



A Guide to Sustainable Meetings & Events

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www.visitparkcity.com/meetings





“Implementing environmentally friendly practices is becoming more and more essential for success in today’s event and meeting business. Sustainability has become increasingly important as an evaluation criterion for meeting planners, and venues are often asked about their implementation of specific green initiatives as part of a bid. Venues are finding that initiating sustainable practices is as good for the bottom line as it is for the planet.”

—Mark Cov, IACC

Why sustainability and eco-friendly practices are essential for today’s venue operators



The Path

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Introduction

Audience and Purpose

The growing need for environmentally sustainable meetings and events will not waver, and to industry professionals, the planning process to meet this initiative can seem daunting. From understanding the significance of going green to utilizing smart and efficient event tips, the information and perspectives proposed in this sustainability guide assist planners in implementing green practices into their Park City meetings or events.

An environmentally conscious meeting or event is always attainable.

71%

**Increase of Destinations
Incorporating Sustainability
into Strategic Marketing.**

32%

**Increase in DMOs Filing for
Environmental Certification
Since 2016.**

Global Destination Sustainability Index 2019 Whitepaper

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The Concept of Sustainable Meetings *And What That Looks Like in Park City*

With the growing global concern of climate change and environmental preservation, sustainable events are in ceaseless demand. More often than not, cities around the world are spearheading green initiatives into their convention and tourism efforts, making sustainability a **necessity** while branding it as an **amenity**.

Park City has already taken the initiative in committing itself to sustainable business. The city's environmental ethos infuses the community, from the wellness possibilities and transportation and dining options to event venues and superlative ski resorts with industry-leading sustainability efforts, like [Park City Mountain](#) (managed by Vail Resorts) and [Deer Valley Resort](#) (an Alterra Mountain Company).

Surrounded by an earth-forward community mindset, attendees will feel a lighter carbon footprint, all while enjoying a successful meeting in Park City.

The Significance & Benefits of Going Green

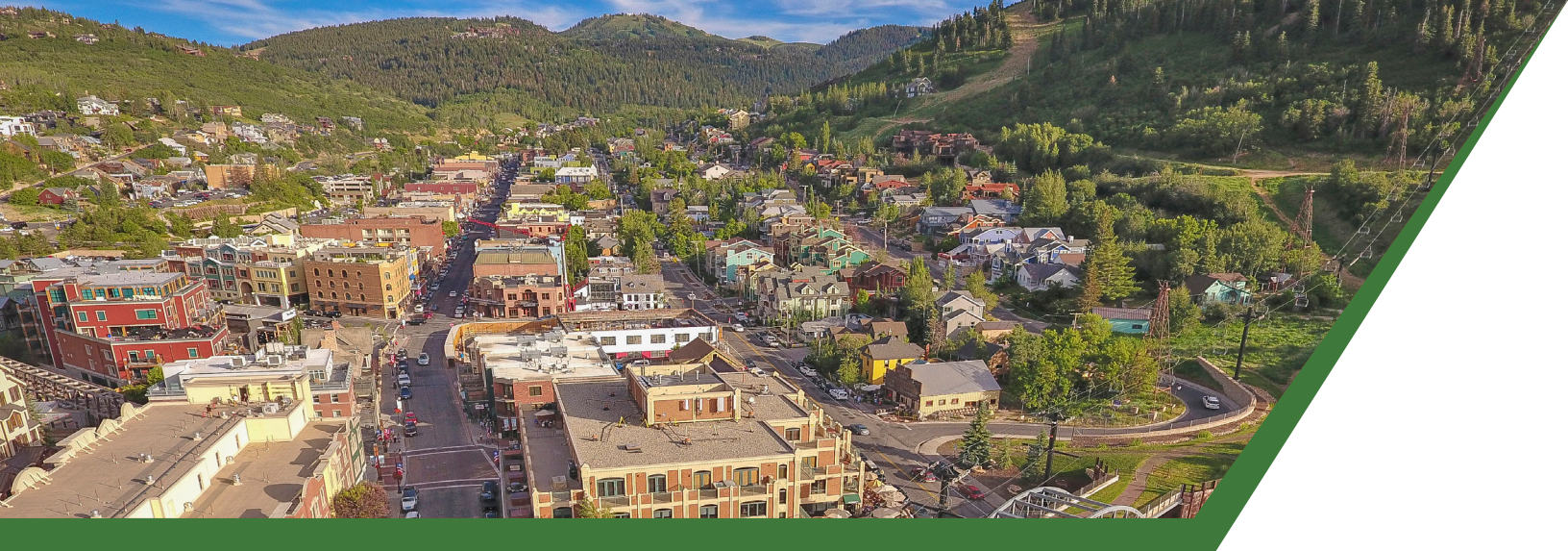
There are countless practical benefits to ensuring an event is sustainable. Not only will a well-prepared green event or meeting benefit the environment, but it can also:

- Cut down on costs
- Utilize regional sources (creating a more localized feel)
- Help build a positive reputation for the organization
- Spark future initiatives and inspire change in attendees

“ *It's encouraging to know that in this age of global ecological awareness, many events are consciously designed to give something back to the world, or at the very least, leave no trace that they had ever taken place. And it's event managers who play the key role in making an event eco-friendly, from managing the supply chain right down to the activities and facilities available to participants.* ”

—Event Academy, 2014





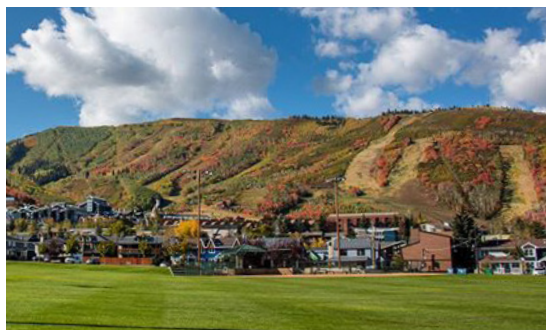
Park City's Location & Setting

Park City exudes transcendence, belonging to the past, the present and the future. It is a bustling hub of culture where the preservation of its mining heritage and natural surroundings has created a unique environment for urban development. Outside of the historic brick buildings, the backdrop of Park City's mountainous terrain can make an earth-lover out of anyone, furthering the impact and importance of a sustainable meeting.

“ *Our town's very name demonstrates a commitment to providing accessibility to nature. With over 400 miles of hiking and biking trails, Park City was the first destination in the country named as a Gold Level Ride Center by the International Mountain Bike Association (IMBA), back in 2012.* ”

—Dan Howard,
Director of Communications, Visit Park City

Just a half-hour separates it from Salt Lake City (35 minutes from SLC International Airport), but the backdrop gives it that thousand-miles-away feel. Park City is located just 23 miles from the Uinta-Wasatch-Cache National Forest and popular Mirror Lake.



“ *One of the great dreams of man must be to find someplace between the extremes of nature and civilization where it is possible to live without regret.* ”

—Barry Lopez



The Importance of Heritage in Sustainability

While at times sustainability imposes a sleek modern image on the mind, it can also incorporate the past. The urban restructuring of buildings—where past welcomes the present—is one of the building blocks of environmental viability. Many cities are revitalizing their grandfathered architectural gems, converting banks into hotels and city halls into grand event spaces. The possibilities are endless.

“ *The concept of heritage includes both the natural and cultural environments; encompassing historic places, landscapes, built environments, biodiversity, past and present cultural practices and traditions, knowledge and living experiences. The collective memory embodied in each site is unique and an underpinning for development now and in the future.* ”

—*Sustainability, Turner & Kennell, 2018*



Green Initiatives in Motion

Park City is operating with four strategies:



Energy Efficiency



Electrification



Renewable Energy



Regeneration

North America's Most Ambitious Climate Goals

Park City has set North America's most ambitious climate goals: to be net-zero carbon and run on 100% renewable electricity for city operations by 2022, and for the whole community by 2032.

- **Net-zero carbon by 2022**
- **Run on 100% renewable electricity for city operations by 2022**
- **6,000+ acres of protected open space**
- **Free citywide biodiesel bus system**
- **Fully-electric express bus route**

Four different [open space](#) bonds have been adopted in general elections over the last four years, preserving more than 8,000 acres of land in perpetuity. Three full-time organizations in Park City/Summit County are operating with the singular goal of protecting open space in the region: [Utah Open Lands](#), [Summit Land Conservancy](#) and [Basin Recreation](#).

