2020 ANNUAL REPORT park 🍇 city



Letter from The Board Chair

HELLO FELLOW MEMBERS,

This period will be recorded in history for the social and economic dislocation caused by the COVID-19 pandemic. This upheaval was the furthest from our minds last July when I accepted the position of Board Chair. We were in the midst of a record-breaking summer season and looking forward to a great winter, with the wind of a thriving global economy at our backs. While this year has been one of radically different chapters, it has truly been a privilege to serve the Chamber/Bureau and our members.

The first seven months of my term saw the Chamber supporting a thriving destination economy with their continued excellent work. Armed with a new strategic plan completed in January 2019, the team worked to deliver exceptional programs and services. Group Sales saw outstanding success attracting large scale and high-value groups, particularly during the traditional shoulder seasons. The Marketing team continued to innovate ways to attract the destination traveler, leveraging compelling content and imagery to drive the brand of "Winter's Favorite Town." Their digital and social media strategies were seeing tremendous conversion, thanks to their use of data and metrics to understand our target audience. We can all recognize the outstanding work done by the Membership team this past year, their educational programs coupled with the vibrant and engaging events delivered value to us all.

As we closed February, the Chamber reported that we were on track for another record-breaking year with TRT collections showing 4.7% growth year-over-year and February reporting the highest ever occupancy rate of 74%. However, by the second week of March, our world changed with the closure of non-essential services in response to evidence of community spread COVID-19, effectively shutting down our destination's economy.

With this crisis, we saw the Park City and Summit County business community's very best strengths rise to the surface. I was so proud to be part of this community as it exhibited as much resilience and grit as well as care and creativity in responding to the pandemic's impact.

I want to extend particular gratitude to Bill Malone for his leadership during this turbulent time. In January, Bill had announced his intent to retire and a transition plan for Fall 2020 was established. As soon as it became apparent the response to COVID-19 was having a massive impact on our community, Bill immediately shelved these plans, led his team to pivot the organization and become a central resource for critical information to the membership. He stepped into leading the Economic Resiliency Group, bringing the business community together with the city and county. His calm and focused leadership has been a tremendous asset to the community in this troubled time.

This town has responded to economic crises before, and I am optimistic that we will emerge from this stronger than ever. In closing, I want to thank members of the Board and Executive Committee. I am humbled to be part of such an intelligent and dynamic group of leaders that volunteer their time to support this great organization. I am excited for the future as we welcome Casey Metzger as the incoming Chair. I have long respected Casey for his capacity to be an excellent business owner and somehow have the bandwidth to engage and support so many other organizations to grow and thrive. Again, thank you for the opportunity to serve the Chamber of Commerce this past year, it has been an honor and a privilege.

Sincerely,

Calum Clark

Utah Olympic Legacy Foundation

Calmu Clark

Board of Directors



Beth Armstrong
People's Health Clinic

Roger Armstrong*
Summit County

Debbie Bump Zions Bank

Calum Clark*
Utah Olympic Legacy Foundation

Matt Dias
Park City Municipal Corp.

Emily Elliott

KPCW

Susie English*

Deer Valley Resort

Joel Fine

Berkshire Hathaway HomeServices

Tom Fisher*
Summit County

Dan Flick
Stein Collection

Mike Goar
Park City Mountain

Scott House

JANS LTD

Steve Joyce

Park City Municipal Corp.

Brooks Kirchheimer Hearth & Hill

Jessica Klodnicki SkullCandy

Dave March

Canyons Village Management Assoc.

Casey Metzger*
Top Shelf Services

Candice Peay
Outlets Park City

Myles Rademan
Park City Municipal Corp.

Meredith Risley
Squatter's Roadhouse Grill

Todd Shallan

Deer Valley Resort

Heleena Sideris
Park City Lodging, Inc.

Liza Simpson*

Dolly's Bookstore

Maxine Turner
Cuisine Unlimited Catering

Betsy Wallace Sundance Institute

Jeff Ward* Silver Star Café

Carolyn Wawra Recycle Utah

Lori Weston
Park City Hospital

Teri Whitney*

Snow Flower Property Mgmt.

