



Park City

21th Annual Leadership 101

February 7, 2018



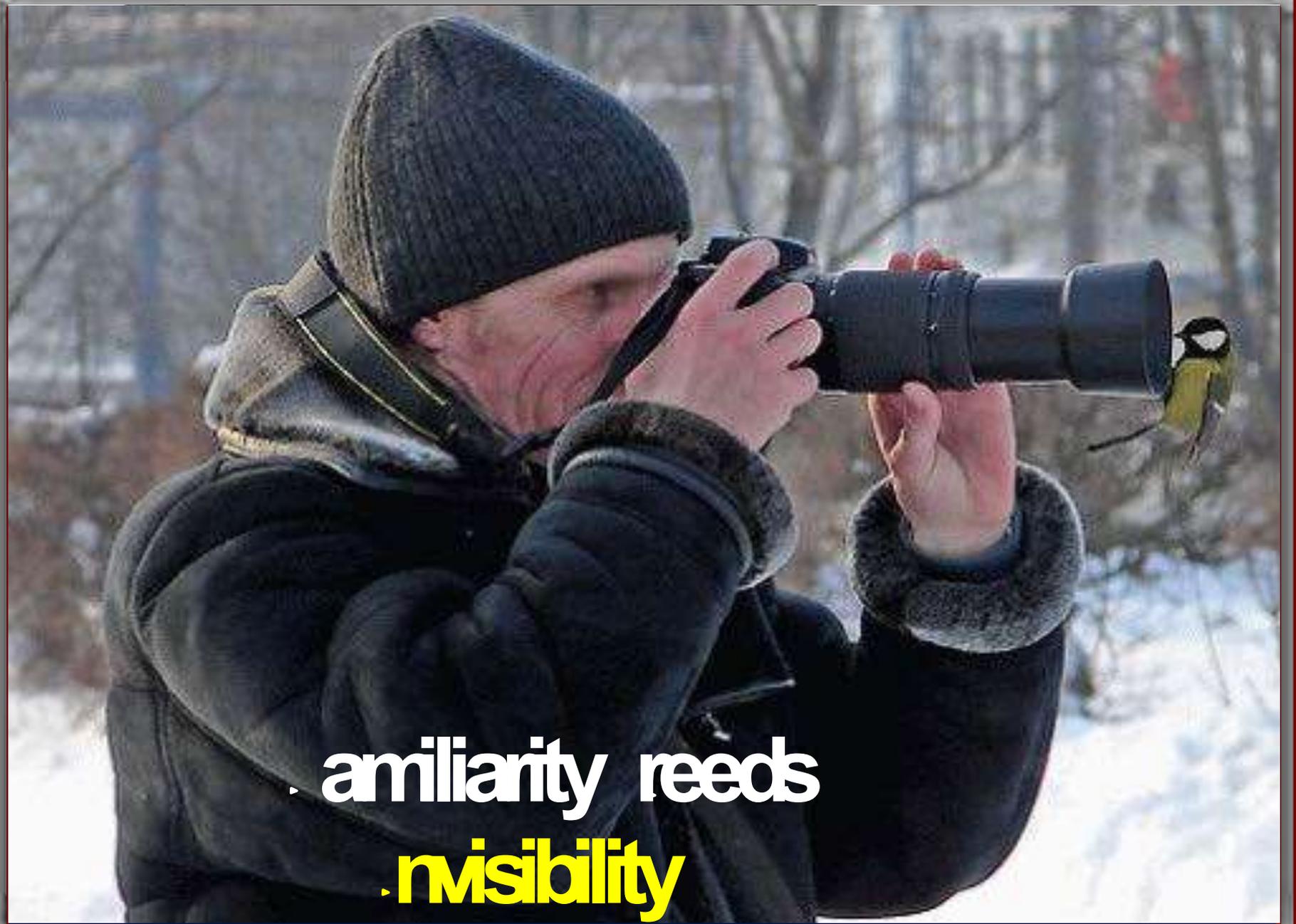






**Voted the
“Best Town Ever”
Outside Magazine**



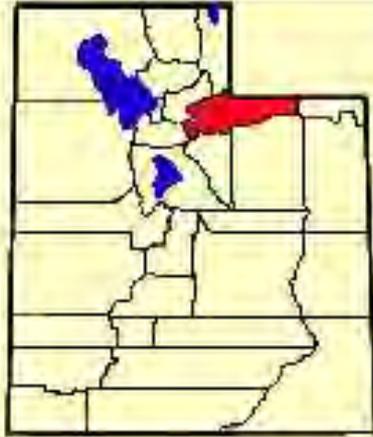


amiliarity needs

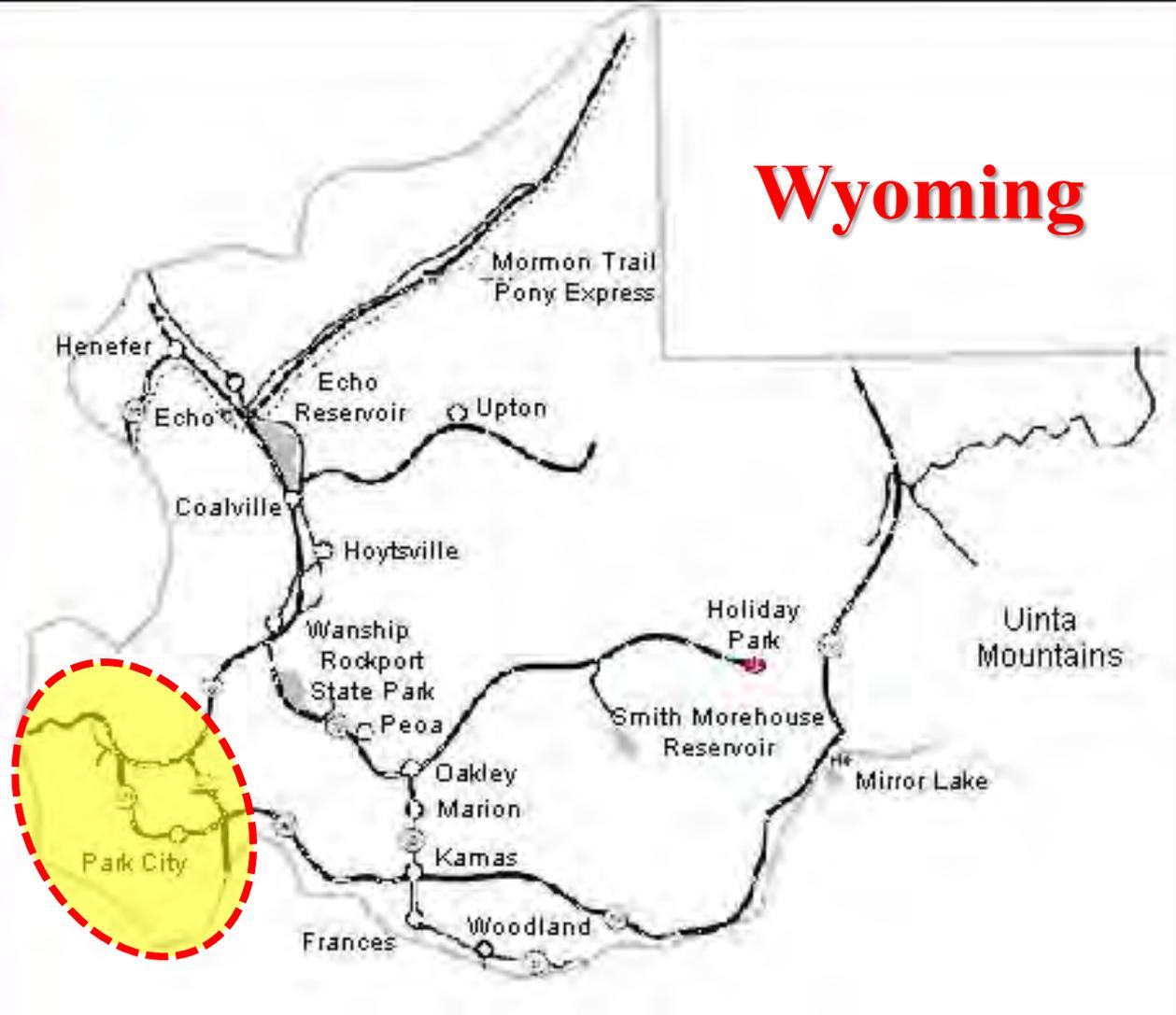
visibility



Summit County



**Snyderville
Basin**



Wyoming

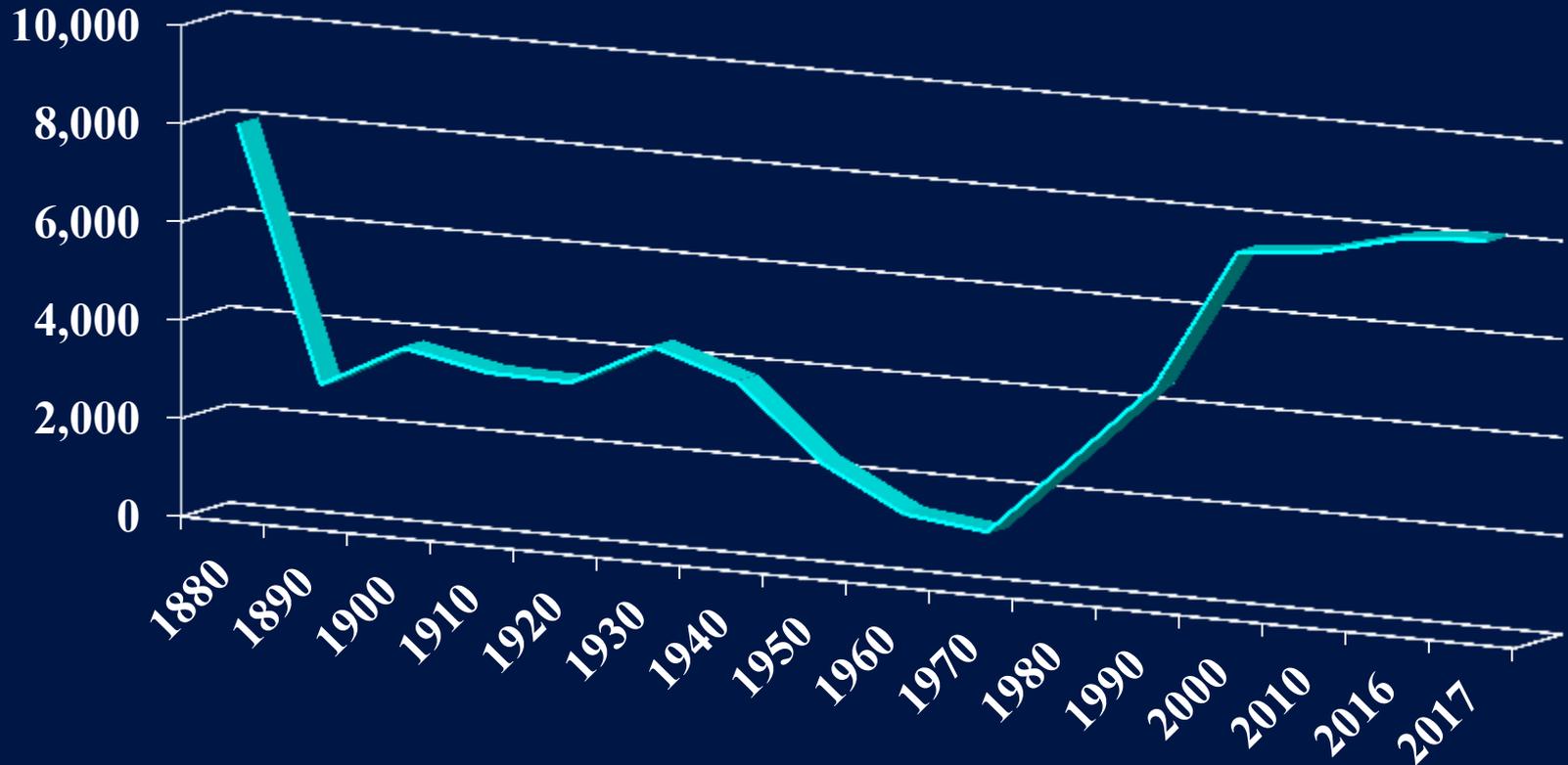


Park City Snapshot

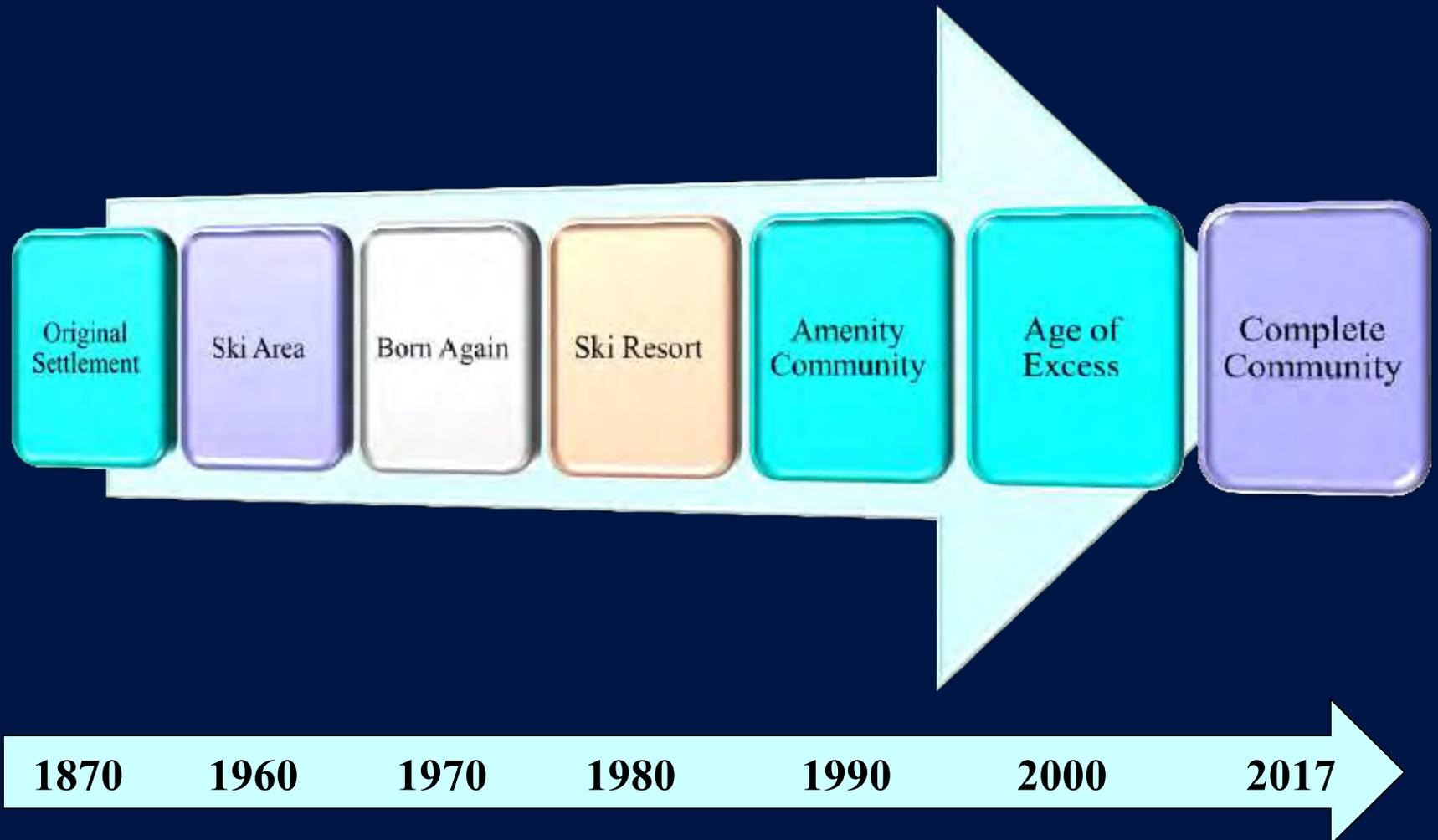
- **Incorporation: March 15, 1884**
- **PC Population 2017 = 8,128**
- **Summit County Population = 39,633**
- **Latino Population Summit Co = 4,190**
- **Service Population = 28,000**
- **Median Age = 38.5**
- **Median Household Income = \$96,766**
- **City Size = 18.14 square miles**
- **Elevation Range = 6,500' – 10,000'**



Park City Population



Historical Progression







Crescent Railroad



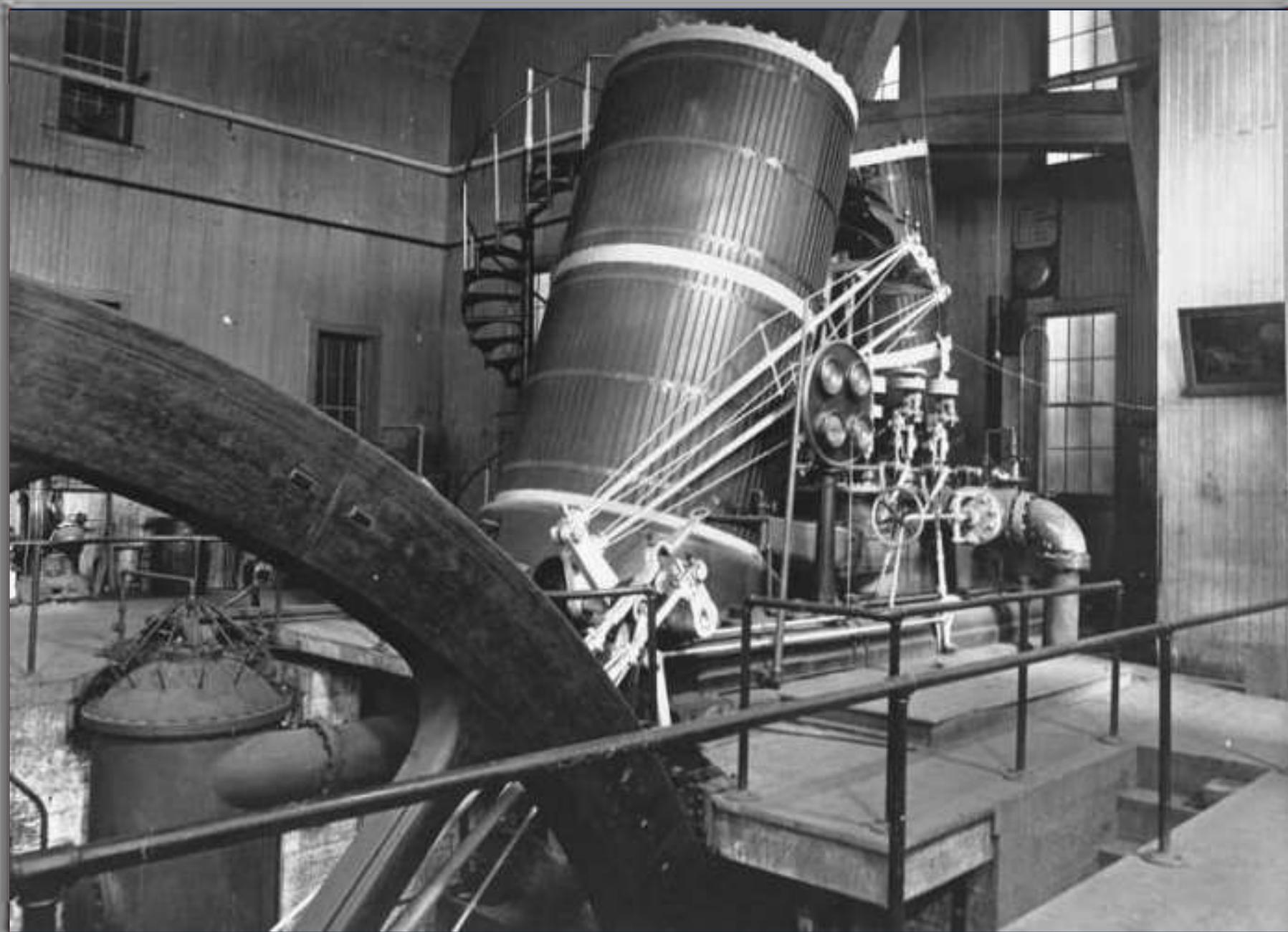
Crescent Mine RR, Park City Utah ca. 1910

Digital image copyright 2007, Park City Museum



Silver King Mine







Ontario Silver Mine: 1300' level , circa 1885











**False Fronts
are Authentic**



Main Street - July 4th 1885





The Salt Lake Tribune

SALT LAKE CITY, UTAH, MONDAY MORNING, JUNE 25, 1906.

FLAMES DESTROY PARK CITY

The Greatest Blaze That has Ever Occurred in the History of Utah.

LOSS IS PROBABLY MORE THAN A MILLION DOLLARS

The Fire Started by a Hot Stone in the Freeman House, and Spread Down Main Street to the Union Pacific Depot--Flame Blazed Finally Checked Off by the Use of Dynamite, Blowing up Houses--The Scene a Terrible One--Many Lost Their All and are in a Miserable Condition--But One Store Left, and Supplies Short--The Fire Spread to the Side Streets and Destroyed Many Residences--A Scene of Destruction and Devastation.