Along with more than 8,000 acres of protected open space, Park City features a free citywide bus system fueled by biodiesel, a fully-electric express bus route (one of the first of its kind in the country), and an aggressive recycling program for residents and businesses. In 2017, Park City became Utah's first municipality to adopt a ban on plastic bags.

As the number one purchaser of wind power in the state of Utah, Park City also has LEED standard regulations for all new and repurposed buildings, requiring an extra layer of accountability.

“Inviting over 125,000 people into a small mountain town each January is not without its environmental challenges; however, it is our belief that every person can make a difference.”

*–[Sustainability Commitment and Activities](#),
[Sundance Film Festival, 2019](#)*

Being the home of the annual Sundance Film Festival and the preferred haven for the famously environmentally-conscious Robert Redford, it is no wonder that Park City has been making strides in sustainable existence.



Reduced Emissions Throughout Town

Fun Fact: Park City operates a fare-free transit system and is the first mountain town in the United States to operate a fleet of electric-powered, emissions-free buses.



Free Transit System

Spanning from the slopes and summits to downtown, this zero-emissions bus system is the best way to get from the hotel to the meeting and everywhere else.



Main Street Trolley

Historic Main Street has a complimentary trolley with service from Old Town to downtown. Just flagging the driver will give easy access to the main drag.



Electric Bikes for Groups

Watch the hills pass by in the breeze with these rentable electric bikes. These cruisers encourage a green-friendly way of getting around.



Park City's Walkability

Try using the map explorer to see just how walkable Park City is! With so many hotels, restaurants and activities, it's impossible not to use your feet.



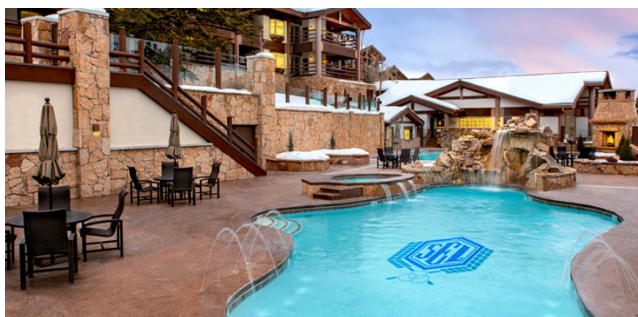
Choosing Eco-Friendly Lodging & Event Spaces

Recycling initiatives, food sourcing, ventilation systems, and even lightbulbs play significant roles in creating a sustainable lodging environment for attendees. Hotel and event spaces are abundant in Park City, but these properties stand out as true eco-friendly devotees.



Montage Deer Valley

- Silver LEED Certified
- Temperature sensors for efficiency
- Heat traces for larger energy components
- Hygiene amenities and outdated uniforms donated and repurposed
- ENERGY STAR windows
- Staff training on green practices
- Tracks energy use



Stein Eriksen Lodge Deer Valley

- LED lighting throughout the hotel
- Several boilers optimized to 90% efficiency
- Electric vehicle charging stations
- In-room green program
- Environmentally friendly cleaning products
- Many natural gas fireplaces



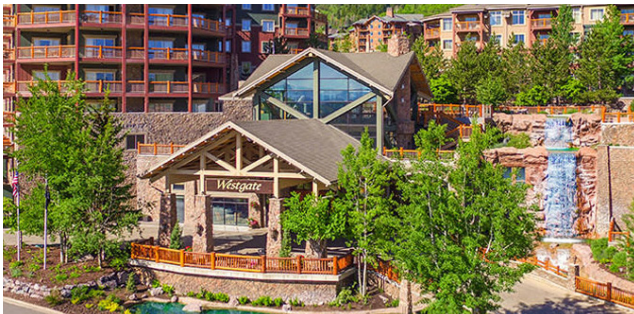
Hyatt Centric Park City

- LEED Certified
- Window films help keep building cool
- LED lighting throughout the hotel
- Toiletries w/ recycled packaging
- Efficient ventilation system
- ENERGY STAR kitchen appliances
- Low chemical gardening
- Environmentally safe cleaning products



