

A 2032 Sustainable Tourism Vision for Park City and Summit County (to read at meeting)

Ten years from today, we envision a community where robust outdoor recreation and a mountain-town lifestyle thrive, where friends gather and community spirit soars in pristine natural surroundings, and where people live their values of inclusion, respect, and equity.

In other words, a future that doesn't replace the *community* of Park City with the *destination* of Park City.

Yet Parkites also see a need for change as we face our challenges together. We will build a community where stewardship informs our daily life, a tourism culture where visitors join us in sustaining our environment and lifestyle, and a regional economy that disperses visitation across time and geography—mitigating seasonal surges, congestion, and overcrowding.

We see our region as a beacon for an earth-friendly lifestyle, a place where residents and visitors embrace carbon-free public and active transit that gets us where we want to go when we want to go. We imagine a Park City where we can leave our planet-friendly cars at home, where our community adapts and become resilient in the face of climate change, and where our carbon-neutral life demonstrates our commitment to reversing that trend.

In 2032, we foresee a future where authenticity reigns—where we celebrate the perspectives of Indigenous peoples, our mining and railroad history, pioneer heritage, and our long winter sports tradition.

Our vision embraces the health of our environment as the beating heart of the Park City experience—central to why we and our visitors love the Wasatch Back. We see a future in which locals, governments, business groups, non-profits and land managers share a mission to integrate tourism with stewardship and preservation, engaging visitors as partners who care about—and for—our community. Our community systems will adapt, becoming one of the most sustainable ski destinations in the world.

Whatever the season, we will entice and intrigue visitors with dispersed options for outdoor recreation, food, shopping, and the arts, with well-managed events and festivals true to our spirit—not just designed to maximize attendance. Moreover, every encounter with our guests and every marketing message we share will be informed by our friendly expectation of sustainable, responsible recreation and behavior—so that all visitors visit with kindness and consideration.

Our economic system in 2032 will be one in which responsible, supportive regulations help new businesses and visionary entrepreneurs feel welcomed and where the workers who make it all happen are supported and well-compensated. Local arts will continue to ascend as a beacon of culture and self-expression, a point of pride for us residents and an inspiring adventure for our visitors. This economic vision includes residents of all ages and income levels finding suitable housing that fits their budgets, and where a commitment to economic equality welcomes all.

Though we recognize that concerns exist related to growth and tourism today, our aspirations are as optimistic, inspired, and confident as our residents themselves. But wishing does not make it so—the Sustainable Tourism Plan relies on another PC quality: working hard to reach our dreams and understanding that this is the place—our place—and now is the time. We will consider community and environmental benefits with the same weight as economic benefits, and will ensure that the voices of residents and the business community are heard through comprehensive and transparent community engagement.

We may share Park City with the world, but Parkites have a unique sense of ownership of our community. No matter how long we've lived here, the same sense brought us here, motivated us to stake our claims, and countless dreams have blossomed into a reality that often exceeded our expectations. We owe it to our future selves and the generations that follow to sustain Park City as pristine, balanced, and equitable—a place where those dreams will always have a home.