

# Olympic Welcome Plaza





# Roundabout Construction



# Transit Center



# Olympic Celebration Roundtables





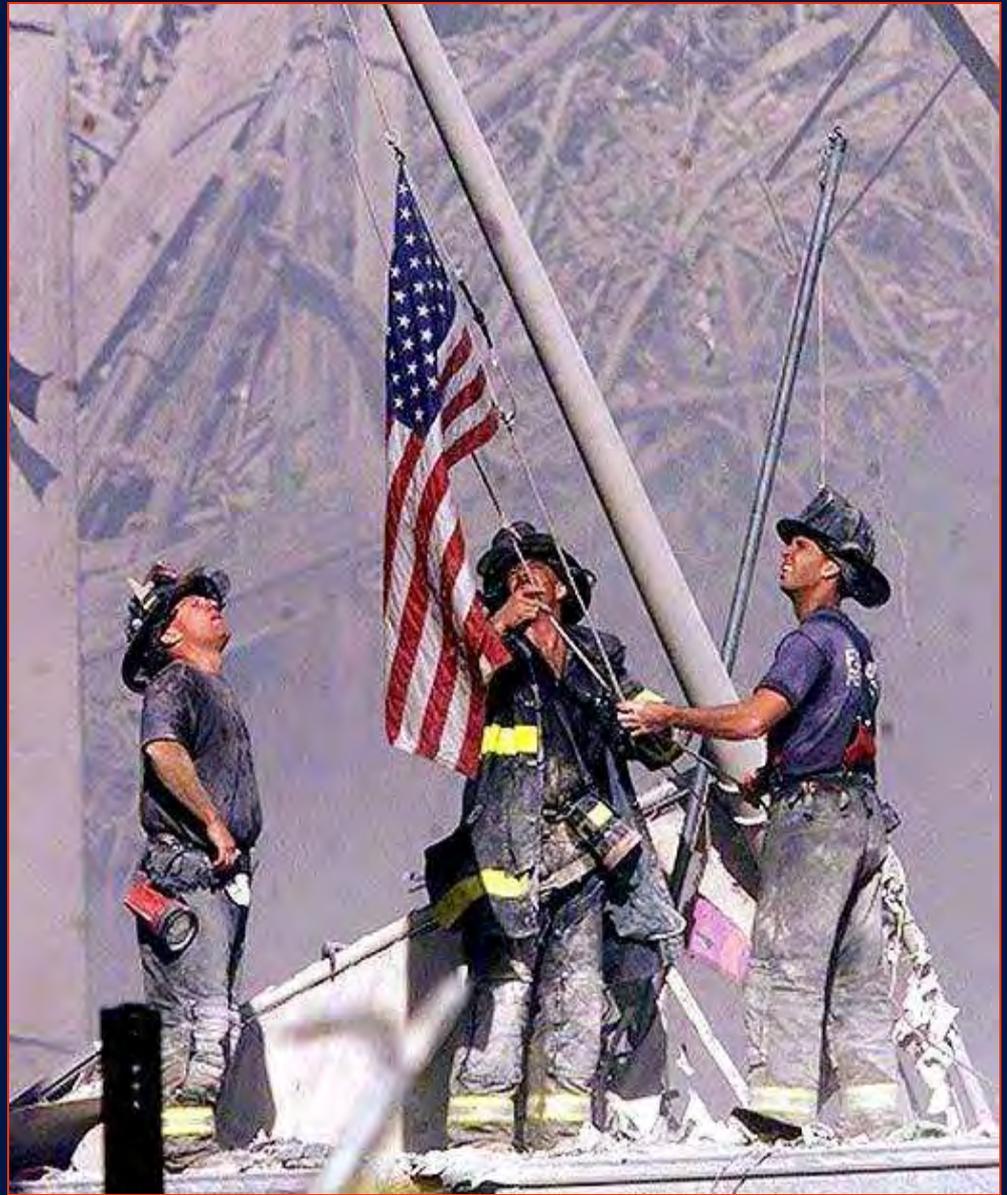
**Meet the Press**







# A Time of Tragedy & Crisis







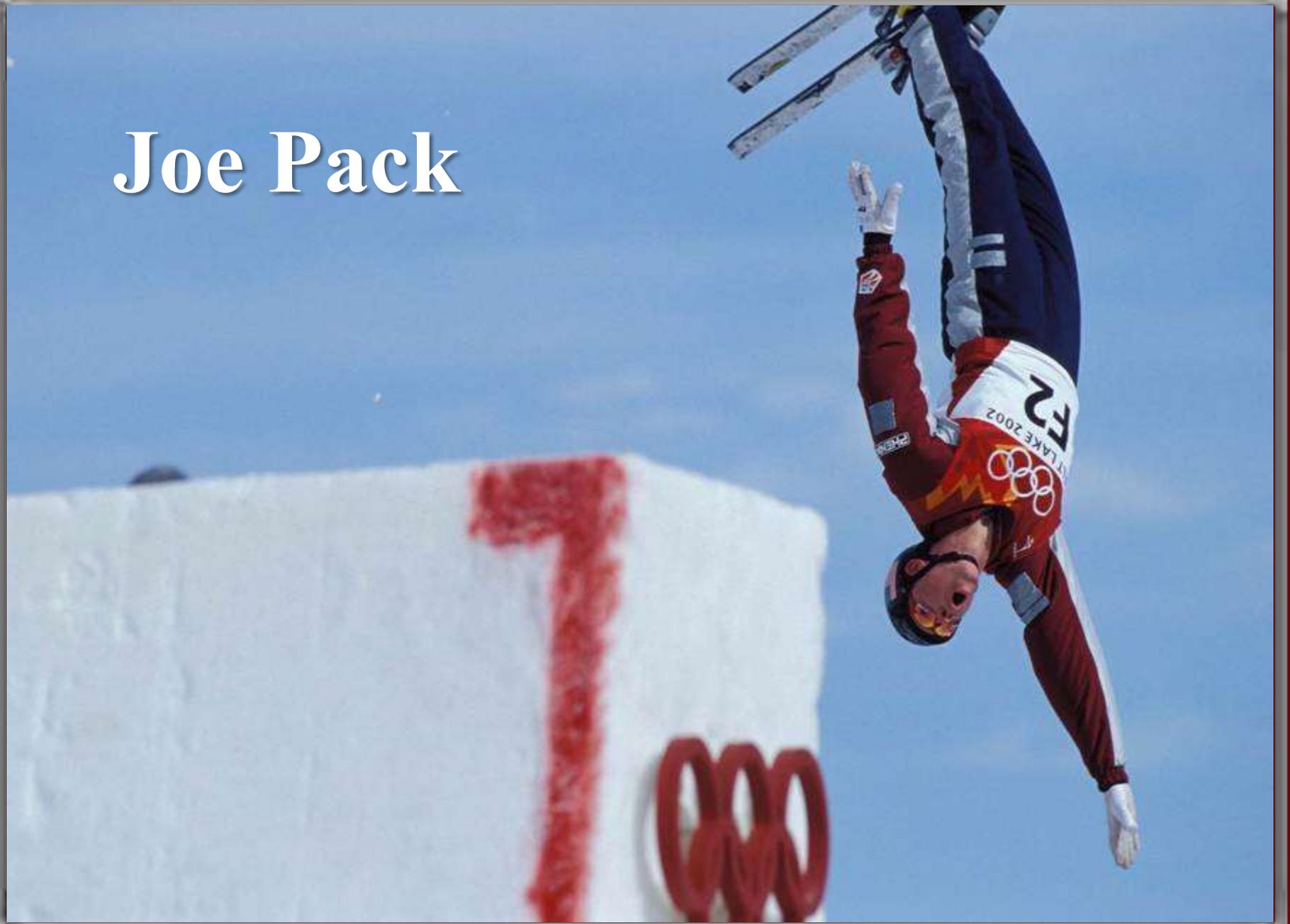








# Joe Pack



AMES



CLUB



















**Main Street  
Celebrations Cost  
About \$1.8 Million or  
\$100,000 /Day**

---

**Supported by the City,  
Chamber/Bureau, SLOC &  
Private Corporate Sponsors**







# The Olympics Were an Incredible, Once-in-a-Lifetime Experience



Olympic Welcome Plaza





# Alf Engen & Olympic Ski Museums







# USSA Center for Excellence





**Ted Ligety**



# Sage Kotsenburg



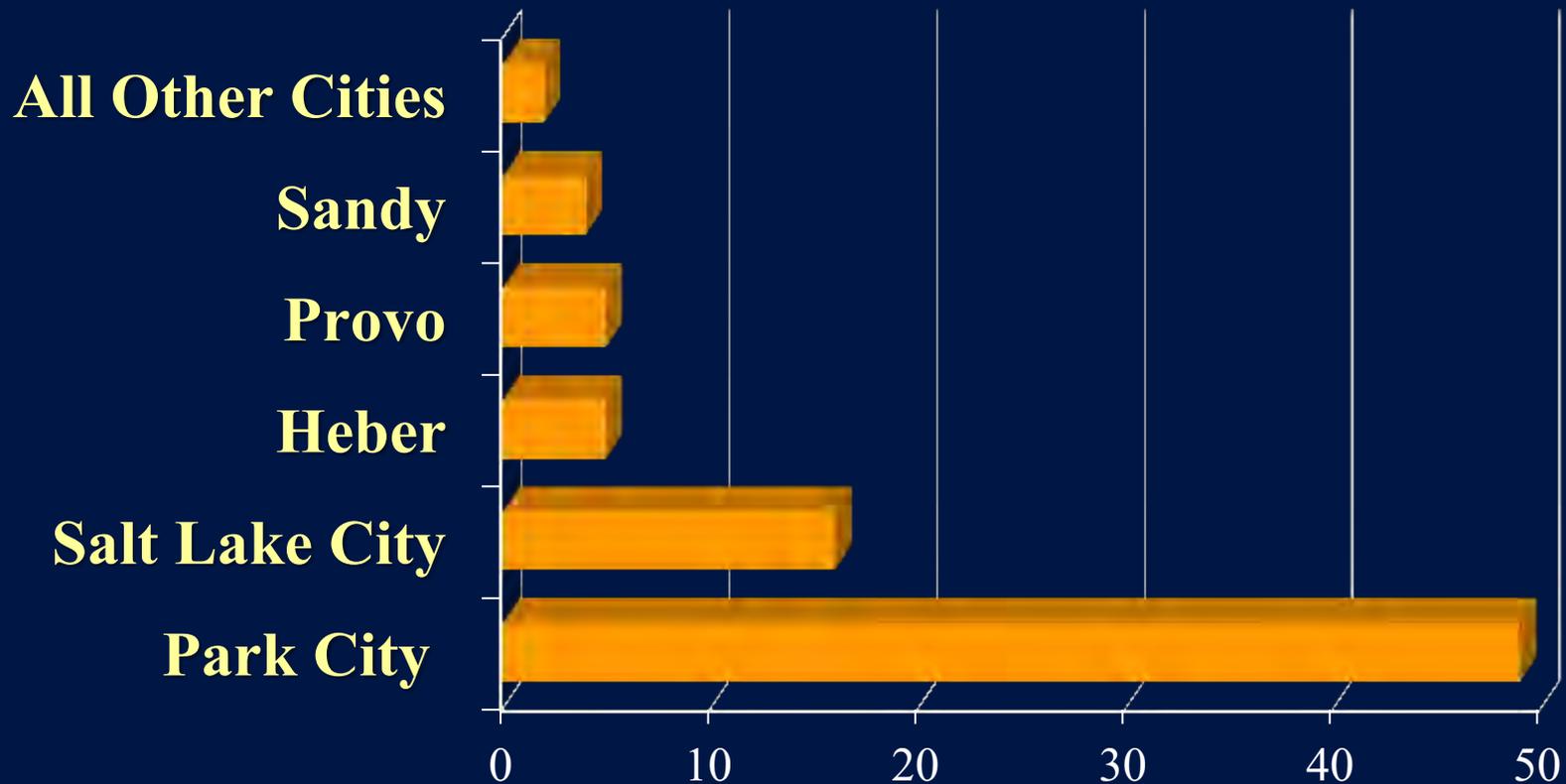


Jessica Jerome





# Number of Olympic Athletes in Utah



# Let's bid for the 2026 Olympic Winter Games



# Life After the Olympics

Park City Stays Proactive