Newpark Resort & Hotel

- Silver LEED Certified
- Centerpiece of the state's first LEED certified community
- Staff/management training on green practices
- Efficient ventilation system
- Organic/local food & beverages
- Water-efficient bathroom fixtures
- Local plants in garden
- LED and CFL light bulb replacement
- Bulk dispensed amenities
- ENERGY STAR appliances



Westgate Park City Resort & Spa

- Donating old uniforms and linens to shelters and non-profits
- Green Housekeeping program
- All LED bulbs
- Clean the World amenity recycling program
- Reduced energy consumption in 2018 by
 - Electric: 20%
 - Gas 12%
 - Water 5%



Treasure Mountain Inn Hotel & Conference Center

- Park City's "Eco-tique" Hotel
- 100% carbon neutral for over a decade
- Recycling program
- Past recipient of Utah Business's "Recycler of the Year"
- Wind energy and water conservation support
- Contributions to organizations that protect and preserve the natural environment

Green Event Spaces



Blue Sky Utah

- Constructed as a natural extension of the land with the use of locally-sourced materials from the earth
- On-site water treatment facility for Alexander Creek, which runs through the property and is the main water supply for [High West Distillery](#) (on-site)
- Wild-harvested ingredients from [Gracie's Farm](#)
- Rescued and rehabilitated animals through [Saving Gracie Equine Healing Foundation](#)
- Natural and locally-influenced spa treatments at [Edge Spa](#)



Swaner Preserve & EcoCenter

Swaner Preserve and EcoCenter is an outstanding example of a sustainable land use effort to keep wildlife thriving in a natural habitat that would have otherwise been subject to development.

Results from Aggressive Design and Sustainable Efforts:

- 510 trees saved with the use of bamboo, sorghum and cementitious siding
- 77.7% of rehab waste was recycled during construction
- 24.6% reduction of cost due to recycled and upcycled content
- 85% of insulation consists of denim and unused fabric scraps from various factories
- 60% of the composite deck was made from plastic bottles and grocery bags



Blair Education Conference Center

- Silver LEED Certified
- No linen tables
- Occupancy based lights and A/V
- No use of plastic beverage bottles; filtered water dispensers on site for reusable drinking vessels
- Cross-functional sustainability team in place
- Recycling program in place
- Compostable cutlery and plates
- Digital meeting signage
- Preferential parking for carpool and low-emission vehicles
- Food waste disposal process (coming in 2020)

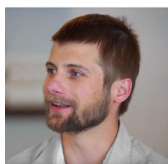


Farm-to-Table, Elevated

Few cities know how to do farm-to-table better than Park City. With access to multiple sustainable and environmentally conscious farms and ranches, the ingredients used at many of the city's restaurants are sustainable and local. With more than [100 restaurants](#), attendees will find an array of culinary treasures, many of which provide off-site catering and have partnerships with the city's hotels and venues.

Twisted Fern

Twisted Fern's contemporary American menu is neatly plated with organic products. The ambiance is airy, minimalistic and bright—much like the food itself. Pair these perfectly crafted dishes with unique cocktails and it's a dining experience to remember.



—[Adam Ross, 2018](#)

"I know I can't make something happen without ingredients. I can't go out looking to fulfill an idea; I need to see what's available and try to create fun and unique dishes with what I'm offered."



Silver Star Cafe

Simplistic comfort food can be found at this American restaurant. Cozily flanked with reclaimed wood, all organic foods in large quantities and fine wines will grace the worn tables. Dog- and music-friendly, Silver Star Cafe is a guaranteed good time without the guilt of GMO ingredients.



—[Silver Star Cafe, 2019](#)

"We work together to offer a community gathering place where locals and guests are equally welcome, focusing on great food, ambiance, service and acoustic music—what we call 'The four legs of our table.'"



Handle

Bordering on gastropub, the menu has a dish for everyone. Known for top-notch ingredients (sourced from the farmer's market or even the chef's personal garden!), the food is exceptional. With an environment reminiscent of a general store, Handle is where the frontier meets gastronomical heights.



-Handle, 2019

"We are driven by the seasons and strive to source local and regional ingredients at the height of freshness...We are inspired by new techniques, our community and resources."



