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PARK CITY CHAMBER/BUREAU APPOINTS THREE VICE PRESIDENTS

Leaders are Named for Partner Services, Marketing and Communications Divisions

August 12, 2021 – (Park City, Utah): The Park City Chamber of Commerce | Convention & Visitors Bureau (Chamber/Bureau) today announced the appointments of Vice Presidents for three of its divisions – Partner Services, Marketing and Communications. “Our professional staff is key to the success of our annual programming and I am genuinely honored to add three exceptional individuals to our leadership team at the Vice President level,” says Chamber/Bureau President and CEO, Jennifer Wesselhoff. “We are fortunate to have attracted impressive professionals to fill key leadership roles that will make a difference for our members, our Chamber staff and our entire community.”

Darla Jones has filled the role of Vice President of Partner Services for the Chamber/Bureau. She comes to the organization having most recently served as Director of Member Services at the Davis County Chamber of Commerce. As Vice President, she will oversee programming that benefits nearly 1,000 partner businesses in the Park City community. From educational seminars and networking programs to economic forums and communications newsletters, Partner Services will present more activations than it has ever been, as local businesses look to come together and build a strong community both economically and socially.

Laura Carlson, named to fill the role of Vice President of Marketing for the Chamber/Bureau, is well-acquainted with the organization’s marketing program, having served as the lead account director at RIESTER, which has managed the Park City Chamber/Bureau’s account for the last six years. “Having been in the Park City community for over 20 years and directing our advertising account for half a decade, Laura is uniquely qualified to transition from the agency side to a leadership role on our marketing team,” notes Wesselhoff. “I could not be happier to be joining the Chamber/Bureau team at this critical time as the community faces new challenges,” shares Carlson. “Park City has a long history of successfully balancing local quality of life issues while building a robust economy that generates jobs, visitor revenue and funds that pay for public services and support non-profits. We want to make good on the promise of Park City for every aspect of this community,” she concludes.

Another Park City fixture, Dan Howard, will be taking on a new role as Vice President of Communications for the Chamber/Bureau. He joined the staff in 2016 as Director of Communications and, before that, was part of the opening team at Montage Deer Valley, serving as Director of Public Relations from 2010- 2015. “The Communications function of the Chamber/Bureau has never been more important, as the community evolves, coming through Covid-19 and facing local development issues impacting Park City from all directions,” observes Wesselhoff. “You are going to be hearing much more from the Chamber/Bureau on a wide range of topics, from affordable housing and healthcare to recreation, sustainability and infrastructure. Our new Communications division has been created to centralize all of our messaging so stakeholders understand our organization and can share needs and concerns,” Wesselhoff continues.

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About Park City Chamber/Bureau

With nearly 1,000 members, Park City Chamber of Commerce | Convention & Visitors Bureau is the champion of the business community and of the community’s brand. The organization fosters a successful economy through the promotion of the area as an attractive destination for travel and business and a focus on sustainability.

About Park City, UT

Park City, Utah is North America's most accessible mountain recreation destination, located just 25 miles from Salt Lake City International Airport. Park City offers over 100 lodging properties including bed and breakfast inns, condominiums and full-service hotels. Park City, home to Deer Valley Resort, Park City Mountain, Woodward Action Sports Park and over 400 miles of public trails, offers endless year-round outdoor recreation possibilities. Boasting nearly 150 palate pleasing bars and restaurants, an abundance of shopping options lining Historic Main Street and the Utah Olympic Park, one easy trip offers a mountain range of activities and amenities for the most discerning visitors. For more information, please visit www.visitparkcity.com