

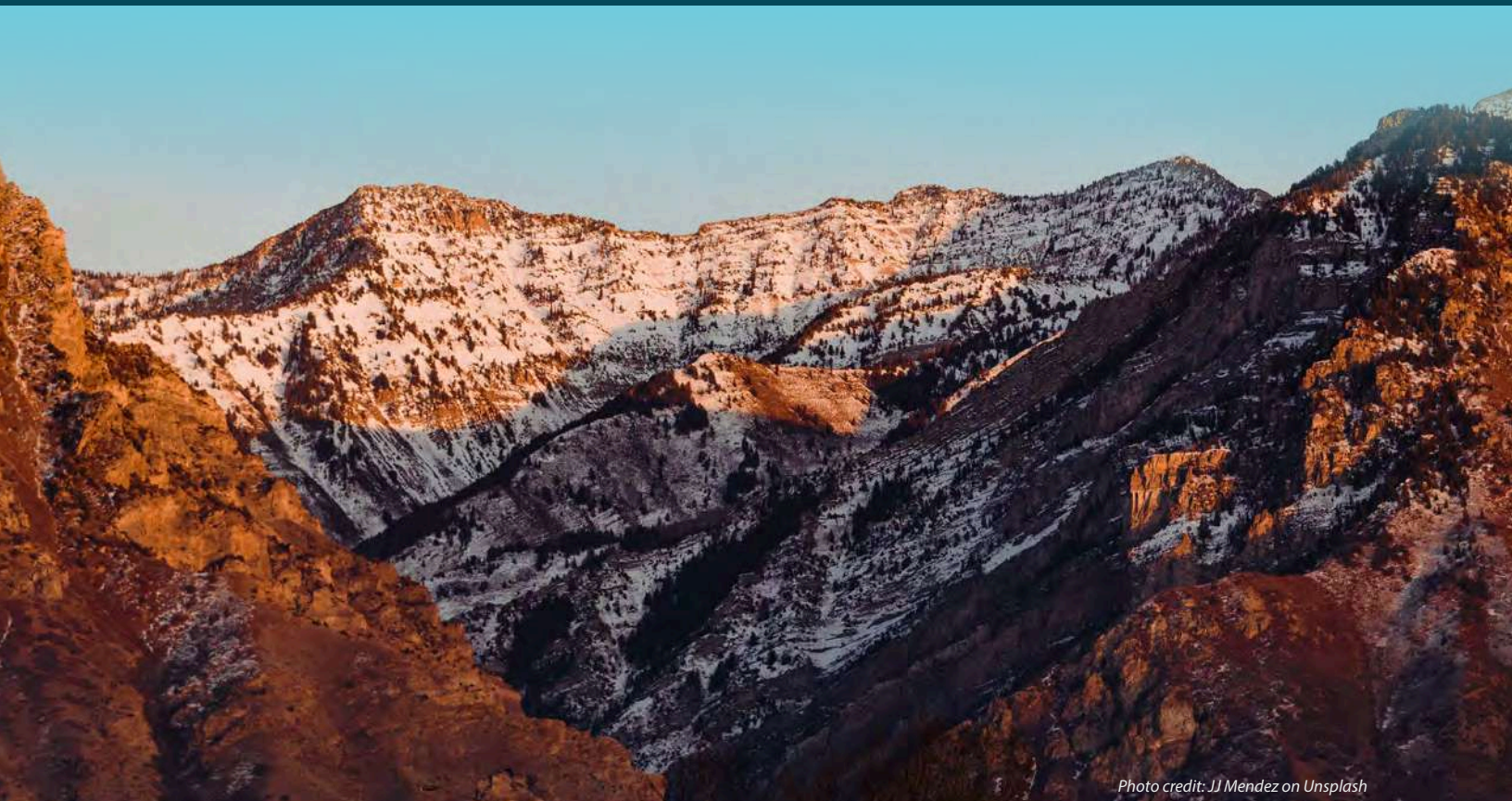


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SUMMIT COUNTY, UTAH

GSTC Destination Assessment

January, 2022

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Executive Summary

Summit County is located in northeast Utah and wraps around the southwest corner of Wyoming. Nearly one-half of the County is mountainous and much of the High Uinta

Wilderness Area is located within its boundaries. Summit County is bordered by Rich and Morgan Counties to the north, Wasatch and Duchesne Counties to the south, Salt Lake County to the west, and Daggett County to the east. Lying along its northern edge is Uinta County, Wyoming. The Uinta Mountains serve as the watershed for Uinta County and, like the bordering Utah counties, Uinta County relies on the public lands of Summit County for timber, recreation, grazing, and other uses important to its residents and businesses. Tucked in the heart of Utah's scenic alpine country, Summit County is home to several distinctive communities, with Park City serving as the hub of culture, tourism, and recreation.

Park City serves the entire County as a center for world-class ski resorts, cultural activity, and luxurious properties. Kamas, Oakley, the County seat Coalville, and most of the remaining population centers are small and rural, focused on serving the area's agricultural enterprises. In addition to the Wasatch Mountains, the High Uinta Wilderness region gives Summit County a "backyard" of pristine lakes, towering pines, and magnificent vistas. Its breathtaking natural beauty offers rural tranquility as well as easy access to world-class urban amenities. Much of the vast expanse of Summit County is devoted to the rustic, solitary activities of farming and ranching where the cattle and sheep industries play a dominant role in both lifestyle and economy. However, tourism plays a significant role in overall development, with Accommodation and Food Services as the second largest employer in the region.

In 2019, visitors directly spent an estimated \$1.08 billion in Summit County, a 4.0% increase from 2018. The top three spending categories were lodging, food services, and recreation. Statewide, Summit County visitor spending made up 12.6% of total spending, and ranked 2nd in County Transient Room Tax Revenue, generating 11.4 million dollars (Salt Lake County ranked 1st at 21.1 million).

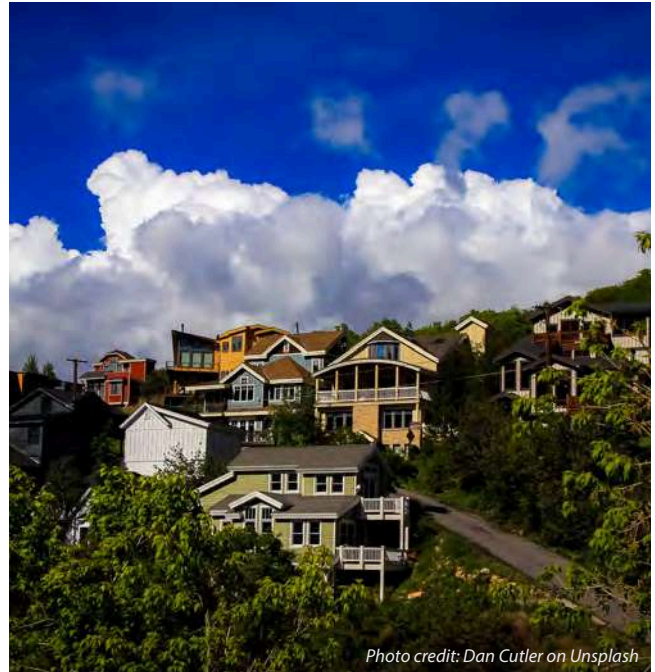


Photo credit: Dan Cutler on Unsplash

An estimated 95% of commercial tourism in Summit County, occurs in Park City. It has been called the "perfect mountain town, due to its unique combination of a silver mining heritage, artistic and cultural assets, and multi-season outdoor mecca which supports world class snow sports, biking, hiking, fishing, sledding and tubing, horseback riding, watersports, golf, and camping. In addition, there is a vibrant array of festivals and events, including, but not limited to the well-known Sundance Film Festival, the Park City Fourth of July Celebration, the Park City Arts Festival, music festivals, and the Miners Day —Labor Day Celebration. Summit County is also host to art galleries, historic sites, museums, and the Egyptian Theatre Company, which support many unique cultural opportunities.

Summit County has many destinations dedicated to water-based recreation, hiking, and camping. Kamas is the gateway city to the Uinta mountains, located on United States Forest Service managed lands; Coalville is home to Echo reservoir and Wanship, the Rockport reservoir, both of which support watersports and camping opportunities; and Oakley is known for its equestrian activities, hiking, fishing, and camping. All told, Summit County provides an extraordinary blend of outdoor, cultural, and historic activities.

