



PARK CITY_{UT}

**FY2023/2024
ANNUAL REPORT**

For the Mountainkind.™

Letter from the CEO & Board Chairs

Dear Partners,

This year's Annual Report is a record of achievement - from attaining 1,000 Chamber members to rebranding our destination 'Mountainkind' - we worked together with you to make it a memorable FY23/24. More importantly, we are strategically positioned in the new fiscal year to capitalize on the historic opportunities before us.

We owe much of our progress to you, our Chamber partners. Your enthusiastic support for the Wasatch Back Economic Summit, the Tourism Fall Forum, and the Oakley BBQ is a testament to your engagement and inspires us to produce relevant content. This year we will set out to define in concrete terms the crucial role tourism plays in our (and Utah's) economy by finalizing an economic tourism impact study.

Then came July's 2034 Olympic Winter Games announcement!

The impact of the Olympics begins now and will affect us through 2034 and for decades beyond. Careful planning is required to reap the benefits of showcasing Park City in the international spotlight in 2034.

We must also keep the post-Olympics future in our plans. The 2002 Olympic Winter Games showed the benefits of integrating Olympic infrastructure and facilities into community life. The ultimate long-term impact and growth in the years after the torch was extinguished – means we must be ready with excellent destination product strategies as well as transportation, water, housing, and environmental plans.

Our new Mountainkind brand, introduced this spring after 18 months of research and development, positions Park City as an unparalleled mountain community where respect for each other and our natural world define us. Our message inspires visitors to join us in supporting local businesses, respecting the environment, and caring for each other. Mountainkind resonates with Park City's authentic spirit and is essential to our development and sustainability in the ten-year lead-up to 2034.

As we vigorously pursue our unprecedented opportunities and prepare to meet the challenges ahead, we will speak with the voice of more than 1,000 Chamber partners who represent our broad business community - from the family shops and restaurants to the world class resorts to the nonprofits caring for our community and natural environment.

With gratitude for all we have and faith in Park City's ability to achieve our dreams, we are honored to be supporting you and working with you in the months ahead.



Jennifer Wesselhoff
President/CEO



Rhonda Sideris
Chairperson,
Park City Lodging



Susie English
Incoming Chairperson,
Deer Valley Resort

FY25 Board of Directors & Staff

Executive Committee

Susie English
Board Chair
Deer Valley Resort

Rhonda Sideris
Past Chair
Park City Lodging

Aldy Milliken
Vice Chair
Kimball Art Center

Deirdra Walsh
Treasurer
Park City Mountain

Spencer Byrne
All Seasons Adventures

Chris Lawing
Pendry Park City

Ian Pope
FiveSeeds

Melanie Welch
Utah Olympic Legacy
Foundation

Jennifer Wesselhoff
Park City Chamber &
Visitors Bureau

Janna Young
Summit County

Board of Directors

Tal Adair
Eastern Summit County

Rachel Alday
Abode Luxury Rentals

Lora Anthony
Mountain Trails Foundation

Beth Armstrong
Intermountain Hospital

Dan Bullert
Stein Eriksen Lodge
Management Corp.