1904



1950's



PARK CITY MUSEUM

PARK CITY MUSEUM

PARK CITY
MUSEUM

528

OPEN



China Bridge



4th Street

Java Cow

Chimayo





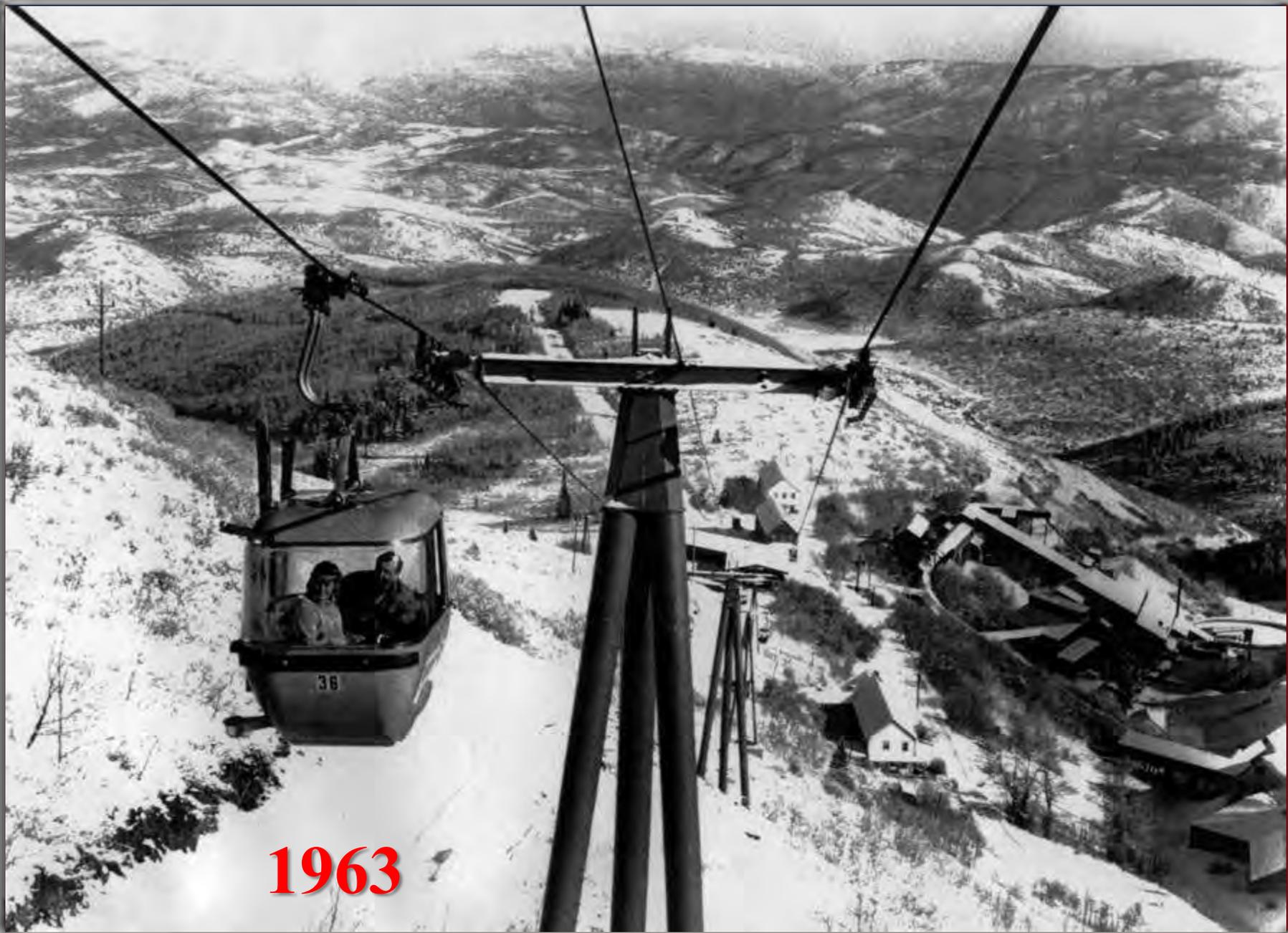
Coalition Building











1963













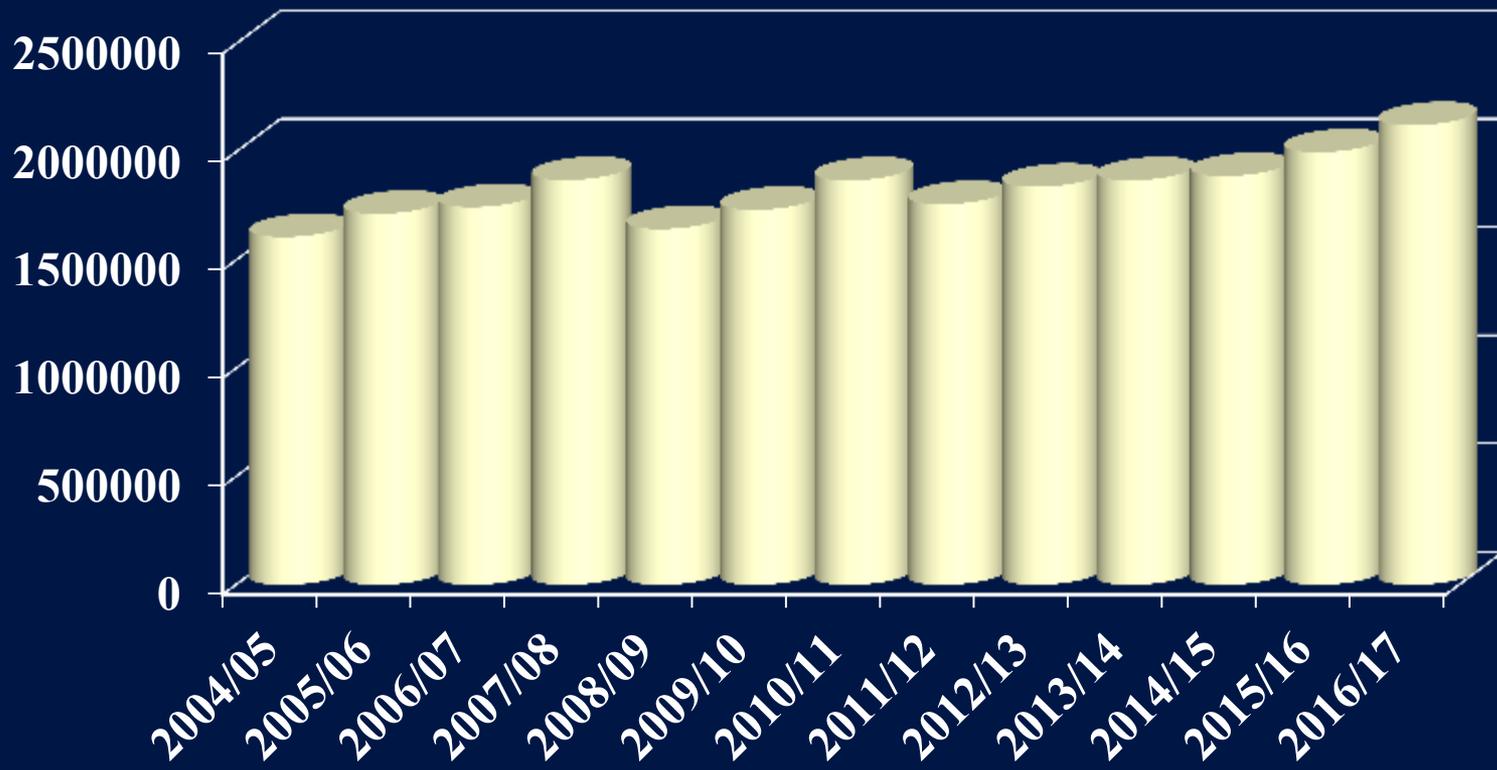






Park City Skier Days

45% of Utah Skier Days 2016



Park City's Economy is Tourism-Based

Tourism

67%



Other

33%

Visitors spend well over \$500 million a year





Park City boasts 2 of the best ski resorts in North America



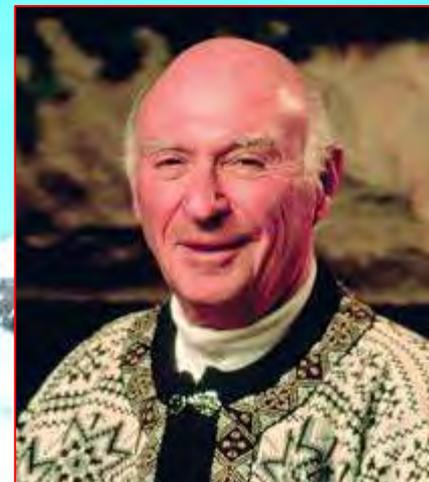
Big News in 2014: Vail Resorts purchases Park City Mountain Resort and now controls over 80% of skier days in Park City