Yet, as with many mountain destinations, as tourism increases, there is a strong desire by the communities of Summit County to retain the natural and cultural character that attract visitors in the first place. As such, the Park City Chamber of Commerce | Convention & Visitors Bureau (PCCVB) is developing a strategic plan, which includes strategies for stewarding Summit County tourism into a sustainable future. As part of this process, the PCCVB commissioned a Global Sustainable Tourism Council (GSTC) Destination Assessment of the County applying the GSTC Criteria for Destinations (Version 2, 2017) – the baseline destination standard for sustainable management of tourism within destinations.

GSTC conducted the Destination Assessment from July to December 2021, working closely with the PCCVB and stakeholders throughout the County. GSTC conducted the Destination Assessment from July to December 2021, working closely with the PCCVB and stakeholders throughout the County. To evaluate the County's performance against the GSTC Criteria for Destinations Version 2.0, the GSTC reviewed legal and policy documents governing the County's management, and held one-on-one conversations and group interviews with 25 key stakeholders and representatives from the local government, private sector, NGOs, academia, and residential community. It also conducted a desk top review of over 300 documents.

The GSTC standard covers four main pillars of destination sustainability:

- 1 . Sustainable Management
- 2 . Socio-Economic Sustainability
- 3 . Cultural Sustainability
- 4 . Environmental Sustainability

The results of the GSTC Assessment of Summit County indicated that performance of four pillars (sustainable management, socio-economic, cultural, and environmental) on the 38 total criteria was as follows: 12 had "excellent performance," 12 had "good performance," 8 "need improvement," 3 were at "moderate risk," and 3 were at "high risk." Overall, Summit County is doing best with Socio-Economic and Environmental Sustainability and needs to improve its performance on Sustainable Management and Cultural Sustainability.

The findings from the GSTC Destination Assessment can inform future initiatives, and the strategic destination stewardship plan to ensure sustainable management of Summit County tourism. The GSTC applauds the PCCVB for their leadership in moving sustainable tourism forward in Utah.

The GSTC encourages Summit County to continue monitoring its progress, adopting the GSTC standard, and utilizing these assessment findings as a baseline on their sustainability journey.

The assessment results identified areas in which Summit County doing very well, as well as areas in need of improvement. To date, there has been much progress and recognition for the development of a Destination Stewardship Council or similar entity. This effort is being led by the PCCVB.

Destination stewardship management had an overall score of 1.84. Improvements are already underway with the the development of a tourism destination stewardship strategic plan. The PCCVB has employed a Sustainability Director and the services of the Coraggio Group, which is engaging visitors, residents, and tourism businesses and their employees in the development of a destination stewardship strategic plan.

For Socio-Economic Sustainability, Summit County is addressing important indicators through metrics associated with economic development, employee training, and workforce development. For Socio-Economic Sustainability, Summit County is addressing important indicators through metrics associated with economic development, employee training, and workforce development . This area of the GSTC Criteria scored relatively high, with an average of 2.49 out of 3.00 overall. Cultural Sustainability, which focuses on management and preservation of tangible and intangible cultural assets, scored an average of 1.75. Areas for improvement included identifying where visitor management and guidelines are necessary to protect these resources and publicly communicating guidelines for visitor use. And, lastly, Environment Sustainability scored 2nd highest of all the GSTC pillars, with many initiatives under way to address climate related challenges, energy consumption, water challenges, and natural resources protection.

This report presents GSTC's findings of Summit County's performance using the GSTC Criteria for Destinations, V 2.0. The results should be utilized as input, a roadmap, and a means for prioritizing elements of a strategic destination stewardship plan.

Summit County's participation in the GSTC Destination Assessment, the first in Utah, shows the PCCVB and County's commitment to improving destination stewardship. This GSTC Assessment took place during the COVID-19 pandemic, which has demonstrated the need for long-term destination planning and stewardship globally. Hence, improving Summit County's crisis and emergency management planning and response was identified as a risk area with respect to tourism. These findings from the GSTC Destination Assessment can inform future initiatives to ensure sustainable management of Summit County and its natural, cultural, and historic world-class assets.

A very special thank you to the PCCVB and their staff for compiling documents and resources, and, to all the individuals who joined the Destination Stewardship working group and gave of their time and expertise to support this assessment.

Introduction: Summit County, Utah

Summit County's history is unique, rich, and diverse. Early settlers faced great hardship living in the high alpine valleys tucked between the Uinta and Wasatch Mountains.

Today, Summit County today has entered a new era of growth, particularly since it hosted the 2002 Winter Olympics. It is unlikely that pioneers were seeking recreation at the time they settled Summit County. They likely chose the area for settlement because of the abundance of timber to build homes, game for food and clothing, and water. Each spring water flows from the mountain creeks and rivers (i.e., Duchesne, Provo, Weber and Bear) start from the high Uinta mountains and flow into Summit County. Most of the pioneer communities in Summit County were built along the Weber River from its source in the high Uintas to the border of Morgan County. The exception is Park City and its nearby community, Snyderville that were mainly established because of mining in this area. *(Source: Daughters of Utah Pioneers)*

Summit County is located in northeast Utah and wraps around the southwest corner of Wyoming. Nearly one-half of the County is mountainous and much of the High Uintas Wilderness Area is located within its boundaries. Summit County is bordered by Rich and Morgan Counties to the north, Wasatch and Duchesne Counties to the south, Salt Lake County to the west, and Daggett County to the east. Uinta County, Wyoming, borders Summit County to the north. The Uinta Mountains serve as the watershed for Uinta County and, like the bordering Utah counties, Uinta County relies on the public lands of Summit County for timber, recreation, grazing, and other uses important to its residents and businesses. Nestled in the heart of Utah's scenic alpine country, Summit County is home to several distinctive communities.

Park City serves the entire County as a center for world-class ski resorts, cultural activity, and vacation properties.

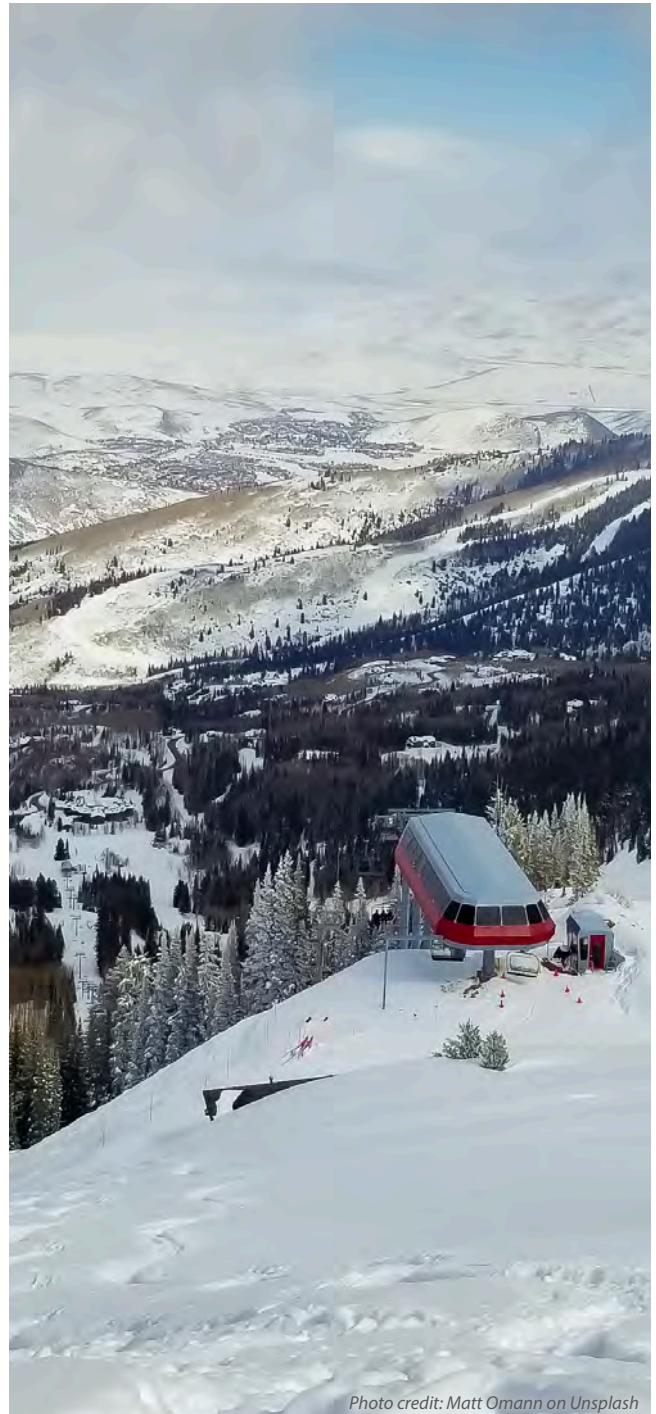
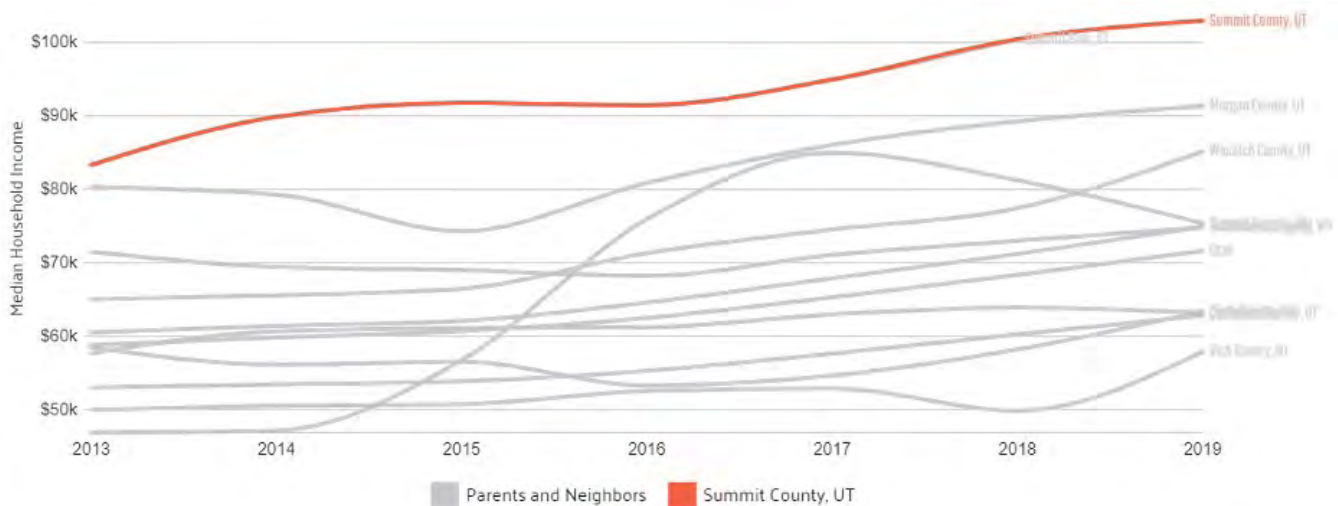