Matt Dias
Park City Municipal

Tonja Hanson
Summit County

Adam Herrup-Morse
Snow Country Limousine

Jamie Johnson
Park City Board of
REALTORS

Revice Jordan
Posh Management

Laurice Marier
Sundance Institute

Myles Rademan
Park City Municipal

Nathan Rafferty
Ski Utah

Meisha Ross
Twisted Fern

Whitney Ryan
Canyons Village
Management Association

Rosa Salguero
Top Shelf Services

Shayne Scott
Summit County

Jocelyn Scudder
Arts Council of Park City and
Summit County

Rob Sergent
Alpine Distilling

Tana Toly
Park City Municipal

Gar Trayner
Woodward Park City

Sherry Weaver
Hyatt Centric Park City

Betsy Wallace
Christian Center of Park City

Diego Zegarra
Park City Community Foundation

FY24 Outgoing Board of Directors

Brooks Kirchheimer
Hearth and Hill

Shaydar Edelmann
Park City Mountain

Greg Gendron
Stein Eriksen Lodge
Management Corp

Chelsea Steinbach
RMC Park City

Lindsay Arnold
Deer Valley Resort

Park City Chamber & Visitors Bureau Staff

Administration

Jennifer Wesselhoff
President & CEO

Miranda Seith
Executive Assistant

Sarah Myers
Vice President of Operations
& Culture

Frankie Smith
Office Manager

Brian Berkelbach
Accounting Director

Partner Services & Community Affairs

Scott House
Vice President of
Partner Services

Natalie Kohl
Partner Services Manager

Elizabeth Bolton
Partner Services Development
Manager

Becca Gerber
Director of Community &
Government Affairs

Group Sales

Tonya Sweeten
Vice President of Group
Sales

Carolyn Creek-McCallister
Senior National Sales
Manager

Kim Davis
National Sales Manager

Alex Hagn
National Sales Manager

Sarah Stephenson
Group Sales Support Manager

Lukas Ross
Group Sales Coordinator

Marketing & Management

Laura Carlson
Vice President of Marketing

Chad Wassmer
Director of Marketing

Halle Nissen
Marketing Manager

Dustin Johnson
Director of Content &
Engagement

Paul Boyle
Senior Content Manager

Morgan Mingle
Director of Sustainable Tourism

Alix Suter
Visitor Experience Manager

Sachi Sado
Director of Global Markets

Megan Collins
International Marketing Manager

Communications

Dan Howard
Vice President of Communications

Courtney Ryan
Communications Manager



Financial Report

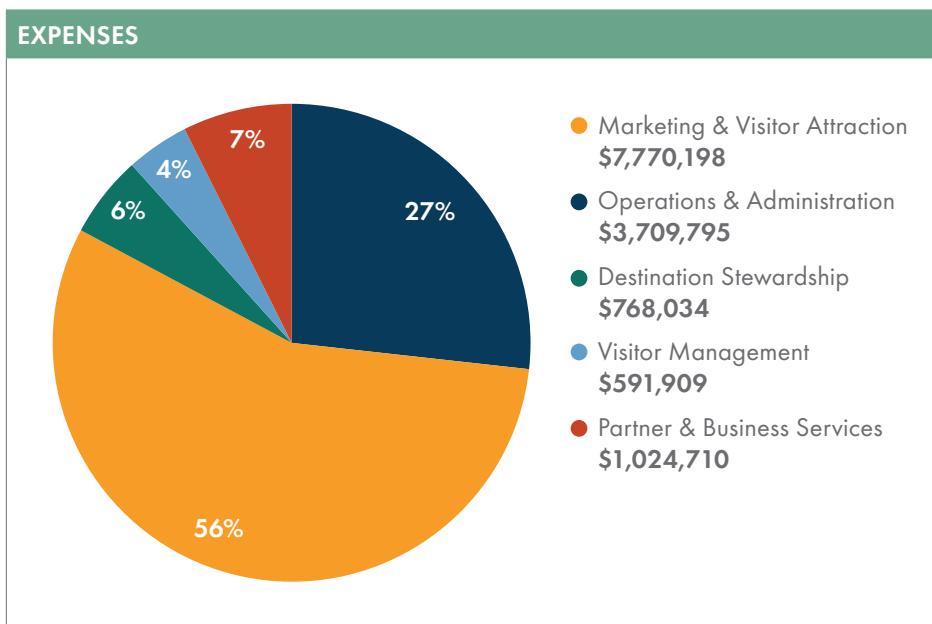
FY24 Financial Performance

The Park City Chamber of Commerce and 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 with community and regional collaboration.

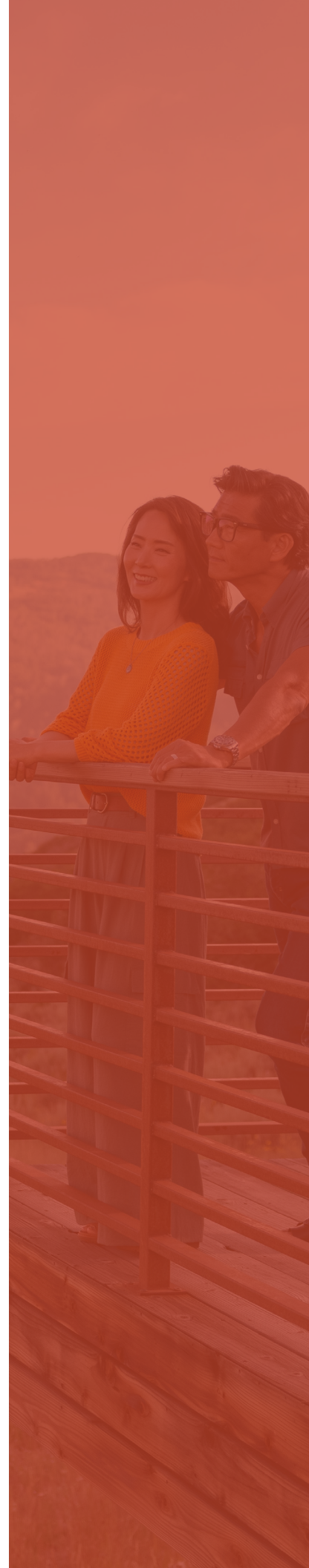
Transient room tax is the primary funding source and is paid by visitors who stay in short term rentals in Summit County lodging establishments. Other funding includes partnership dues, grants, rental income, and investment income.

