**

Woodward Park City

**Betsy Wallace**

Christan Center of Park City

**Deirdra Walsh**

Park City Mountain

**Sherry Weaver**

Hyatt Centric Park City

**Melanie Welch**

Utah Olympic Legacy  
Foundation

**Janna Young**

Summit County

**Diego Zegarra**

Park City Community  
Foundation

# OUTGOING BOARD MEMBERS

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**Lindsay Arnold**  
Deer Valley Resort



**Shaydar Edelman**  
Woodward Park City



**Greg Gendron**  
Stein Eriksen Lodge



**Jill Gildea**  
Park City School District



**Brooks Kirchheimer**  
Hearth + Hill



**Chelsea Steinbach**  
RMC Park City

# INCOMING BOARD MEMBERS

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**Beth Armstrong**  
Intermountain Health



**Dan Bullert**  
Stein Eriksen Lodge



**Chris Lawing**  
Pendry Park City



**Gar Trayner**  
Woodward Park City



**Jocelyn Scudder**  
Arts Council of Park City  
and Summit County



**Sherry Weaver**  
Hyatt Centric Park City

THANK YOU



THANK YOU

PENDRY

P A R K C I T Y



# SUSIE ENGLISH

Deer Valley Resort  
Board Chair



# NATALIE RANDALL

Utah Office of Tourism  
Managing Director



# Park City Chamber Annual Meeting

Natalie Randall, Managing Director, Utah Office of Tourism and Film

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# Governor's Office of Economic Opportunity





