



# A Guide to Sustainable Meetings & Events

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“ 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 Cooper, CEO, IACC





# The Path

<a href="#"><u>Introduction</u></a>	Pg 4
<a href="#"><u>The Significance &amp; Benefits of Going Green</u></a>	Pg 6
<a href="#"><u>Park City's Location &amp; Setting</u></a>	Pg 7
<a href="#"><u>The Importance of Heritage in Sustainability</u></a>	Pg 8
<a href="#"><u>Green Initiatives in Motion</u></a>	Pg 10
<a href="#"><u>Choosing Eco-Friendly Lodging &amp; Event Spaces</u></a>	Pg 12
<a href="#"><u>Farm-to-Table, Elevated</u></a>	Pg 15
<a href="#"><u>Tips: Incorporating Community with Sustainable Practices</u></a>	Pg 17
<a href="#"><u>Contact Information</u></a>	Pg 19



# 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.

61%

want to travel more sustainably

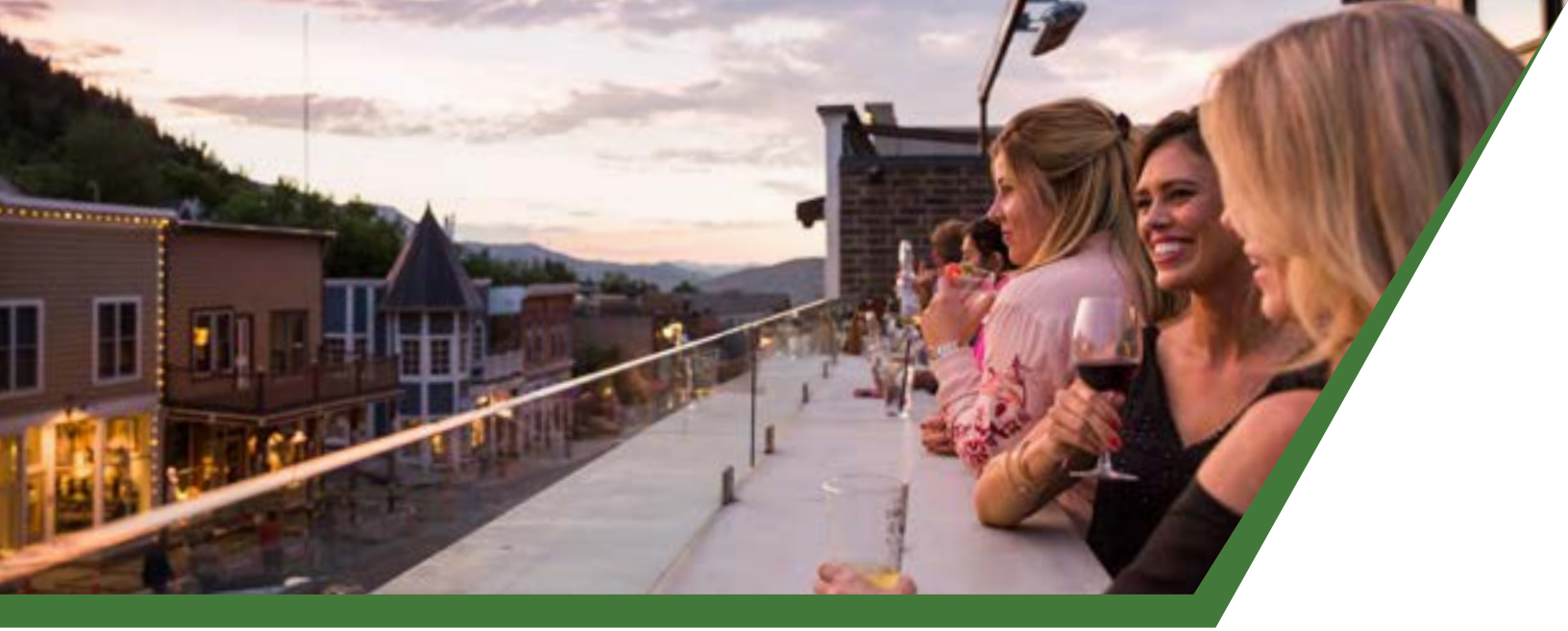
97%

of event organizers are implementing sustainability practices

96%

of event professionals consider sustainability important

Source: Global Destination Sustainability Movement, 2022



## The Commitment to Sustainable Meetings *And What That Looks Like in Park City*

With the growing global concern about climate change and environmental preservation, the aspiration for sustainable events has become a common sentiment and one that should be prioritized. 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 continued to commit 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.

**H**eritage  
**O**utdoor Recreation  
**M**anagement (of the destination)  
**E**conomy

A sustainable event balances the three P's — people (social responsibilities), planet (environmental responsibilities) and prosperity (economic responsibilities).