As a non-profit organization, fiscal responsibility and a balanced budget are priorities for the Chamber. The Chamber's Board of Directors must carefully evaluate and approve all components of the annual budget, including income sources, operational and administrative expenses, and marketing initiatives and expenses.

FUNDING SOURCES	
Transient Room Tax	\$12,734,394
Membership Investments	\$370,203
Grants & Partnerships	\$483,125
Visitor Center Rental Income	\$6,150
Investment Income	\$539,448
Total FY24	\$14,133,320



Note: FY24 Financial Performance figures are pre-audit.



Partner Services

For the first time, the Chamber exceeded 1,000 partners in FY23/24, and last fall introduced a partner benefits package of medical, dental, vision, and life insurance. Excellent turnout characterized signature events like the Tourism Fall Forum, Chamber Snow Day, Zions Bank Wasatch Back Economic Summit, and the Oakley Rodeo BBQ, and the Business University proved a popular addition to regular programming.

Highlights from FY23/24

- We crossed the 1000 Partner mark in January 2024!
- Launched the new ParkCityChamber.com with support from the marketing and content team.
- Continued to build community connections through our Small-Town Stories series and Park City Placemakers.
- Elevated our signature event series with SOLD OUT attendance and enhanced production.
- Incentivized 39 beds and 19 units of employee housing through the WE RIP program at a cost of only \$192 per bed with our partners at Mountainlands Community Housing Trust and Rossignol.
- Launched group health insurance program for businesses with as few as two employees with the Heber Valley Chamber.
- Launched a discounted advertising program delivering a 40% discount to Chamber partners with TownLift.com

Looking forward to FY25

Under a new regional approach, our Business University series will be rebranded to Wasatch Back Business University in partnership with the Heber Valley Chamber. We will be inviting you to the new “Happy Hour with the CEO” program, an informal networking session with our team. A new community gift card program will help drive direct revenue to participating partners.

We will increase local business exposure with expanded advertising of the partner directory with Park City Magazine, Mountain Magazine, Milepost and more, and offer new partner advertising opportunities via our Digital Displays and Kiosks at the Visitor Center. Our new video series, Our Town, will be an exciting new avenue to promote our partner stories.



Annual Meeting

Government & Community Affairs

To promote a balanced, vibrant local economy, we advocated for our business community at the local, state and federal levels in FY23/24, once again enlisting veteran strategist Des Barker to represent our priorities to elected officials. We promote trust and transparency by regularly communicating our priorities to our Partners and the community.