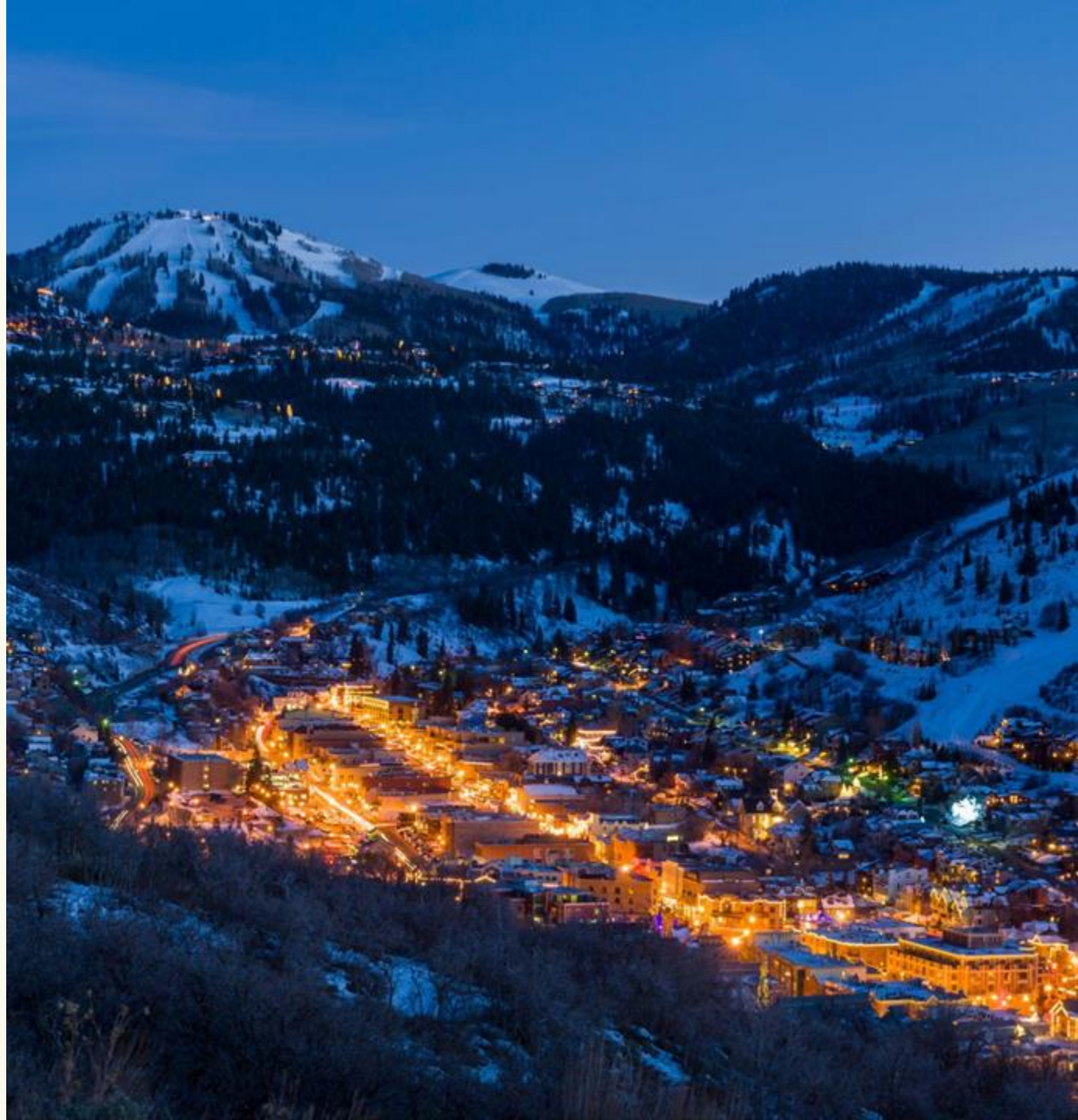
# Utah Office of Tourism

## Vision

A state united in welcoming the world to experience awe-inspiring adventure.

## Mission

Elevate life in Utah by advancing the visitor economy through marketing, stewardship, and destination development.



**ELEVATE LIFE IN UTAH**

**ADVANCING THE VISITOR ECONOMY**

**MARKETING**



**DEVELOPMENT**



**STEWARDSHIP**



**RESEARCH, DATA, & ANALYTICS**

**VISITORS**

**RESIDENTS**

**STAKEHOLDERS**

2023 Direct Visitor Spend

**\$12.71B**



tourism-related jobs

**159,800**

Resulting In

**\$2.35B**

State & Local  
Tax Revenue\*

\*Sources: U.S. Travel Association, Kem C. Gardner Policy Institute, Utah Office of Tourism





