

Vision

To provide long-term economic health for the greater Park City region through a proper balance of tourism initiatives and sustainable community desires for those that live in and visit the area. As a guiding principle, all economic development initiatives will consistently strive to sustain a vibrant multi-seasonal destination resort community.

Goals (FY2006-FY2007)

Top Priority

- **Facilitate the redevelopment of the resort economy by using the Lower Park Avenue RDA as a means to implement projects**
- Protect, preserve, and promote the historic Main Street downtown area as the heart of the region.
- Further develop and populate the event calendar; while continuing to balance impacts on community character and quality of life of residents, and quality of experience of visitors.
- Further develop and market the uniqueness of Park City and why it is set apart from other mountain resort communities.

High Priority

- Maintain and improve the balance of Sustainable Community goals by going beyond just economic initiatives to include social and environmental strategies.
- Facilitate the establishment of more “attractions/areas of interest” for both visitors (tourism economy) and residents (population economy).
- Proactively target business sectors that will fill voids left by departing companies or for smart redevelopment reasons.
- Improve upon an already busy winter tourism season with efforts to maximize its full potential.



Strategies

Existing City Resources

- Strategy 1: Promote the redevelopment of resort and commercial areas
- Strategy 2: Work towards a balanced transportation and pedestrian infrastructure plan throughout Park City. Support Walkability, Connectivity, and Safety as Economic Development Tools.
- Strategy 3: Continue to refine the event process to become more efficient and selective to events that are consistent with community goals and best ROI
- Strategy 4: Update Regulatory Codes to match priority goals of the Economic Development Plan
- Strategy 5: Promote smart development at the Quinn’s Junction area
- Strategy 6: Focus on recreation spaces and facilities for attracting more tournaments and overnight visitors

City Has Participatory Role

- Strategy 6: Attract more festivals and events –winter & summer
- Strategy 7: Promote ways to grow new events and sustain existing events
- Strategy 8: Provide additional Recreation Opportunities as Attractions
- Strategy 9: Provide more cultural tourism attractions
- Strategy 10: Extend visitor stays / fill beds
- Strategy 11: Enhance existing attractions
- Strategy 12: Create a cultural alliance
- Strategy 13: Promote Redevelopment within Park City
- Strategy 14: Retention and development of existing businesses
- Strategy 15: Make Park City more inviting and “User-Friendly” for organizers to throw events and for attendees to enjoy them

No Current City Resources to Accomplish

- Strategy 16: Target more Wasatch front (day visitors)
- Strategy 17: Apply the tag line “User Friendly” to projects and marketing programs geared towards showing how easy and fun it is to live and visit Park City

City’s Role Unclear

- Strategy 18: Provide greater participatory attractions
- Strategy 19: Promote greater diversity of the commercial mix
- Strategy 20: Strengthen the existing Commercial Mix (City-Wide)
- Strategy 21: Develop additional funding and marketing sources for events
- Strategy 22: Promote locally owned, independent businesses
- Strategy 23: Promote community (social) sustainable community goals such as affordable housing



Projects / Programs

Top Priority Projects

1. Assist in redevelopment of resort and commercial areas
2. Events – Overhaul process & fee schedule; prioritize calendar
3. Market Analysis/Needs Assessment (downtown)
 - a. Identify preferred commercial mix
 - b. include study on residential & impact/carrying capacity
4. **Assist in business attraction/retention of resort-based businesses to town in areas like Holiday Village Shopping Center**
5. Downtown Capital Projects
 - a. Downtown Plaza
 - b. Pedestrian improvements

High Priority Projects

- Continue building trail network infrastructure and Urban pathways
- Assist in renovation of the Main Street Mall
- Assist PC businesses on retention & dvlpmnt initiatives
- High Altitude Training Destination↓

Priority Projects

- Monitor commercial mix in Main Street Storefronts
- Interconnect
- Smart Messaging signs for parking information / events

Key

red – changes

- ↑ - Move Up in priority
- ↓ - Move down in priority
- - Strike out = to be deleted