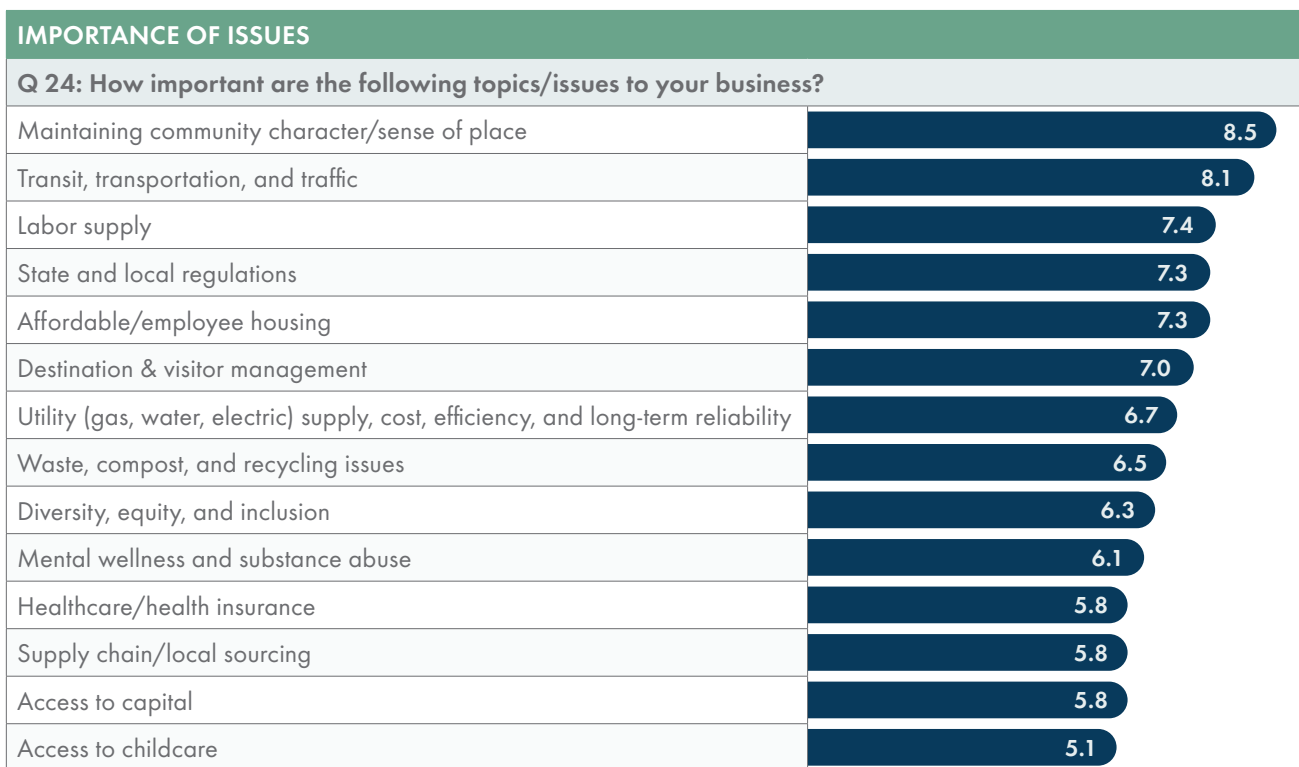
Highlights from FY23/24

- Creation of a Board-approved legislative agenda targeting issues ranging from housing, transportation and climate to childcare and business regulation.
- Issuing exclusive weekly legislative updates to Chamber partners during the 2024 legislative session.
- Inviting and hosting lawmakers to local community events.
- Partnering with the Park City Restaurant Association and the Historic Park City Alliance on a unified legislative strategy.
- Expanding our on-the-ground advocacy with new Community and Government Affairs Director.
- Successful legislative event in partnership with Summit County at the 2024 Oakley Rodeo BBQ with attendance from local, state, and federal representatives.

Looking Ahead

Our team will work with Chamber partners to identify the most pressing issues as we prepare for the 2025 legislative session. We will be expanding our contact with local and regional governments as we represent Chamber interests in spending priorities, housing, transportation, healthcare availability, economic development, and other issues crucial to our sustainable growth.

Maintaining community character and transportation continue to be the most important issues to businesses, followed by labor supply, regulations, and housing.



Communications

FY23/24 saw a \$10 million increase (to \$80 million) in editorial coverage for Park City and Summit County, highlighting our community attractions, amenities, events, and products – from our world-renowned ski resorts, hotels and restaurants to recreational activities, galleries, and shops. Businesses from all over Summit County shared the spotlight, including the Historic Main Street district, Canyons Village, Kimball Junction and surrounding areas.

Our media pitches stressed sustainable practices, such as going car-free, respecting our neighbors and neighborhoods, and best hiking and biking practices. Team members work with local media to raise awareness of the value of tourism and showcase sustainability in planning and practice by highlighting the achievements of Chamber partners and community leaders.

Highlights from FY23/24

Our team met with 50 media professionals throughout the year, including a New York Media Event (with Ski Utah partners) and the Toronto Ski Show and media dinner. More than 80 media were hosted in-market including the Women in Travel Summit which shared over 20 Wasatch Back attractions with 400 content creators.

50 MEDIA PROFESSIONALS HOSTED
80+ MEDIA VISITS
400 CONTENT CREATORS TOURED AND
22 WASATCH BACK ATTRACTIONS FEATURED
\$80 MILLION IN AD-VALUE

We conducted staff-wide communications training on key priorities and issues:

- Supporting a Partner Services event calendar.
- Publicizing Sustainable Tourism achievements.
- Promoting Group Sales offerings in convention media publications.



Looking Forward

We will be introducing the Mountainkind brand with media events in New York (James Beard chef events), Chicago, Los Angeles, Washington DC, Baltimore, Tampa, Dallas, Phoenix, San Francisco, Orange County, San Diego, Denver, and Toronto. We will host media visits in support of the Park City Song Summit, Park City Wine Festival, Deer Valley Mountain Beer Festival and Music Festival.



Photo credit: Brian Lima



Photo credit: Erika Goldring

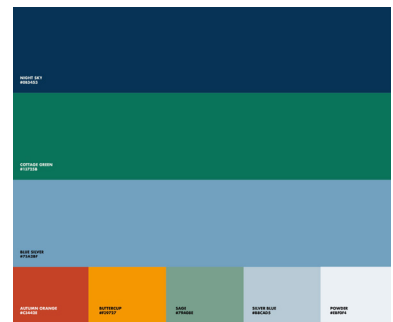


Destination Marketing

The development of the Mountainkind brand enjoyed a festive launch this spring as we immediately integrated the new brand into our nationwide summer campaign. The rebranding also saw a revamped VisitParkCity.com, the launch of ParkCityChamber.com (a new site focusing on partner and community needs), and a new Chamber logo.

Highlights from FY23/24

A new brand for Park City came to life as we launched Mountainkind after an 18-month development process that included research to identify the strategic approach, defining the color palette and logo, and developing our Mountainkind campaigns.