Janna Young
Summit County

*Executive Committee Member

Mission & Strategic Plan

OUR GUIDING PRINCIPLES

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

5 STRATEGIC PLAN KEY INITIATIVES

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

MISSION

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

VISION

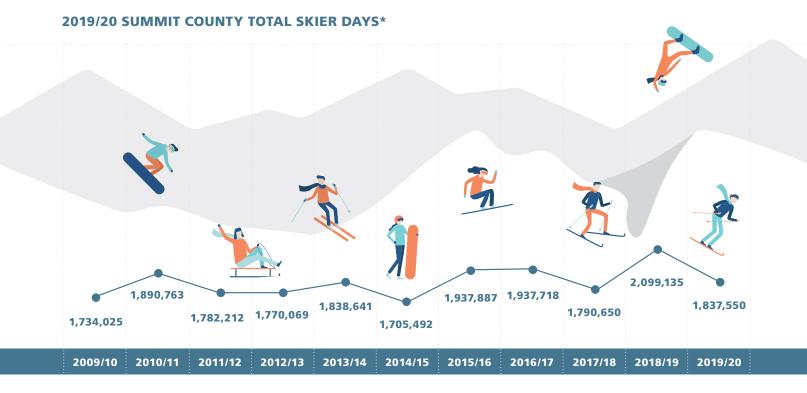
Be the most vibrant and economically successful resort community in North America.

VALUES

- Transparency
- Results
- Accountable
- Collaborative
- Knowledgeable
- Strategic





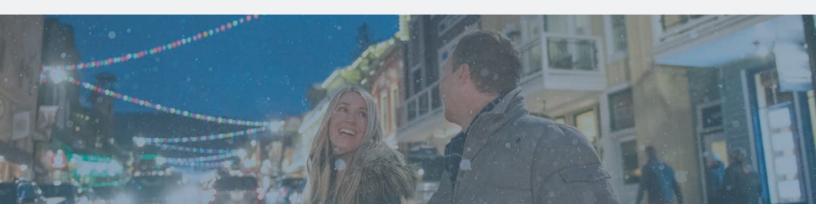


^{*}These figures are a combination of Park City Mountain, Deer Valley Resort, and Woodward Park City's total skier days.



LODGING OCCUPANCY		
	Summer (May-Oct)	Winter (Nov-Apr)
2019/20	41.0%	39.4%
2018/19	42.7%	48.2%
2017/18	40.8%	47.4%

2019/20 Winter & Spring Marketing



WINTER'S FAVORITE TOWN CAMPAIGN - 2ND SUCCESSFUL YEAR

Coming off last year's successful launch of the *Winter's Favorite Town*® campaign, the team looked forward to continuing it in the 2019/20 season. The focus was on refreshing creative with new footage and images.

How the audience saw the campaign was different in 2019/20. Based on the success of connected television for the summer/fall campaign, as well as the trends in how consumers watched video, the network television buy was reduced while the connected television buy was increased. This allowed for more targeted and efficient media spending over more markets.

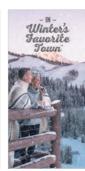
EXPANDED REACH INTO FOUR NEW DESIGNATED MARKETING AREAS (DMAS)

• Philadelphia, San Diego, Houston and Miami

In addition to these new markets, we continued to target New York City, Chicago, Boston, Washington DC, Atlanta, Dallas, Los Angeles and San Francisco.

Once again, this campaign achieved strong awareness among skiing / snowboarding households in our target markets. It also received the highest ranking for driving interest and consideration of Park City as a winter destination. This campaign utilized a media mix of network television, connected television, digital video, digital display, native, streaming radio, social media, paid-search and targeted print.







2019/20 WINTER & SPRING CAMPAIGN RESULTS*

52%

Awareness in Target Markets

1,073,829

Target Households Reached

\$175 TO \$1

ROI Marketing Investment

SPECIAL NOTE: Due to the impacts of the COVID-19 virus and the closures of the resorts on March 15th, we chose to pull the remainder of the 2019/20 Winter & Spring Marketing Campaign. This was a relatively small portion of the campaign budget (3%), which was originally scheduled to end on March 29th. While this may have impacted the campaign performance metrics, it would have been minimal.