Photo credit: Matt Omann on Unsplash

Data from the Census Bureau ACS 5-year Estimate.



From 2018 to 2019, employment in Summit County, UT grew at a rate of 2.71%, from 22.2k employees to 22.8k employees.

Kamas, Oakley, the County seat Coalville, and most of the remaining population centers in this region are small and rural, focused on serving the area's agricultural enterprises. In addition to the Wasatch Mountains, the High Uinta Wilderness region gives Summit County a "backyard" of pristine lakes, towering pines, and magnificent vistas. This region of breathtaking natural beauty offers rural tranquility as well as easy access to world-class urban amenities. Much of the vast expanse of Summit County is devoted to the rustic, solitary activities of farming and ranching where the cattle and sheep industries play a dominant role in both lifestyle and economy. Tourism plays a significant economic role as well.

An estimated 95% of commercial tourism in Summit County, occurs in Park City. It has been called the "perfect mountain town" due to its unique combination of a silver mining heritage, arts and cultural attractions, and a multi-season outdoor mecca which supports world class snow sports, biking, hiking, fishing, sledding and tubing, horseback riding, sailing, golf, and camping. There is also a vibrant calendar of festivals and events including, but not limited to, the well-known Sundance Film Festival, the Park City Fourth of July Celebration, the Park City Arts Festival, music festivals, and the Miners Day— Labor Day Celebration. Special to Park City, the Park Silly Sunday Market is an eco-friendly, open air market and street festival. The Park Silly Sunday Market features unique and eclectic-local and regional arts and crafts, music and performance art, antiques, imports and one-of-a-kind finds, gourmet foods, and farmers market fruits and vegetables. (Source: <https://www.parksillysundaymarket.com/faq>).

Population

Summit County is home to a population of 41.1k people, 93.7% of which are U.S. citizens.

As of 2019, 9.57% of Summit County, residents were born outside of the country (3 .93k people). B_r_dpm k r f c q_k c wc_p g l bga_rcq r f c p c were 9.72 times more White (Non-Hispanic) pcqgbc l r q & 12,5 i ncmnjc' g l Qs k k g r Ams l r w r f _ l _ l w m r f c p _ p _ a c m p c r f l g a g r w, R f c p c u c p c 1,35 i U f g r c & F g q n _ l g a' _ l b 586 Other (Hispanic) residents, the second _ l b r f g p b k m q r a m k k m l c r f l g a e p m s n q,

Economy

?q m d r f c _ j _ q r a c l q s q & 0 . / 7 ' r f c k e d i a n h o u s e h o l d i n c o m e i n S u m m i t C o u n t y u _ q \$ 102,958. In 2019, the tract with the highest median household income was Census Tract 9643.03 with a value of \$180,313, followed by A c l q s q R p _ a r 9643.03 and Census Tract 9643.08, with respective values \$162,222 and \$146,607.

Males in Utah have an average income that is 1.53 times higher than the average income of females, which is \$44,820. The income inequality in Utah (measured using the Gini index) is 0.482, which is higher than the national average.

Commute Time

Using averages, employees in Summit County have a shorter commute time (21 3. minutes) than the normal US worker (25.5 minutes). However, a small percentage (i.e., 1.78%) of the workforce in Summit County also have "super commutes" in excess of 90 minutes.

TOURISM IN SUMMIT COUNTY

To understand tourism in Summit County the dispersion of jobs within two sectors—Arts, Entertainment, and Recreation, and Accommodation and Food Services— was explored. The total number of jobs in both tourism sectors in 2019 was 8,643; 8,173 (95%) existed in the Park City area (Western Summit County) in both tourism sectors areas in 2019 was 8,643; 8,173 (95%) existed in the Park City area (Western Summit County). The remaining 470 (5%) jobs were in Eastern Summit County.

Visitor Spending

In 2019, visitors directly spent an estimated \$1.08 billion in Summit County, a 4% increase from 2018. The top three spending categories were lodging, food services, and recreation. Summit County visitor spending made up 12.6% of total statewide spending.

Employment

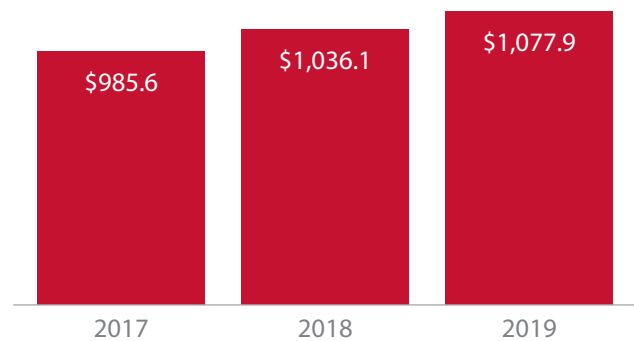
Visitor spending directly supported 12,327 travel and tourism jobs in Summit County, a 3.2% increase from 2018. Accommodations, food services, and recreation were the top three job sectors.

These 12,327 direct travel and tourism jobs supported an additional 2,676 indirect and induced jobs in the County for a total of 15,003 jobs.

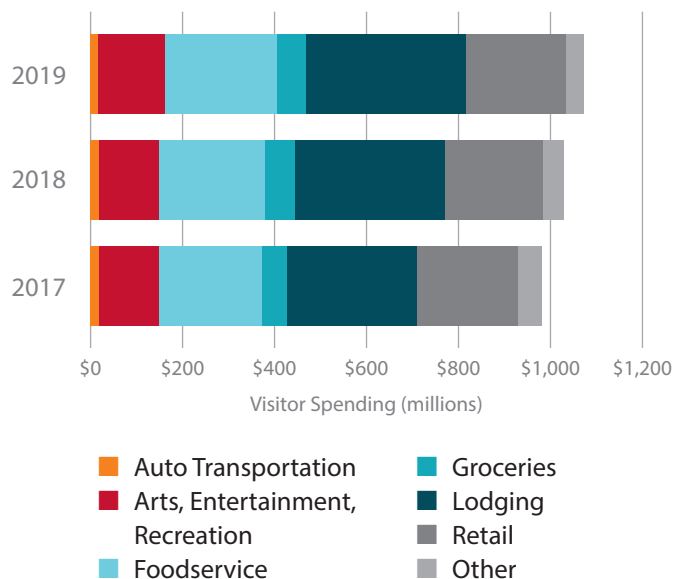
Tax Revenue

Visitor spending generated \$165.7 million in direct tax revenue, including \$86.1 million in state and \$79.7 million in local tax revenue. Visitor spending generated approximately \$31 million in additional indirect and induced state and local tax revenue, for a total of \$196.7 million. Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Summit County collected a total of \$13.6 million in these two sales taxes combined, up 2.3% from 2018 and 27.3% over the past five years.