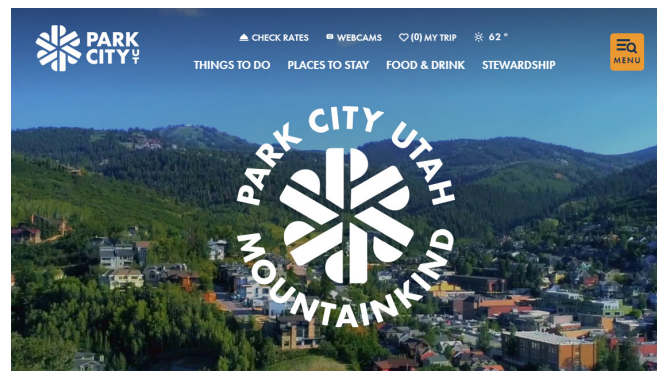


- We tested the brand with local and visitor focus groups, our Board of Directors, and a stakeholder round table.
- We developed comprehensive brand guidelines and ran brand workshops for agency and contractor partners to ensure brand consistency in logo and color usage and understanding the Mountainkind ethos.
- Our brand launch parties celebrated and shared our new brand.

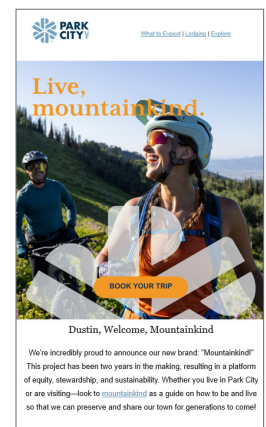
New websites were developed: VisitParkCity.com & ParkCityChamber.com.

- VisitParkCity.com is colorfully redesigned for a smooth, responsive experience promoting Park City as the ultimate year-round outdoor destination.

New email templates and web pages showcase the mountainkind spirit - showing how visitors can be part of the Mountainkind ethos and experience.



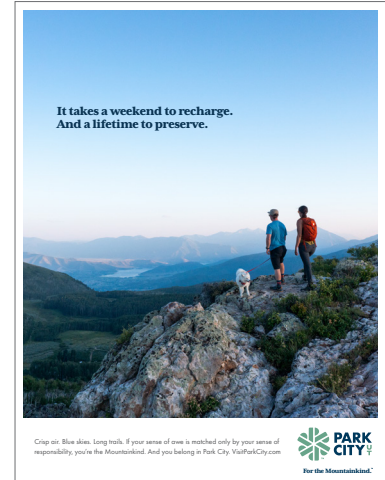
New Website



New Email Templates



LA Outdoor Installation



Outside Magazine

Mountainkind summer and fall campaign (April 30 - September 30) was launched in key markets with the aim to attract overnight responsible visitation to Park City while introducing Mountainkind.

- The campaign was a national buy (excluding Utah) with extra emphasis on LA, Seattle, Denver, San Francisco, San Diego, Phoenix, Dallas, Atlanta, Miami, and NYC.
- Mediums: CTV, video, audio (streaming radio/podcasts), display, out of home, print (Outside magazine), search, social and strategic partnerships with travel content providers (such as Tripadvisor, Yellowstone, Expedia). Outdoor boards kicked off the campaign in LA, with fun boards on the sides of two buildings promoting Park City/ Mountainkind with still images and video.

Destination Drivers

The Chamber supports many events that shape Park City's character and are critical destination drivers, such as the Sundance Film Festival, Kimball Arts Festival, Park City Song Summit, Latino Arts Festival, Egyptian Theater, Freestyle World Cup, and the efforts of the Utah Olympic Legacy Foundation. Many of these events are designed to assist with off-season demand, and their ripple effect supports our economic wellbeing and Mountainkind brand.

These community-defining activities attract cohorts ranging from film lovers to adventure seekers, and their regular occurrence means travelers can schedule their trips to Park City well in advance. In addition to supporting local performers and artists, our celebrated community events create community connection, support the arts and generate business – all in alignment with our Mountainkind brand.

Looking Forward FY24/25

A crucial part of our mission continues to be equalizing visitation throughout the year. With strategic management of web content and social channels, we will continue to drive qualified traffic to VisitParkCity.com and our partners.

With heavy priority in Los Angeles, New York, San Francisco, Washington DC, Atlanta, Miami, Chicago, Dallas/ Ft. Worth, Denver, Phoenix, San Diego, Seattle, our winter campaign from October through March will utilize Connected TV, digital display, video, native, streaming audio, paid social, paid search, print, out of home, targeting winter outdoor enthusiasts, luxury travelers, families, couples.

Our focus is motivating quality overnight travelers to visit Park City and experience the Mountainkind lifestyle. We intend to increase website traffic and visitor engagement, leading to increased bookings, and we aim to exceed industry benchmarks on media placements.