2020 Summer Marketing

ON THE RIGHT TRAIL - A DIFFERENT PATH

The launch of *On the Right Trail*, our new summer/fall campaign, was paused due to COVID-19. Following the lockdown, we felt it was important to revisit the messaging. We wanted to welcome visitors back while remaining cognizant of their feelings and fears.

WHEN YOU'RE READY, WE'RE READY

In late May, we invited visitors back to Park City and Summit Country with *When You're Ready, We're Ready.* Originally aimed at in-state visitors, it was also applicable to regional drive markets as opportunities to expand. This strategy allowed us to pivot and as conditions improve, gradually transition to *On the Right Trail*.

The campaign employed a strategic mix of connected television, digital video, digital display, native, streaming radio, social media and paid search. Our initial focus was on Utah with plans to expand into Wyoming, Idaho, Montana, Colorado, Arizona, California, Nevada and Washington, when appropriate.





The When You're Ready, We're Ready Advertising Campaign.





The New Summer $On\ The\ Right\ Trail\ Advertising\ Campaign.$

Communications

Achieving Goals. Exploring New Terrain.

\$30 MILLION EARNED MEDIA COVERAGE

The Communications team successfully realized the annual goal of \$30 million in earned media coverage for Park City. This was accomplished through a combination of inbound media visits and outbound deskside appointments in major media markets.

MEDIA VISITS TO PARK CITY

More than 90 members of the media visited Park City during the fiscal year on individual visits or group FAMs held during peak and shoulder seasons.

Consumer events were held alongside media activations, recreating the Polar Lounge environment that made its debut in Bryant Park (New York City) in 2018. Early snowfall made it possible for the Communications team to host its winter 2019 media FAM during the second week of December, creating early-season media coverage. Two special inbound activations leveraged social media influencers to generate unique coverage.

LGBTQ SKI WEEK

The LGBTQ market was encouraged to visit during February's Gay Ski Week, following a campaign and giveaway held in January through the *Property Brothers*.

CHICAGO INFLUENCERS

In March, four popular Chicago influencers covered Park City together, creating high-profile messaging for the town's culinary, recreation and design highlights. This material will be used in the fall to promote next winter's ski season.

Summer visitation was given a boost from several West Coast June media visits promoting road tripping, along with a consumer promotion in the Phoenix-Scottsdale area supplementing the When You're Ready, We're Ready media campaign.



2018 Polar Lounge Event at Bryant Park

Media Accolades 2020



"TOP HALLMARK TOWNS IN AMERICA" (#3) Country Living and numerous national publications



"TOP TRENDING DESTINATIONS FOR 2020" (#3)

TripAdvisor based on search engine volume and bookings

Group Sales & Marketing



2019/20 GROUP SALES & MARKETING GOALS

- Increase meeting/group leads for the destination and assist our meeting properties/venues with bookings
- Utilize an integration of tactics to increase brand visibility/exposure
- Build greater brand understanding through targeted marketing to meeting planners
- Increase planner awareness of Park City's key differentiators and strengths compared to other destination choices through direct sales and marketing messaging
- Help meeting planners feel confident in choosing Park City

AN HONOR, INDEED

For the second year in a row, the team earned the prestigious honor of a Stella Award for CVB excellence in consistently delivering quality service and innovation to meeting and event professionals. Winners were selected by an expert panel of judges overseen by the editors of *M&C* and *Successful Meetings Magazines*.



Leads
Meeting Planners Hosted in Park City
Tradeshows Attended

International

A Bigger Reach. A Smaller World.

2019/20 INTERNATIONAL EXPANSION INTO SECONDARY MARKETS

- Belgium/Netherlands/Porto Alegre, Brazil
- Continued efforts into secondary markets: Merida, Mexico/Dublin, Ireland



IMPACT OF INTERNATIONAL LANDING PAGE ENHANCEMENTS

71.5%
Increase in Time Spent Per User

Landing pages for Park City's top international markets (Australia, Brazil, Mexico and the United Kingdom) were enhanced with more engaging content, photos and videos targeted to each market in their native language. This led to a dramatic increase in time spent on page per user. The improvements also provided international guests more ways to explore Park City.