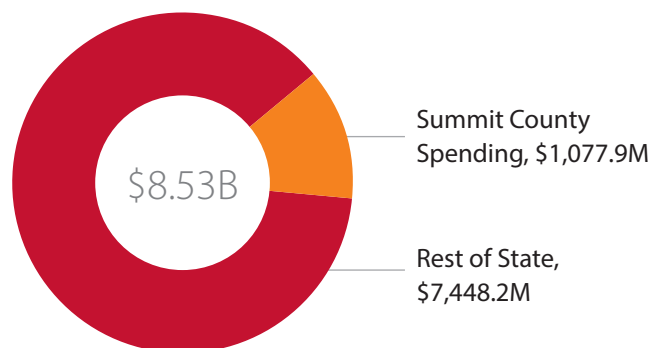
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



Summit Portion of Statewide Visitor Spending, 2019



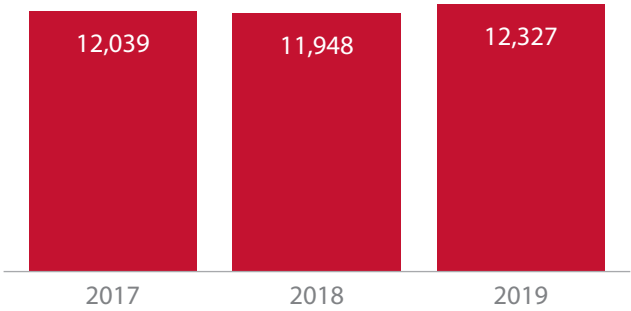
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission, Park City Municipal Corp., and Summit County data.

Hotel Data

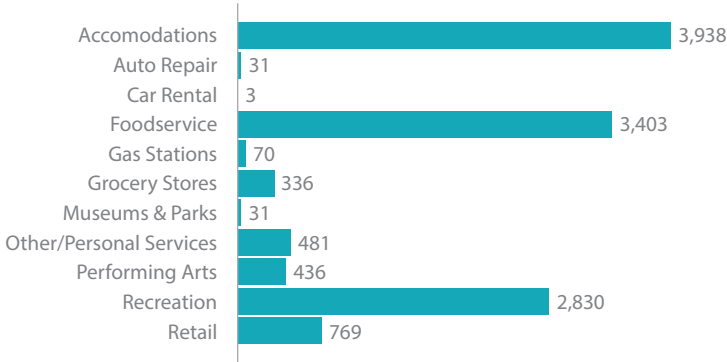
Summit County hotel occupancy rates averaged 57.2% in 2019 compared to 56% in 2018. Average daily room rates in 2019 were \$269.73 compared to \$256 in 2018, a 5.3% increase.



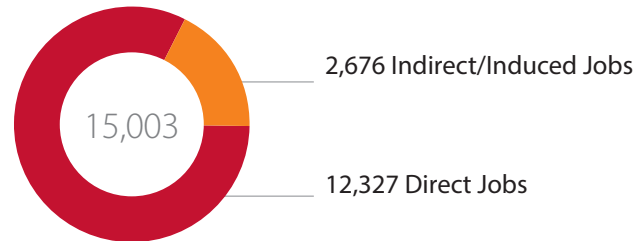
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2019



Summit Portion of Statewide Visitor Spending, 2019



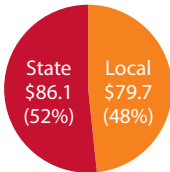
Taxes/Direct Travel & Tourism Tax Revenue, 2019
(Based on \$1.08 billion in direct spending)



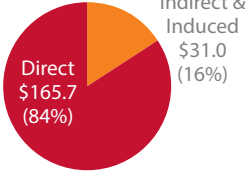
Taxes/Direct Tax Revenue, 2019
(Based on \$1.46 billion in total spending)



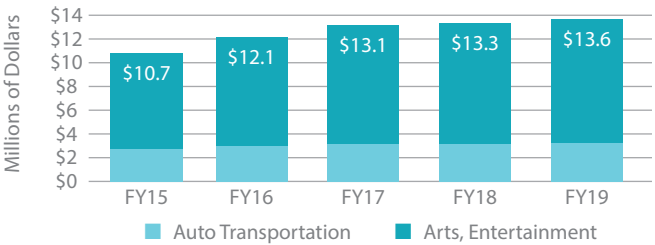
Direct Tax Revenue, 2019



Total Tax Revenue, 2019



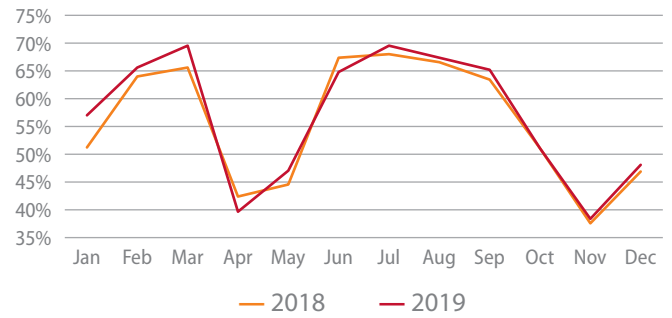
Select Local Sales Tax Revenues



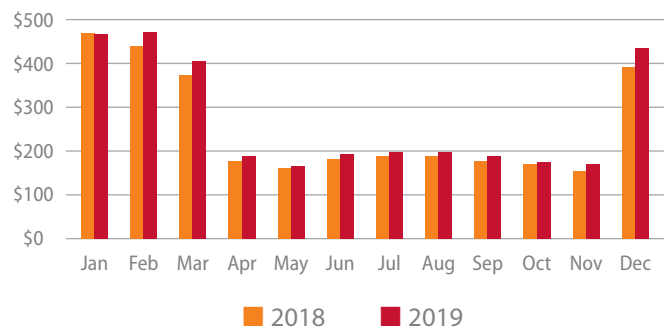
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission, Park City Municipal Corp., and Summit County data.



Average Hotel Occupancy Rate



Average Hotel Daily Room Rate



Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission, Park City Municipal Corp., and Summit County data.



Why the GSTC Assessment?

The GSTC criteria aim to address “sustainability” from a holistic perspective—reviewing overall governance, economic benefits to the destination, cultural and heritage preservation, incorporation into the destination experience, and environmental performance. These factors all lead to a positive investment climate, strong sense of place, and high quality of life for both residents and visitors in the destination. The GSTC destination assessment is **not an audit**, and does not constitute any kind of verification or endorsement of the destination’s policies, practices, or status by GSTC. The objective of the assessment is to provide the destination an overview of current good practices and risk areas, a demonstration of practical application of the GSTC criteria for destinations for stakeholder capacity building purposes, and a tool for internal use to improve destination policy and practice to align with international best practice and the GSTC criteria.

In selecting the GSTC Criteria as a guide for Summit County’s strategic development, the destination joins an elite group of forward-thinking destinations that are prioritizing international best practices.

As Summit County follows steps to adopt all of the GSTC criteria, the destination can better market itself to individuals who believe in and adopt sustainability practices.

Based on the GSTC Destination Assessment, Summit County cannot claim GSTC’s endorsement of the destination or its policies. However, it would be appropriate for the destination to market that it participated in the GSTC assessment, and is committed, if true, to adopting the world’s leading sustainability criteria for tourism development.

It is recommended that findings and recommendations resulting from this GSTC assessment be used:

- › to inform action on destination sustainability planning and project work
- › to catalyze decision maker support for a destination tourism sustainability agenda
- › as a training and education tool
- › for monitoring and evaluation of destination performance
- › as an input into the the strategic planning process that the PCCVB has underway for sustainable tourism development in Summit County

Of note, this assessment is focused on Summit County, yet current estimates are that 95% of commercial tourism within Summit County takes place in and around Park City.



Photo credit: Benjamin Hascoe on Unsplash

The Destination Assessment Process

Dr. Kelly Bricker (the “GSTC Assessor”) conducted the evaluation of Summit County from August through December, 2021. The PCCVB (on behalf of Summit County), coordinated logistics, with guidance from Dr. Bricker.