Content & Digital Engagement

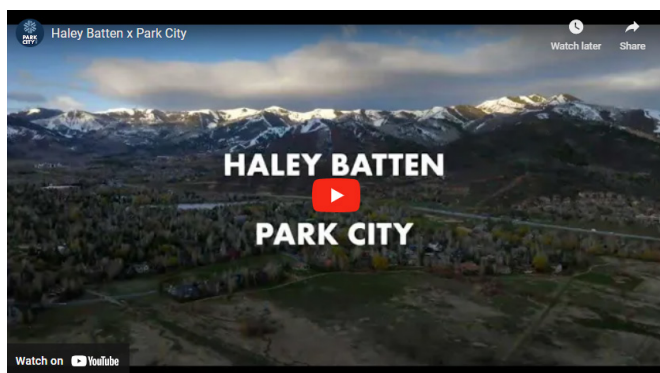
A redesigned VisitParkCity.com and a new site, ParkCityChamber.com, increased community/partner service and boosted the Mountainkind message, garnering millions of views in FY23/24. Social media platforms also had a banner year, with combined audiences up 4.8%. Expanded original content and fresh video and photo shoots in FY24/25 will encourage bookings and sustainable visitation.

Highlights from FY23/24

VisitParkCity.com

4,752,108 VIEWS
1,887,108 USERS
2,579,111 SESSIONS

- Online Visibility and Boosting SEO: The redesigned VisitParkCity.com and new ParkCityChamber.com, increased online visibility, improved search engine rankings and increased organic traffic. Regular updates and strategically placed CTAs throughout the websites encourage bookings, newsletter sign-ups, community event participation, and social media engagement.
- Enhanced Mobile Responsiveness: Our new websites feature a mobile-first approach as growing numbers of prospective visitors and in-market users access our sites from mobile devices.
- Photography & Video: We are polishing online content with updated video and photography resources. We collaborated with local professional mountain biker and Olympic silver medalist Haley Batten to create a short film highlighting her connection to Park City. Fall hiking, fly fishing, mountain biking, and spring skiing are other emphasis points. Our team continually updates our asset library, a key benefit to our members in their own marketing efforts.
- Blogs and articles: Fresh, timely posts covered a broad spectrum of search queries and established the Chamber as a trusted authority for Park City information.



Haley Batten Collaborative Feature.

EXPLORE PARK CITY

EXPLORE MORE STORIES >



The Best Park City Day Hikes

Hiking in Park City can be a four-season activity that is fun for the whole family. We are lucky to live in a place where we have access to a plethora of trails that...

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 >



ARTS & CULTURE | 5 MIN READ
Park City Song Summit - An Immersive Music Experience
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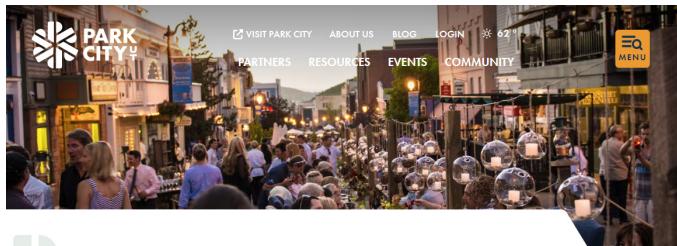
Timely blog content



PARK CITY, UTAH

FOR THE MOUNTAINKIND
Nestled in the Wasatch Mountains, a short hop from Utah's state capital, Park City, Utah is a world-renowned destination that embodies the essence of

Mobile first website



HELLO, PARK CITY

WELCOME FROM OUR CHAMBER OF COMMERCE & VISITORS BUREAU

At the Park City Chamber, "Mountainkind" is how we describe the feelings and actions that make us stewards of the mountains we call home. We gladly clear snow for each other, volunteer to maintain trails, share a coffee with neighbors, rescue pets, support nonprofit causes, and offer friendly guidance to visitors.