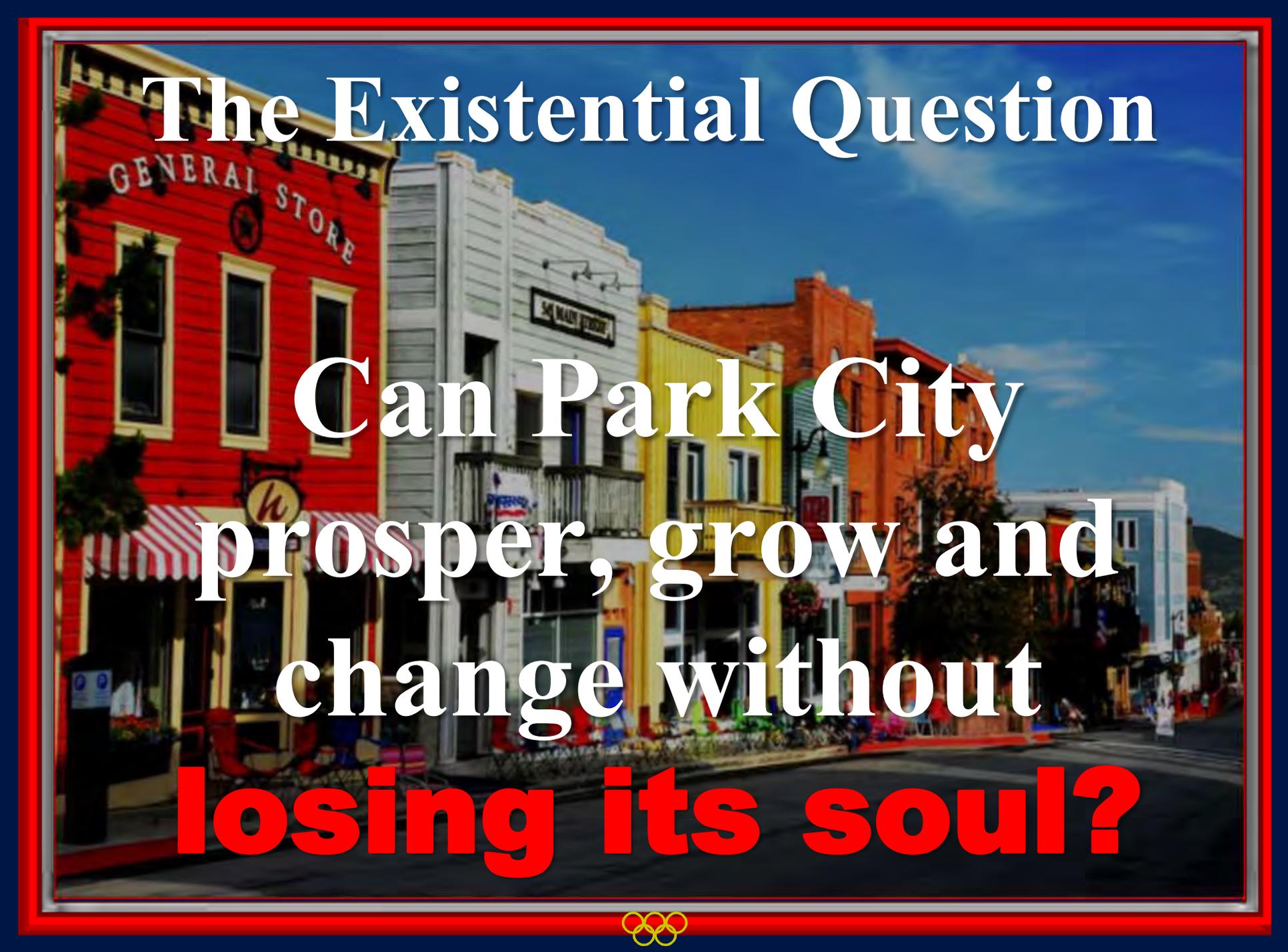


# City Council 2017



Striving for  
„Complete  
Community“





# The Existential Question

Can Park City  
prosper, grow and  
change without  
**losing its soul?**





**Keeping Park City... “Park City”**

by creating a

**Complete Community**

Concentrating on

**Affordable Housing**

**Transportation**

**Sustainability**

**Social Justice & Equity**



# Council Goals

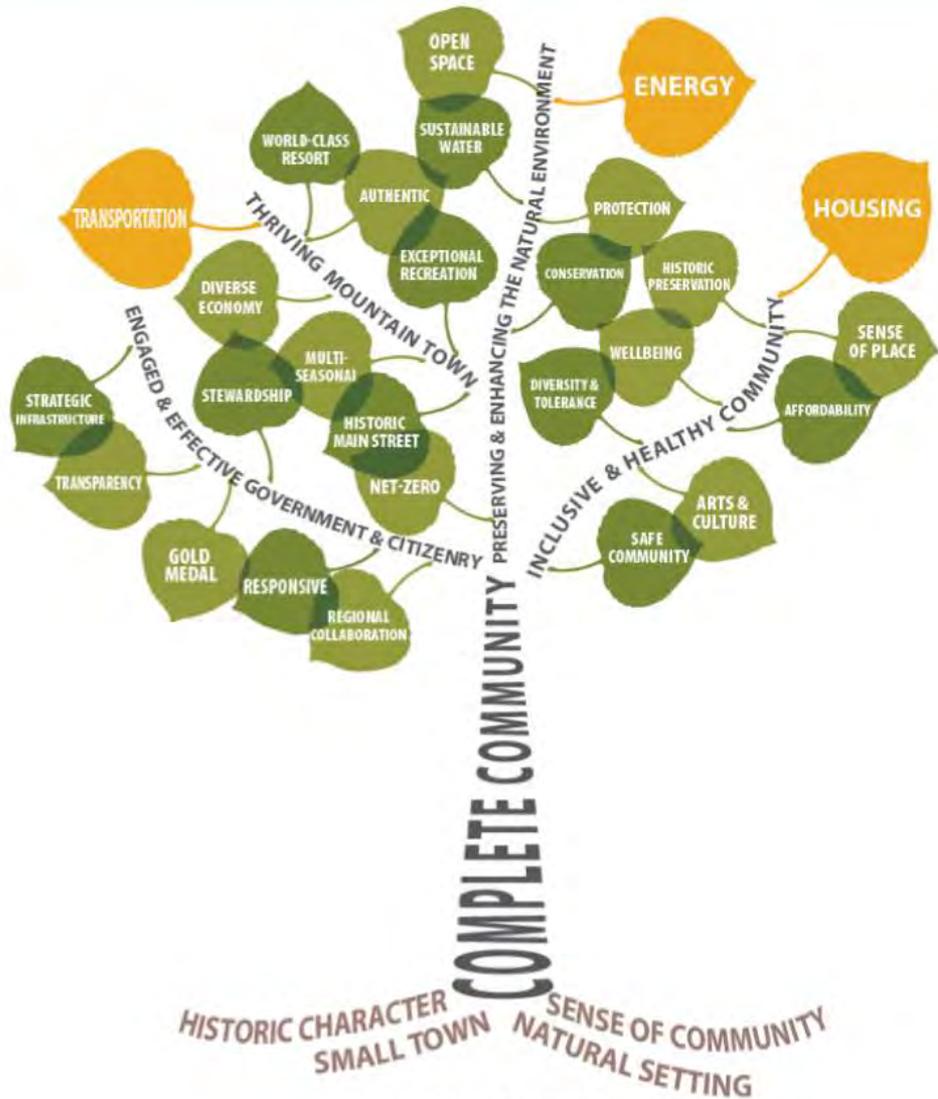
**Thriving  
Mountain  
Town**

**Preserving and  
Enhancing the  
Natural  
Environment**

**Engaged &  
Effective  
Government &  
Involved  
Citizenry**

**Inclusive &  
Healthy  
Community**





# What is Park City

*A 'small town' or a 'micro-urban area located in a 'medium rural' landscape... part of the Western 'Lycra Archipelago' of ski resorts, where locals believe death is optional.*