**\$50 million
later**



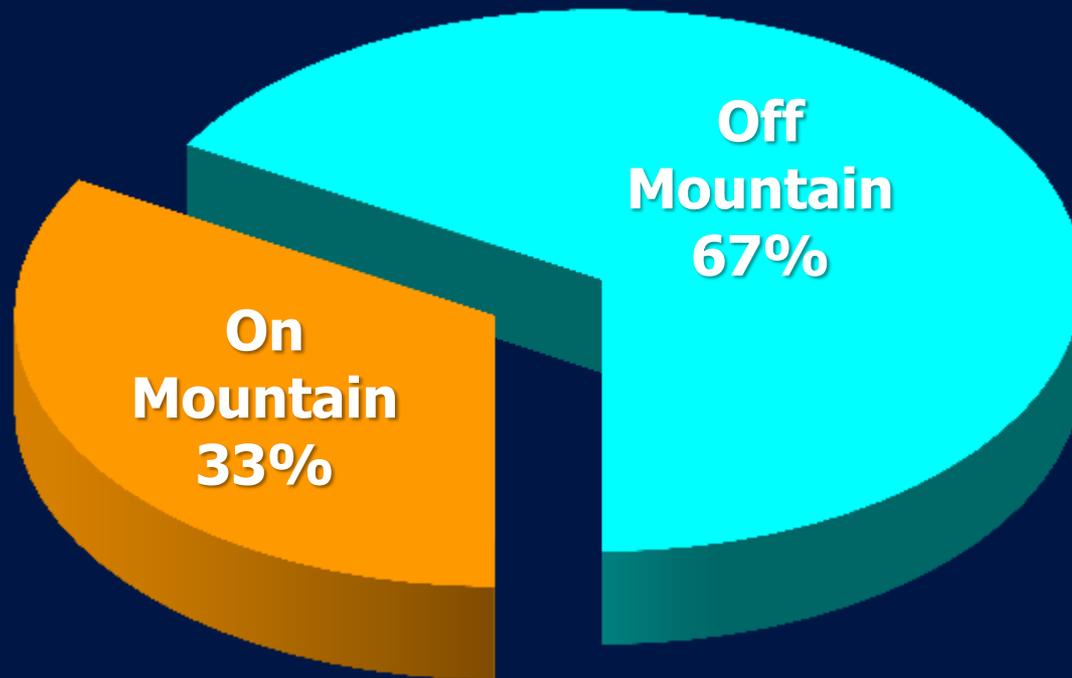
Deer Valley sold in 2017

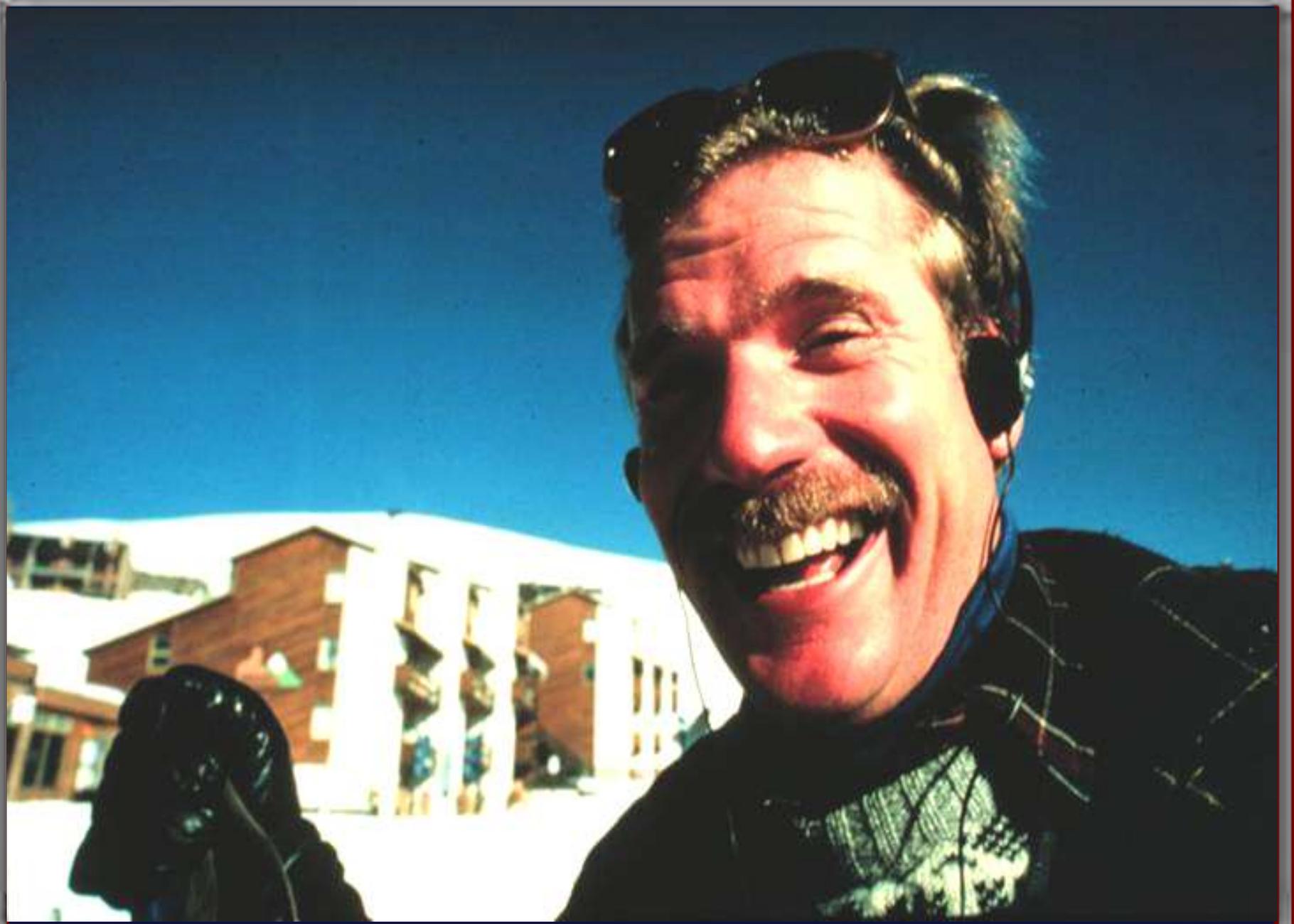


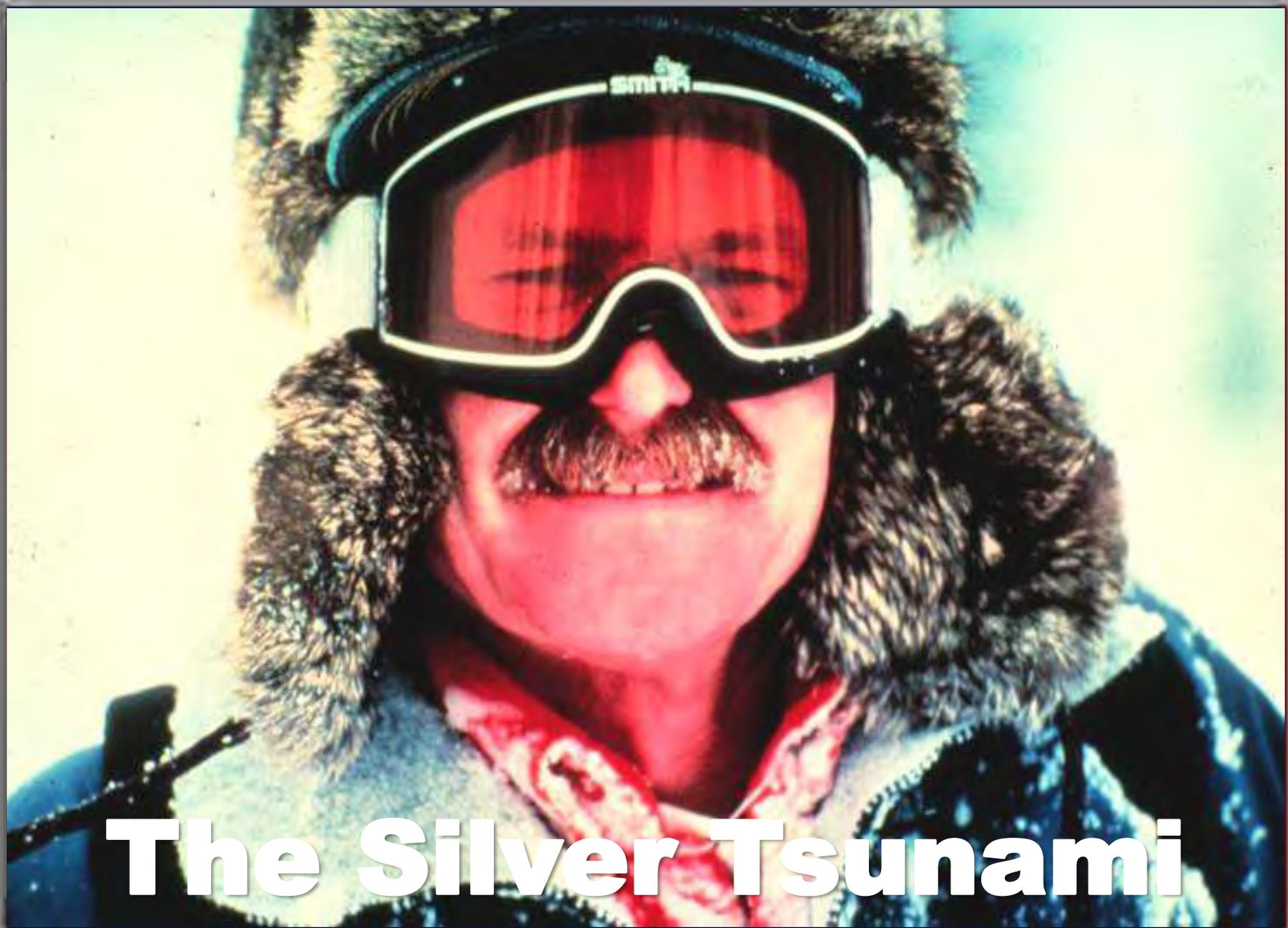


Park City Winter Tourist Expenditure

\$500+/day excluding air







The Silver Tsunami













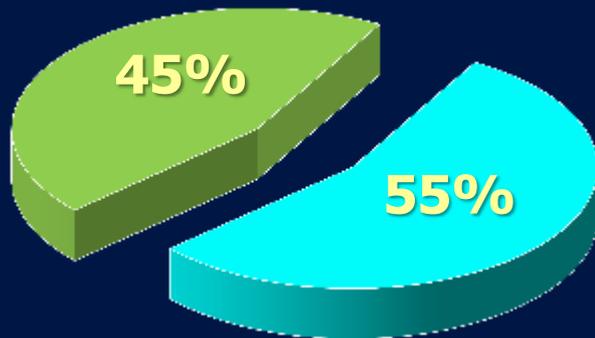






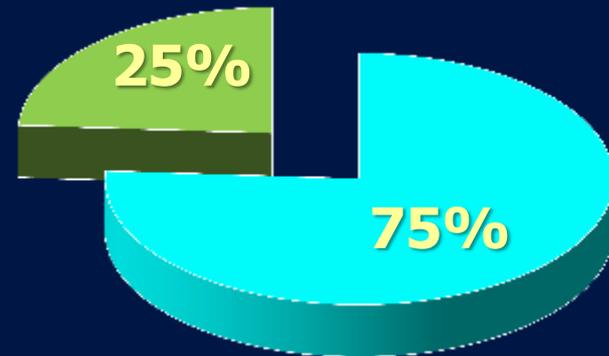
Park City Tourism

■ Summer ■ Winter



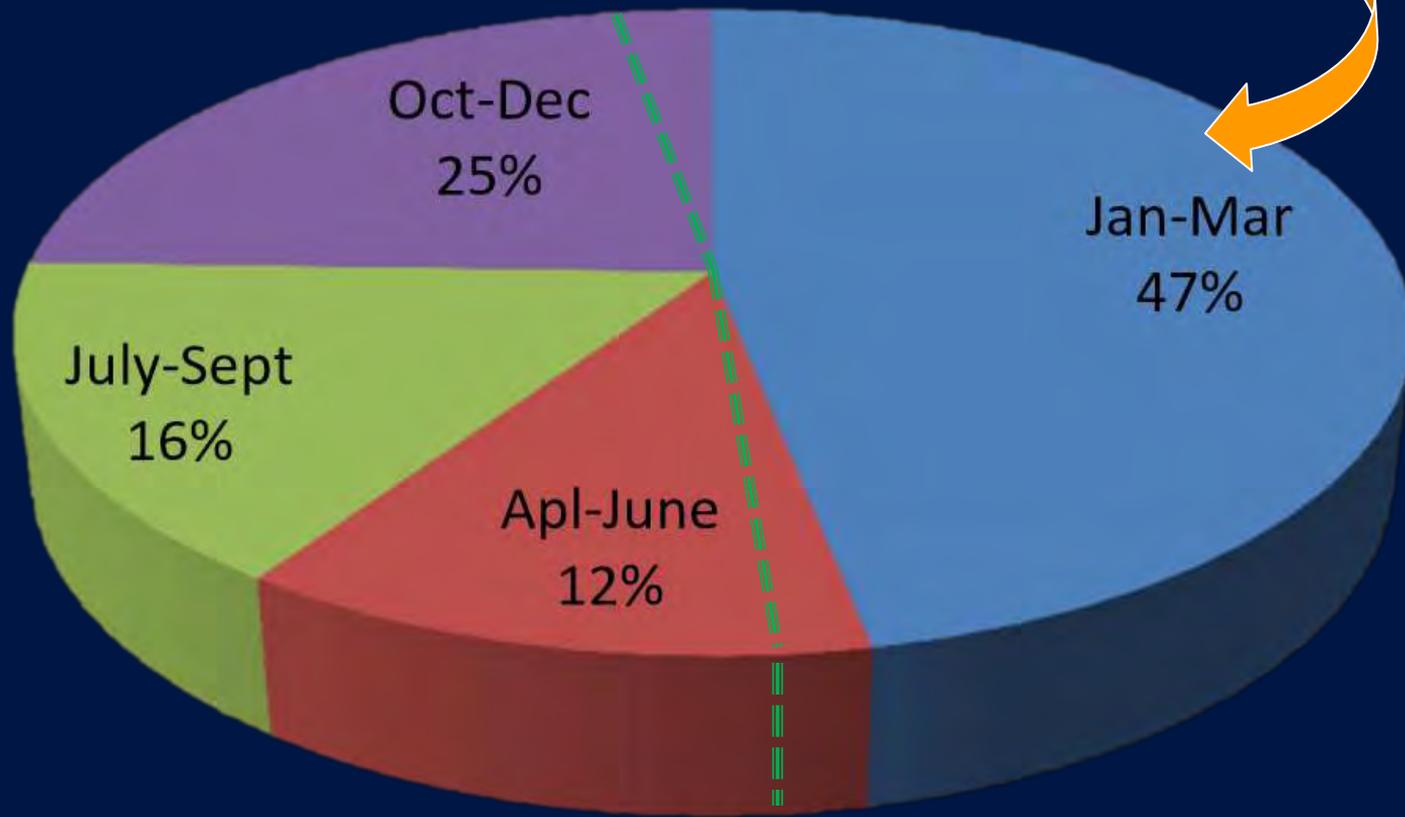
Visitors

Spending



Sales by Quarter – 2017

Ski Season = 75% of sales tax revenue





BY
2030
MILLENNIALS
OUT NUMBER
BOOMERS



BY
22
MILLION



The New Challenge

Attracting Millennials & Gen X & Y



Tourism Facts 2017

- 2.1 Million Visitor Nights
- Spending \$640m
- \$25m in tourism related taxes
- Nightly capacity = 27,178
- Average nightly visitors = 8,456
- Occupancy rate = 35%
- Nightly capacity up 10 % last 10 years



Tourism Impacts

- **Jobs** 9,122
- **Wages** \$270,000,000

Growth over 5 Years

- 2.4% **Job Growth**
- 8.3% **Wage Growth**
- 1.6% **Visitor Night Growth**



\$3 billion airport remake by 2030



A large, multi-story resort hotel with a complex, multi-gabled roof structure is illuminated at night. The building's windows and balconies are lit from within, casting a warm glow. The roof is covered in snow, and the surrounding landscape, including trees and distant hills, is also snow-covered. In the foreground, a large, circular, snow-covered area, possibly a frozen pool or courtyard, is visible. A few cars are parked or driving in the area. The overall scene is festive and wintry.