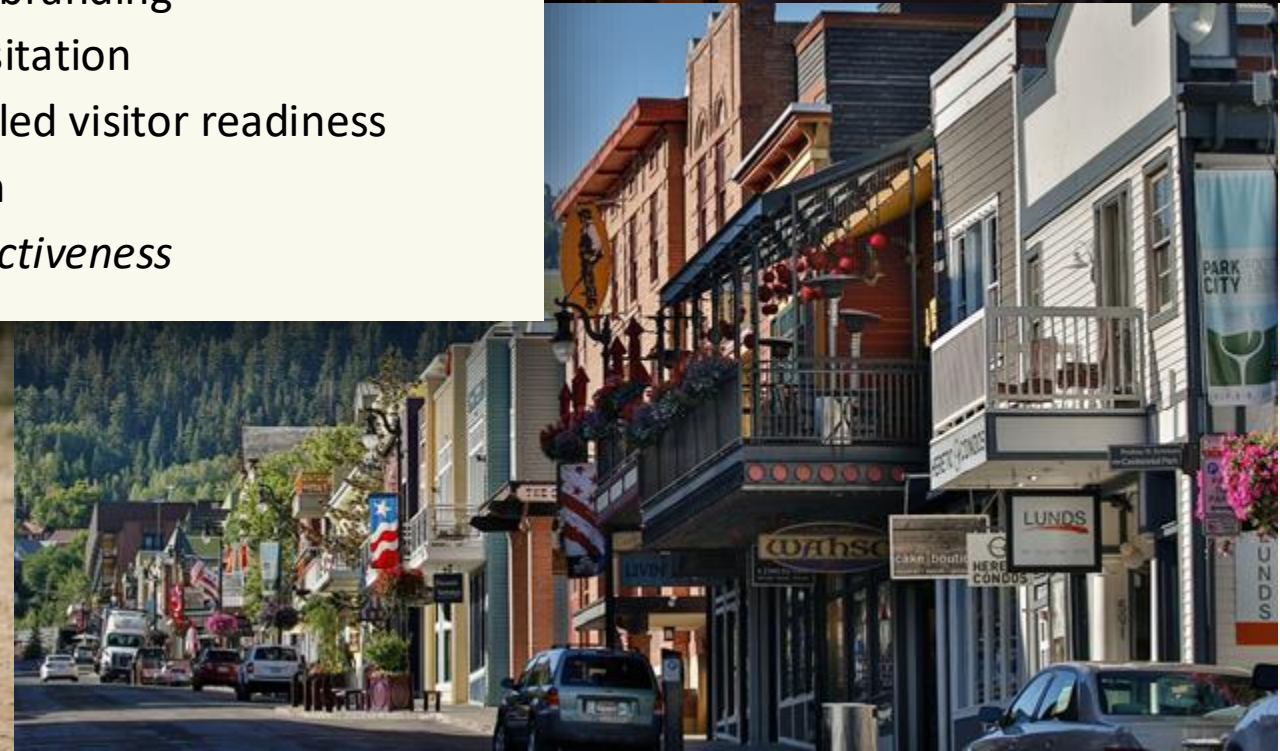
# Summit County Profile Report

- County visitor spending makes up 12.7% of statewide visitor spending
- Visitor spending makes up just over 15% of total county spending
- County visitor spending generates a total of \$291.5M in tax revenue
- 15,000 jobs in the county come from travel and tourism
- County TRT tax collections:
  - \$17.6M (2022)
  - \$18.4M (2023)



## Strategic Imperatives

1. Continue powerful branding
2. Prioritize quality visitation
