

park  city

CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

## ANNUAL REPORT 2018







## Mission Statement:

Promote the Park City and Summit County area as a historic, year-round mountain resort community with an ongoing Olympic legacy, while enhancing the visitor experience and strengthening our economic vitality.

## Vision:

Be the most vibrant and economically successful resort community in North America.

## Values:

**Transparency**  
**Results Driven**  
**Accountable**  
**Collaborative**  
**Knowledgeable**  
**Strategic**

## A Message from the Board Chair

It has been my honor to serve as Chairwoman of the Board for the 2017/2018 fiscal year. As I close out my term, I would like to share some key achievements from the past year. These accomplishments emphasize our strong volunteer leadership and talented staff, all of whom have worked on behalf of our membership and our community this year. I am proud to be part of this organization and hope that you will enjoy reading this recap as much as I have enjoyed sharing it with you.

We are fortunate our community has a truly diverse set of experiences and activities to offer our guests and locals in every season. During this past winter, our local businesses worked to maximize the gifts of Mother Nature, our two world-class ski resorts made fantastic snow, visitors had a wonderful time in Park City and we had a robust winter season.

In May we partnered with our neighbors, Wasatch County and the Heber Valley Chamber of Commerce, to co-produce the first annual Wasatch Back Economic Summit, initiating some great conversations about shared issues and future solutions. We are proud to have been part of opening this much-needed dialogue between our two communities.

A major change to our funding structure was negotiated and a new 10-year agreement for the Transient Room Tax split between Summit County and the Park City Chamber/Bureau was approved. The new agreement will take effect in July 2018, as Summit County begins to increase its share of TRT and invest more of the dollars in visitor amenities. We are supportive of this change and are excited about the future of tourism in Summit County.

We continued our support of the Kamas Valley Business Association, which was formed in partnership with the Park City Chamber/Bureau to provide more targeted support for our members located in Eastern Summit County. We expect our partnership with the KVBA to continue to provide meaningful benefits to member businesses as the KVBA continues to grow as an organization. We also are pleased to be a co-sponsor, along with Intermountain Health, of this year's Summit Bike Share, offering the nation's first fully electric bike fleet, giving visitors and locals alike a truly sustainable way to enjoy our expansive trail system.

In closing, I am proud to have had the opportunity to serve this organization and our membership. Thank you - it is a true honor to join the long list of Past Chairs of the Park City Chamber/Bureau who have contributed so much to our fine community. It now is my privilege to welcome the 2018/2019 incoming Chairman of the Board, Jeff Ward.

*-Sara Werbelow*

## Board of Directors 2017/2018

ROGER ARMSTRONG\*  
Summit County Council

BETH ARMSTRONG  
People's Health Clinic

ALISON BOWMAN  
Sundance Institute

DEBBIE BUMP  
Zions Bank

CALUM CLARK  
US Ski & Snowboard

MATT DIAS  
Park City Municipal

CHRIS EGGLETON\*  
Newpark Resort/DHU

EMILY ELLIOTT  
KPCW

SUSIE ENGLISH  
Deer Valley Resort

JOEL FINE  
Berkshire Hathaway  
Home Services

MARK FISCHER  
FischerWest, LLC

TOM FISHER\*  
Summit County Manager

DAN FLICK  
Stein Eriksen Lodge

STEVEN HOOKER  
Cushman and Wakefield

SCOTT HOUSE  
Jans Ltd.

STEVEN ISSOWITS  
Deer Valley Resort

STEVE JOYCE  
Park City Municipal-Council

CASEY METZGER  
Top Shelf Services

SANDRA MORRISON  
Park City Museum

MEREDITH RISLEY  
Squatter's/Wasatch Brew Pub

BILL ROCK  
Park City Mountain

HELEENA SIDERIS  
Park City Lodging, Inc.