Lodging Sales Tax +12%
yearly last 5 years

Montage Hotel



Stein Erickson Lodge



Voted the Best Ski Hotel in the World



St. Regis Resort





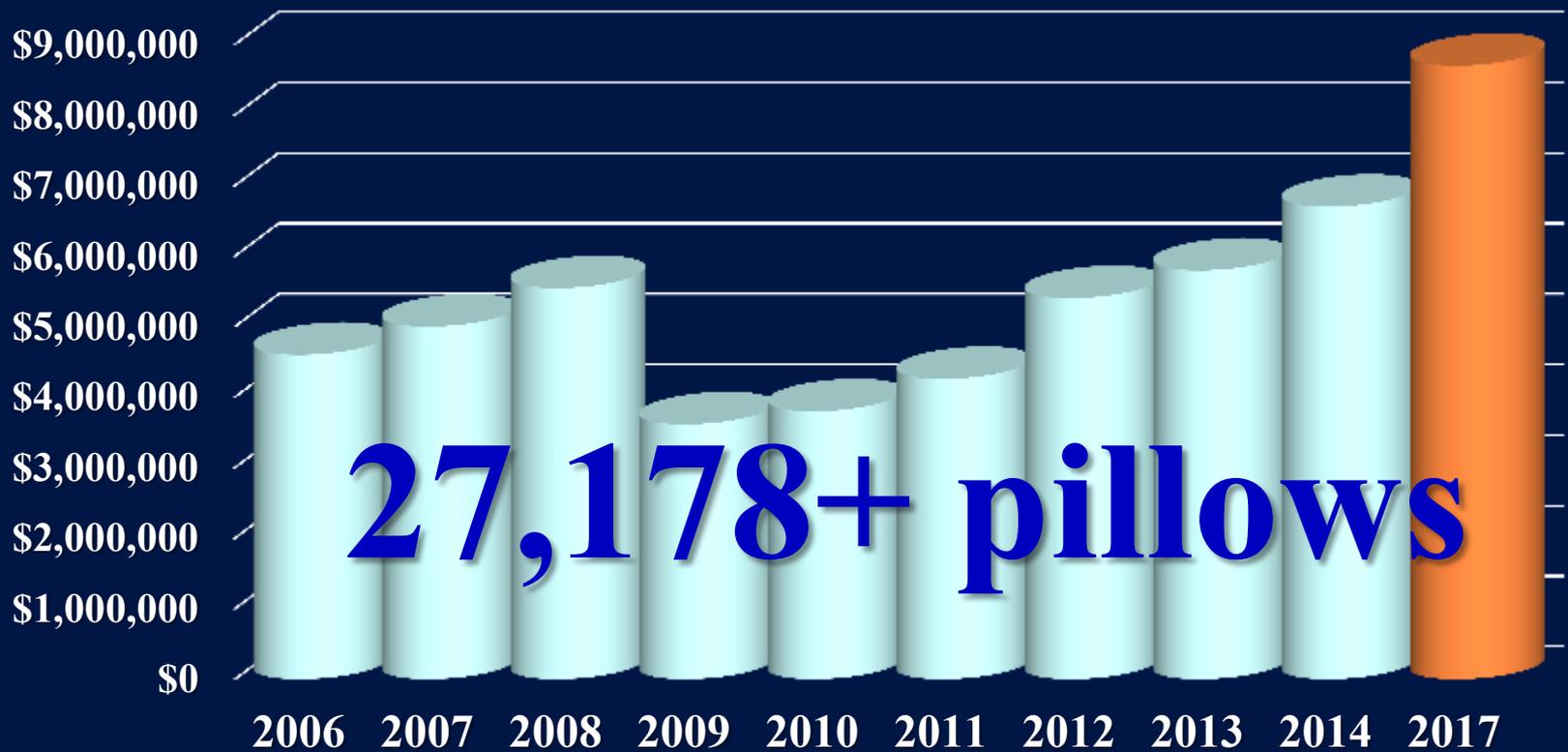
Waldorf Astoria



Sky Lodge



Transient Room Tax





estaurants





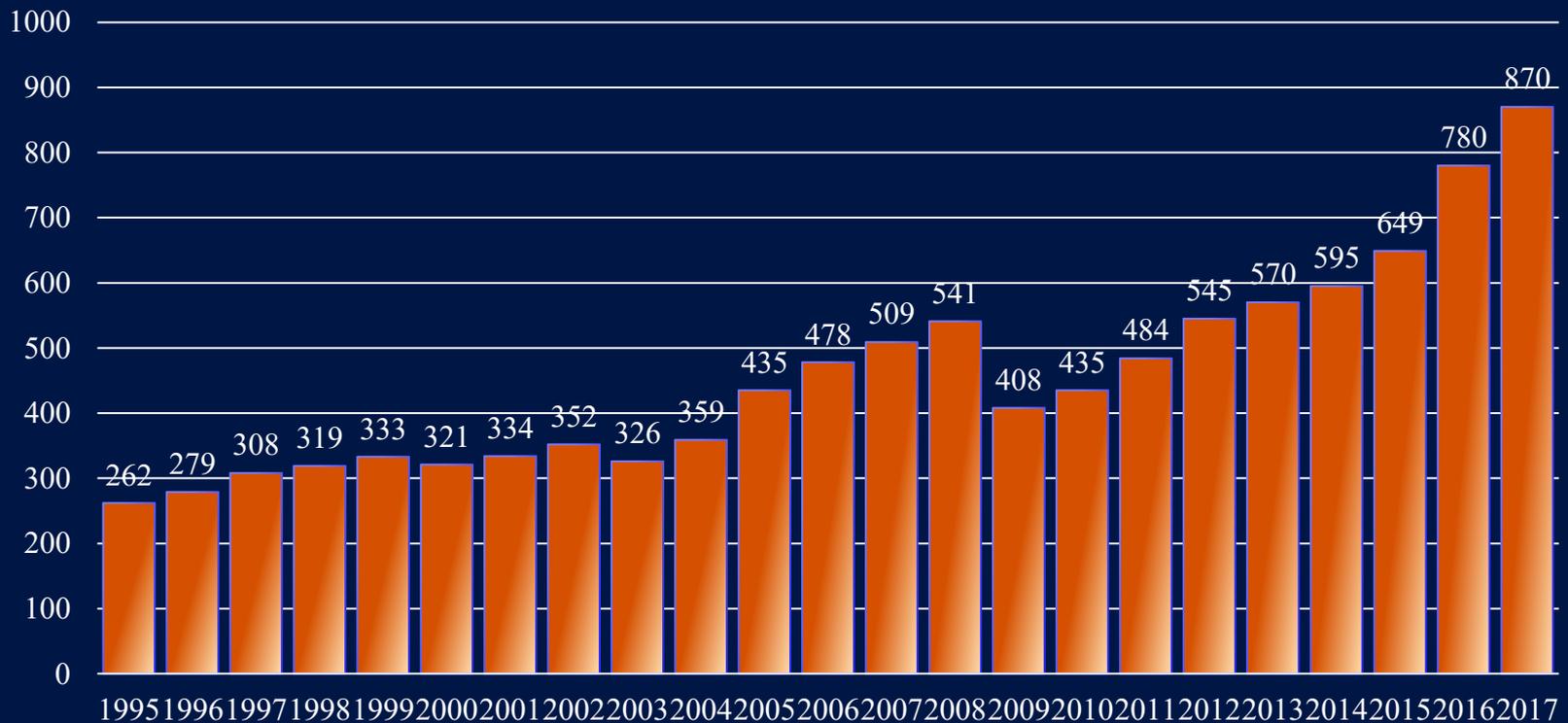
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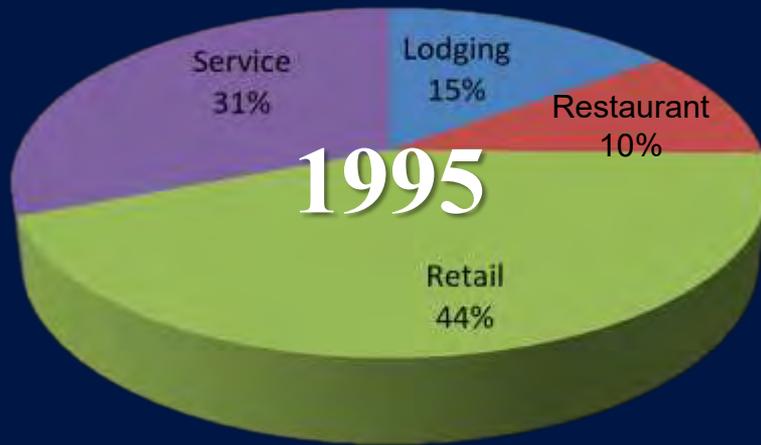
Park City Combined Sales