Total FAM Participants Hosted
 Countries Hosted Across All FAMs
 Countries Visited on International Sales Missions
 Successful Media Events Hosted on International Sales Missions
 Successful Consumer Events Hosted on International Sales Missions

Content & Digital Engagement

SOCIAL MEDIA
AUDIENCE GROWTH

foy+8.90%

f +2.32%

+33.06%

+2.90%

GIVING THE WORLD A TASTE OF PARK CITY

The Content team produced and promoted a video series showcasing Park City's culinary scene. Each of the five *Tastemakers* episodes showcased a local chef-owned restaurant including Tupelo, Handle, Firewood, Twisted Fern and Silver Star Café. The series was so well received that a second season is currently in production.





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

WEBSITE TRAFFIC GROWTH

1,293,575 Total Visitors

+3.70%

1,770,013 Total Visits

-1.27%

3,244,481 Page Visits

-8.91%

EXPLORE PARK CITY BLOG POSTS

Over the past year, the content team published 48 articles to our blog resulting in 352,637 page views with an average time of 3:57 on site. The editorial team is comprised of staff and three local contributing writers. Article topics are assigned to writers on a monthly basis to highlight the experiences and people unique to Park City.



THINGS TO DO

BY: CASEY LANE

National Ability Center

BY: CASEY LANE

Park City, Utah, is known for being home to two major ski resorts, and an action sports hub catering to everyone from first-timers to Olympic athletes. But for many, including veterans and those with disabilities, a fourth organization sits just minutes away, the National Ability Center, sprawling across 26 acres of modified lodging and recreation that services the same range of skills, but in unique and "adaptive" ways. ...More

Member Services







Members are the foundation of our organization and the Membership team works to provide a robust suite of business services, resources, and benefits to our **1,000+ members**.

The Membership team focuses on 3 Key Areas of Support:

1. COMMUNICATION

2. EDUCATION

3. BUSINESS GROWTH

100 + Communication Touch Points

were sent to members including newsletters, legislative updates, occupancy reports and other information.



12 Lunch & Learns

Topics included: Facebook for Business, How to Stand Out on Google with a Free Business Profile, Business Preparedness with Be Ready Utah, Crafting an Effective LinkedIn Profiles, Mental Awareness Training for Tourism & Service Industries and more.

Virtual Sessions Featuring COVID-19 specific topics:

HR & COVID-19: Navigating Tough Situations and Conversations, Mental Health While Working from Home, Business Risks of COVID-19 – What Employees Should Know for a Successful Re-Opening and Mental Health and Returning to Work.

15 Networking Events

- 6 Business After Hours Mixers
- 5 Member Showcases
- 3 Social Events
- 1 Speed Networking (NEW)

3 Chamber 101 & New Member Lunches

2 Official Google Training Sessions

Grow Your Business Online with Google Analytics & Market Finder

Professional Trainer

Welcoming the World: How to Work with International Visitors & Colleagues

Visitor Centers



INFORMATION IS KEY

The Park City Chamber/Bureau operates two Visitor Information Centers, open seven days a week, serving approximately 225,000 total guests each year. The Visitor Centers provide tourist information, member brochures, literature and direct referrals to member businesses. The Kimball Junction Visitor Information Center was recently updated with new video monitors and advertising opportunities for tourism members.



The Kimball Junction Visitor Information Center



The Main Street Visitor Information Center

16 Visitor Information Specialists with 10 years average tenure

provide expert knowledge of Summit County businesses, hiking trails, restaurants, activities, events and more.



On November 21, 2019, the Visitor Services team took a hard hat tour of Woodward Park City.

Special Events

MISSION

Promote the Summit County area through events, activities, and celebrations that generate positive economic impact for the community. Work closely with city, county and local organizations to mitigate the operational impacts of events.