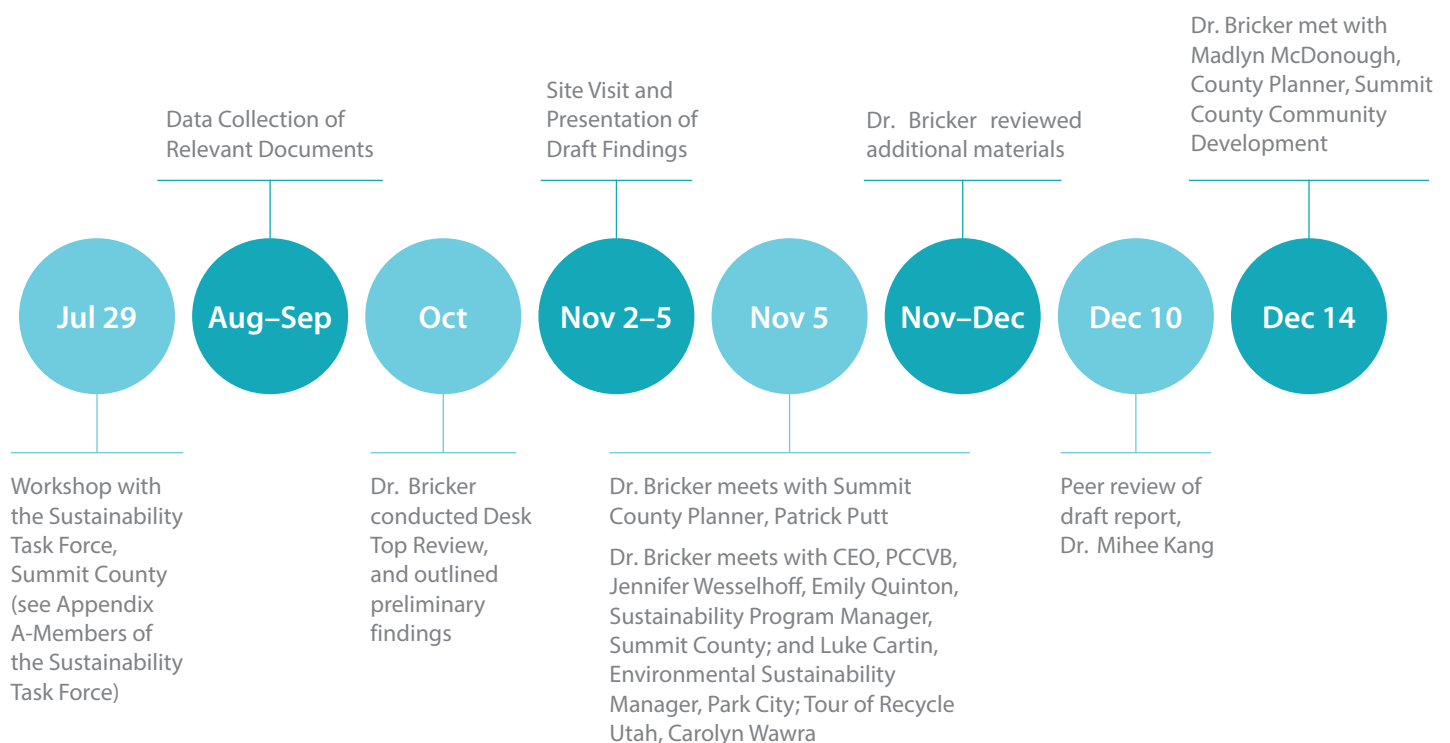
The PCCVB identified stakeholders, arranged stakeholder meetings and site visits, and collected policy documents in the areas covered by the GSTC Criteria. Jennifer Wesselhoff, President/CEO of the PCCVB, served as the Destination Liaison throughout this assessment.

The Assessment included a *Global Sustainable Tourism Council Destination Program Introduction* meeting with diverse public and private sector stakeholders responsible for the policy areas covered by the GSTC Criteria. This kick-off meeting introduced stakeholders to the GSTC, the Criteria for Destinations, and the process and goals of the assessment. In addition, the Stakeholders participated in a workshop to ascertain ideas and resources that may be helpful in the Assessment.

The GSTC Assessor, in consultation with the Destination Liaison, conducted a systematic review of over 300 policy documents, website pages, organizations, and stakeholder inputs addressing the GSTC Criteria, to understand the current policy landscape and identify gaps in the areas of overall governance, economic and investment climate, cultural and heritage protection, and energy and the environment. The GSTC Assessor also conducted site visits to ascertain evidence of policy implementation and managed individual interviews with County officials, program managers, and stakeholders.

Key Assessment Milestones

The assessment process began in July of 2021, with a kick-off meeting and workshop with the sustainability task force (see Appendix A). The following timeline is an overview of key dates and actions that took place as part of the Destination Assessment process.



GSTC Destination Assessment Summary

Methodology

Indicator Scoring

Each indicator was evaluated based on evidence discussed, produced, or observed. Indicators were scored "0" if no document or evidence exists, "1" a document exists, but no evidence of implementation, "2" suggests there is evidence and implementation, and "3" not only is there evidence and implementation, but also improving trends (Table 1).

Criteria Scoring

Once indicators were reviewed, a score was calculated for each Criteria, thus providing an overview of performance for the Criteria, ranging from "Areas of Risk" < 1, "Areas of Moderate Risk" 1.00–1.49, "Needs Improvement" 1.50–1.99, "Good Performance" 2.00–2.49 and "Excellent Performance" > 2.5 (Table 1).

Table 2 illustrates the average score per pillar. These calculations were based on the number of indicators per criteria, with averages calculated per criteria, and per pillar overall.

Based on the destination assessment of each indicator, Summit County earned a score of 2.10/3.00 overall based on all the Criteria calculated together. Of the four categories of the GSTC Destination Criteria, Summit County performed best Social-Economic Sustainability and Environmental Sustainability.

The summary of results also indicated room for improvement in the areas of criteria relating to Sustainable Management (1.84) and Cultural Sustainability (1.75).



Table 1. Scoring Categories

Indicator Scoring		Criteria Scoring
No document exists	0	Areas of Risk < 1
Document exists	1	Areas of Moderate Risk 1.00–1.49
Document and evidence of implementation	2	Needs Improvement 1.50–1.99
Document, evidence, and improving trends	3	Good Performance 2.00–2.49
Not applicable in the destination	NA	Excellent Performance ≥ 2.50

Table 2. Overall Average Scoring by Pillar

Pillars	Summary Evaluation
A . Sustainable Management	1.84 (Needs Improvement)
B . Socio-Economic Sustainability	2.49 (Good)
C . Cultural Sustainability	1.75 (Needs Improvement)
D . Environmental Sustainability	2.34 (Good)
Overall Criteria Average	2.10 (Good!)

GSTC Criteria Assessment— Summit County

The following section includes a breakdown of the assessment per criteria and associated indicators. This assessment is based on a review of available documents, discussions, and stakeholder inputs as of January, 2022.

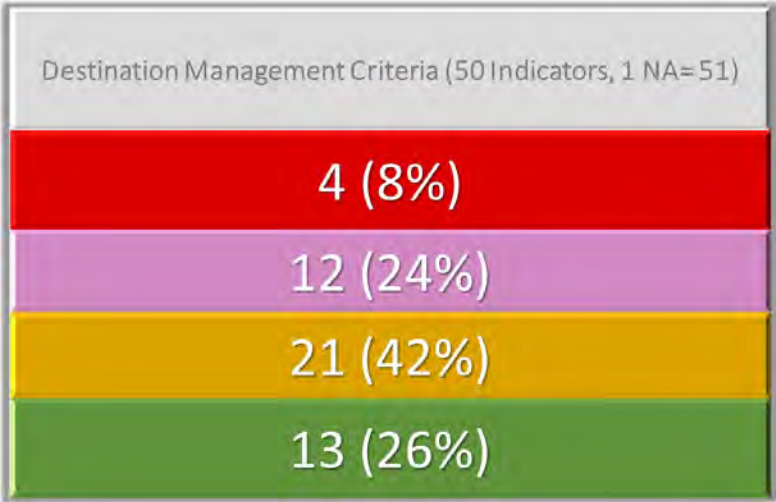


SECTION A: SUSTAINABLE MANAGEMENT

A. Destination Management Summary

Destination management scored an overall average of **1.84**. Criteria to improve on include:

- > Destination management strategy and action plan (Note: currently underway by the PCCVB)
- > Monitoring and reporting
- > Risk and crisis management
- > Visitor engagement and feedback



Destination Management—Total Indicators Evaluated



AREA OF FOCUS: MANAGEMENT STRUCTURE AND FRAMEWORK

A1. Destination Management Responsibility

The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector, public sector and civil society. This group has defined responsibilities, oversight, and implementation capability for the management of socio-economic, cultural and environmental issues. The group is adequately funded, works with a range of bodies in delivering destination management, has access to sufficient staffing (including personnel with experience in sustainability) and follows principles of sustainability and transparency in its operations and transactions.