# Preserving History & Heritage











NATIONAL  
GARAGE

CHAMPIONSHIP  
EARS

ION

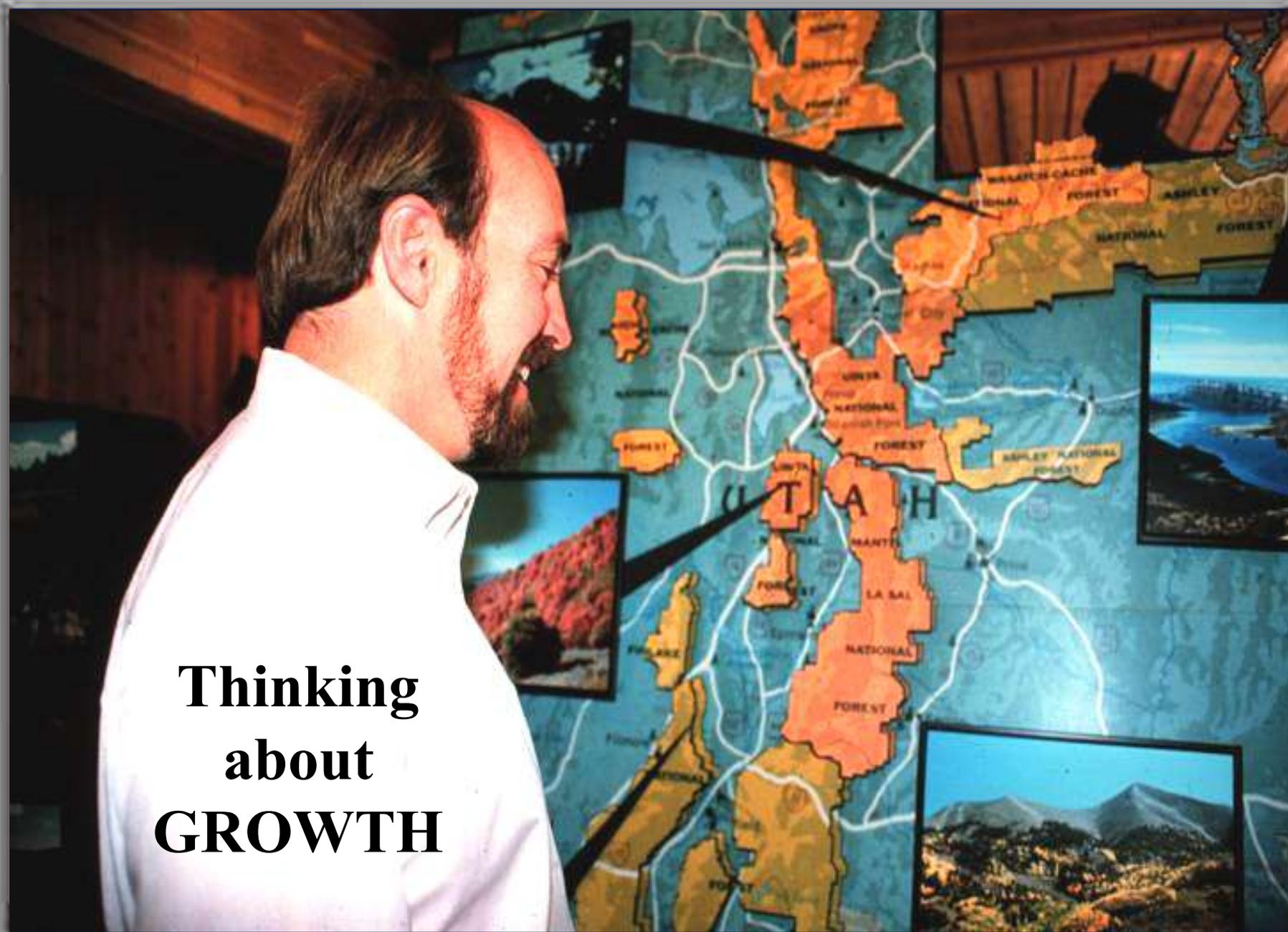


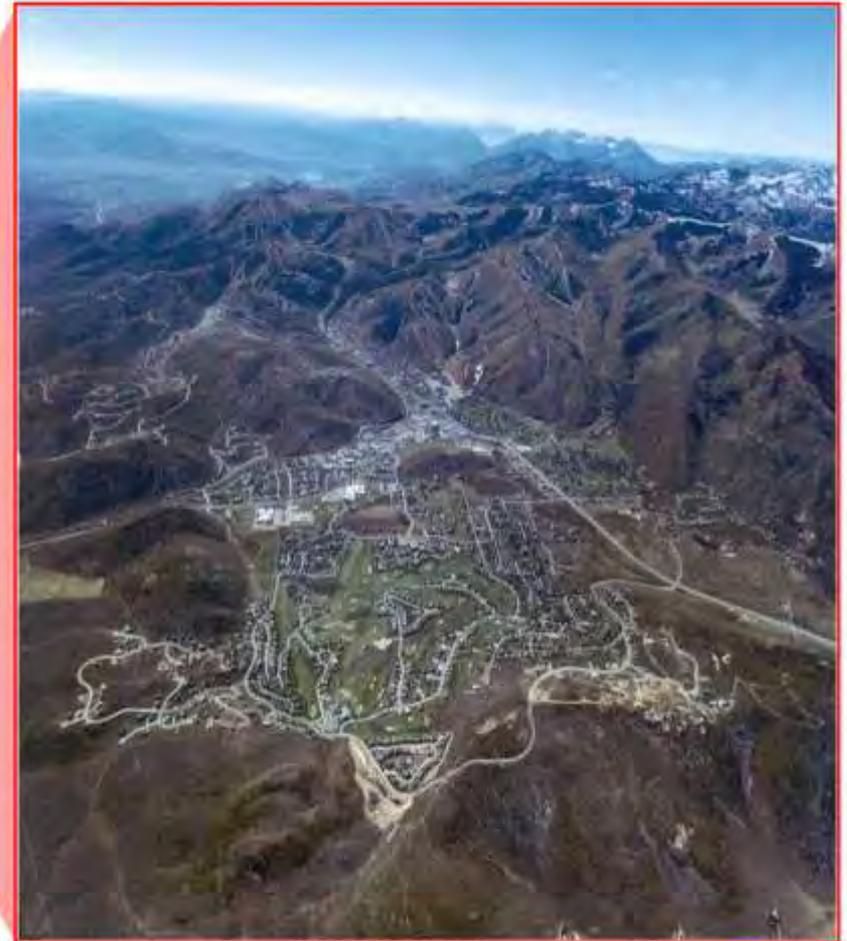






**Thinking  
about  
GROWTH**





*Are we in a state of  
'urban denial*











**Median single family  
home within Park City  
limits = \$1.69 million**

**What is  
being  
sold?**

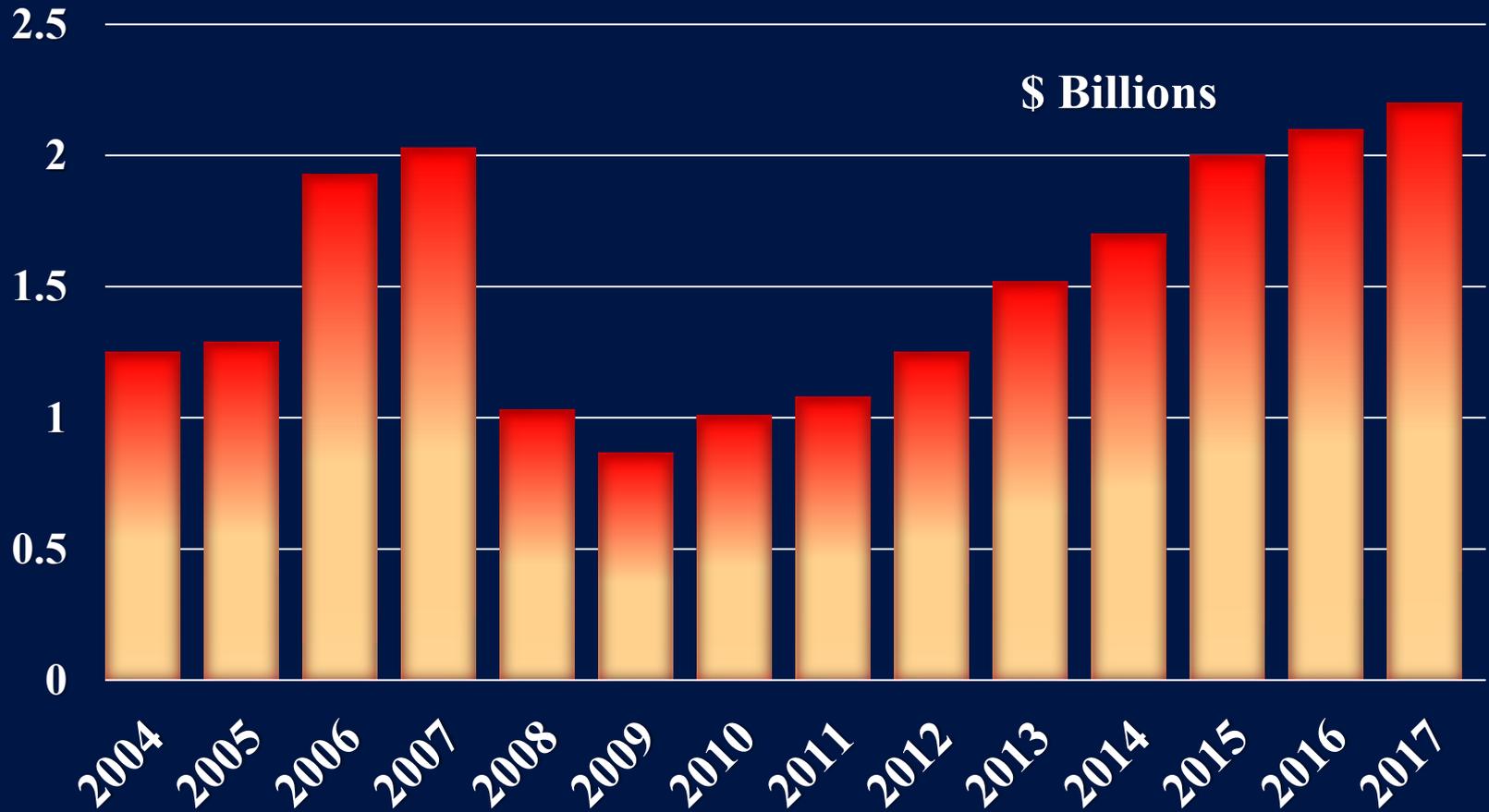


# **Subdivide & Conquer: A Modern Western**

**1000+ Realtors in Park City  
Cows & Condos**



# Real Estate Sales – Park City

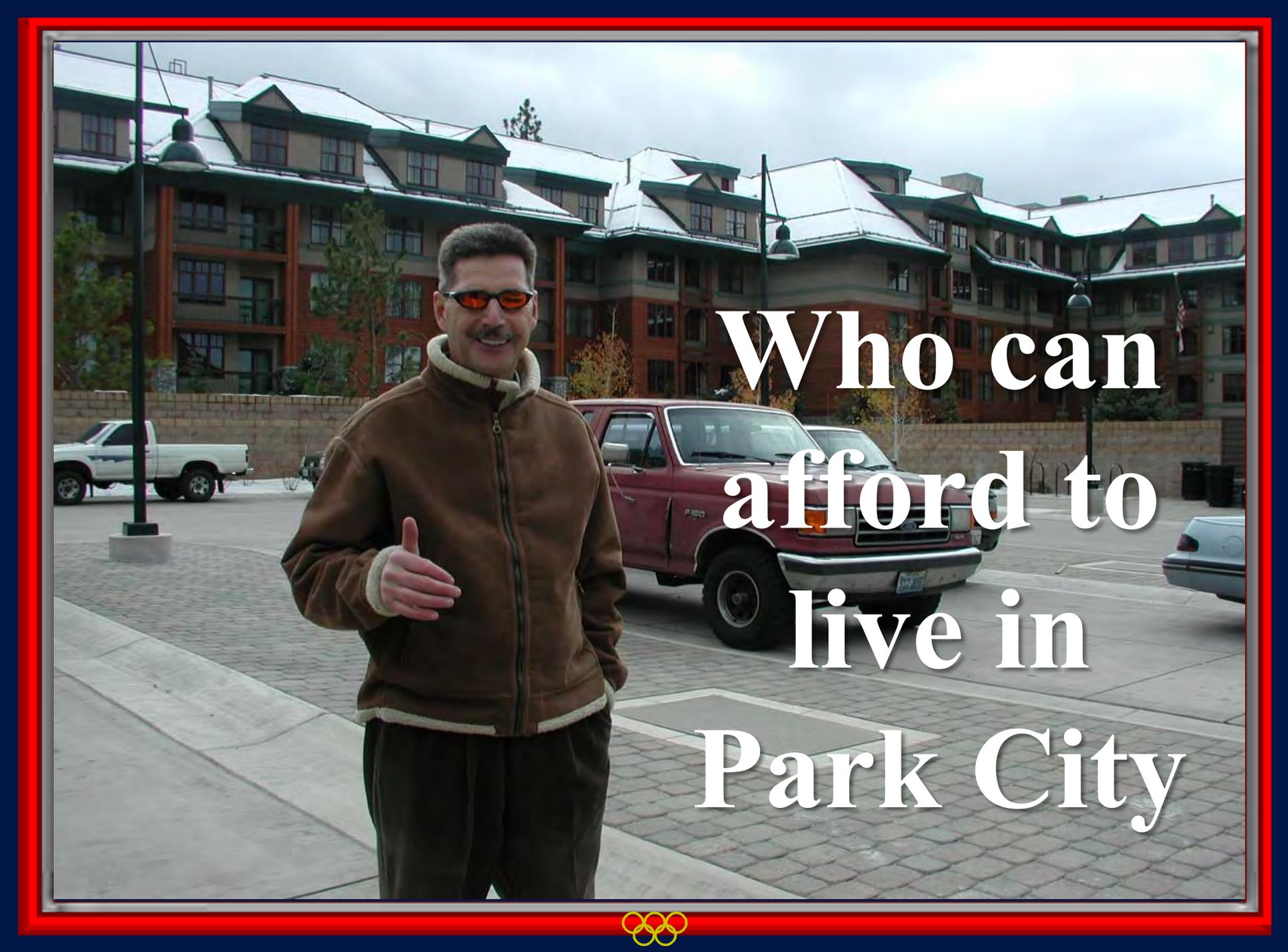


# Starter Castles, McMansions & Mountain Mausoleums

verall property tax for a \$. million home  
in ark ity

... = \$,  
... = \$,





Who can  
afford to  
live in  
Park City



# Average Price of Sold Properties in Park City



# **Nobody yet has suspended the laws of economics**

- **Beauty, uniqueness & 'special places lead to desire & scarcity**
- **Scarcity leads to rising values**
- **Whatever is valuable becomes expensive**
- **Rich people can afford expensive things**
