

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.
- **Identify the appropriate type and amount of business for Park City & determine, “how much is too much?” as it relates the community’s carrying capacity.**



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.
- Further develop and market the uniqueness of Park City and why it is set apart from other mountain resort communities. ↓
- ~~Improve upon an already busy winter tourism season with efforts to maximize its full potential.~~



Strategies

Existing City Resources

- Strategy 1: Identify the City’s role in 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
- Strategy 16:



No Current City Resources to Accomplish

- Strategy 17: Target more Wasatch front (day visitors)
- Strategy 18: 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 19: Provide greater participatory attractions
- Strategy 20: Promote greater diversity of the commercial mix
- Strategy 21: Strengthen the existing Commercial Mix (City-Wide)
- 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. Determine what role the City has in the redevelopment of the Lower Park Avenue RDA and Bonanza Park Districts
2. Complete market analysis & carrying capacity study
3. Assist in business attraction/retention of both resort-based and year round businesses
4. Convention, multi-use event center & high altitude destination feasibility analysis
5. Events – Overhaul process & fee schedule; criteria to prioritize event calendar, review regulations of temporary uses during large MFL’s

High Priority Projects

- ID downtown project priorities through HPCA joint study
- Continue building trail network infrastructure and Urban pathways
- High Altitude Training Destination ↑
- Monitor commercial mix in Main Street Storefronts
- Smart Messaging signs for parking information / events

Priority Projects

- **Work with Summit County to identify and pursue common economic goals**
- Assist in renovation of the Main Street Mall
- Assist PC businesses on retention & dvlpmnt initiatives
- Keep a Post Office on Main Street
- Interconnect

Key

red – changes

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