3. Enable community led visitor readiness
4. Distribute visitation
5. *Organizational Effectiveness*





# Path Ahead

- Enhance the powerful brand
- Maintain strong economic impact and contributions regionally and statewide
- Balance of resident and visitor sentiment
- Global brand
- Sundance
- 2034 Winter Olympic and Paralympic Games
- Board of Tourism Development engagement





**Thank You**

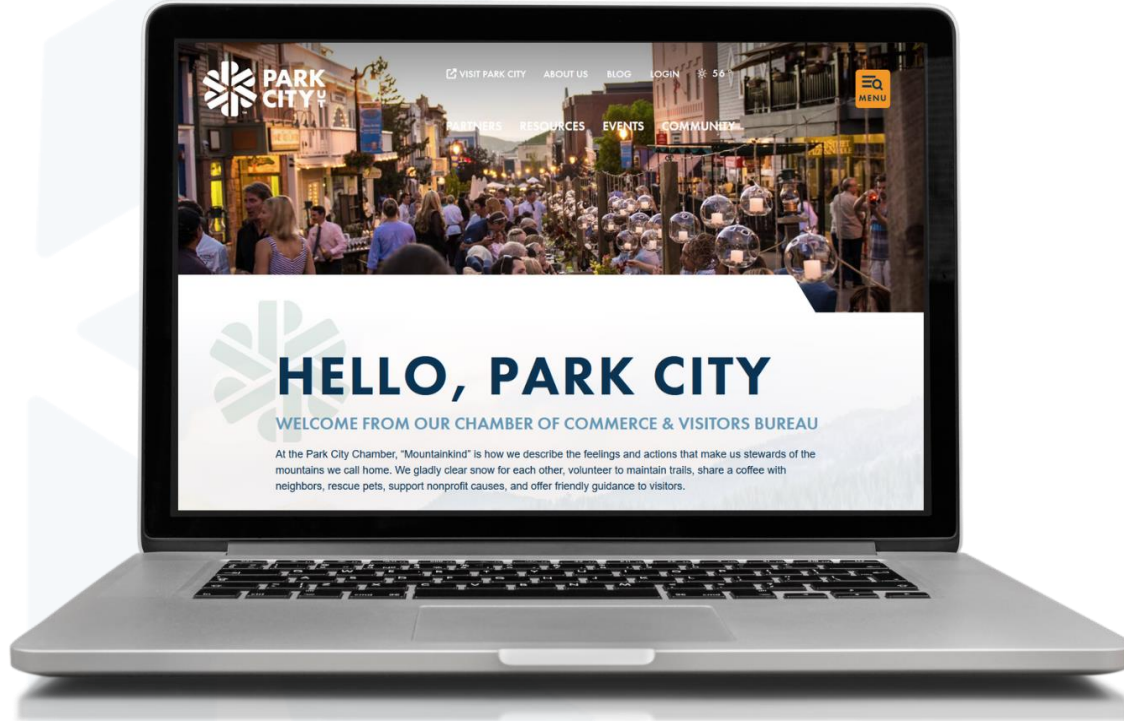
[nrandall@utah.gov](mailto:nrandall@utah.gov)