Bill White Restaurant Group

Bill White is the owner-operator of some of Park City's most respected restaurants, including his flagship, Grappa, and several other establishments like Chimayo, Wahso and Bill White Farms—an integral part of the town's sustainability initiatives, providing [free sustainability tours](#) for groups and more.



Tupelo

The small menu at the globally inspired Tupelo speaks volumes about the quality—exuding a sharp focus on fresh, sustainable ingredients and cocktails crafted from local distilleries. The rustic industrial feel, complete with reclaimed wood and repurposed accents, provides a welcoming ambiance.



-Tupelo, 2019

"Each is a testament to prized local fare and the small-batch producers who grow, distill, or raise it. We reach far and wide to compile carefully cultivated and startlingly luscious foods on your plate. And we enjoy the hell out of doing it."





Tips: Incorporating Local Flair with Sustainable Practices

Planning a sustainable meeting from miles away can be daunting. Park City has a slew of options to keep it local by planning smartly and efficiently. Try these tips:

Tip #1: Keep Logistics Nearby

The nuances of planning are always the hardest. To save on shipping costs, time and fuel, planners can efficiently utilize local sources for logistics and signage.

Using local talent is a great way to ensure economic sustainability. [Cosmic Design](#) can help develop collateral with Park City panache. Chances are the content will be more diverse and aware since it's local pride at stake!

Shipping signage can be costly, unreliable and cost the environment a ton of carbon counts. Ordering your materials from [Park City Signs](#) can alleviate all that stress with the added eco-friendly benefits!

Tip #2: Source Locally

Sourcing certain decor items ensures that local goods are used.
The best part: money and fuel are saved on handling.

Events become undeniably transformed in the hands of [Harvest Moon Events](#). The team's mountain-chic decorations not only beautifully represent Park City's iconic nature but are also used consciously. The company's farm of succulents and air plants are reutilized with each event; florals are donated to vendors, local hospitals or care centers after each event; and shipping and packing materials are recycled weekly. The team is even conscious with transportation—carpooling to and from events!

[Cuisine Unlimited Catering & Special Events](#) is an exceptional resource for any meeting planner—taking away all the stress of preparation with decor, food and beverage, and set-up/tear down.

If the meetings are more DIY, then [Park City Nursery](#) is the perfect place for decor. From large scale foliage to delicate centerpieces, the event will have a touch of the regional flora.

Tip #3: Swag Properly

Swag is one of the greatest parts of meetings. There are plenty of unique ideas for event favors, and for exhibitors who are looking for some inventive giveaways, there are several great options to have handy at the booths without having to ship them halfway across the country.

Gift baskets and specialty items add a touch of warmth and personalization to any event. [Park City Gift & Gourmet](#) is a specialty shop carrying locally-sourced artisan foods and items that include everything from chocolate and cheeses to pickled goods, butters, jams & jellies, honey and more (in addition to the owner's [gourmet vinegars, oils and salts](#)).

There are always bags at these meetings, right? Try using a sustainable bag with great design. Participants will keep it for home use, furthering your message/brand. Park City's [Stardust Sustainables](#) has some great options to eliminate plastic/paper bags and keep your organization fresh in the minds of your attendees.

[Ritual Chocolate](#) boasts some of the finest European style chocolate in the nation. With fair-trade cacao beans, recycled paper products and environmentally safe inks, their commitment to sustainability is unparalleled.

[Incorporating wellness](#) is also a tremendous sustainable tactic. [Align Spa](#) offers amazing organic products that are eco-friendly and sustainably retrieved. Pick up some of their samples for the booth or hand out gift certificates in a raffle.



Start Planing

Planners can save time and lighten their carbon footprint from fewer trips to and from Park City under the capable hands of the Visit Park City team.



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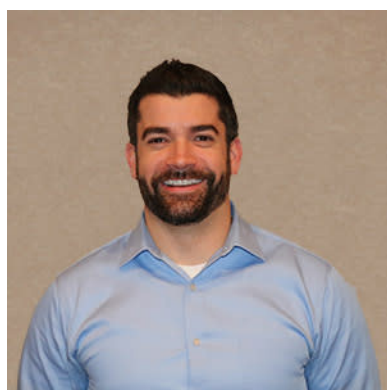


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