



WORLD CLASS, MULTI-SEASONAL RESORT COMMUNITY

Points for Council Discussion

• City Participation in Neighborhood Plan Implementation

With the Bonanza Park (BOPA) Neighborhood Plan having been recently reviewed and proceeding toward adoption, staff will be quickly transitioning toward implementation of the Plan. A significant tenet of the plan is the use of partnerships to bring the vision to fruition.

Through the 5 joint Council and Planning Commission meetings, the City identified our role in redevelopment as “proactive”, meaning exploring partnership opportunities with private developers to influence the “gets”. While entering these partnerships, we will continue to test the degree to which the City will participate. Is the City’s role in more active or passive? Is the City willing to expand its toolbox to more direct financial involvement, such as tax rebates, mezzanine financing, etc? During visioning, staff will be prepared to discuss approaches to enhance the City’s ability to influence place-making and to preserve the values identified in the Community Vision and otherwise facilitate more “gets”.

• Clarification of Gifting/Temporary Businesses During Sundance

The 20 year Sundance contract expires in 2028. There is a 10 year extension option in 2018, which requires notice by 2015. Staff believes Sundance may intend to use that option to either leave Park City, or at minimum ask to renegotiate the contract. As part of a debrief of this year’s Festival, and ongoing policy discussions related to the overall presence of Sundance in town (gifting, licensing, balance of local merchant needs, MLK weekend) staff will return in early May to gain clarity of Council’s policy goals and priorities.

• Public Art Program Funding

The Public Art Advisory Board CIP was funded with \$200,000 in 2003. They have spent more than \$150,000 of the initial funding on various projects. Recent major projects funded by the 1% for Art Policy include the police station, Marsac Building, and the PCMARC. Competition for CIP funding is strong and the balance of PAAB funding is at-risk during each budget cycle. Although the anticipated HPC/Main Street projects might provide limited opportunities to leverage funding for public art, would City Council consider providing additional funding each year in order to provide and promote public art in the community?



Jody Robb

We seek to remain competitive as world-class resort community while expanding our multi-seasonal economy through exploring diverse year round opportunities.

Tourism is the chief economic driver of Park City’s economy. World renowned recreational opportunities are at the center of activity being complemented throughout the year through special events and unique locally owned businesses. Park City residents recognize the exceptional community benefits our economic base provides and the paramount importance of fostering and expanding the resort economy in harmony with the community values of preserving the natural environment and small town flair and funk.

To support this goal, the city engages in various economic development and redevelopment efforts, including capital and infrastructure projects (parks, trails, recreation amenities, etc.), special events management (Sundance Film Festival, Arts Festival, Triple Crown Softball, etc.), and other general support for local and resort-based businesses.

Community Vision

Park City’s sense of community, its unparalleled natural setting, and historic and small town charm form the basis for Park City’s position as a World Class Multi-Seasonal Resort Community. The resort economy is at the heart of the Community’s Vision. The benefits to the community of tourism are well documented, not the least of which is the abundance of tax dollars that come along with our chief export, World Class Skiing & Recreation. These tax dollars are put to work to keep Park City, Park City, by supporting Vibrant Arts & Culture as well as to secure Exceptional Resident Benefits.

Desired Outcomes

The Community and the City Council have identified the following desired outcomes related to remaining competitive as a destination Mountain Resort Community:

- Proactive partnerships with major landowners in redevelopment efforts
- Extend the Lower Park Avenue RDA
- Balance tourism & local quality of life
- Further populate event calendar
- Unique & locally owned businesses

Key Strategies

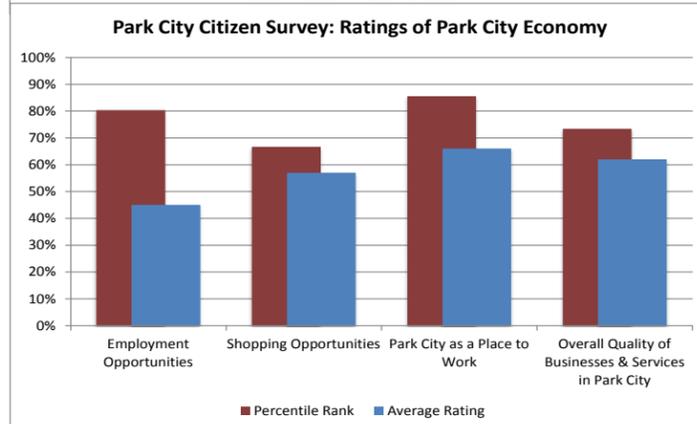
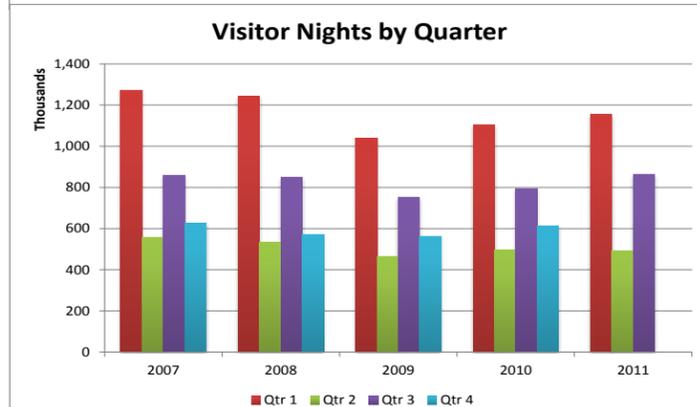
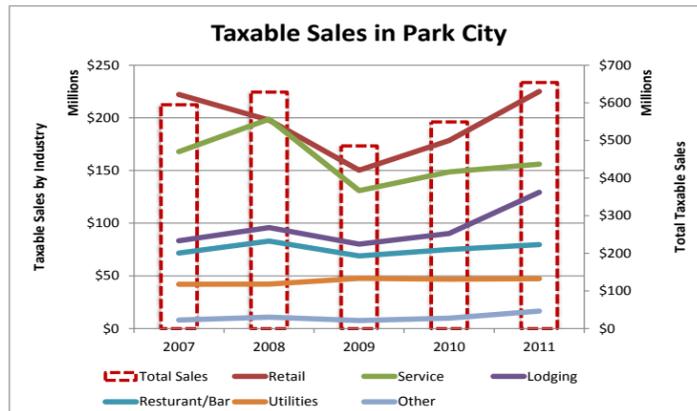
The following strategies have been identified as critical for achieving the Desired Outcomes:

- **Support & Manage World Class Events**
 - ⇒ Plan, Partner & Facilitate
 - ⇒ Mitigate Impacts
 - ⇒ Expand Event Calendar
- **Pursue Economic Development Efforts**
 - ⇒ Redevelopment
 - ⇒ Partnerships
 - ⇒ Diversification of Business Type
 - ⇒ Studies & Analyses
- **Foster Positive Public Image**
 - ⇒ City Branding & Promotion
 - ⇒ Authenticity & Small Town Feel
- **Provide Amenities, Facilities & Infrastructure**
 - ⇒ Expansion of Cultural Tourism
 - ⇒ Transportation, Access, Utilities
 - ⇒ Maintenance of Existing Facilities
 - ⇒ Regional & Neighborhood Connectivity
 - ⇒ Capital Projects

The State of World Class Multi-Seasonal Resort Community

Park City enjoys some of the finest recreation opportunities, parks, trails system, most expansive open space, and other amenities for any community in the world. Surveys and benchmarked measures show that residents and guests alike are very satisfied with related municipal services and that the City's programs and services, park space, facilities, etc. are comparable to or superior to other resort communities. The quality of service in Park City is generally high, with a small handful of areas of need identified.

Core Indicators



Recent Successes

Action Items Completed

- Completed City-wide Market Analysis & Carrying Capacity Studies
- Identified City's posture on Redevelopment as proactive
- Completed Marsac & Bonanza Tunnels & Public Art Projects
- Expanded Street Dining on Main
- Completed Event Center Study
- Extended Triple Crown Contract 5yrs

Savings/Efficiencies Gained

- Improved Regional Event Coordination

Current Challenges

- Operational & Maintenance Resources
- Special Event vs. Local Use of Facilities
- Competition for the Event Calendar
- Quality of Life Tradeoffs (noise, traffic, etc.)
- Maintaining Commitment to Public Art (including funding)
- Lack of Facilities
- Maintaining Technological Relevance
- Ensuring Sundance remains in Park City

Where Do We Go From Here?

Industry Trends

- Increased Competition in Destination Tourism Market
- Use of Events to Drive Economic Development
- Contraction of Public Art Programs
- Increased Use of New Technology

Potential Level of Service Changes

- Redevelopment of PCMR Resort Base
- Fiber Infrastructure at BOPA
- Main St./City Facilities Wi-Fi

- Business Resource Center Expansion (Business Accelerator/Incubator)

New Opportunities

- Public Private Partnerships
- Social Media
- Cultural Tourism
- Connection of Main St. with Resort Bases
- Interconnect/Ski Link
- Name change to Economic Health

Action Plan

2013-2014 Biennium

Operating Plan

- Take More Facilitative Role in Events
- Implementation of BOPA and LPA Area Plans
- Secure LPA RDA Extension
- Institute Direct Business Recruitment Program
- Secure Sundance Agreement thru 2028 & Address MLK Conflict
- Develop Ski Resort Interconnect Concept Plan

Capital Plan

- Dan's to Jans Implementation
- HPC/Main St. Projects
- Wi-Fi Network Infrastructure
- Increased Public Art Funding

- City Owned Property in Lower Park Avenue (Fire Station & Sr. Center)

Other Targets for Action

- Woodward Facility
- Define & Test City's Role in High Altitude Destination



Related Documents of Note:

- PC Year-Round Economic Generator Study
- Multi-Use Events Center Feasibility Study
- Economic Development Strategic Plan
- Market Analysis & Carrying Capacity Study
- Trails & Walkability Master Plan
- PAAB Strategic Plan
- BOPA Neighborhood Plan