# JENNIFER WESSELHOFF

Park City Chamber & Visitors Bureau  
President & CEO



# PARTNER SERVICES



1,000+  
Partners



# PARTNER SERVICES



## WE RIP Workforce Employer Rental Incentive Program

### Housing Resource Center

Be part of the solution and become a **WE RIP** sponsor today!

- WE RIP aims to encourage local homeowners to rent to our local workforce.
- The HRC has partnered with the Park City Chamber of Commerce and Rossignol for the 2024-2025 winter season.



- Help us incentivize local rentals with a \$\$\$ or in-kind contribution
- Apply to be a WE RIP sponsor by Friday, September 13th!
- More info and sponsor form at <https://housinghelp.org/housing-resource-center/we-rip/>



SPONSOR WE RIP

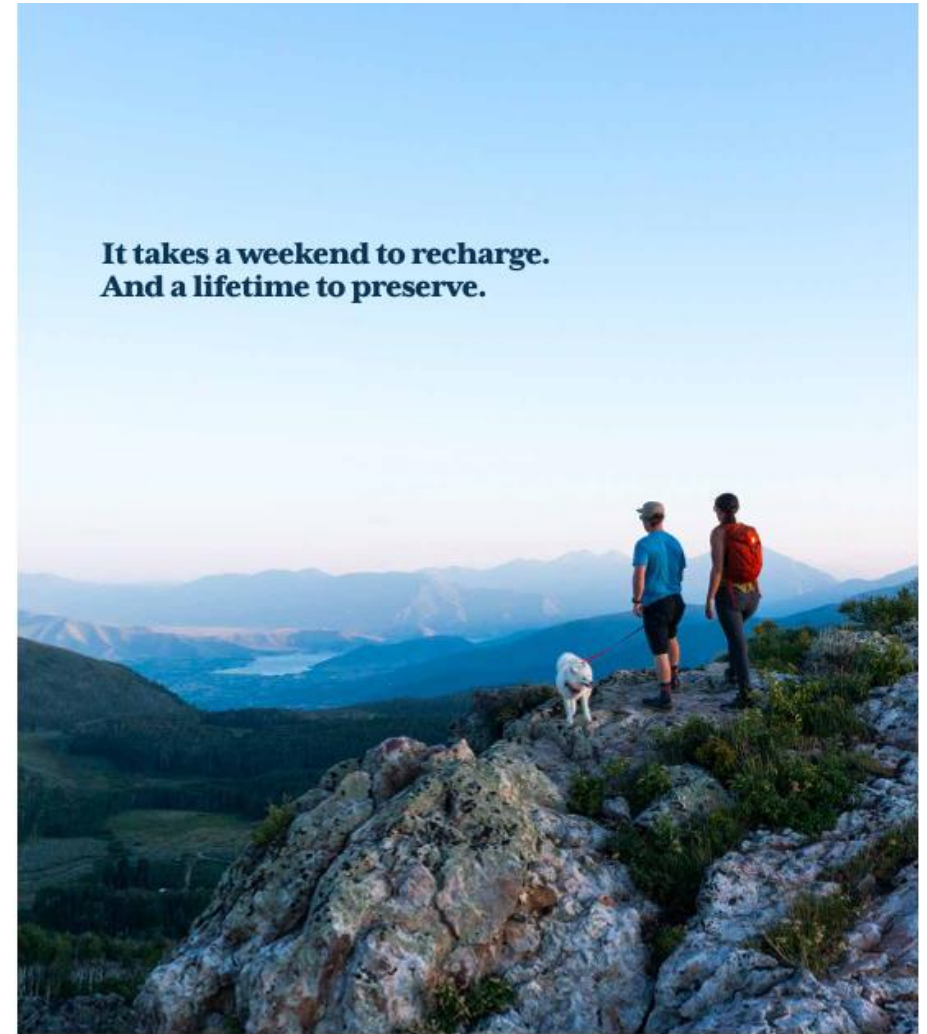


# MARKETING



Here's what living in harmony with nature looks like.

If your travels are less about escaping the everyday, and more about experiencing more perfect days, there's a good chance you're the Mountainkind. And you belong in Park City. VisitParkCity.com



It takes a weekend to recharge.  
And a lifetime to preserve.

Crisp air. Blue skies. Long trails. If your sense of awe is matched only by your sense of responsibility, you're the mountainkind. And you belong in Park City. VisitParkCity.com



# CONTENT & ENGAGEMENT



## EXPLORE PARK CITY

EXPLORE MORE STORIES >



THINGS TO DO | 4 MIN READ

### Plan the Perfect Girls' Getaway to Park City

Whether it's a college reunion, a special birthday, or just a much-needed vacation away from the...

READ MORE



FALL IN PARK CITY | 10 MIN READ

### The Best Park City Day Hikes

READ MORE >



EVENTS & FESTIVALS | 6 MIN READ

### Picnic Essentials for Your Next Outdoor Concert or Park Day

READ MORE >



ARTS & CULTURE | 4 MIN READ

### Things to Do in Park City in September

READ MORE >



visitparkcity Original audio

visitparkcity This spring, @haley.batten came home to to ride and train on her home singletrack in #ParkCity. With the #ParisOlympics around the corner—Haley reflects on the community and trails that started her career!

#LinkInBio to full video!

#VisitParkCity #Olympics2024 #Mountainkind

@uci\_mtbworldseries Edited · 5w

haley.batten thank you PC!! Nothing like home 7w · 7 likes · Reply

mrschmidt22 So cool! Love PC for biking 6w · 1 like · Reply

parkcitysongsummit SO AWESOME!!! 6w · Reply

pcski Go Haley!!! 6w · Reply

View insights Boost again

Liked by maddieprops and 1,993 others July 5

Add a comment... Post

61,178

93,124

13,801

469

923

587

# COMMUNICATIONS

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80+ Media Visits | \$80 Million in Editorial Value