- **Redistribution of 'buying power' is difficult, political & has consequences**
- **Governments redistribute assets**
- **Americans don't trust government**



# Affordable Ski Towns?

a preliminary Google search

- Ogden, UT
- Reno, NV
- Revelstoke, BC
- Nelson, BC
- Sandpoint, ID
- Driggs, ID
- Mammoth, CA
- Red Lodge, MT
- Waitsfield, VT
- Durango, CO
- Alta, UT
- Whitefish, MT
- Lake Placid, NY
- North Conway, NH
- Bend, OR
- South Lake Tahoe, CA



# **New Realities, New Anxieties**

- **Rapidly increasing prices**
- **Scarcity of affordable housing**
- **More traffic & congestion**
- **Amenity crowding**
- **Mounting inequity & economic tensions**
- **Waning civility**
- **Inadequate legal tools to guide growth**
- **Elusive solutions**



Promote business

Too many special  
events

Create amenities

Lease dogs

Keep PC, PC

**DISTRUST  
GOVERNMENT**

**STOP GROWTH**

Schizophrenia

Dogs run free



# Conundrum of Success

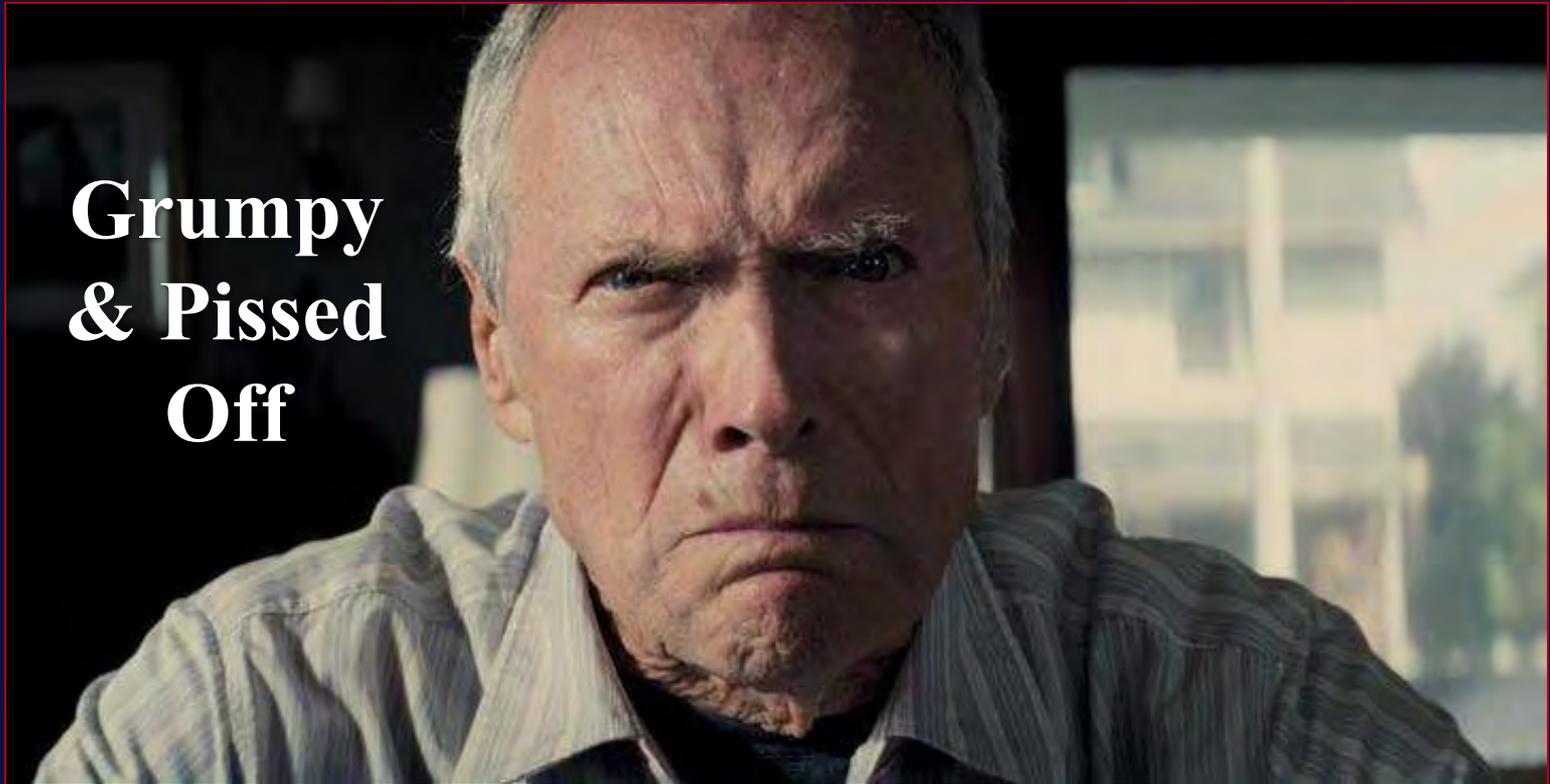
- **Welcome**
- **Development**
- **Resentment**
- **Confrontation**
- **Destruction**

