



**JOINT PARK CITY COUNCIL AND SUMMIT COUNTY COUNCIL MEETING
SUMMIT COUNTY, UTAH
September 27, 2022**

NOTICE OF HYBRID IN-PERSON AND ELECTRONIC MEETING: The Park City Council and the Summit County Council will hold a Joint Meeting with an anchor location for public participation at the Marsac Municipal Building, City Council Chambers, 445 Marsac Avenue, Park City, Utah 84060 on September 27, 2022. Council members may participate in person or connect electronically by Zoom or phone. Members of the public may attend in person or participate electronically. To participate virtually, follow the public meeting information at www.parkcity.org.

JOINT PARK CITY COUNCIL AND SUMMIT COUNTY COUNCIL MEETING

BREAKFAST – 8:45 a.m.

I. ROLL CALL – 9:00 a.m.

II. SUSTAINABLE TOURISM PLAN UPDATE

1. Sustainable Tourism Plan - Presentation by Jennifer Wesselhoff, President/CEO Park City Chamber & Visitors Bureau

III. REGIONAL REMOTE PARK & RIDE DISCUSSION

1. Regional Remote Park & Ride - Presented by Matt Dias, Park City Manager, and Patrick Putt, Summit County Community Development Director

IV. LIVE PARK CITY ADVISORY COMMITTEE DESIGNATIONS

1. Live Park City Advisory Committee - Update from Mayor Nann Worel and Council Member Ryan Dickey

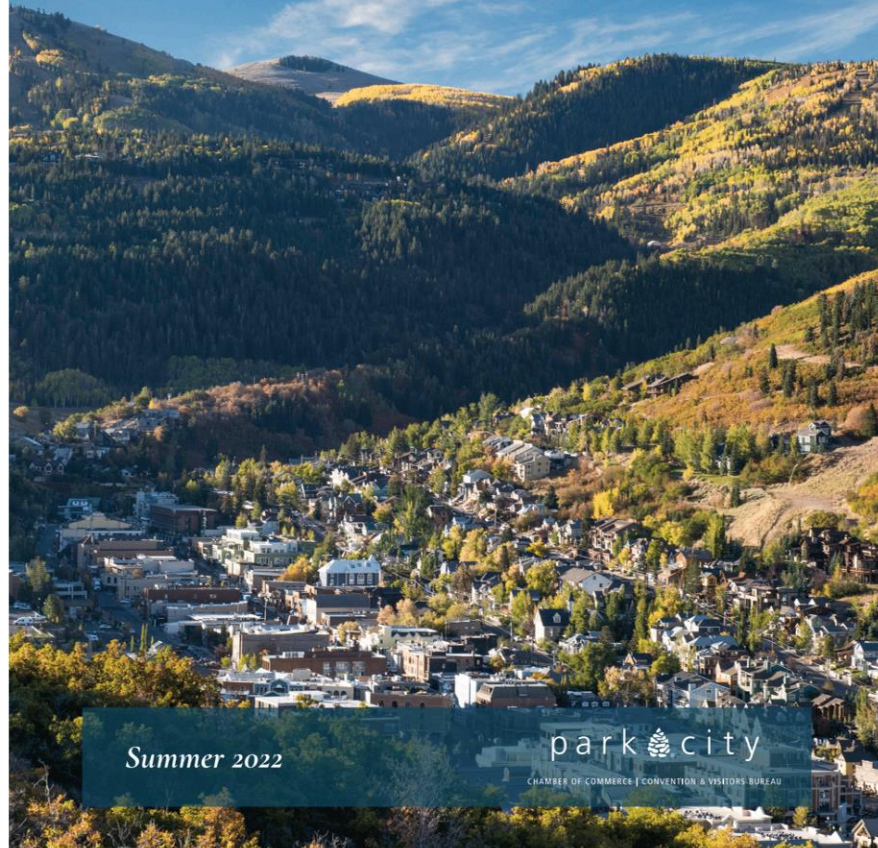
V. SET DATE FOR NEXT JOINT MEETING

VI. ADJOURNMENT

A majority of Council members may meet socially after the meeting. If so, the location will be announced by the Mayor. City business will not be conducted. Pursuant to the Americans with Disabilities Act, individuals needing special accommodations during the meeting should notify the City Recorder at 435-615-5007 at least 24 hours prior to the meeting.