Best Places to Ski in  
North America



16 Best Winter  
Family Vacations

**TRAVEL+**  
**LEISURE**

23 Places to Go in 2023

**COSMOPOLITAN**

Top 10 Resorts in the West  
for Weekend Getaways

**SKI**

In Park City, Utah, An Adaptive  
Sports Center Sets a New Standard



How to Travel in the Off-Season  
In Every Month of the Year

**AFAR**

A First Time Guide to  
Park City, Utah

lonely  planet

# INTERNATIONAL MARKETING

**11%** INTERNATIONAL WEBSITE VISITATION INCREASE

**11.5%** INTERNATIONAL VISITOR SPENDING INCREASE

**144** TRAVEL INDUSTRY PROFESSIONALS REACHED

**21** INTERNATIONAL JOURNALISTS HOSTED

**36** TRAVEL TRADE INDUSTRY PROFESSIONALS HOSTED

**25** MEDIA PROFESSIONALS HOSTED

**103** BUSINESS MEETINGS/DESTINATION TRAININGS

**19** TRADE AND MEDIA EVENTS



# GROUP SALES



**247** BOOKED MEETINGS AT PARTNER PROPERTIES

**1,077** GENERATED LEADS

**\$20,275,111** GENERATED RECORD REVENUE

# VISITOR MANAGEMENT



**8,567** VISITORS ASSISTED AT THE VISITOR CENTER DESK

**1,667** CALLS FROM VISITORS



# SUSTAINABLE TOURISM

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# SUMMIT COUNTY SKIER DAYS



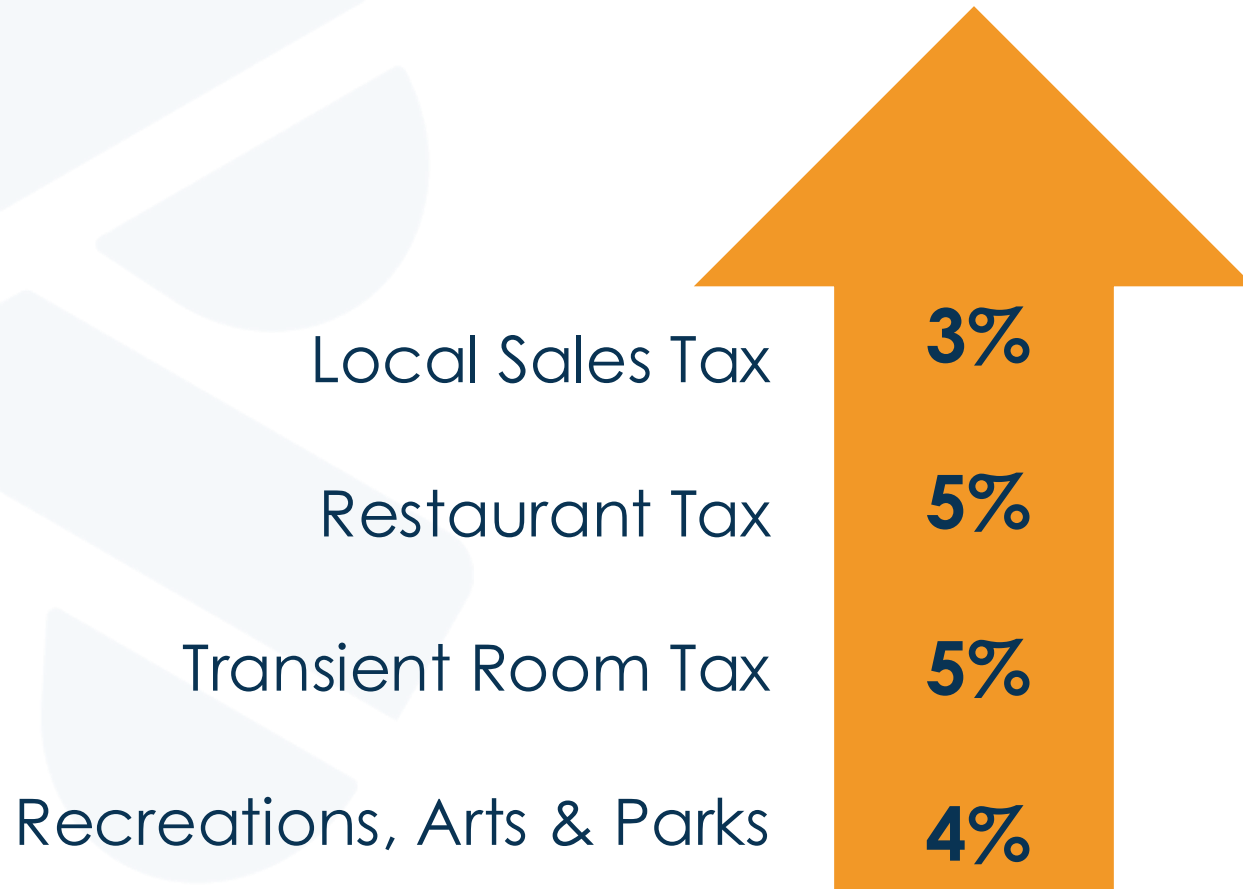
\*These figures are a combination of Park City Mountain, Deer Valley Resort, and Woodward Park City's total skier days.