161 restaurants, 314 shops, 27 art galleries

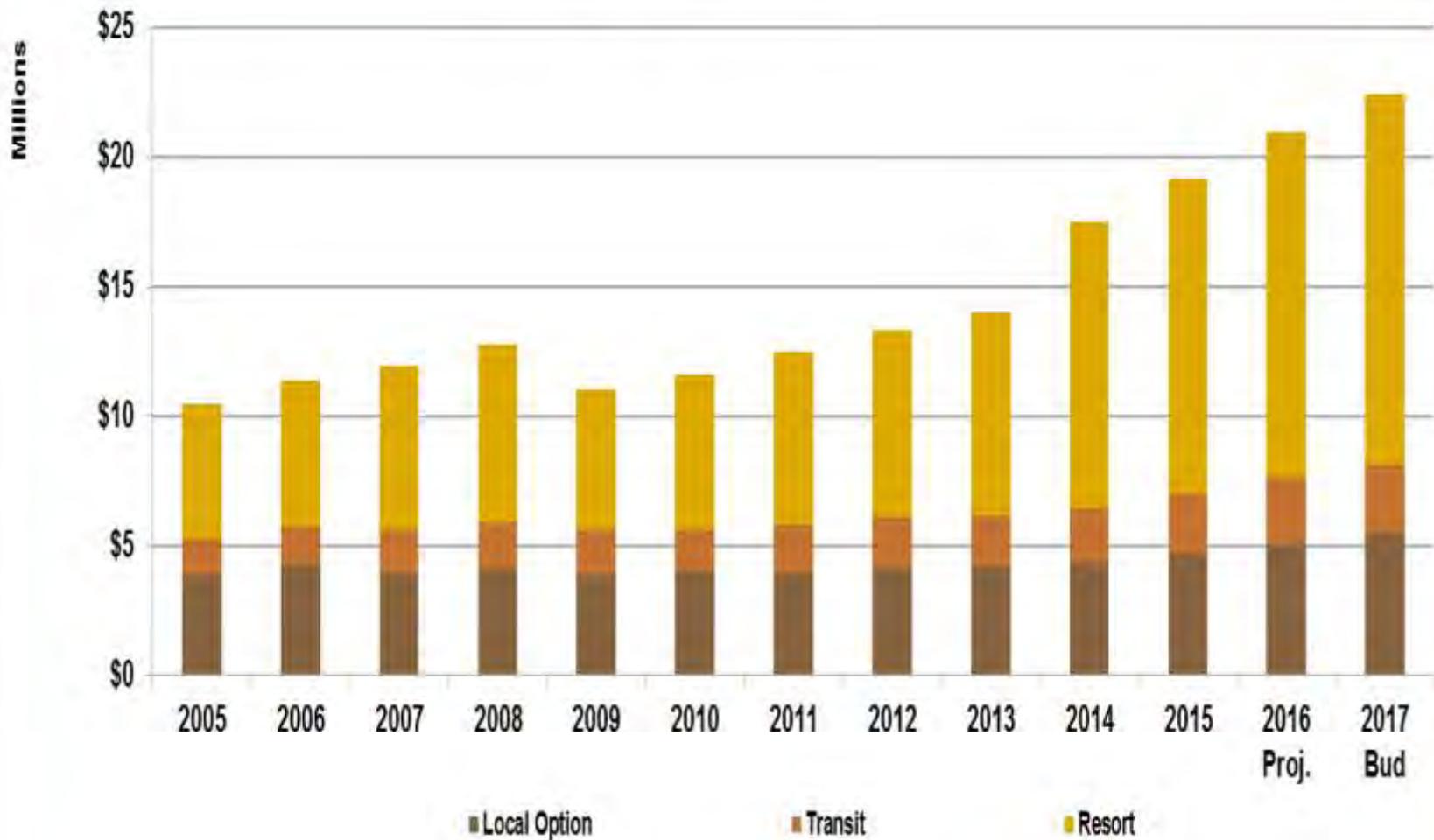
Millions of \$\$\$



Sales by Sector



Sales Tax Trends



*FY 2013 does include .5% Additional Resort Sales Tax Beginning on April 1, 2013



**Park City Receives
a Yearly Direct Net
Benefit of Nearly
\$15+ Million
From Tourism**

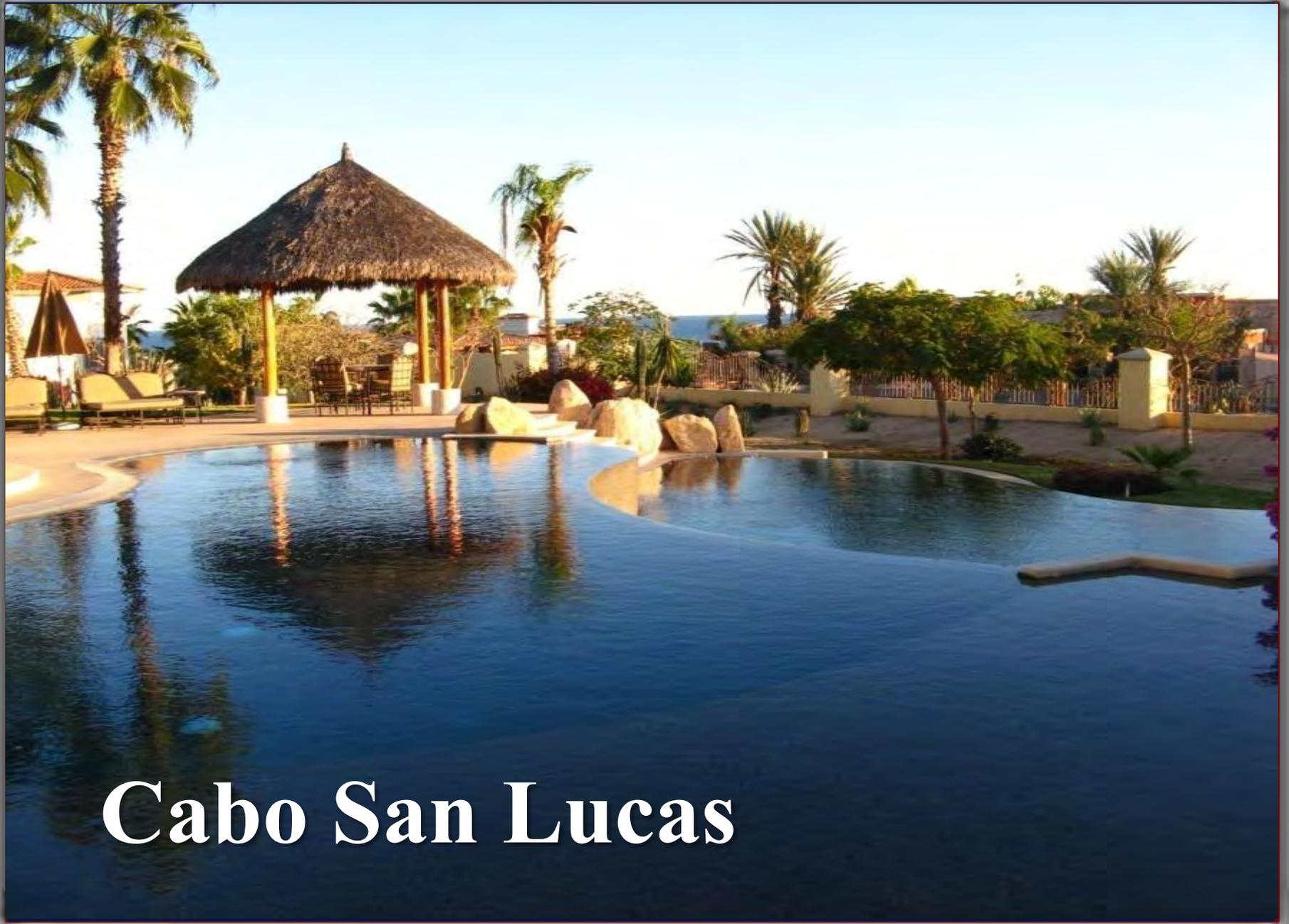












Cabo San Lucas



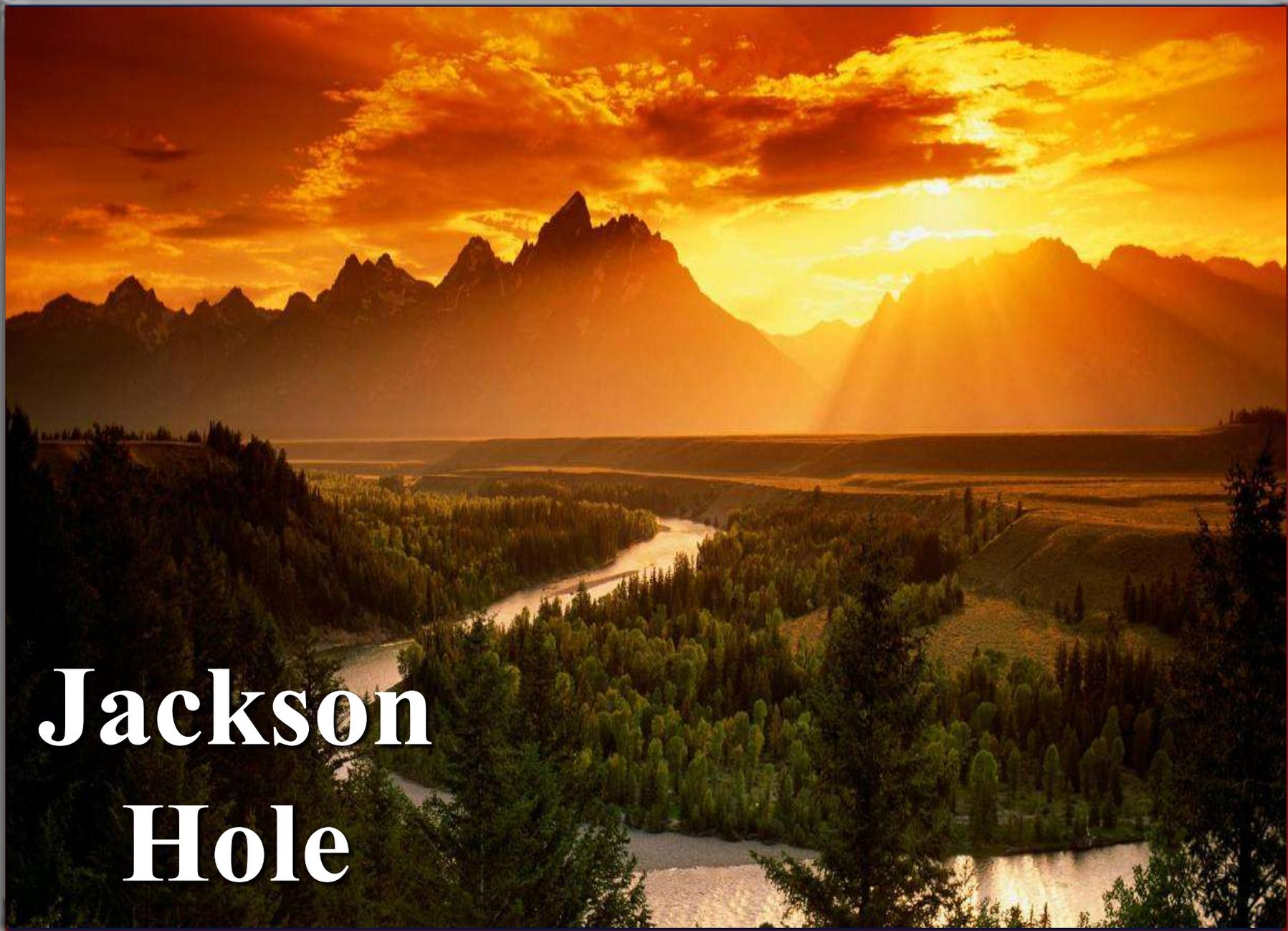


Aspen



Crested Butte





Jackson Hole



Sun Valley



Telluride



Vail





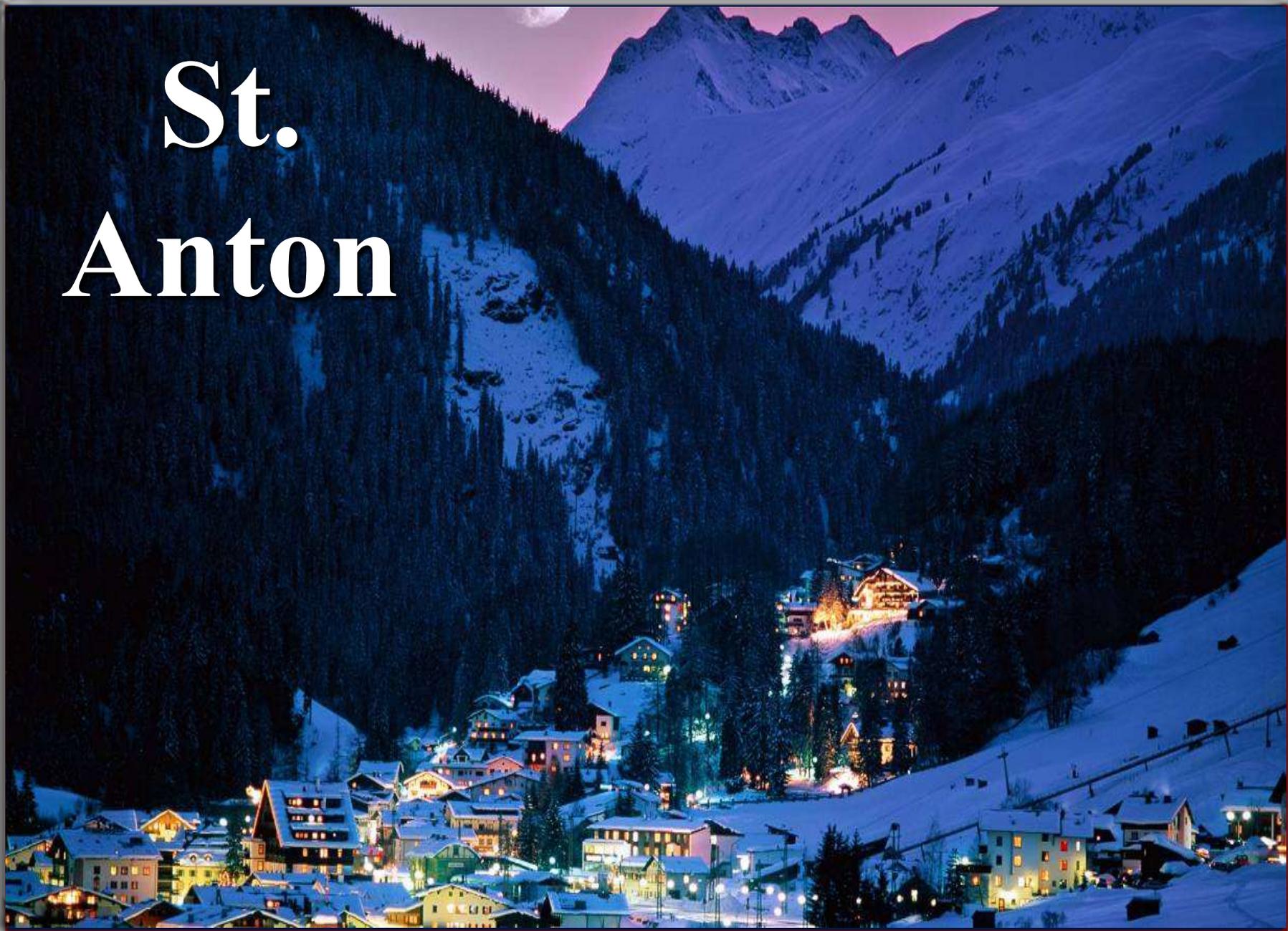
Whistler



Valle Nevado, Chile



St. Anton





Courchevel France