Tourism leadership for Summit County is the PCCVB, which is actively coordinating and managing the development of the Summit County Destination Stewardship Strategic Plan, 2022. As of February 2022, the PCCVB employed a Sustainability Director to catalyze the organization around sustainable destination stewardship and management. The PCCVB has also retained the Coraggio Group to assist in the development of a sustainable tourism plan. As part of the planning process, a survey effort is underway to solicit input from residents, visitors, employees and employers in Summit County. With respect to A1 (Table 3), the focus on destination stewardship within the tourism industry and the leadership of the PCCVB and others, demonstrates progress and attention to this Criteria.

The scoring represents acknowledgment of the start of a Summit County level destination stewardship effort under the PCCVB. The PCCVB currently serves Park City and Summit County, as the organizing tourism focal point and marketing organization. As noted, there are strategic plans in place for Summit County and Park City. Some of the current strategic plan elements address tourism, however there is not currently a comprehensive destination stewardship tourism plan in place.

Yet as mentioned, a comprehensive destination stewardship plan is being generated by the PCCVB. Further, the PCCVB has demonstrated continuous outreach and community engagement and representation through a diverse representation of community stakeholders included on their board and committees, including and not limited to arts organizations, healthcare, event organizers, school districts, non-profit organizations, and business leaders (see <https://www.visitparkcity.com/board/>). It is clear the PCCVB is making significant strides in destination stewardship. Therefore, the proposed recommendations are intended to ensure forward momentum on the seeds planted to date. Table 3 illustrates the results for each of the indicators.

A1. Recommendations

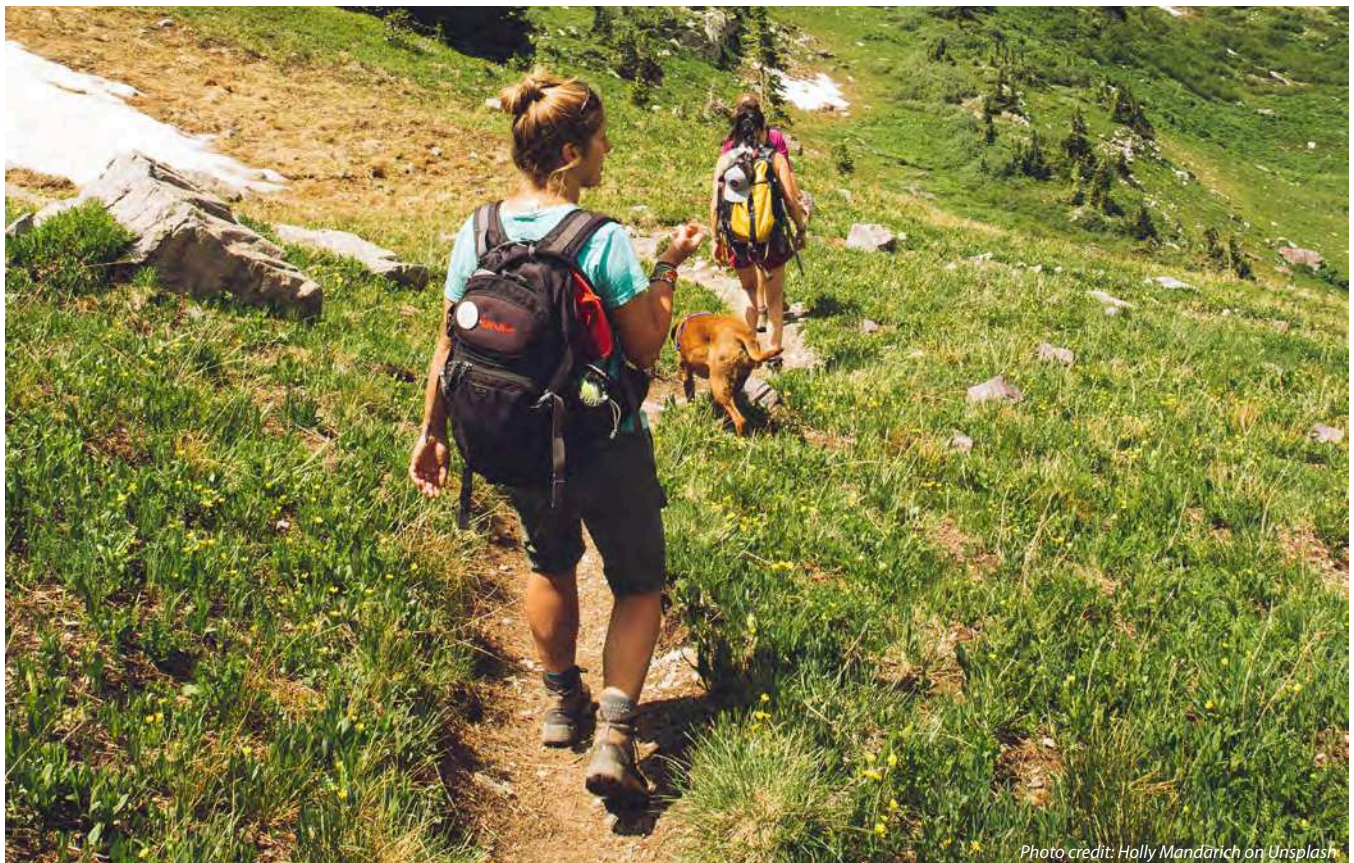
1. Formalize the PCCVB's Destination Stewardship Advisory Council, with continued diverse representation holistically addressing environmental, social, cultural, and economic aspects of tourism management and development.
2. Beyond the Sustainability Director, establish clear roles and responsibilities for each staffing area working on Destination Stewardship, as well as the council advising in this area.

Table 3. A1—Destination Management Responsibilities

Suggested Indicators		Score/Average
A	Documentary evidence showing relevant make-up and responsibilities of the group.	2
B	A financial plan and budget showing current and future funding sources .	3
C	Evidence of links and engagement with other bodies.	3
D	Records of permanent staff and contracted personnel, indicating relevant experience.	3
E	Management guidelines and processes, which demonstrate awareness and adherence to sustainability principles and transparency in operations and letting of contracts.	1
		2.40

A1. Documentation

- › Park City General Plan 2014
- › Small Town Plan—Detailed Strategy
- › Natural Setting—Detailed Strategy
- › Sense of Community—Detailed Strategy
- › Historic Character—Detailed Strategy
- › Neighborhoods—Detailed Strategy
- › Trends—Detailed Updates 2011
- › Definitions, Acronyms, Sources
- › 2020 Regional Housing Needs 2019–23
- › 2020 Moderate Income Housing Plan and Report
- › 2020 Housing Performance Summary
- › 2020 Workforce Gap Analysis
- › 2013–2017 Affordable Housing Gap Analysis
- › A1 Destination Mgt Plan Summary of General Plan
- › Green Events Checklist
- › City Strategic Plan
- › Park City Vision 2030
- › Park City Housing Element
- › Inclusionary Zoning Code
- › Jeffrey B Jones Moderate Income Housing Report 2020
- › Park City Mountain Resort Dev Agreement
- › Park City Vision 2020—Final
- › PCCVB—EDI Compact
- › Summit County Resolution—Housing Report
- › Restaurant Tax Grant Information
- › 12th Amendment Deer Valley Master Dev Plan
- › PCCVB 2019–2021
- › Vision Park City 2009
- › Links to PCCVB website



A2. Destination Management and Strategy and Action Plan

The destination has established and is implementing a multi-year destination management strategy and action plan that is publicly available, is suited to its scale, was developed with stakeholder engagement and is based on sustainability principles. The strategy includes an identification and assessment of tourism assets and considers socio-economic, cultural, and environmental issues and risks. The strategy relates to and influences wider sustainable development policy and action in the destination.

There are many indications of Park City and Summit County's progressive action plans tied to sustainability of the destination. PCCVB is currently developing a strategic plan for tourism and destination stewardship information to meet the criteria is largely available, but not necessarily tied to a strategic destination tourism plan. For example, Summit County and Park City have strategic plans clearly outlining sustainability initiatives, and, the PCCVB is undergoing a destination stewardship strategic planning process and action plan. As part of this process, the PCCVB will tie

the current sustainability plans for Summit County to tourism development and management. Entities such as Park City and Summit County have ordinances and strategic plans that can be incorporated into the plan being developed for tourism. And, while, in most cases the plans and ordinances established do not mention tourism, they are well established and certainly relevant to Summit County's efforts as a destination (Table 4) .