Community/Partner focused site

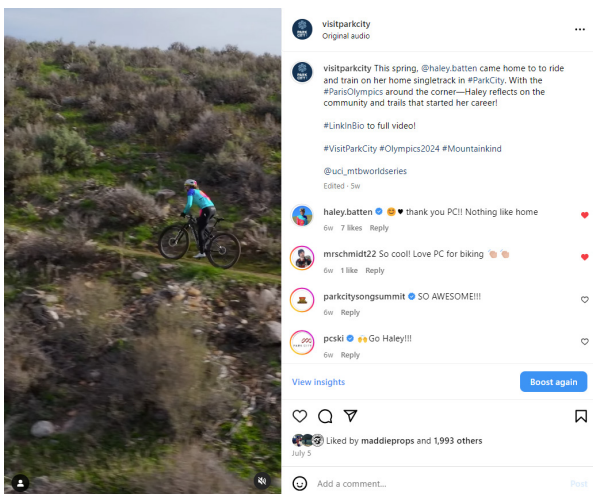
39 ORIGINAL BLOG ARTICLES

63 UPDATED EXISTING ARTICLES

477,670 BLOG VIEWS

331,695 BLOG USERS

170,082 SOCIAL MEDIA AUDIENCE UP 5%



61,178

93,124

13,801

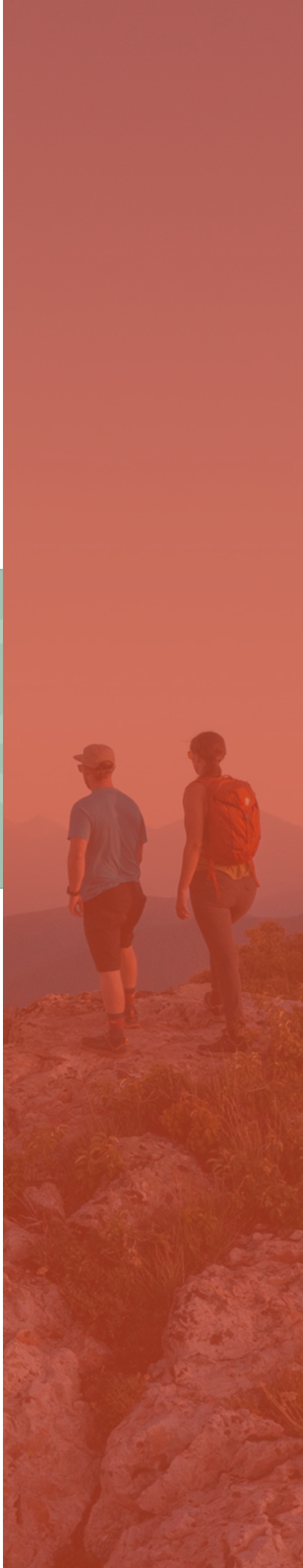
469

923

587

Looking Forward

Our content will continue to invite participation in the Mountainkind community spirit, emphasizing our commitment to environmental stewardship. Our goal is to deepen the visitor experience and integrate guests into the Park City lifestyle.



International Marketing & Sales

International travel is rebounding, and our team is positioning Park City as top of mind with tour operators, travel agents, and international media. In FY23/24, international website traffic from primary markets and international spending in Park City rose by double digits. The team promoted Park City at travel shows and sales missions and welcomed dozens of global travel industry professionals and journalists to town.

Primary Market: Australia/New Zealand, Mexico, UK, Brazil

Secondary Market: Ireland, Argentina, Europe (Germany, Netherlands, Benelux)

Highlights from FY23/24

- International website visitation from primary markets increased 11%.
- International visitor spending by Visa Destination Insights increased 11.5% YOY as of April 2024.
- The team reached 144 travel industry professionals and 21 international journalists through the Mountain Travel Symposium, Go West Summit, and the US Travel Association's IPW.
- We hosted 36 travel trade industry professionals and 25 media professionals in Park City.
- The team hosted 103 business meetings/destination trainings and 19 trade and media events during missions to the UK/Europe, Brazil/Argentina, Mexico, and Australia/New Zealand.

11% INTERNATIONAL WEBSITE VISITATION INCREASE

11.5% INTERNATIONAL VISITOR SPENDING INCREASE

144 REACHED TRAVEL INDUSTRY PROFESSIONALS

21 INTERNATIONAL JOURNALISTS HOSTED

36 TRAVEL TRADE INDUSTRY PROFESSIONALS HOSTED

25 MEDIA PROFESSIONALS HOSTED

103 BUSINESS MEETINGS/DESTINATION TRAININGS

19 TRADE AND MEDIA EVENTS

Looking Forward

We aim to increase visitation and length of stay from primary and secondary international markets, attracting visitors who align with our sustainability goals, vision, and plan through consumer marketing, social media, public relations outreach media/travel-trade FAMS, press releases/e-newsletters for travel trade, and media/travel-trade events and meetings during sales missions.

We will incorporate the Mountainkind brand and enhance sales and marketing tools, and look forward to working on collaborative efforts for international flights to/from Salt Lake City International Airport with the Utah Office of Tourism, Ski Utah, and other Utah destinations.



Group Sales

The Group Sales Department focuses on attracting corporate, group, and incentive markets in off-peak periods of spring, summer and fall. We develop targeted marketing strategies to position Park City as an ideal destination for business meetings, conferences, and corporate retreats. This includes creating tailored promotional materials, organizing site visits, and participating in industry trade shows to showcase the city's unique venues and amenities.

The Group Sales team generated a record \$20,275,111 of revenue, booking 247 meetings at partner properties from 1,077 leads.