2019/20 HIGHLIGHTS

- Distributed Special Event Grants to 30+ organizations whose events produced over \$100 million in economic impact
- Collaborated with the Local Organizing Committees of the Saturday and Sunday Stages
 of the 2019 Tour of Utah to develop plans for a weekend of professional cycling action
 in Park City and Summit County
- Participated in efforts to promote Arts & Culture as an integral part of our community



Savor the Summit

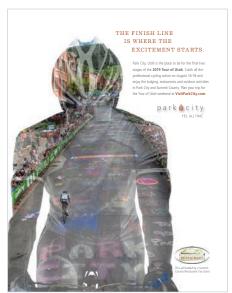


The Egyptian Theatre









Tour of Utah print ad in Velo



Partnerships & Community Involvement

HELPING BUILD A STRONGER SUMMIT COUNTY THROUGH COMMUNITY PARTNERSHIPS

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





































































KAMAS VALLEY BUSINESS ASSOCIATION



2019/20 completed our three-year agreement with the Kamas Valley Business Association (KVBA), which was formed to provide additional support and resources to businesses located in Eastern Summit County, specifically the Kamas Valley corridor. As part of our agreement, the Park City Chamber/Bureau provides funding, marketing and staff support to the KVBA. Businesses located in the Kamas Valley must first

become a member of the Park City Chamber/Bureau. A portion of their membership dues are then provided directly to the KVBA so they can provide their member businesses more local, targeted support. Kamas Valley businesses will receive the benefit and support of both organizations, while only investing in one membership. We are honored to continue our partnership with the KVBA into the future so we can work together to support and assist Kamas Valley businesses of all types.

Advocacy & Government Relations

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



Tourism Day on the Hill



Park City Chamber/Bureau Staff

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

EXECUTIVE

BILL MALONE

President & CEO

LOUISE GATHRIGHT

Executive & Marketing Assistant

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

SPECIAL EVENTS

BOB KOLLAR

Vice President of Special Events

MARKETING, COMMUNICATIONS & TOURISM SALES

JIM POWELL

Vice President of Marketing

Communications

Director of Communications

RACHEL BUHLER

Communications Manager

Digital Content & Engagement

SARAH MYERS

Director of Digital Content & Engagement

DUSTIN JOHNSON

Content & Social Specialist

Tourism Sales

CHAD WASSMER

Director of Tourism Sales & Marketing

ZACH FYNE

International Sales & Marketing Manager

MEMBERSHIP & VISITOR SERVICES

NANCY GRAY

Vice President of Member Services

LINDSAY FORD

Membership Development Manager

NATALIE KOHL

Member Services Manager

VISITOR INFORMATION SPECIALISTS (16)

OPERATIONS

SUE KAPIS

Vice President of Operations

SHIRLENE MCAFEE

Receptionist

PAT BALL

Special Projects Coordinator

VOLUNTEER MARKETING COUNCIL

MARKETING COUNCIL

Emily Curtis, Park City Mountain • Susie English, Deer Valley Resort • Scott House, JANS LTD. • Leah Kolb, Newpark Resort Tucker Norred, Woodward Park City • Ginger Wicks, Altitude Events • Tim Miller, Waldorf Astoria Park City

2019/20 MARKETING ADVISORY COMMITTEE **GROUP SALES COMMUNICATIONS INTERNATIONAL** Terri Hulbert, Stein Eriksen Lodge Jessica Turner, Stein Collection Heleena Sideris, Park City Lodging (Chair) Raelene Davis, Ski Utah John Kennedy, Hyatt Centric Park City Laura Carlton, US Ski & Snowboard Steven Angerosa, Park City Mountain Resort Colleen Kelly, Sundance Institute Jamie Fisher, Montage Deer Valley Ryan Hanley, PRA DMC Emily Goldmanis, Montage Deer Valley Kole Nordmann, Utah Olympic Legacy Christa Graff, Graff Public Relations Dirk Beal, Deer Valley Resort Michael Hopkins, Utah Olympic Legacy Foundation Pamela Graves-Longley, High Star Ranch/DeJoria Ctr Nikki Bongaerts, Ski Butlers Tim Miller, Waldorf Astoria Park City Scott House, White Pine Adventures Nikki Gillies, Park City Mountain Heather Hall, Park City Hospital Marilyn Stinson, Deer Valley Resort Heidi Hughes, Park City Lodging Maxine Turner, Cuisine Unlimited Jessica Miller, Park City Mountain Rachel Warren, Pearls by Shari Meisha Ross, Meisha Lawson Marketing Services Tyler Landers, Stein Collection Elizabeth Rossi, Bill White Restaurant Group Danielle Summers, Waldorf Astoria Park City

Emily Summers, Deer Valley Resort

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CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

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