A2. Recommendations

- 1 . Develop a comprehensive tourism destination strategy for Summit County through an inclusive public participation process with relevant stakeholders.
- 2 . Within the context of the destination strategy, ensure the plan currently underway by the PCCVB addresses ways in which Summit County is addressing the Sustainable Development Goals relevant to tourism development.
- 3 . Utilize the good work of many comprehensive plans and integrate relevant aspects into the destination stewardship planning process by the PCCVB.

Table 4. A2—Destination Management Strategy and Action Plan.

Suggested Indicators		Score/Average	
A	A published document setting out the current destination strategy and action .	2	1.40
B	The strategy/plan clearly visible and available on-line .	1	
C	Evidence of links and engagement with other bodies .	2	
D	Reference to sustainability principles and an assessment of assets, issues and risks, contained in the strategy and action plan .	2	
E	Specific references in the strategy/action plan to wider sustainable development policy (including pursuit of the SDGs), and vice versa	0	



A2. Documentation

- Park City General Plan 2014
- Small Town Plan—Detailed Strategy
- Natural Setting—Detailed Strategy
- Sense of Community—Detailed Strategy
- Historic Character—Detailed Strategy
- Neighborhoods—Detailed Strategy
- 2020–21 Marketing Council Meeting Schedule
- 2020–21 PCCVB Member Survey Results
- 2020–21 International Budget & Planning Presentation
- PCCVB Annual Report
- April IMAC Minutes
- Park City Economic Dev. Plan
- PCCVB International Strategic Plan
- Economic Profile PC & Summit 2017
- 2021 Marketing Plan for Summit Co. Bike Share
- Mountain Econ. Develop District Update 2018
- MEDD COVID 19 Recovery Plan
- Mountain Region COVID 19 Econ. Res. Plan
- PCCVB Membership Survey Results 2021
- PCCVB Media Plan 2020–2021
- Rap Restaurant Tax Accounting
- Rec. Arts Parks Reauthorization/Grants
- Park City Special Event Code
- PCCVB Strategic Plan 2019–2021



Photo credit: PCCVB

A3. Monitoring and Reporting

The destination is implementing a system to monitor and respond to socio-economic, cultural and environmental issues and impacts arising from tourism. Actions and outcomes are regularly monitored, evaluated and publicly reported. The monitoring system is periodically reviewed.

While there is some monitoring taking place by various public agencies within Summit County, much of this work is being done in isolation (i.e., Economic Impact Report, lodging tracking, Utah Ski Stays, trail monitoring, climate tracking). In addition, the information is not aggregated and shared as a tool for change, particularly with respect to sustainable destination management. Monitoring of socio-economic, cultural, and environmental indicators should be utilized to guide policy, and decision-making relative to tourism development .

A3. Recommendation

- 1 . Design and implement a holistic monitoring system that can be used to report environmental economic, social and human rights issues as they pertain to sustainable tourism management. This system should be reviewed and evaluated periodically (e.g., seasonally) with the data utilized in goal setting, to support various initiatives, and implement necessary change.

A3. Documentation

- > PCCVB Annual Report—2019
- > Park Silly 2019 Economic Impact
- > PCCVB 2020 Annual Report
- > 2021 Annual Handout
- > 2021 Annual Report
- > Destination Slides



- > Desti Feb 21
- > Desti January
- > Economic Impact 2020
- > Estimated Monthly Lodging Tracking
- > MDC Report Desti—Metrics
- > AORATES 2018–21 Comparison
- > Park City Occ Report Aug
- > Park City Occ Report Sept15
- > Park City Occ Report Sept 30
- > Park City Tourism Econ Impact 2019
- > PC 4th of July Report, Vis Survey
- > SL County Economic Analysis 2018
- > Ski Utah Stays—18–19
- > Virus Tracking Mountain Comm .

Table 5. A3—Monitoring and Reporting

Suggested Indicators		Score/Average	
A	Specific quantifiable socio-economic, cultural, and environmental indicators and targets identified.	0	0.50
B	Measurement against these indicators, with results recorded and publicized at least annually .	1	
C	Written evidence of monitoring and reporting of actions and outcomes .	1	
D	Previous reviews of monitoring system and a schedule for future reviews	0	

AREA OF FOCUS: STAKEHOLDER ENGAGEMENT

A4. Enterprise Engagement and Sustainability Standards

The destination regularly informs tourism-related enterprises about sustainability issues and encourages and supports them in making their operations more sustainable. The destination promotes the adoption of sustainability standards, promoting the application of GSTC-I Recognized standards and GSTC-I Accredited certification schemes for tourism enterprises, where available. The destination publicizes a list of sustainability certified enterprises.

Park City especially, is engaged in several initiatives that support sustainability at the destination level. There is some engagement in the Green Business certification program, yet this is generalized to all businesses, and tourism is not necessarily called out, though there are some tourism enterprises who have engaged in this certification. There have also been efforts made to engage in Green Events, and several pieces of communication on greening one's business. Recycle Utah communicates with all businesses regarding the Green Business Certification and, Park City recently published a sustainability guide for meeting planners. While there are several initiatives underway, they are not coordinated per se for Summit County, and are primarily focused on Park City.

Several businesses have engaged in LEED Certification programs, and one in B-Corp, see Appendix C. These have not been a coordinated effort, yet have the potential to be

showcased and used as champions to encourage additional work in the County .

A4. Recommendations

- 1 . Have the Destination Stewardship Council promote
- 2 . Broaden the scope of workshops for tourism enterprises/ stakeholders of Summit County on destination stewardship tools, initiatives, and plans.
- 3 . Consider aligning tourism enterprises with a GSTC accredited tourism certification program.
4. Promote certification of tourism and tourism-related businesses.

A4. Documentation

- > Green Events Checklist
- > How to Green Your Biz—FB Post
- > June 2021 Newsletter (Food, Trans, Chem)
- > Visit Park City Website—Green Meetings & Events
- > Notes Recycle Park City—Green Initiatives
- > PCCVB Newsletter
- > Recycle—Green Business Certification
- > Sustainability Guide for Meeting Planners

Table 6. A4—Enterprise Engagement and Sustainability Standards

Suggested Indicators		Score/Average	
A	Evidence of regular communication of sustainability issues to tourism-related businesses (Media, meetings, direct contact, etc.)	2	2.00
B	Sustainability support and advice to tourism- related business—available and promoted .	2	
C	Number and percentage of businesses certified against tourism sustainability standards (and whether GSTC recognized/accredited), with targets for wider outreach .	2	
D	Evidence of promotion of certification schemes .	2	
E	List of tourism-related certified enterprises, kept up to date .	2	

A5. Resident Engagement and Feedback

The destination enables and promotes public participation in sustainable destination planning and management. Local communities' aspirations, concerns and satisfaction with tourism sustainability and destination management are regularly monitored and publicly reported, and action is taken in response to them. The destination has a system to enhance local understanding of sustainable tourism opportunities and challenges and to build the capacity of communities to respond.

When done correctly, tourism provides opportunities to generate wealth and conserve natural and cultural resources that might otherwise be destroyed or lost. Tourism can also evoke a sense of pride in local culture. Then again, the local population can suffer at the hands of tourist encroachment. Hence, the opinions of local community members should be closely monitored.

Park City government agencies and the community are highly engaged with the destination as evidenced by PCCVB newsletters, Park City's website, the planning processes which led to Park City Vision 2020, and National Citizen surveys completed every two years .The National Citizen survey includes questions on safety, mobility, governance, recreation and wellness, education, and the quality of the natural and built environments. Park City Municipal uses the survey to gauge the performance of city services and can be used by Park City to benchmark results against other similar communities.

Tourism is briefly mentioned in the destination planning engagement processes, which is critically important to the destination.

Summit County developed a strategic plan, and have prioritized community outreach in future plan development. The community of Park City is very engaged and it is evident by the planning processes which have helped shape the communities Strategic Plan and other programs specific to Park City . In addition, they have a website which houses public comment on a range of initiatives, see <https://www.parkcity.org/departments/community-engagement> .

In support of the Summit County Council's mission to provide excellent, ethical and efficient services that ensure quality of life for present and future generations, the Sustainability staff is working with residents, municipalities and stakeholders to: reduce the greenhouse gas emissions of County operations 80% below the 2016 level by 2040, and, 80% below the 2014 level county-wide. In addition, transition to net 100% renewable electrical energy for County operations, make renewable energy readily available and broadly adopted County-wide by 2032, transition 50% of County fleet vehicles to alternative fuels, hybrid or electric vehicles by 2022, and provide electric vehicle charging infrastructure as required to charge fleet vehicles .

A5. Recommendations

- 1 . As the coordinating body of destination stewardship for Summit County, the newly formed Destination Stewardship Council should take advantage of the various tools available to engage citizens in tourism planning and destination stewardship .
- 2 . Have the PCCVB continue its role as a focal point and venue for all tourism stakeholders to voice their opinions regarding tourism development and management. It should also coordinate with County processes and public meetings where tourism is a relevant concern or topic.