**Is Park  
City's  
business  
model  
still  
viable?**



# Cognitive Dissonance Disorder

**Grumpy  
& Pissed  
Off**



# Cognitive Dissonance Disorder

What we  
say we  
want

What we're  
willing to pay  
for, fight for,  
tolerate or  
regulate







**Growth Control**





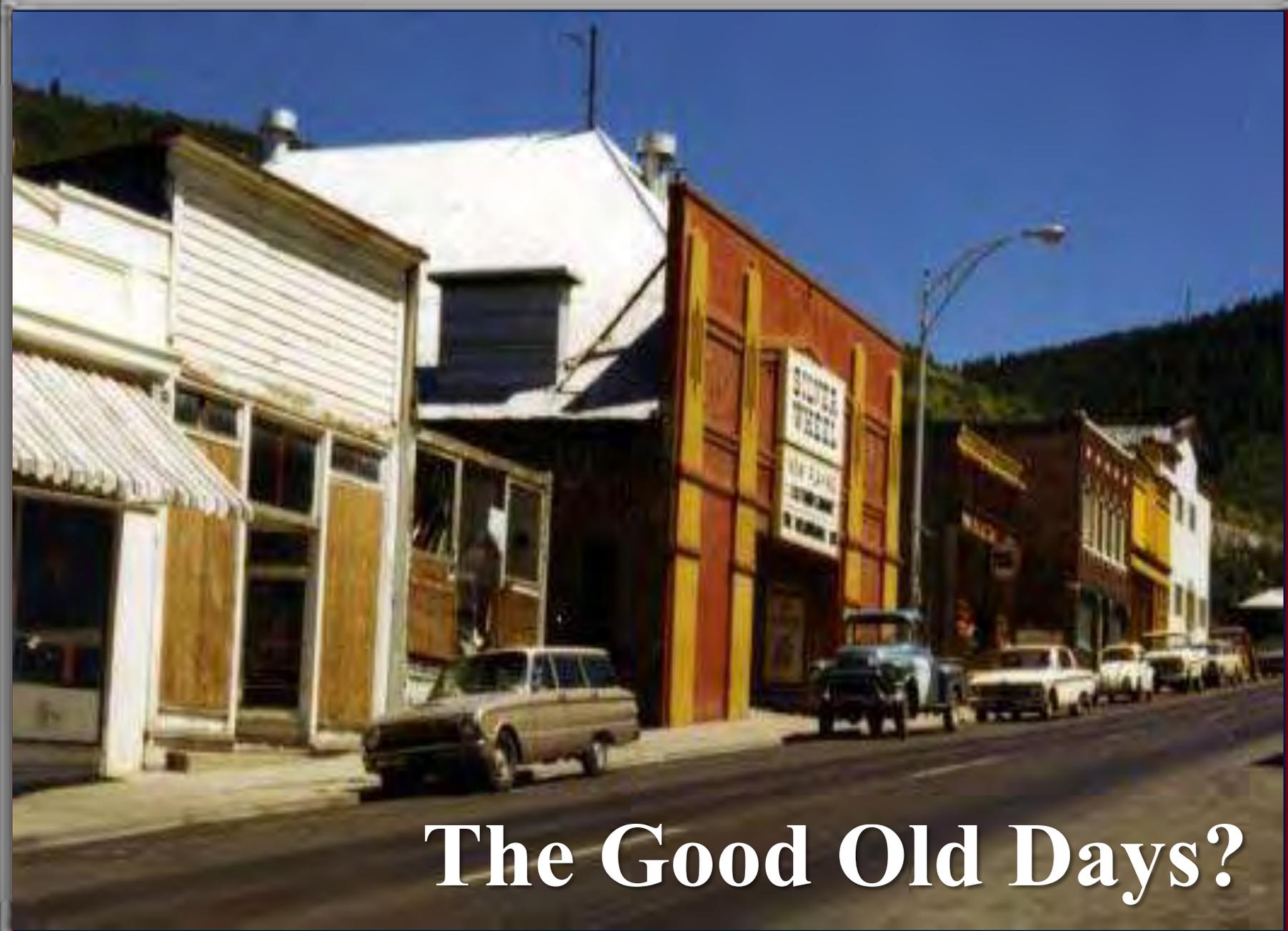
**Resort community residents  
often long for a past that  
never was while ignoring a  
future that seems inevitable...**

**People don't move to Park City  
to deal with reality... they  
move here to escape it!**



It's safe to be nostalgic about things you're certain won't come back again

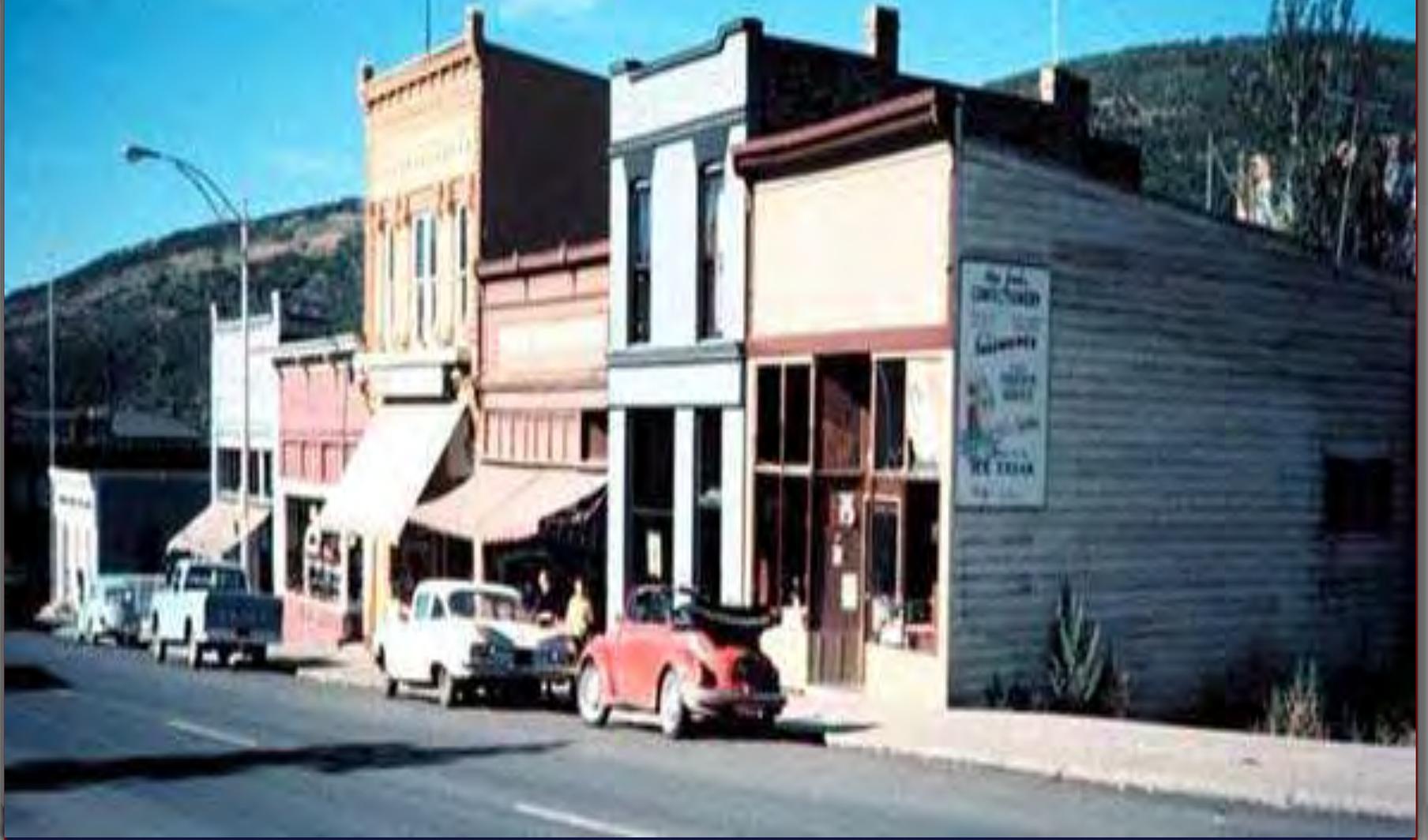




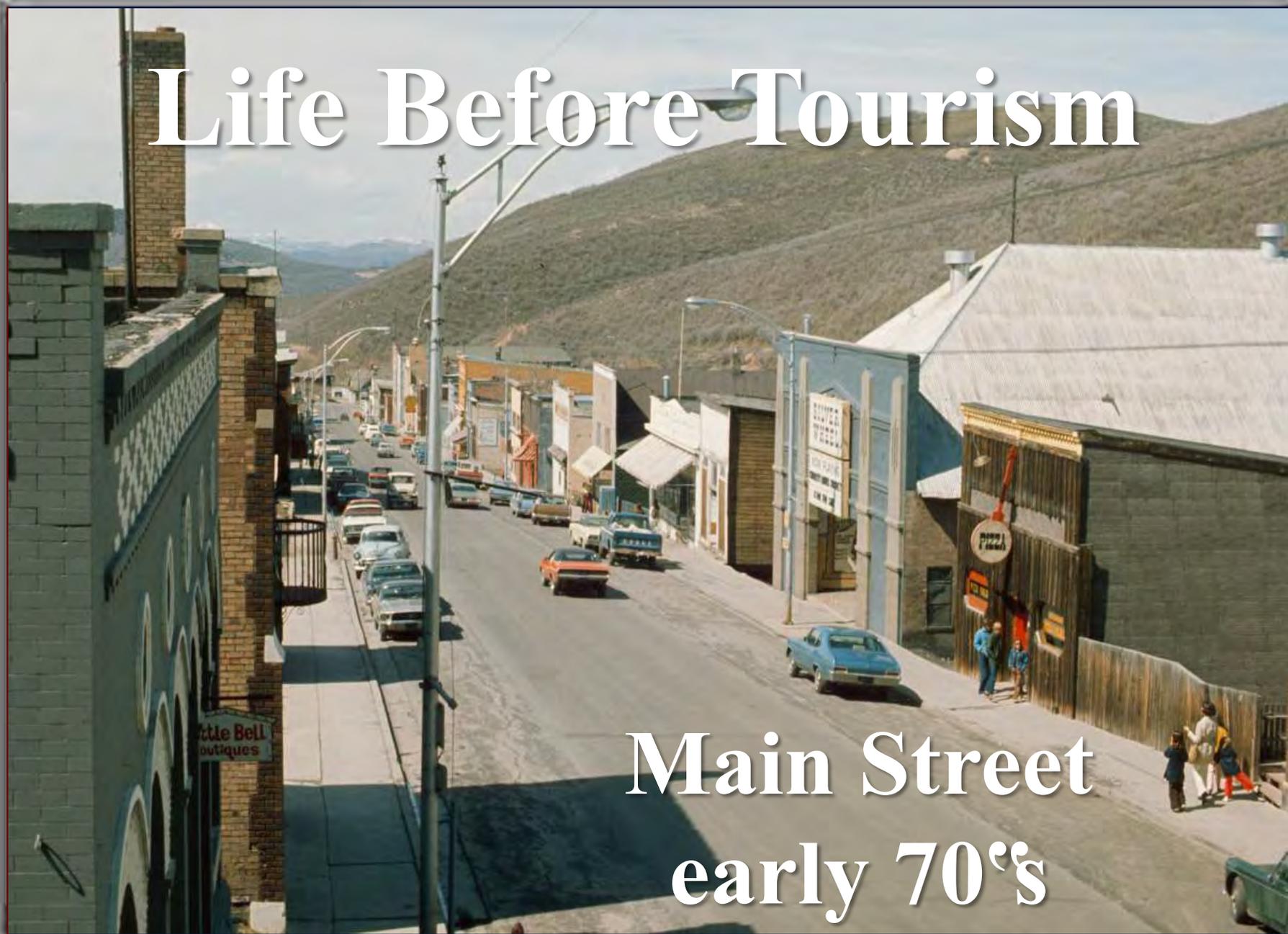
**The Good Old Days?**



If you're nostalgic for the 'good old days'... you weren't there!