LIZA SIMPSON\*  
Dolly's Bookstore

MAXINE TURNER  
Cuisine Unlimited Catering

JEFF WARD\*  
Silver Star Café

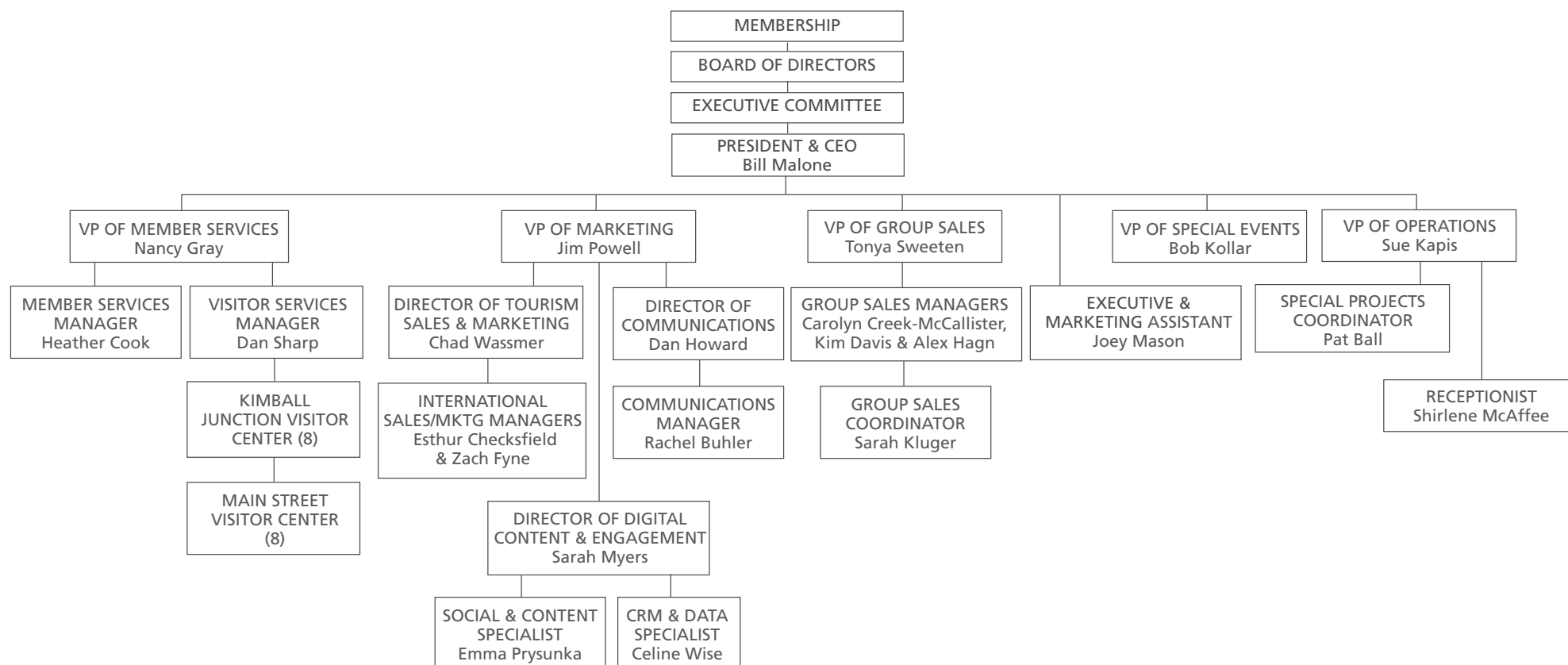
SARA WERBELOW\*  
Chateaux Realty

TERI WHITNEY  
Snow Flower Property Mgmt.

CANDICE PEAY  
Tanger Outlet Center

\* Executive Committee

# Park City Chamber/Bureau ORGANIZATIONAL CHART



## Volunteer Council Members

### MARKETING COUNCIL 2017/2018

Mike Cremeno – Ski Butlers  
 Matt Dias – Park City Municipal  
 Leah Kolb – Newpark Resort  
 Guy Morris – Stein Collection  
 Coleen Reardon / Susie English  
 – Deer Valley Resort  
 Tara Severson / Davy Ratchford  
 – Park City Mountain  
 Melanie Welch – Utah Olympic Park

### COMMUNICATIONS

Dana Fioravanti - Montage Deer Valley  
 Megan Fleming - Heartwood Communications  
 Christa Graff - Graff Public Relations  
 Scott House - Jans Ltd.  
 Jessica Miller - Park City Mountain  
 Meisha Ross - Meisha Lawson Marketing Services  
 Elizabeth Rossi - Bill White Restaurant Group  
 Stephen Spaulding - Edward Jones  
 Danielle Summers - Waldorf Astoria  
 Emily Summers - Deer Valley Resort