Highlights from FY23/24

247 BOOKED MEETINGS AT PARTNER PROPERTIES

1,077 GENERATED LEADS

\$20,275,111 GENERATED A RECORD OF REVENUE

- Successfully launched a partner referral program within our database to serve leads to our group service provider partners.
- Streamlined our group sales processes by adding two part-time sales assistants.
- Hosted 152 meeting planners in Park City, including a 70-person incentive planner group.
- Senior National Sales Manager Carolyn Creek McCallister was honored with an Industry Leader Award at the 2024 Smart Woman Summit hosted by Smart Meetings.





Looking Forward

We intend to elevate Park City's strategic position within the meetings and conferences sector by utilizing the Mountainkind brand to enrich our narrative of stewardship. We will execute a comprehensive trade media strategy that encompasses digital and print advertising, editorial content, and webinars to enhance brand visibility and engagement with meeting planners. In FY24/25, our team will focus on the core markets of medical and financial/insurance meetings while promoting at key industry trade shows and creating strategies to attract spring meetings. The Mountainkind brand will enrich our narrative as we host meeting planner site visits and FAM tours. We continue to educate meeting planners and destination management companies on how to hold events more sustainably.

We will travel to critical industry trade shows, support our hotel and group providers' sales through site visits and partner referrals, and increase qualified leads and bookings by introducing more meeting planners to Park City.



Visitor Management

The Visitor Information Center (VIC) in Kimball Junction was redesigned in FY23/24, infusing visitors with the Mountainkind ethos while displaying gorgeous local art, vibrant new colors and a spectacular Women in Skiing exhibit.

8,567 VISITORS ASSISTED AT THE VISITOR CENTER DESK
1,667 CALLS FROM VISITORS

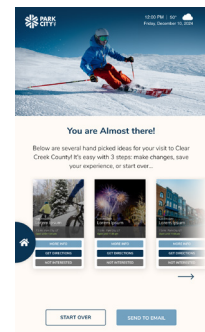
Highlights from FY23/24

- The Visitor Management team provided visitors with tips and tools to visit responsibly year-round.
- Our VIC redesign includes a Women in Skiing exhibit in collaboration with The Alf Engen Ski Museum, a local art exhibit in collaboration with the Arts Council of Park City & Summit County, and incorporates the new Mountainkind brand.
- The Mountainkind Pledge helped drive the sustainable/responsible visitation message home to incoming visitors.
- Plans for the Mobile Information Center advanced toward the action stage.

Looking Forward

In the new fiscal year, we will complete and deploy the Mobile Information Center, enhancing our ability to meet visitors where they are. We will continue updating the VIC with displays promoting responsible visitation and the Mountainkind spirit in partnership with local stakeholders such as Swaner Preserve & EcoCenter and The Alf Engen Ski Museum. We will launch a new Visit Park City mobile app to make getting the most out of Park City more readily accessible, including an enhanced “itinerary builder.”

We will develop new area and local maps for visitors and expand branded signage as we begin long term planning to prepare for the 2034 Olympics.



Sustainable Tourism

**Bike.
Bus.
Boots.**

**The Mountainkind[™]
know how to travel.**

When you use any of Park City's public transit options, including Summit Bike Share, the nation's first 100% pedal-assisted electric fleet, you're powering a mountainkind effort toward greater sustainability. Thanks for doing your part to preserve our city's natural beauty. For all of Park City's free transit options and even more ways to be mountainkind, head to VisitParkCity.com.



Sustainable tourism is at the core of everything we do from marketing, promotions, sales, education, and visitor management. In addition to the work the rest of the team does, these projects will have lasting impacts on our community and stewardship efforts, advancing the seven objectives of the Sustainable Tourism Plan.

Highlights from FY23/24

- The Sustainable Tourism Team worked throughout the year to achieve a Mountain IDEAL sustainable destination certification, administered by Walking Mountains in partnership with Green Destinations, and recognized by the Global Sustainable Tourism Council. We join only four destinations in the USA that are certified including Aspen, CO; Breckenridge, CO; Vail, CO (and now us!).
- The Mountainkind brand appeared on Summit County's Summit Bike Share, emphasizing our commitment to supporting this sustainable transportation options.
- Park City achieved a third-place finish in the Green Destinations' Top 100 Best Practice story competition on the redesign of the Green Business Program.
- We created a self-guided audio tour of Park City's early mining history in collaboration with Friends of Ski Mountain Mining History and the Park City Museum.
- We hosted a Sustainable Meetings and Events workshop where planners learned the details of sustainable event initiatives.



Looking Forward

This year, the Sustainable Tourism Grant review committee has recommended funding 22 projects that support the Sustainable Tourism Plan objectives for a total of \$300,000. We are planning a 'sustainability data dashboard' to track Sustainable Tourism Plan indicators and share community successes. We will continue developing industry-specific sustainability toolkits to advance sustainability across our community.



Park City Chamber of
Commerce & Visitors Bureau

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VisitParkCity.com