# SUMMIT COUNTY TAX COLLECTIONS

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JANUARY 2024 – AUGUST 2024







RIESTER



# M untainkind

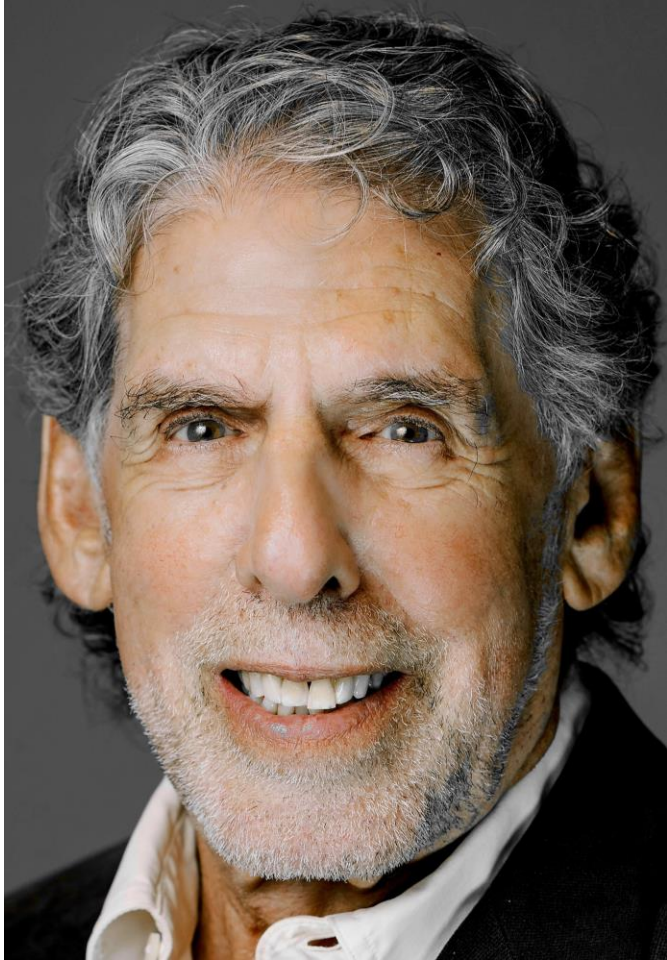


# BOB RICHER





# MYLES RADEMAN



# SPIRIT OF HOSPITALITY RECIPIENTS

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2003

**Myles Rademan**

2004

**Nick Badami**

2005

**Stein Eriksen**

2006

**Brad Olch**

2007

**Teri Orr**

2008

**Kim McClelland**

2009

**Hans Fuegi**

2010

**Bob Richer**

2011

**Monty Coates**

2012

**Jan & Amanda Peterson**

2013

**Jan Wilking**

2014

**Bill Marolt**

2015

**Gary & Jana Cole**

2016

**Greg Schirf**

2017

**Becky Kearns**

2018

**Tom Kelly**

2019

**Bob Wheaton**

2021

**Adolph Imboden**

2022

**Teri Whitney**

2023

**Tina Lewis**

# 2024 SPIRIT OF HOSPITALITY AWARD WINNER

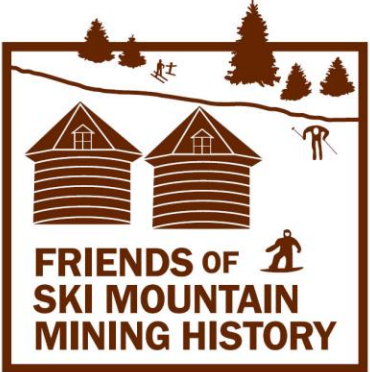
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**Sally Elliott**



# CONGRATULATIONS!

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





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# SUSIE ENGLISH

Deer Valley Resort  
Board Chair





THANK YOU

To access the programs, benefits, and annual report shared today, scan the QR code below!