### MARKETING ADVISORY COMMITTEES 2017/2018

### GROUP SALES

Dirk Beal - Deer Valley Resort  
 Isabel Beckett-Smith - Park City Marriott  
 Jim Goslin - Westgate Resort  
 Ryan Hanley - DSC  
 Tonja Hanson - Park City Mountain  
 Brittney Johnson - Newpark Resort Hotel  
 John Kennedy - Hyatt Centric Park City  
 William O'Leary Jr. - All Seasons Resort Lodging  
 Andrew Oxtan - Montage Deer Valley  
 Maxine Turner - Cuisine Unlimited  
 Michael Unanue - Stein Eriksen Lodge  
 Robin Whitney - Whitney Advertising

### INTERNATIONAL

Justin Bird - Waldorf Astoria  
 Raelene Davis - Ski Utah  
 Kris Getzie - Volo  
 Michael Hopkins - Utah Olympic Park  
 Maxine Jensen - Hotel Park City  
 Brenda Lytle - Park City Mountain  
 Heleena Sideris - Park City Lodging  
 Marilyn Stinson - Deer Valley Resort  
 Jessica Turner - Stein Eriksen Lodge

# Statistics

## Skier Days (SUMMIT COUNTY)



SUMMIT COUNTY =

43%

OF TOTAL SKIER DAYS  
IN UTAH (2017/2018)



60,000

TOURISM GUEST GUIDES DISTRIBUTED

## Lodging Occupancy

WINTER (NOVEMBER-APRIL)



2017/2018  
47.5%



2016/2017  
48.2%



2015/2016  
47.7%

SUMMER (MAY-OCTOBER)



2017  
40.7%



2016  
38.7%



2015  
41.1%


## Marketing

### YES. ALL THAT.

The 2017/2018 winter marketing campaign represented the third and final season for the "YES. ALL THAT." creative, which has done an outstanding job of building awareness and consideration of the Park City brand. In addition to a robust digital and print media campaign, we chose to pause our network television campaign in New York so we could target 3 new markets including Boston, Dallas/Ft. Worth, and Washington DC, along with the existing markets of Los Angeles, San Francisco, and Chicago. Overall, this effort drove a 43% awareness of the campaign and reached over 695,000 targeted households in our key markets.

### SPRING IT ON

This season also marked the second year of our dedicated spring marketing campaign, "SPRING IT ON," which has been designed to drive business in March and the first week of April. This campaign helped keep Park City top-of-mind for our target audience in late January, February, and early March. Overall, we saw a 4.7% increase in lodging occupancy for this period over the previous season, which helped us end the season on a high note. As planned, we will continue to target this need period in future seasons and will work closely with our members to make this effort a success.

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YES. ALL THAT.

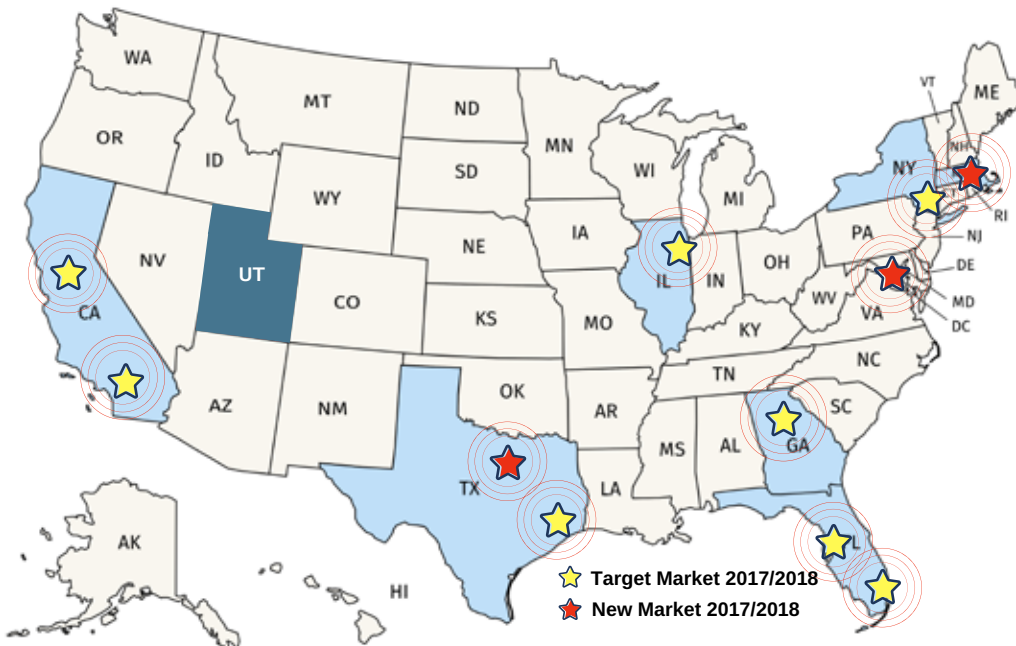


#### COMMERCIALS AIRED:

Winter Olympics  
NFL Playoffs  
Golden Globes  
Other highly visible programming