Sustainable Tourism Plan

Park City & Summit County, Utah



September 27

**City & County
Councils Meeting**

**Sustainable Tourism
Plan Presentation**

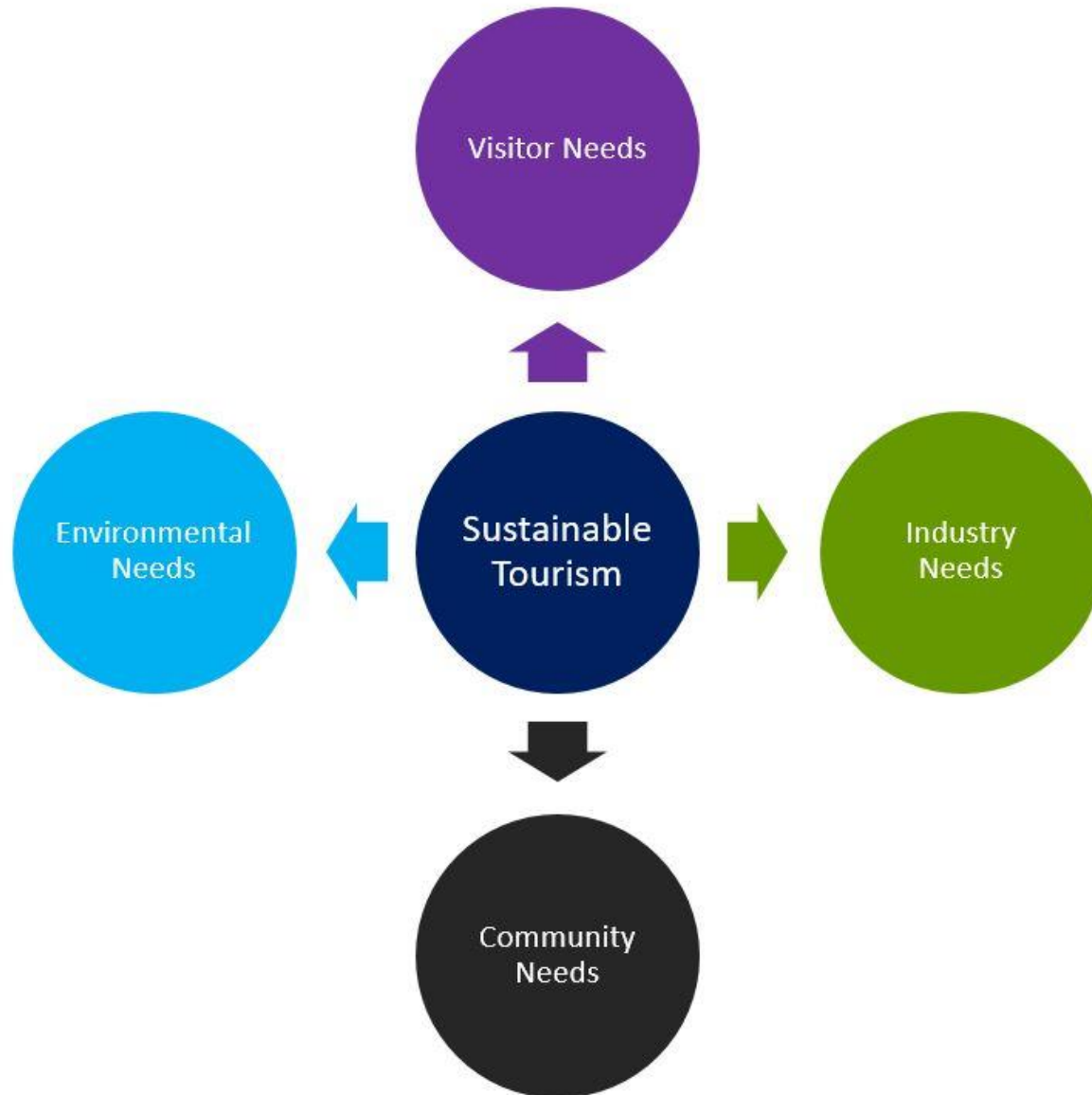
“With tourism success comes great civic responsibility. That’s why the Park City Chamber & Visitors Bureau, along with the City and the County, are developing a Sustainable Tourism Plan.”

– Jennifer Wesselhoff, President/CEO,
Park City Chamber & Visitors Bureau.



Destination Management & Marketing





What is Sustainable Tourism?

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of locals, the industry, the environment and visitors.

The Global Sustainable Tourism Council assessment of Summit County tells us the best ways we can take care of our **HOME**.



Sustainable Tourism Planning Process



The GSTC Destinations Program

To satisfy the definition of sustainable tourism, destinations must take a **holistic and integrative approach** which includes four main objectives:

Destination Management



- Strategy
- Effective DMMO
- Organization
- Monitoring
- Planning
- Visitor Satisfaction
- Safety & Security
- Crisis Planning
- Promotion

Social & Economic



- Economic Monitoring
- Career Opportunities
- Community Opinion
- Support of Community
- Education

Community & Culture



- Attraction Protection
- Visitor Management
- Visitor Behavior
- Site Interpretation

Environment



- Environmental Risks
- Wildfire Protection
- Energy
- Water Management
- Water Quality
- Light & Noise Pollution
- Public Transportation

Stakeholder Engagement

Resident Survey

Business Survey

Visitor Survey

Focus Groups

Public Forums

Stewardship Council

Roger Armstrong

Summit County Council

Colin Hilton

Utah Olympic Legacy Foundation

Bonnie Park

Friends for Responsible Dev.