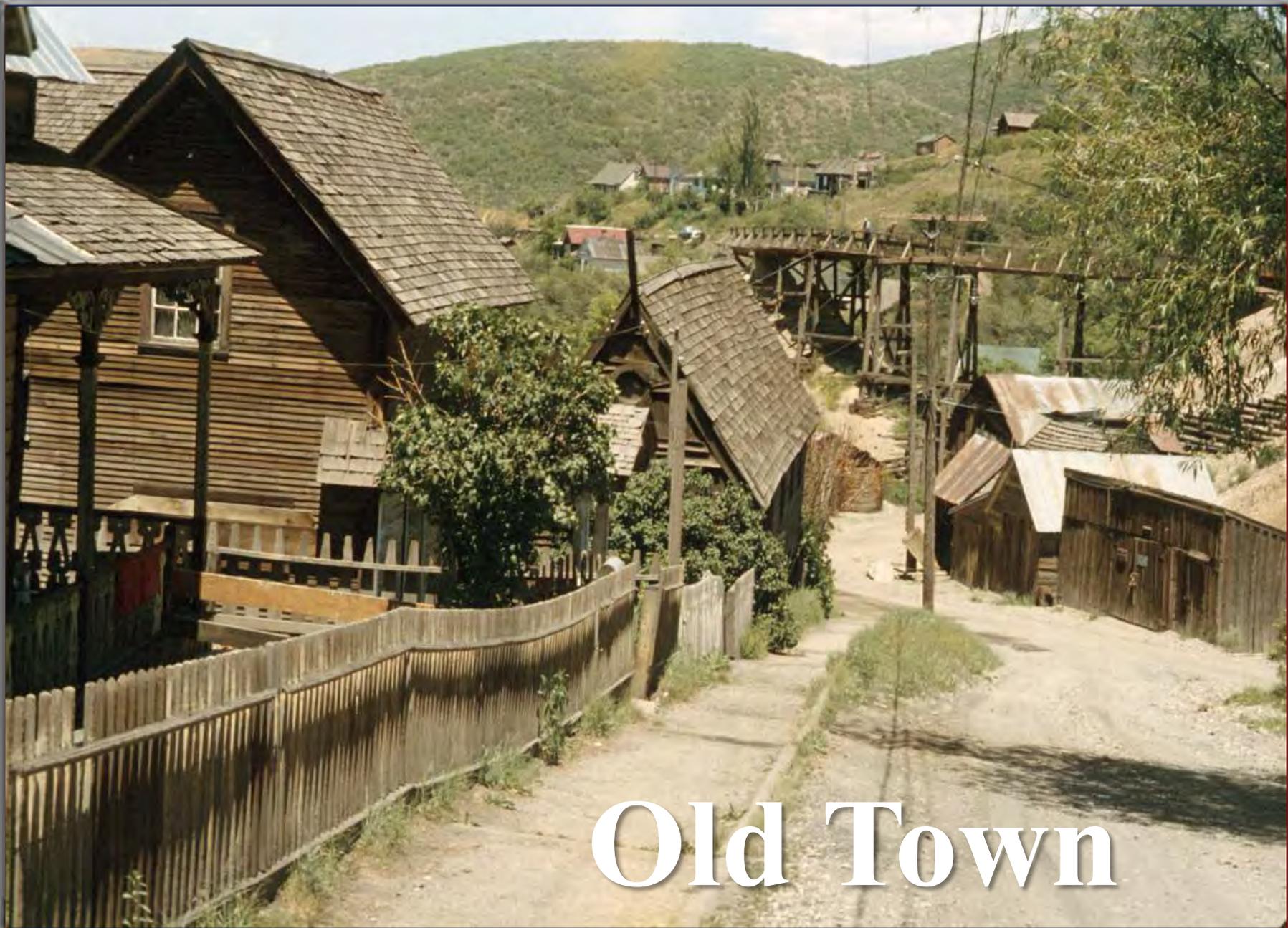


# Life Before Tourism



Main Street  
early 70's





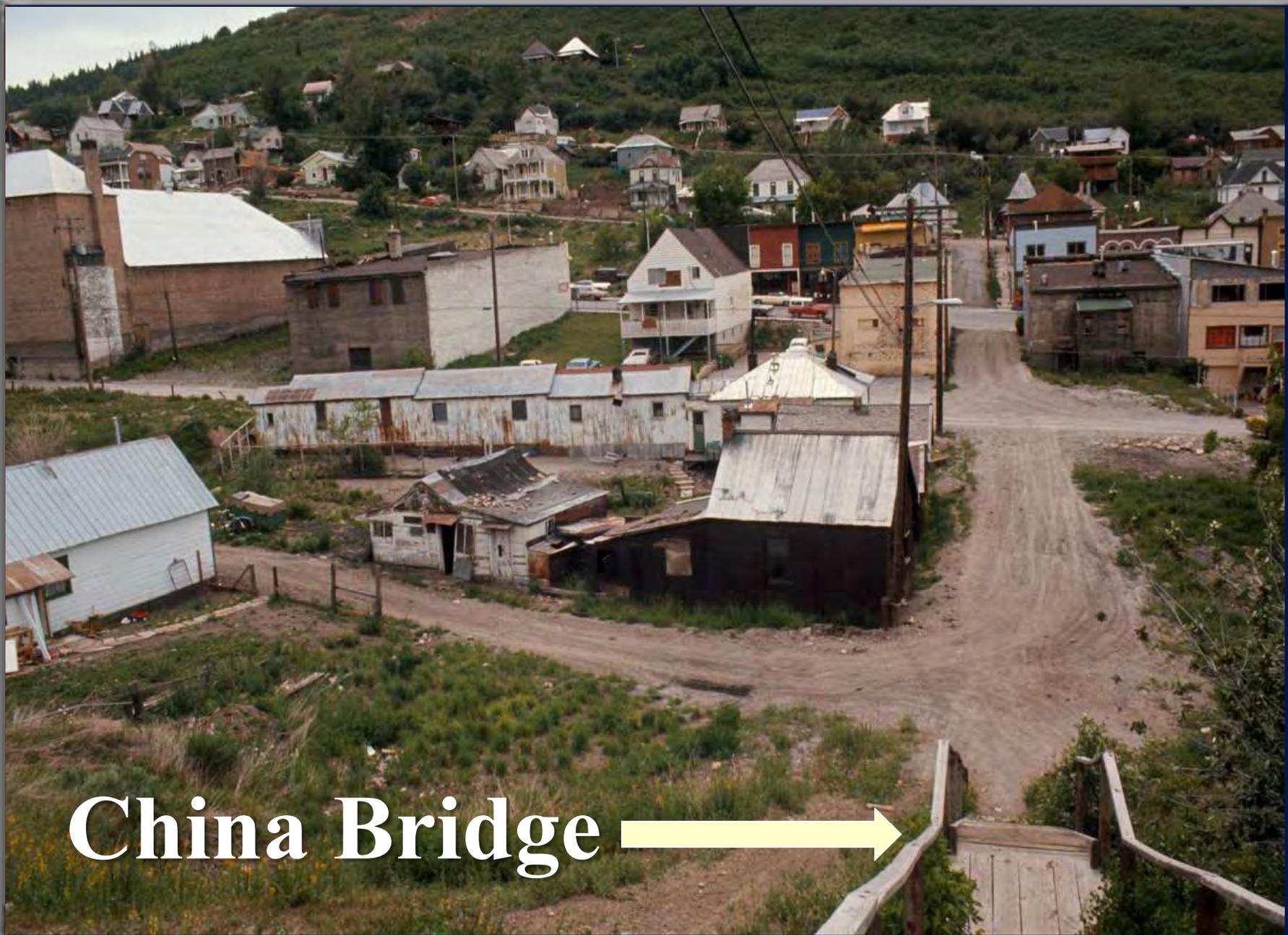
# Old Town



# Swede Alley

Poison  
Creek





**China Bridge**



# Lower Swede Alley





# BAHI!

## HUMBUG!

**Is tourism  
right for  
Park City?**





**WARNING  
TO TOURISTS  
DO NOT LAUGH  
AT THE NATIVES**

Is Park City suffering  
from tourism fatigue?





# From 3 to over 400 miles of trails in 20 years



PARK CITY

TO  
CAMMY'S  
TRAIL



MATT'S FLAT



SEVENTY  
101



Wildlife  
Area



# Quinn's Recreation Complex & Ice Rink



# Municipal Athletic & Recreation Center

# MARC



# Park City Library







**Park City  
Medical Center**



The header of an Inc. magazine article. It includes the Inc. logo, the Inc.edu logo with "LEARN MORE." text, and navigation links for "Q SEARCH", "NEWSLETTERS", "FOLLOW", and "SUBSCRIBE".

## Park City: The Perfect Storm for Building Multimillion-Dollar Businesses

The city of fewer than 8,000 people is well-known to ski bums and film buffs, but its entrepreneurs are cultivating their own reputations.









430 Green Valley Dr.  
**THE LINE**  
CONDOMINIUMS  
2005 & 2006 - 2007 & 2008  
A MountainView Community Housing Project





# **Snowcreek Neighborhood Housing**



A photograph of a train derailed on its side, with the text 'DISRUPTERS' overlaid in yellow. The train is a freight train, and the derailed car is a large, rusted metal boxcar. The train is on a set of tracks, and the background shows a clear blue sky and some greenery. The text is centered over the image.