#### TARGET MARKETS:

Los Angeles / San Francisco / Chicago / New York / Boston / Washington DC / Dallas/Ft. Worth / Atlanta / Houston / Miami / Tampa



695,000 +

SKIER HOUSEHOLDS REACHED  
IN TARGET MARKETS



2016/2017

38%

>

>

>

>

2017/2018

43%

AWARENESS OF OUR AD CAMPAIGN  
IN TARGET MARKETS



hulu

pandora

YouTube



## Communications

- Oversaw \$30 million in editorial coverage generated for Park City hosting 80 journalists and visiting with an additional 200 in key markets
- Three inbound media fairs – Autumn Aloft, Winter Ski season, and Summer Festivals
- Four mountain biking fairs with PCALA and four fairs launching new Park City products
- Los Angeles radio campaign (I Heart Radio) – ‘Fall in Love in Park City’
- New York radio campaign (I Heart Radio) – ‘Spring skiing in Park City’
- ABC episode of ‘The Bachelorette’ underscoring Park City romance message
- Joined Ski Utah on media missions to Chicago, Texas (Houston and Dallas/Ft. Worth), Washington DC, Boston and New York City
- Hosted Park City media missions in Chicago, New York, Denver and the Southeastern USA, including the fast-growing high-income consumer markets of Atlanta, Charlotte, Orlando, Birmingham, Jacksonville, Tampa and Miami
- A food tour with five television stations producing chef-based segments to promote the town’s culinary reputation, including Austin, Tampa and Jacksonville. Culinary-based websites were brought to town to produce restaurant-focused, permanent features on several high-profile ‘foodie’ websites. Five Park City chefs will be featured at the prestigious James Beard House in New York City in September, as we host our first-ever Park City culinary showcase at this renowned venue.

6/

## 2018 Media Accolades

The spotlight on Park City has been bright over the last several months, and the Park City community has received significant national accolades from major media outlets and organizations. Congratulations to our members and community partners for the outstanding recognition!



2018 Trend  
Destination Hotlist



2018 Top-Rated Vacation  
Destinations in North America,  
#35 out of 4,600



2018 Top 10 Emerging  
Summer Destinations



2018 Best Mountain Towns  
in America



2018, Six US Cities  
Breaking into the  
Mainstream: Park City, #1



2018 Best Ski Towns in America



2018 #1 Best Place to Travel  
in January



2018 20 Best Vacations for  
Teens and Parents Alike  
2018 Most Blissful  
Destination for Wellness  
Travel, Park City #8



2018, #1 Mountain Town  
in America



2018 #1 Mountain Town  
in America

1.



2.



3.



1. Aventura Magazine (Florida) editorial feature. 2. Chef Robert Valaika of Shabu joins Casey Metzger of Top Shelf Services to promote summer travel to Park City on Austin's Studio 512 program on NBC. 3. Park City takes center stage on ABC's The Bachelorette.

**\$30 + million**  
IN EARNED EDITORIAL COVERAGE

**80**

JOURNALISTS HOSTED  
IN PARK CITY

**200**

JOURNALISTS VISITED  
IN KEY MARKETS

## International

CREATING AWARENESS while increasing first-time visits from top international markets.

### MARKETS

**Argentina, Australia, Brazil, Canada, Chile, China, Costa Rica, Germany, Netherlands, New Zealand, Mexico, Panama, and UK.**

- Hosted 40 key International journalists and 74 top trade participants
- Traveled on nine sales missions on five continents
- Participated in three trade shows across the country
- Sponsored Go West Summit that was held in Salt Lake City in January
- Partnerships with major airlines in eight markets



**9**  
SALES MISSIONS

**5**  
CONTINENTS

**13**  
COUNTRIES



## Group Sales

GENERATING ROOM NIGHTS & GROUP REVENUES during shoulder seasons and other seasonal need times.