Tom Bradley

Park City Mountain Resort

Daniel (Dano) P. Jauregui

Uinta-Wasatch-Cache National
Forest, Forest Service

Pat Putt

Planning & Zoning, Summit County

Luke Cartin

Sustainability, Park City Municipal

Dana Jones

Snyderville Basin Recreation

Emily Quinton

Sustainability, Summit County

Chris Conabee

Snyderville Basin Planning
Commission

Brooks Kirchheimer

Hearth and Hill

Lora Smith

Mountain Trails Foundation

Max Doilney

Park City Council

Patrick Matheson

Mountainlands Community
Housing Trust

Carolyn Wawra

Recycle Utah

Susie English

Deer Valley

Aldy Milliken

Kimball Art Center

Ginger Wicks

PCARA, PCALA,
HPCA

Tom Fisher

Summit County Manager

David Nicholas

Summit County Resident

Diego Zegarra

Park City Community Foundation

Plan Components

Sustainable Tourism Plan

Methodology

Vision

Stewardship Principles

Objectives

Indicators

Initiatives

Appendices

A: Indicators & Sources

B: Timeline

C: GSTC Cross-reference

Shared Vision



Vision

Stewardship mindset

Sense of community

Balanced visitation

Summit County's brand

Celebration of history/culture

Visitor Economy

Economic diversification

Environmental health

Mindset of restorative visitation

Visitors as part of a solution

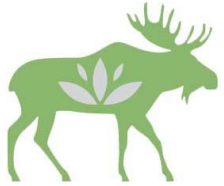
Shared impacts and benefits

Human connections

Visitor education programs

Collaboration

Stewardship Principles



Value and respect the **health of our local environment and natural resources**



Foster our **local spirit**, our values, our **sense of place**, and the **well-being of our community**—residents, employers, employees, and visitors alike



Ensure that **benefits of the visitor economy are shared equitably** by people of all races, ages, gender identities, sexual orientations, abilities, income levels, and by Summit County's communities



Enable Summit County's tourism industry to **lead by example**, championing tourism's benefits, mitigating its impacts, and harnessing its regenerative power for the community and the environment



Be **bold, creative, and action-focused**, supporting transparency and measurable outcomes



Objective 1

Cultivate local pride and respect for the Park City / Summit County experience

- 1.1 Develop values-led community programs to inspire community pride and deliberately shape community character (medium-term)
- 1.2 Create an awareness campaign around the importance and benefits of tourism (short-term)
- 1.3 Identify and amplify “locals only” opportunities that provide resident-specific benefits (short-term)
- 1.4 Create volunteer programs for residents to engage with the visitor economy (long-term)
- 1.5 Leverage PCCVB platform to communicate sustainability focus (short-term)



Objective 2

Implement sustainable infrastructure, management policies, and initiatives

2.1 Activate energy use reduction programs (short-term)

2.2 Develop a regional water plan (medium-term)

2.3 Activate zero-waste programs (long-term)

2.4 Develop regional approach to housing (short-term)

2.5 Develop a regional transportation plan (short-term)

2.6 Advocate for conscious growth (long-term)



Objective 3

Protect and manage our natural environment to enable sustainable outdoor recreation

- 3.1 Develop a comprehensive visitor education program (medium-term)
- 3.2 Develop comprehensive trail conditions website(short-term)
- 3.3 Advocate for programs and resources to address climate change (short-term)
- 3.4 Grow relationships in the Wasatch Back to enhance recreational areas and access (medium-term)
- 3.5 Develop a voluntourism program (long-term)



Objective 4

Ensure the long-term resilience of the Park City / Summit County economy

4.1 Launch information campaign related to the threat of climate change on economic stability (medium-term)

4.2 Develop community resiliency plans (long-term)

4.3 Create a county-wide economic diversification plan (short term)

4.4 Expand Green Business Program (short-term)

4.5 Shape visitation to respect a traditional respite times for the community of Park City (short-term)



Objective 5

Equalize the economic benefits and burdens mitigate impacts of the visitor economy

5.1 Redesign Chamber mission and role to address regional economic diversification (short-term)

5.2 Advocate for tourism grants to help promote equity in the visitor economy (medium-term)

5.3 Create year-round workforce support programs (medium-term)

5.4 Expand and optimize transit to meet workforce needs (short-term)

5.5 Develop educational materials and a Code of Conduct to prevent human rights exploitation, discrimination and harassment (short-term)



Objective 6

Leverage messaging and programming to accelerate sustainable tourism

6.1 Rebrand Visit Park City to reflect values and stewardship principles (short-term)

6.2 Evolve paid and earned media to focus on sustainable visitation and responsible travelers (short-term)

6.3 Develop industry-leading products, programs, and events that support sustainable tourism goals (medium-term)

6.4 Utilize sustainability-focused messaging to encourage responsible use of Summit County's assets (medium-term)



Objective 7

Foster the development and management of Summit County's art and culture tourism assets

- 7.1 Participate in Americans for the Arts 6 Economic Impact Study (short-term)
- 7.2 Prepare an Arts and Culture Master Plan (medium-term)
- 7.3 Partner with local arts organizations to diversify arts and culture programs and products (short-term)
- 7.4 Develop promotional campaign to attract arts travelers to Park City / Summit County (medium-term)
- 7.5 Deepen relationships between the arts and culture sector and local retail partners (long-term)

The big picture of tourism is changing all around us. Adapting to change – *leading the change* – presents exciting new opportunities.





Next Steps