The event should be an accessible and inclusive setting; have a safe and secure atmosphere; have minimal negative impacts on the environment and the community; encourage healthy living; promote responsible sources; leave a positive legacy; and encourage more sustainable behavior.



# 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:

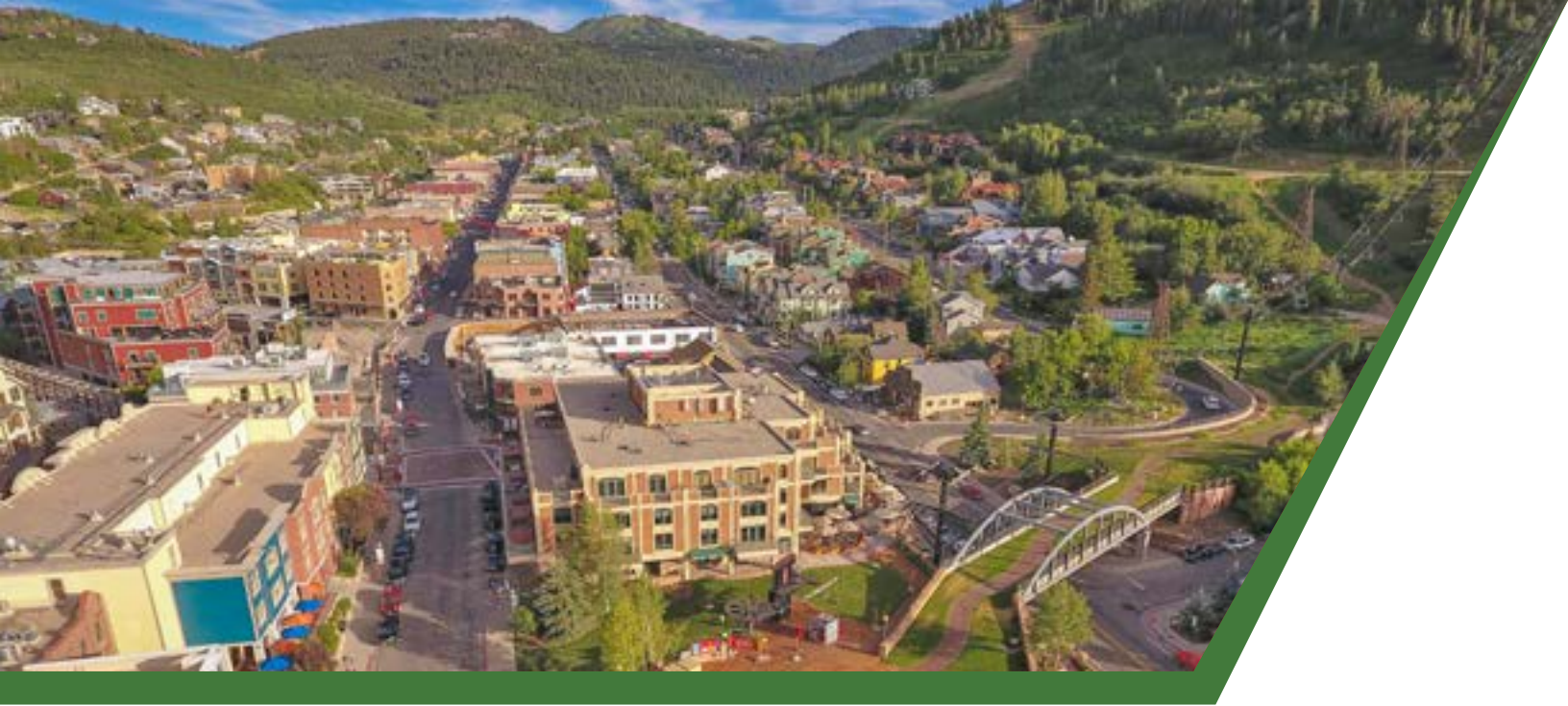
- Cut down on costs
- Utilize regional sources (creating a more localized feel)
- Help build a positive reputation for the organization
- Spark future initiatives and inspire change in attendees

“ *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.* ”

—Matt Kendall, Event Academy



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## 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.

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 the past welcomes the present—is one of the building blocks of environmental viability. Many cities are revitalizing their grandfathered architectural greats, 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.* ”

*—The Role of Sustainable Events in the Management of Historic Buildings, Turner & Kennell*





## Preserving a Local Legacy with Environmental Stewardship

With a long history of environmental responsibility and sustainability, Park City maintains a firm stance on safeguarding local wildlife, natural settings and local heritage sites.

Here, you'll find sample group itineraries filled with outdoor activities and ways to explore the land while maintaining best practices for preserving the trails and surrounding nature.