- Hosted 90+ meeting planners in Park City who have business to place in the destination
- Utilized 2 key promotions to encourage meeting planners to visit Park City
- Attended 20 tradeshow and events
- Implemented digital and print advertising to drive viewers to ParkCityMeetings.com
- Strategic email campaign to complement direct sales efforts
- Editorial in Meetings & Conventions, Meetings Today, and Successful Meetings magazines

**630** LEADS RECEIVED

**91** MEETING PLANNERS HOSTED

**180** GROUPS BOOKED

**32,000** ROOM NIGHTS BOOKED

**\$10,100,000**  
LODGING REVENUE GENERATED

**20** TRADESHOWS & EVENTS ATTENDED

**16** STATES

**4** COUNTRIES







## Visitor Centers

**16 Visitor Information Specialists with 9 years average tenure** and expert knowledge of Summit County businesses, hiking trails, restaurants, activities, events & more.

OPEN 7 DAYS A WEEK

**KIMBALL JUNCTION  
VISITOR INFORMATION CENTER**  
1794 Olympic Parkway

**90,552**  
GUESTS 2017/2018

**PARK CITY MUSEUM  
VISITOR INFORMATION CENTER**  
528 Main Street

**132,198**  
GUESTS 2017/2018

**222,750**

TOTAL CUSTOMERS THROUGH THE DOOR 2017/2018

## BLACK DIAMOND AWARD NOMINEES



All 16 Visitor Information Specialists were nominated for the prestigious 2017 PCALA Black Diamond Award, recognizing outstanding customer service, inspiration and knowledge of Park City.

## KIMBALL JUNCTION VISITOR INFORMATION CENTER

- Member Brochures & Literature
- Direct Referrals to Member Businesses
- On-Site Coffee Shop
- Semi-Private Meeting Space Rental



## Member Services

Providing resources, advocacy, benefits and support to approximately 1,000 member business and their employees.

## 2017/2018 Statistics

**1,000**

MEMBER BUSINESSES  
& EMPLOYEES SUPPORTED

**990**

MEMBER WEBSITE  
LISTINGS MANAGED

**30 +**

MEMBER NETWORKING  
EVENTS

**132**

NEW MEMBERS  
WELCOMED

**12**

BUSINESS AFTER  
HOURS MIXERS

**4**

SIGNATURE ANNUAL  
EVENTS

**2**

MEMBER EXPOS

park city  
PROUD MEMBER





## Content and Digital Engagement

Much of our focus during the last fiscal year has been on content creation and distribution. This includes three video series – *My Town* (13 videos to date), which highlights community members in an effort to tell the Park City/Summit County story through its people, *Park City First Timers* (14 videos to date), where video hosts try activities in the Park City area for the first time, and six videos highlighting events that are unique to Park City. In September 2017, we received the DMA West “Best Idea Award” for our *Park City First Timers* video series. Additionally, we have worked to consistently write at least one blog post per week, covering a wide variety of topics from event round-ups to where to find a great cup of coffee.



## 2017/2018 RESULTS

# DMAwest

DMA WEST “Best Idea Award”  
FOR THE *PARK CITY FIRST TIMERS* VIDEO SERIES



**PARK CITY  
FIRST TIMERS  
VIDEO:  
PADDLEBOARD  
YOGA**

### PARK CITY FIRST TIMERS VIDEO SERIES DATA:



Explore Park City Blog  
[VISITPARKCITY.COM/BLOG](http://VISITPARKCITY.COM/BLOG)

688,321  
BLOG PAGE VIEWS

88.66%  
INCREASE OVER  
LAST YEAR

Website Traffic  
[VISITPARKCITY.COM](http://VISITPARKCITY.COM)

1,082,178  
TOTAL VISITORS

1,542,000  
TOTAL VISITS

3,551,285  
PAGE VIEWS

## Social Media

	FOLLOWERS	INCREASE
FACEBOOK	83,449	33.38%
TWITTER	12,020	10.64%
INSTAGRAM	21,140	25.90%



## Special Events

Promote the Summit County area through events, activities, and celebrations that generate positive economic impact for the community and work closely with city, county and local organizations to mitigate the operational impacts of events.

### 2017/2018 HIGHLIGHTS

- Distributed Special Event Grants to 30+ organizations whose events produced over \$100 million in economic impact.
- Collaborated with the Local Organizing Committee of the 2019 FIS Freestyle, Freeski, and Snowboard World Championships to develop plans for on-mountain competitions and off-mountain activities.
- Participated in efforts to promote Arts & Culture as an integral part of our community.
- Worked closely with Park City Municipal and Summit County to mitigate the operational impacts of special events.