Ski Dubai



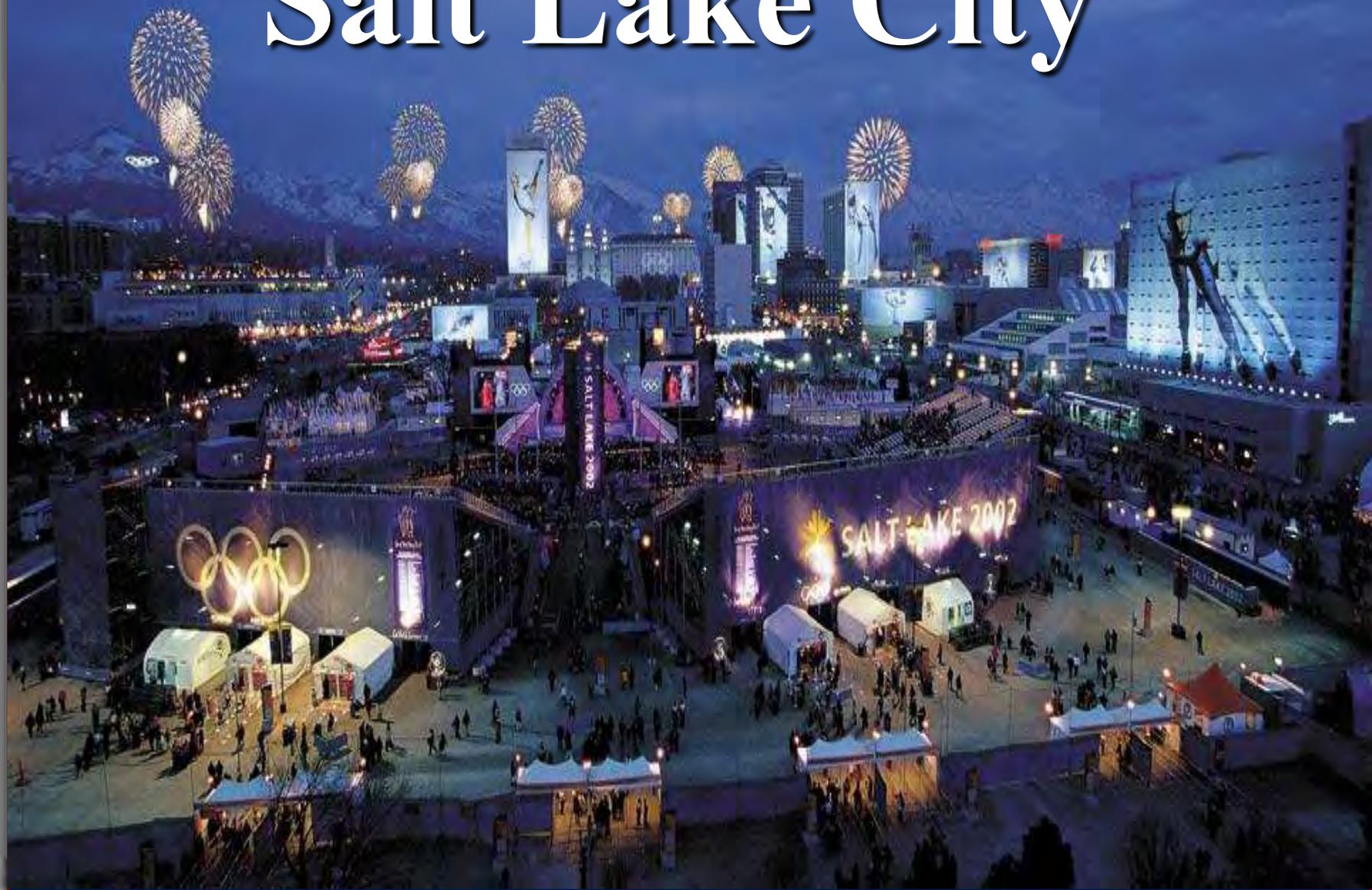
Park City's Olympic Experience 2002

February 8 - 24

16 Years Ago
A Living Legacy



Salt Lake City

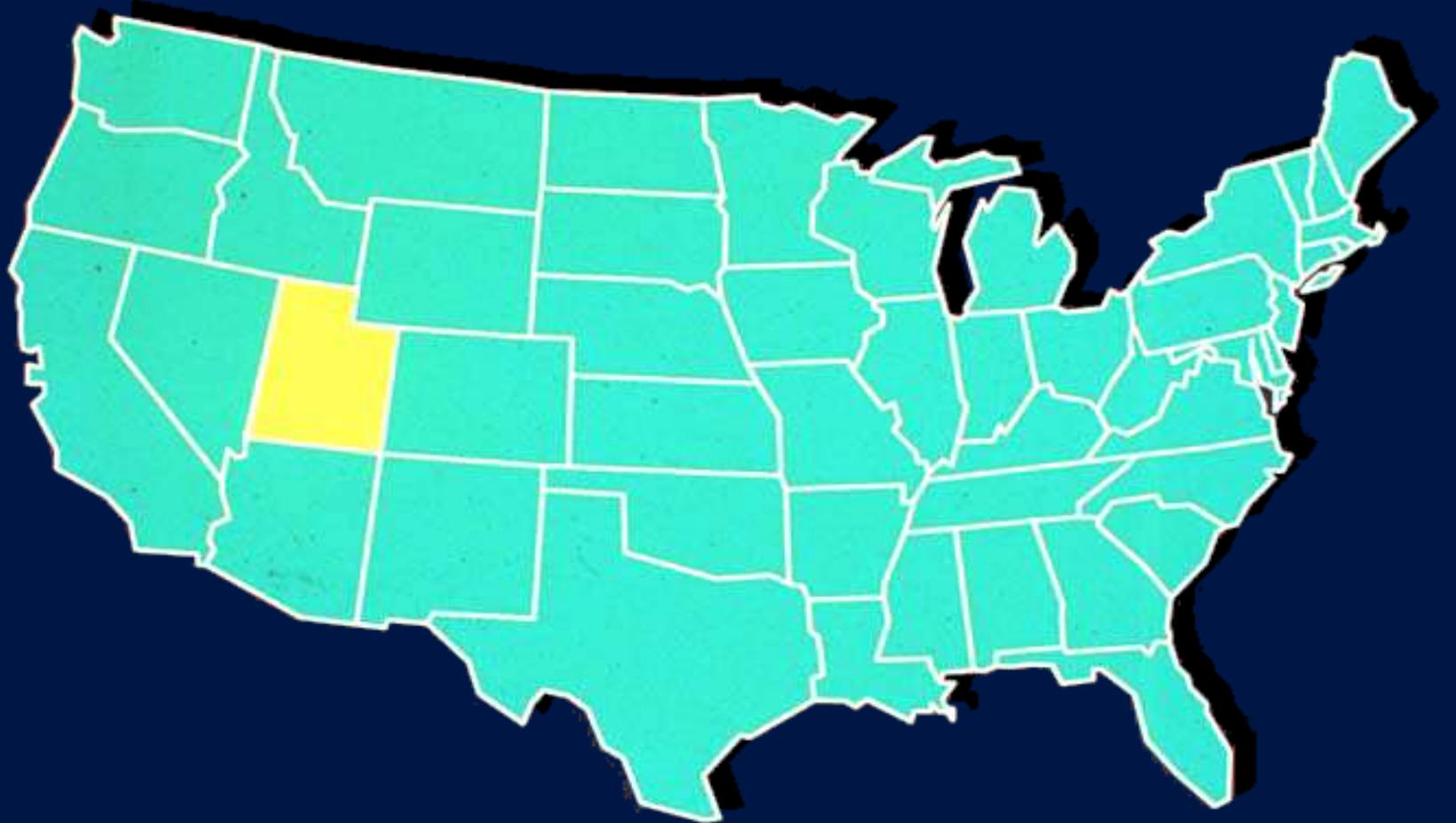


America's Opening

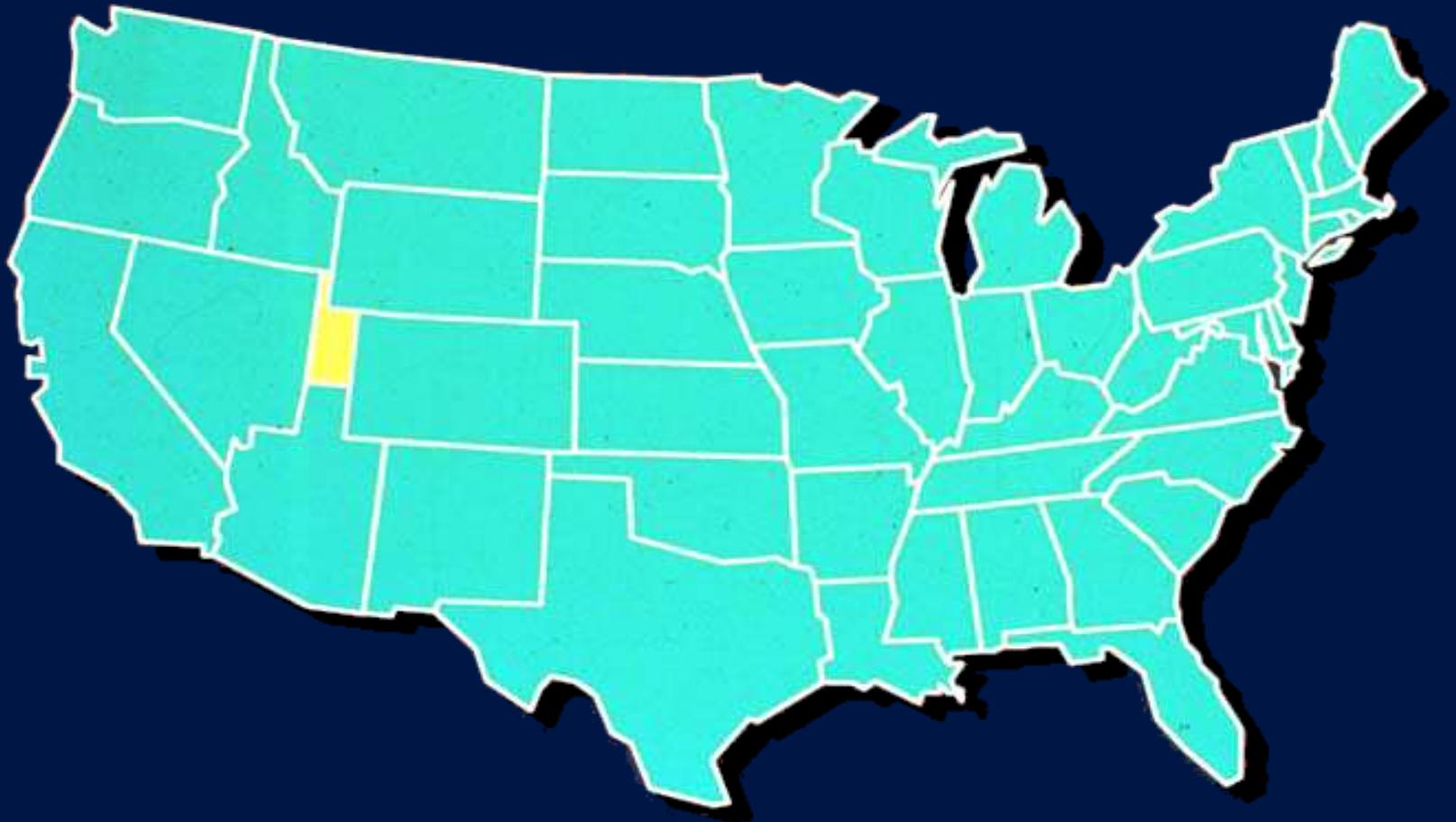




You Know Where Utah Is



Mamy



Haven't A Clue



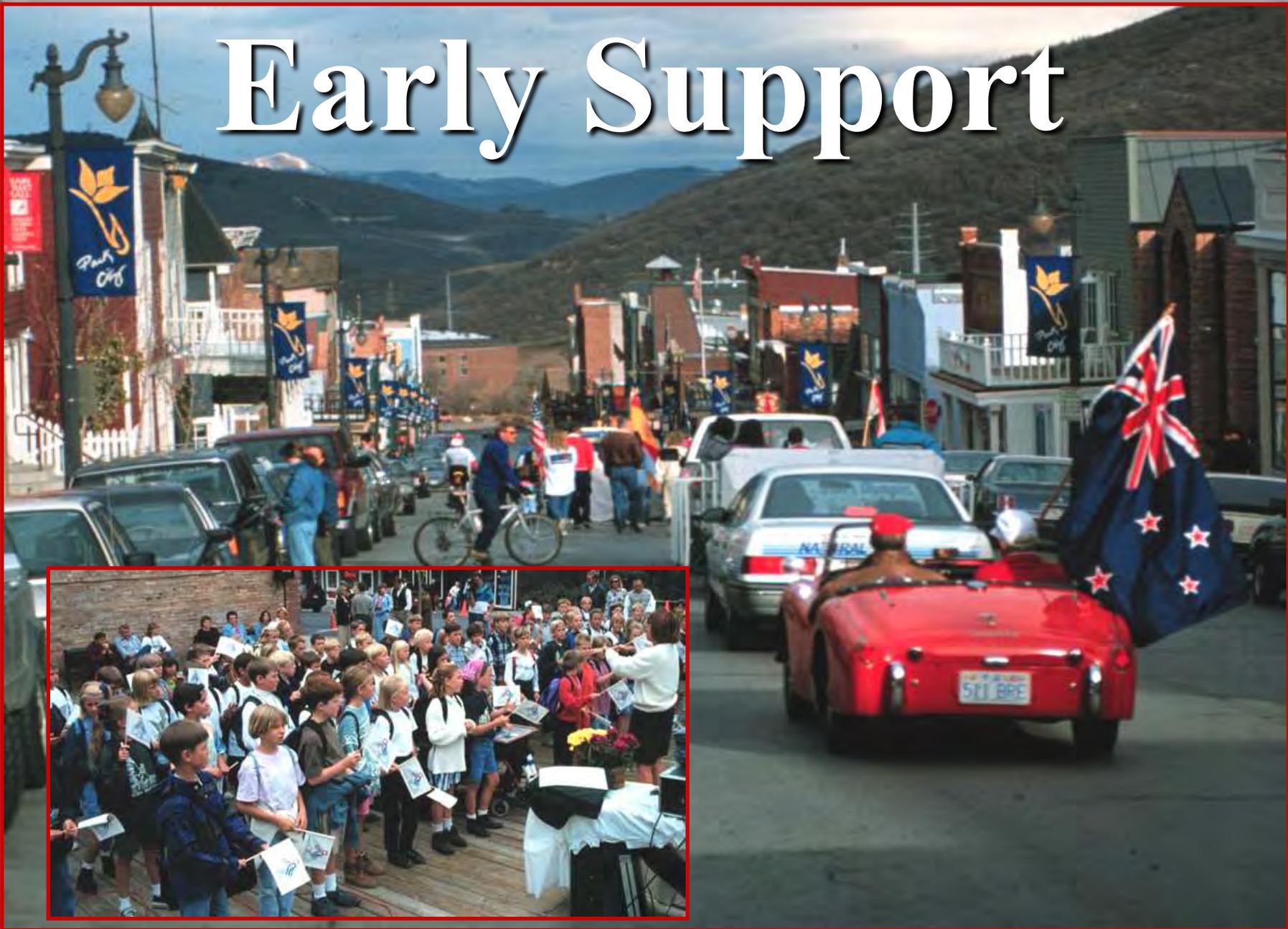
Enthusiastic Involvement



**Salt Lake City becomes America's Choice
Des Moines, Iowa ,89**



Early Support





Bidding in Birmingham '91



Agony of Defeat '91



Building the Utah Olympic Park





Lillehammer Olympics '94



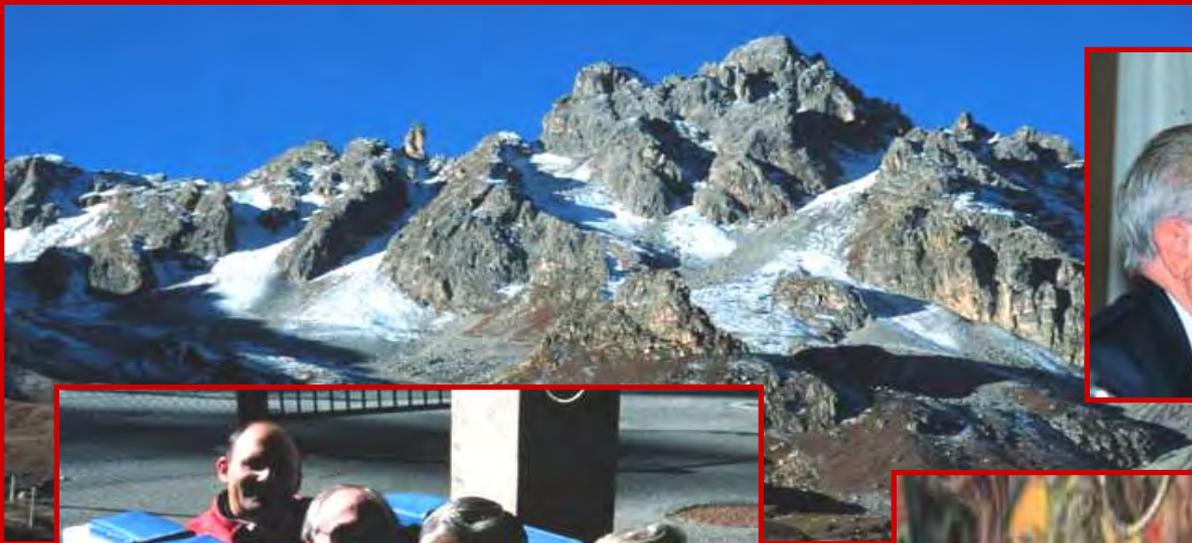
Budapest '95