# DISRUPTERS

like Airbnb, VRBO,  
HomeAway & Uber & Lyft  
are posing community  
challenging

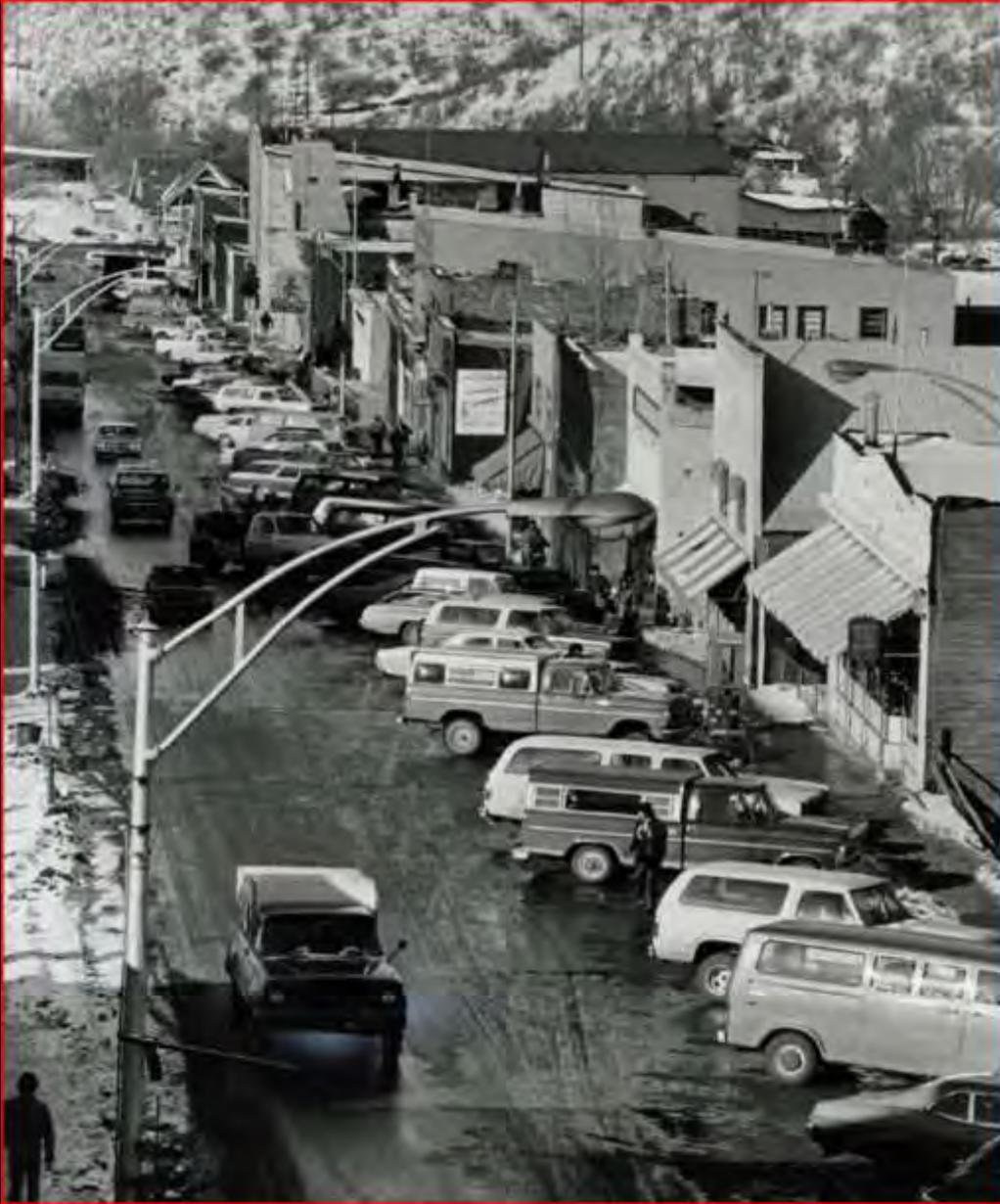




# „Carmageddon“ 2015

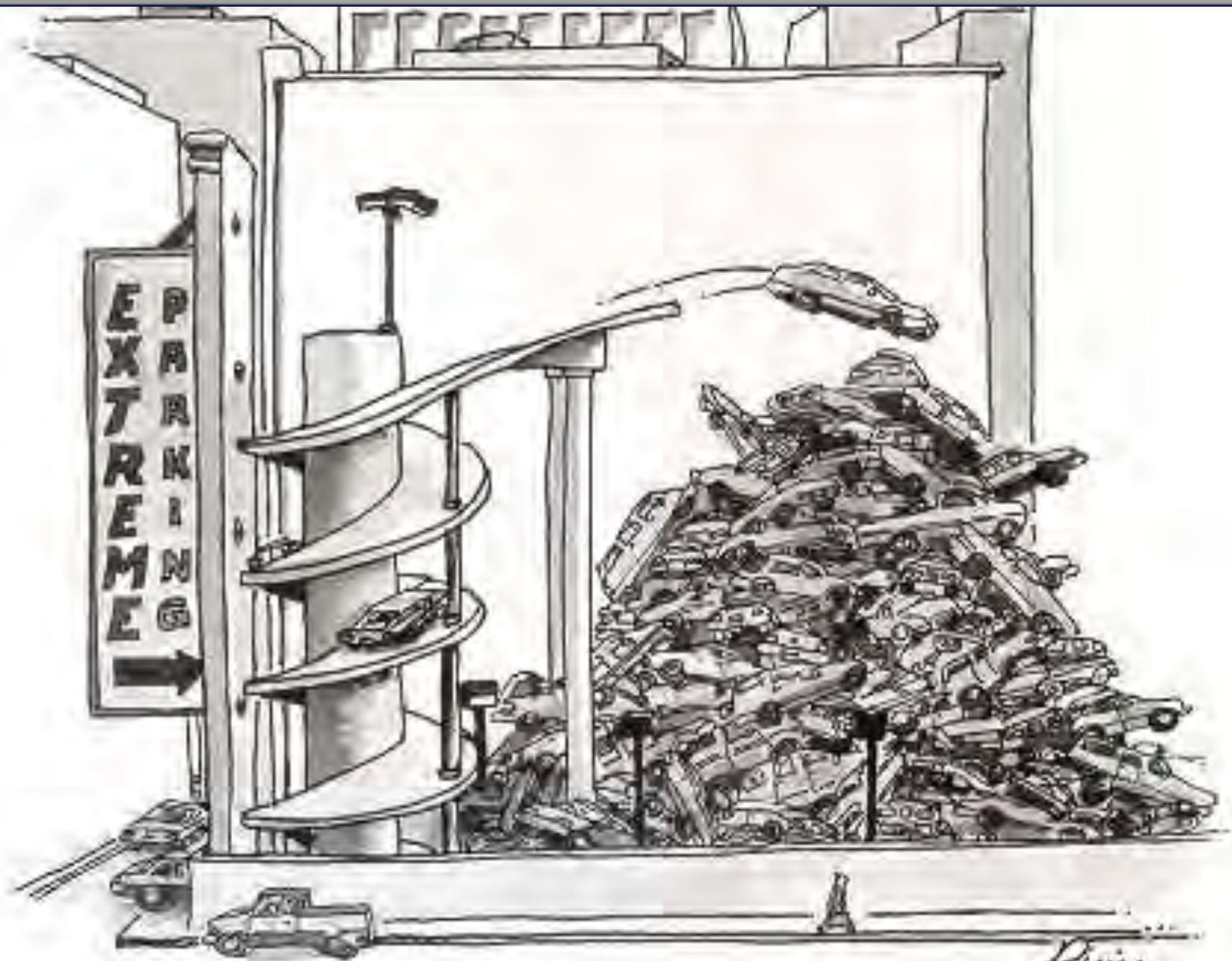
Dealing  
with  
Constraints





# Parking Solutions







**1,093,585**  
**miles driven**  
**2 million**  
**riders**

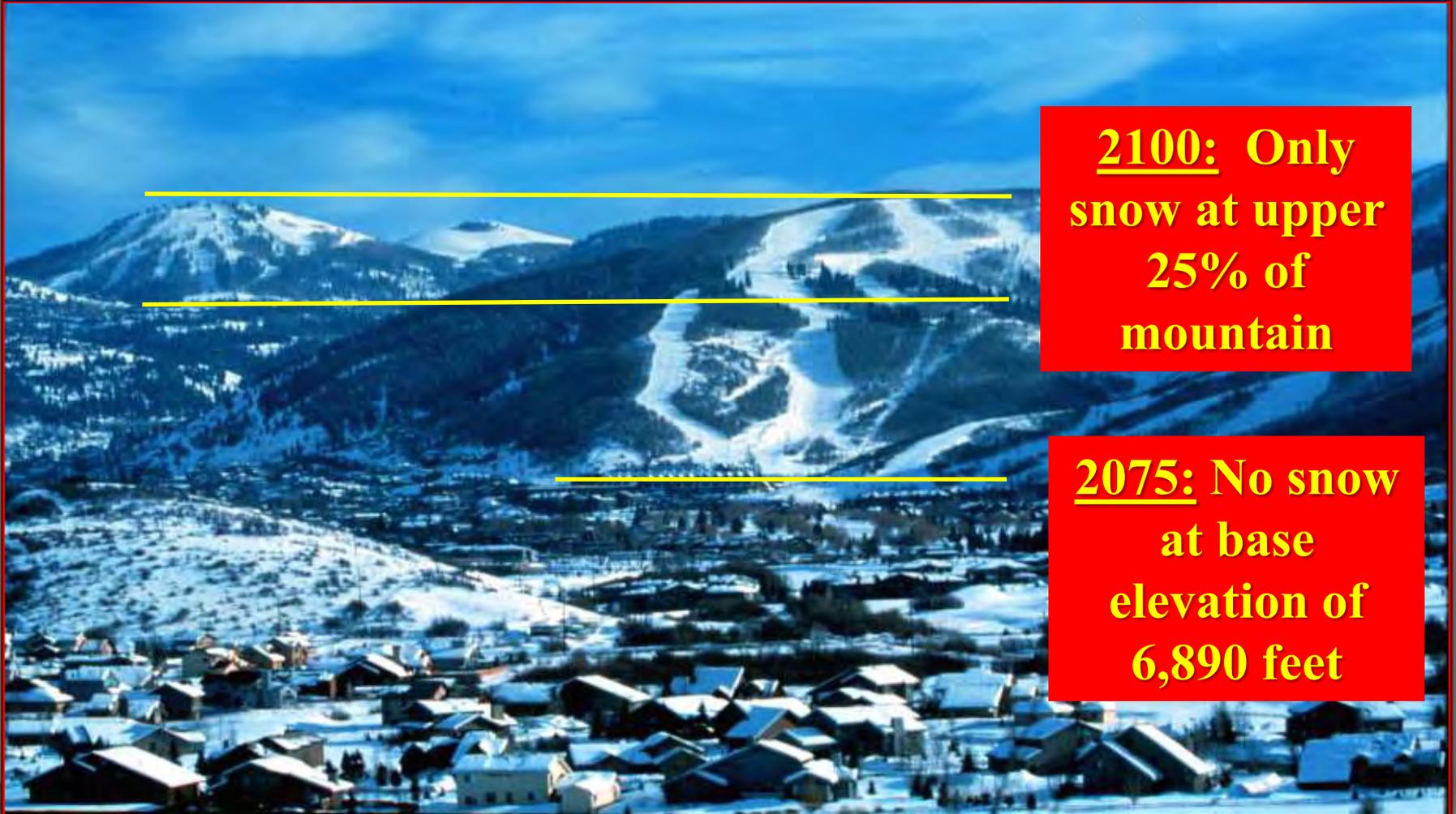




**Electric**



# Climate Change & Park City



**2100: Only snow at upper 25% of mountain**

**2075: No snow at base elevation of 6,890 feet**



***Positive proof of global warming.***



**18th  
Century**

**1900**

**1950**

**1970**

**1980**

**1990**

**2006**





# Sense of Community & Authenticity







# Park City Community Foundation





# Working for Social Equity & Justice





# Leadership Park City



# CityTours

## Learning From the Best





## SUNDANCE BY THE NUMBERS

HOW PARK CITY MUNICIPAL CORPORATION HELPS  
HOST THE LARGEST INDEPENDENT FILM FESTIVAL IN THE COUNTRY

BUSES IN SERVICE: **70**  
 TOTAL BUS HOURS: **3220**  
 DAILY BUS BOARDINGS: **30,000**  
 2015 TOTAL PASSENGER TRIPS:  
**300,834**