## Partnerships

### KAMAS VALLEY BUSINESS ASSOCIATION

In 2017/2018 we completed the first year of our 3-year agreement with the Kamas Valley Business Association, which was formed this year to support businesses in the Kamas Valley corridor. As part of our agreement, the Park City Chamber/Bureau provides funding, marketing and staff support to the KVBA. Businesses located in the Kamas Valley must first become a member of the Park City Chamber/Bureau and a portion of their membership dues are then provided to the KVBA. Kamas Valley businesses will receive the benefits of both organizations, while only investing in one membership. We are honored to partner with the KVBA as this valuable organization continues to grow and support Kamas Valley businesses of all types.



### WASATCH BACK ECONOMIC SUMMIT

In May 2018 we partnered with the Heber Valley Chamber of Commerce to produce the first Wasatch Back Economic Summit. With the theme of "Connecting Communities," over 300 attendees from all sectors of business joined together to learn about shared issues and future solutions for the Wasatch Back. Topics included population growth, real estate, transportation, employment, entrepreneurship, affordable housing and others. Other partners on the project were Summit County, Wasatch County, Park City Municipal and the Park City Board of Realtors. We are proud to have been a part of this dialogue between our two communities and look forward to continuing our partnership with our neighbors in Wasatch County.





## Advocacy/Government Relations

The Park City Chamber/Bureau works year-round to protect the interests of our members. We represent and advocate for membership at the city, county and state levels.

In 2018 we worked with a coalition of other Destination Marketing Associations from around the state of Utah to successfully stop a 4.68% statewide increase in room taxes.

Each year, weekly Legislative Updates are emailed to membership during the Utah State Legislative Session to outline issues of importance to Park City businesses and encourage additional action when needed.

We are actively partnering with Park City and Summit County to study the large increase in nightly rentals in Summit County and how to best bring them into regulatory and legal compliance.

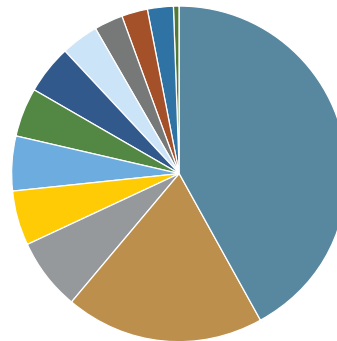
### 2018 legislative issues we were actively involved in:

- Alcohol Liability Amendments
- Transient Room Tax (TRT) Amendments
- Transportation Governance Amendments

“... successfully worked with other associations to STOP a 4.68% statewide increase in room taxes.”

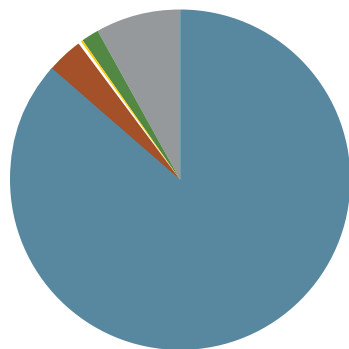
## 2018/2019 Budget

As a non-profit organization, fiscal responsibility and a balanced budget are priorities for the Park City Chamber/Bureau. The Chamber/Bureau Board of Directors must carefully evaluate and approve all components of the annual budget, including income sources, operational and administrative expenses, and marketing initiatives and expenses.



### EXPENSES

Annual Marketing Campaign:	\$4,194,830
Administration:	\$1,906,545
Group Sales:	\$693,850
International:	\$547,070
Special Events:	\$520,725
Operations:	\$479,559
Interactive:	\$455,000
Communications:	\$358,100
Economic/Business Services:	\$279,476
Member Services:	\$265,155
Visitor Services:	\$230,155
Other:	\$46,674



### INCOME

Transient Room Tax:	\$8,630,000
Membership Investments:	\$364,664
Interest Income:	\$15,000
Visitor Center Rental Income:	\$8,000
Prior Year Carryover:	\$170,000
Grants & Partnerships:	\$789,800





# Membership is Our Key to Success!

ROW 1:  
Oakley Rodeo BBQ & Mixer  
Annual Meeting  
Economic Update Luncheon

ROW 2:  
Summer Activities Expo  
Tourism Day on the Hill  
Kimball Junction Visitor Center

ROW 3:  
Business After Hours Mixer  
Spirit of Hospitality Award  
Annual Meeting

ROW 4:  
Summer Activities Expo  
Economic Update Luncheon  
Economic Update Luncheon

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