Thrill of Victory



Lillehammer, Albertville & IOC



Study Mission „96

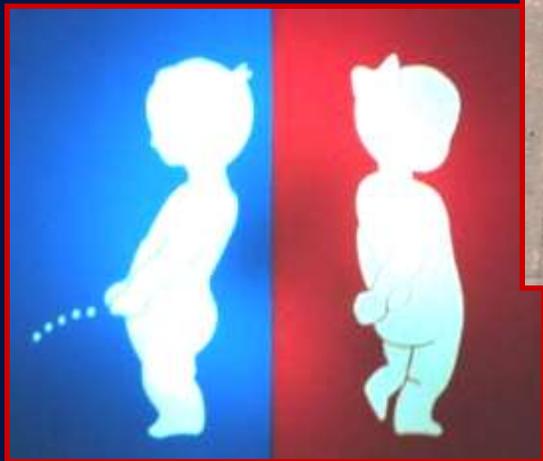
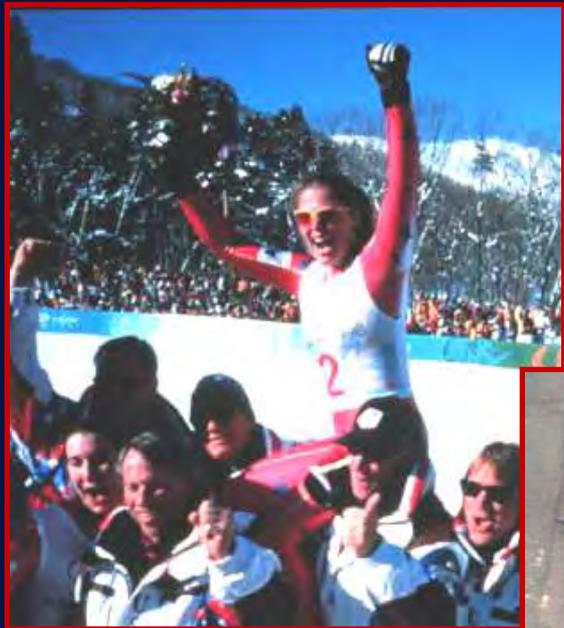


Atlanta Centennial Games '96



**Studying the
Logistics and
Impacts on
Venue Cities**





Nagano ,98



Sydney 2000

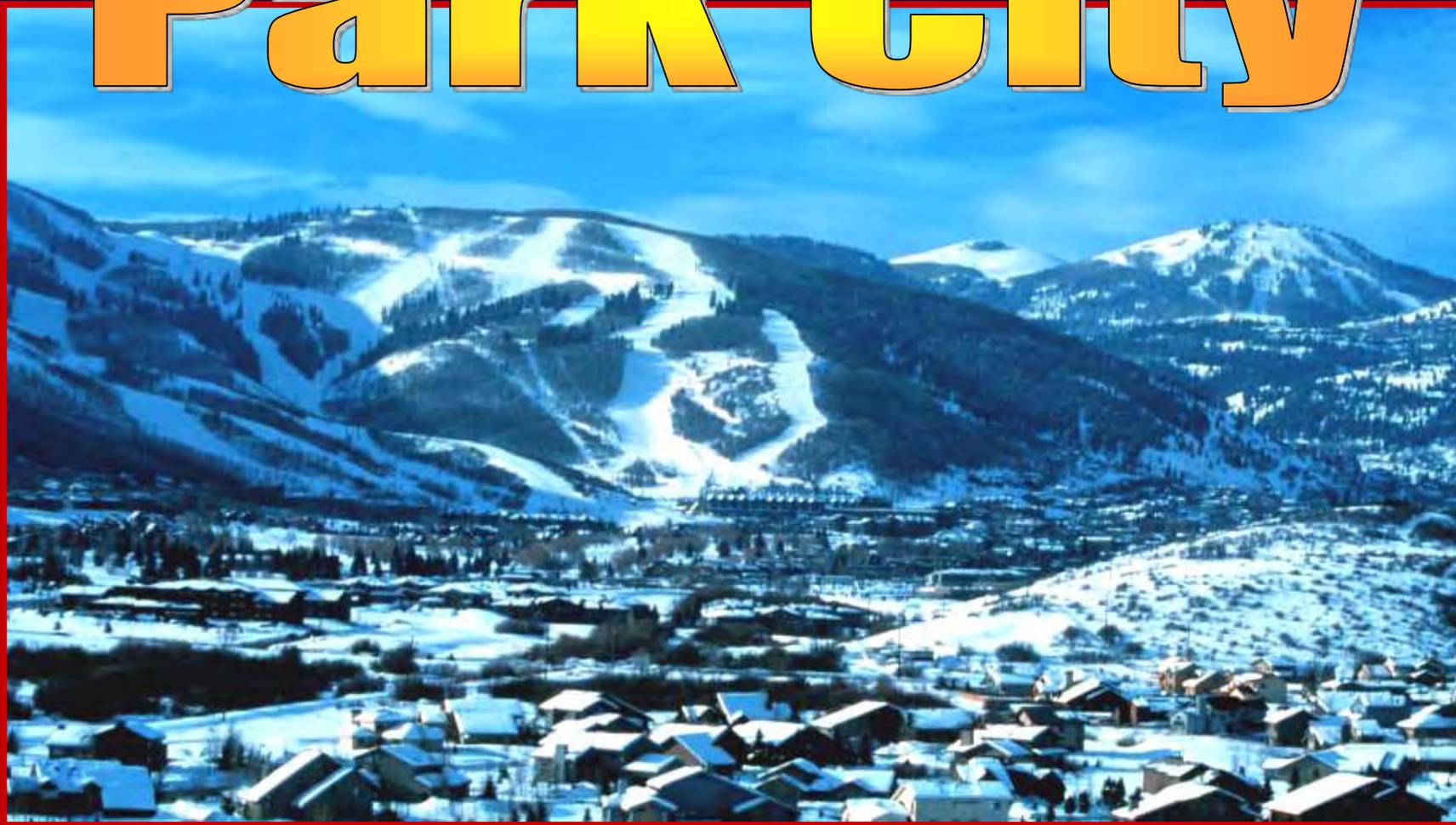


Park City Made Promises

- **Best Olympics Ever**
- **Public Costs Covered**
- **Enduring Physical Legacies**
- **„Olympic City“ Recognition**
- **Careful Management of Impacts**
- **Involvement for Our Children**
- **A Boost to Our Resort Economy**



Park City



Alpine Heart of 2002





Utah Olympic Park