# Green Initiatives in Motion

## The New Sustainable Tourism Plan

The [Sustainable Tourism Plan](#) features efforts that go beyond green. It's a resourceful guide of elevated standards and criteria that includes four main categories of destination sustainability:

- Sustainable destination management and governance
- Economic benefits to the local host community
- Protection of cultural heritage, community, and visitor well-being
- Environmental protection and conservation

## North America's Most Ambitious Climate Goals

Park City's goals are North America's most ambitious: to be net-zero carbon and run on 100% renewable energy by 2030 community-wide and by 2022 for municipal operations.

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



Energy Efficiency



Electrification



Renewable Energy



Regeneration

- *Nearly 10,000 acres of protected open space*
- *Free transit system, with the nation's first all-electric commuter route with our Electric Xpress buses*
- *Summit County and Park City launched Summit Bike Share in 2017 which offers bicycles to their registered users*
- *Utah Open Lands, Summit Land Conservancy and Basin Recreation are operating with the singular goal of protecting open space in the region*





## Reduced Emissions Throughout Town



### 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, waste reduction, 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

- GreenLeaders Platinum Level
- Utah's first LEED-Certified resort | Composts food waste in partnership with Wild Harvest Farms | Recycles guest amenities with Clean the World | Staff training on green practices | Tracks energy use | Provides electric car charging stations



### The Lodge at Blue Sky

- Blue Sky has built its own wastewater treatment facility | Onsite restaurant utilizes produce, herbs, and flowers from the organic and regenerative Gracie's Farm, and food waste is composted to use as fertilizer | Guests receive a reusable water bottle that they can take home | No single-use plastics are used





### **Westgate Park City Resort & Spa**

- Adopted an extensive green initiative by embracing many eco-friendly hotel concepts | Adding green technology and cutting-edge energy conservation improvements to each of its resorts



### **Hyatt Centric Park City**

- Recycle Utah's 2022 Green Business of the Year
- GreenLeaders Gold Level | LEED Certified
- Recycle efforts include separating cardboard into a baler, compost, mixed recycling, plastic bags and glass
- Full LED facility including parking garage and landscape lighting | Partner with clean the world for recycling of used shampoo, soap and conditioner

- Free cooling and low flow toilets and showers | Contactless water bottle fillers to save waste on plastic bottles and replace bottled water with more eco-friendly cans (added in 2020) | Bike racks on property to promote biking and more...

#### **2022 Implementations include:**

- Large format amenities that cut down on waste of individual soap, shampoo etc.
- Restaurant renovation focusing on LEED certification
- Implementation of free cooling for Hilton property

#### **Future projects to include:**

- Revisit a garden and local compost on property in the summer months
- Rooftop solar



### **Waldorf Astoria Park City**

- A part of Hilton's Travel with Purpose program
- Taken 278 cars off the road due to the complimentary hotel shuttle | Removed single-use cups from the Spa and all public areas



### **Newpark Resort & Hotel**

- Developed within Utah's first LEED-certified resort community and nestled on a nature preserve
- GreenLeaders Silver Level
- Staff training on green practices | Efficient ventilation system | Organic/local food & beverages | Water-efficient bathroom fixtures

# 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](#)
- Natural and locally-influenced spa treatments at [Edge Spa](#)



## **Blue Sky/Social Purpose**

- Rescued and rehabilitated animals through [Saving Gracie Equine Healing Foundation](#)
- Dedicated to environmental stewardship and works with local schools in the community to offer guidance on career growth and hospitality education
- Supports Voice for Nature to give local inner-city kids from the YMCA an opportunity to take part in nature-based experiences



## **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
- Preferential parking for carpool and low-emission vehicles
- Food compost and food donation to local not for profits





## 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, Chef/Owner, Twisted Fern](#)

*"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.



—[Jeff and Lisa Ward, Owners, Silver Star Cafe](#)

*"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

*"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.



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## Tips: Incorporating Community 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!

With a “fiercely fresh” mantra, [Done to Your Taste Catering & Events](#) provides distinctive, locally sourced cuisine with seamless presentations to accommodate any room configuration and transform every venue into a culinary celebration.

If the meetings are more DIY, then [Park City Gardens](#) 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

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.

### Tip #4: Give Back

Corporate Social Responsibility programs allow attendees to work with local non-profits, thus involving the community and acknowledging the importance of their work in society.

[Recycle Utah](#) provides an avenue for people to participate in supporting Park City's sustainable initiatives. Residents and visitors regularly volunteer at the recycling center.

[Park City Community Foundation](#) brings together local nonprofits, caring donors, and community leaders to contribute financial resources and innovative ideas to benefit all the people of Park City— and provide opportunities for everyone to give in both personal and collaborative ways.

[Mountain Trails Foundation](#) is dedicated to building, maintaining and preserving 400+ miles of trail access for visitors to Summit County and Park City.

See Sustainable  
Local Businesses

Support the  
Community



# Start Planning

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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