BARRICADES: **1200**  
 TONS OF SALT: **60**

ANNUAL DAILY  
 POPULATION:  
**60,000**



REGIONAL  
 LAW ENFORCEMENT  
 AGENCIES  
 REPRESENTED:  
**10**

VENUE PRE-INSPECTIONS: **60**  
 FINAL VENUE INSPECTIONS: **55**  
 TEMPORARY LIQUOR PERMITS: **44**  
 TAG-ON VENUES: **55**  
 TEMPORARY (CONVENTION SALES) LICENSES: **150**  
 TAXI LICENSES (EACH LICENSE PERTAINS TO MULTIPLE VEHICLES): **225**

AVERAGE MILES-PER-DAY  
 WALKED UP AND DOWN  
 MAIN STREET BY STAFF **8**  
 TOTAL NUMBER OF  
 STAFF HOURS  
**COUNTLESS!**

**SUNDANCE  
 FILM FESTIVAL**



# Utah Symphony







# Kimball Art Festival





# ark unday illy arket





copyright © mark mazarz







# Tour of Utah



# Mountain Bike Races







orld ups  
eer alley





# Thank You

**If you are lucky enough  
to be in Park City, you're  
lucky enough!**





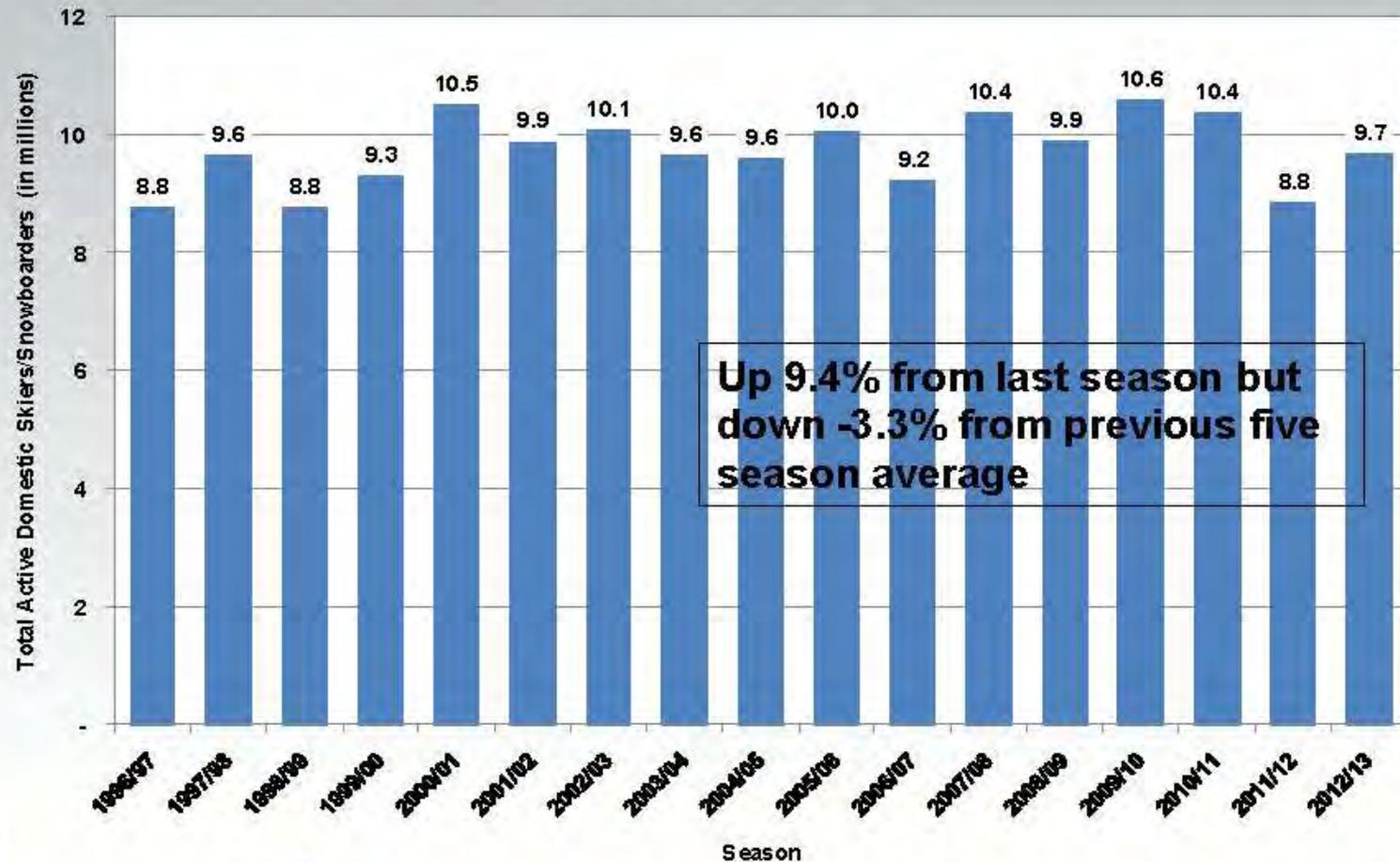
**Steve Skadron, Mayor of Aspen, says he can handle the impacts of climate change, but *what's really tough to deal with is the influx of a new breed of moneyed class, which has led to the "deterioration of mountain town culture" and a corresponding decline in green values.***



**Steve Skadron  
Mayor of Aspen**



## Total Active Domestic Skiers/Snowboarders: 1996/97 to 2012/13



***On occasion, community residents do not understand that one of the reasons they moved to Park City is the lifestyle...which includes schools, restaurants, cultural events and City services that are well funded and maintained. We would have a much watered-down product without the tax base of 2nd home owners and tourism. The amenities we enjoy cannot be found in Eden, Evanston, Coalville or most other towns across the country. What we have is very special and it's due in large part to tourism.***



**Rick Shand  
President, PC Board  
of Realtors**





IMAGINE  
BEING  
IN SUNLIPS  
1956



IMAGINE  
OWNING  
IN ASPEN  
1972.



IMAGINE  
GETTING IN  
AT BEAVER CREEK  
1992.



IMAGINE  
LIVING  
AT THE CANYONS  
2002.

VISIT THE DISCOVERY GALLERY TODAY.





# Visitor Nights



# Chamber/Bureau

Park City. Yes. All That.

[www.visitparkcity.com](http://www.visitparkcity.com)

Book Your Stay Now

Check In



Check Out



# Rooms



SEARCH

## Upcoming Events

JAN  
15



IBSF Bobsled & Skeleton World Cup

JAN  
21



Sundance Film Festival

VIEW ALL

## Plan Your Getaway

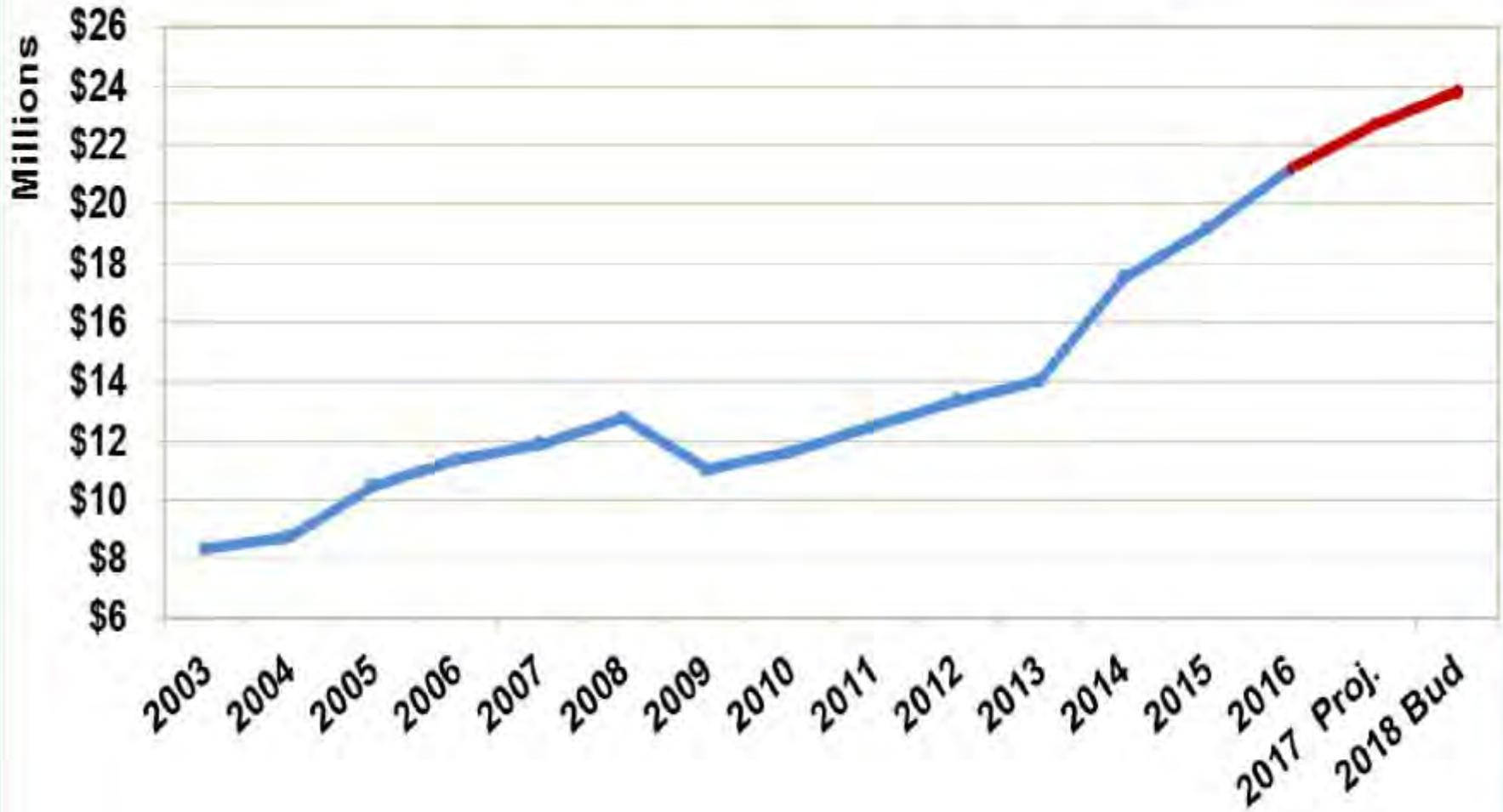
Get a free copy of the Winter Guest Guide  
or Visit Park City Magazine.



REQUEST NOW



## Sales Tax Actuals with Budgeted Projections



\*FY2013 on include .5% Additional Resort Sales Tax Beginning on April 1, 2013



# FY 2018 REVENUES