Table 7. A5—Resident Engagement and Feedback

Suggested Indicators		Score/Average	
A	Evidence of the promotion and facilitation of public participation in destination planning/management.	2	1.80
B	Information on the type and level of such participation .	1	
C	Surveys of residents and other systematic feedback mechanisms covering tourism issues.	2	
D	Evidence of action taken in response to residents' feedback .	2	
E	Program of information, education, and training on tourism provided for residents.	2	

A5. Documentation

- City Community Engagement
- Diversity Community Engagement
- Community Engagement Team, City
- Engage Park City Website
- Engage Park City Doc Website
- Park City Vision 2020
- National Citizen Survey—Park City—Every 2 Years 2015–17



Photo credit: Ethan Dow on Unsplash

A6. Visitor Engagement and Feedback

The destination has a system to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and, if necessary, to act in response. Visitors are informed about sustainability issues in the destination and the part that they can play in addressing them.

As a service-orientated industry, tourism operators and destinations must continually strive to meet the demands and expectations of visitors for quality tourism products, experiences and services. Visitor satisfaction is determined by a combination of perceived quality, consumer expectations, and actual experience. A visitor's overall satisfaction will influence the likelihood of repeat visitation, extended length of stay, increased expenditure, and word-of-mouth referrals.

The PCCVB and others conduct regular surveys to evaluate events and visitors' experience. Examples of surveys include a ski survey, which is completed on a regular basis, visitor surveys distributed by Transportation and the Mountain Trails Foundation, and surveys completed at key events throughout the year. Publications such as the 2021 Park City Summer/Fall Visitor report highlight findings from the surveys and have been shared widely. While the surveys have addressed the quality of visitors' experience and more, they have not touched on sustainability-related topics.

As such, Park City and surrounding communities have an opportunity to utilize the collection of regular visitor surveys to begin to address sustainability issues relative to tourism.



Table 8. A6—Visitor Engagement and Feedback

Suggested Indicators		Score/Average
A	Visitor surveys (and other feedback mechanisms)—carried out and reported .	3
B	Surveys and feedback include visitor reaction to sustainability issues .	1
C	Evidence of actions taken in response to visitor survey/feedback findings .	1
D	Examples of visitor information that covers sustainability issues and how to respond to them .	1
		1.50



Photo credit: PCCVB

A6. Recommendations

1. Regularly monitor the visitor experience, relative to facilities, quality of visit, environment, etc. Consider a venue (website, visitor center, etc.) where visitors have access to a channel (e.g., paper survey, online survey) they can use to share their opinions related to their visit.
2. Create a portal for ongoing visitor feedback, and a process for addressing feedback and recommendations.

A6. Documentation

- > Park City Summer Understanding 2017
- > Deepening Understanding Questionnaire
- > Park City Forward—Survey Trans
- > Meet and Greet Tally Guest Surveys
- > Mountain Trails TH Data
- > Park City Transit Survey
- > Park City Visitor Survey 2021 Summer–Fall
- > PC Agreement to RCC (Survey consultant)
- > Ski Utah Ski Snowboard Survey 20–21
- > Ski Utah Stays Summit Co.—by Season

A7: Promotion and Information

Promotion and visitor information material about the destination is accurate with regard to its products, services, and sustainability claims. Marketing messages and other communications reflect the destination's values and approach to sustainability and treat local communities and natural and cultural assets with respect.

The PCCVB does a terrific job of promoting seasonally and regionally in Summit County. Summer and Winter Guest Guides are created for visitors after securing feedback and review from tourism stakeholders. And, an annual marketing plan is created after seeking input from both visitors and tourism stakeholders through surveys and peer review checks.

Better coordination with entities in Summit County such as the Swaner Preserve and Eco Center, the Mountain Trails Association, Recycle Utah (campaigns), and perhaps the Historical Society, would enhance the PCCVB's promotional campaign(s). There is a plethora of good work being done with respect to tourism assets, which could be better promoted through the PCCVB.

A7. Recommendations

1. Develop partnerships for promotion with non-profit entities in the area including, but not limited to, Swaner Preserve and Eco Center, Mountain Trails Association, and Recycle Utah, all of whom are doing great work on sustainability and destination stewardship.

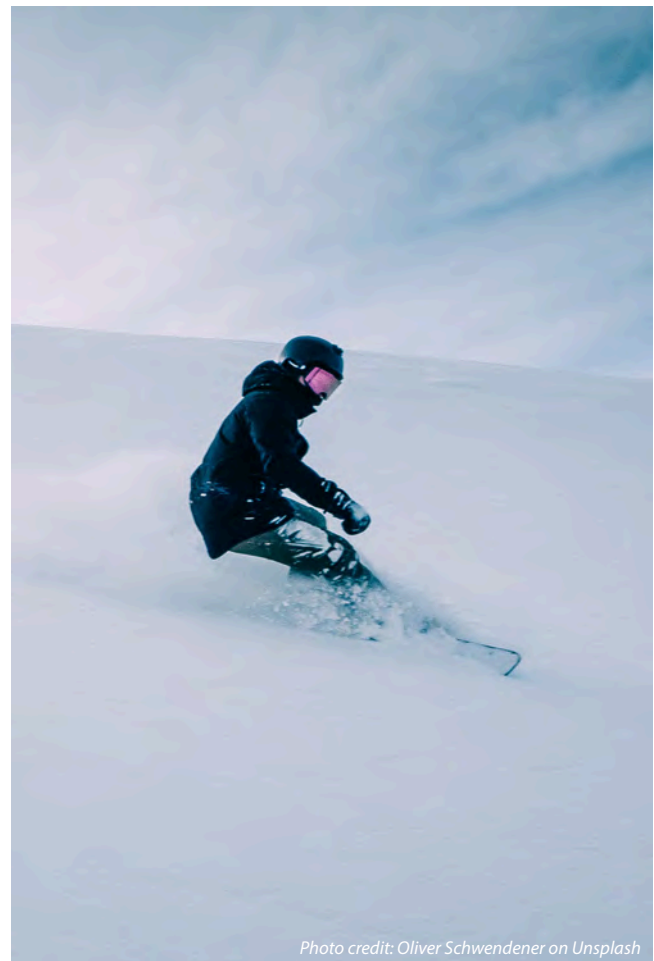


Photo credit: Oliver Schwendener on Unsplash

A7. Documentation

- > 2020 Summer Guest Guide
- > 2010–2021 Winter Guest Guide
- > 2021 Summer Guest Guide
- > Proofing Letters
- > PC International
- > PCCVB International Brochure
- > PCCVB Scenic Drives
- > Winter Guest Guide
- > September Dirt
- > SGG 2021 Letter
- > WGG 2021 Letter

Table 9. A7—Promotion and Information

Suggested Indicators		Score/Average	
A	Current information and promotional material with appropriate content .	3	2.67
B	A process exists for checking the accuracy and appropriateness of destination promotion and information.	3	
C	Evidence of consultation with local communities and environmental and cultural bodies on communications content and delivery.	2	

AREA OF FOCUS: MANAGING PRESSURE AND CHANGE

A8. Managing Visitor Volumes and Activities

The destination has a system for visitor management which is regularly reviewed. Action is taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations, working to balance the needs of the local economy, community, cultural heritage and environment.

Visitor management plays an essential role in protecting the sustainability of natural and cultural areas by providing funding and business opportunities through tourism and ensuring visitors obtain a worthwhile experience while simultaneously taking measures to limit over-visitation.

The PCCVB has created a year-round approach to promoting the seasonal attributes experienced in Summit County. In addition, as the PCCVB embarks on a strategic planning process, they are carefully reviewing aspects of season visitation to identify when low seasonality makes sense and is actually beneficial. In addition, once visitors are present, several strategies to manage visitor flow have been implemented, including:

- the construction of park n ride lots at Richardson Flats, Ecker Hill, and soon-to-be SR 248 and UT-40;
- the employment of the PC Municipal Corporation Transit system;
- maintenance of the High Valley regional transit system, which services rural communities in Summit County;

- construction of China Bridge parking structure in the early 2000s;
- “Transit to Trails” free shuttle system to newly purchased (and over-parked) Bonanza Flats open space; and
- “Transit to Trails in Town” free shuttle system to three popular in-town trail-heads .

In addition, Park City Municipal Corporation and Summit County have a Ranger program for open space management. Under general direction of the City's Property, Real Estate, Trails and Open Space Program Manager and as a member of the Sustainability Team, and as support for Public Safety, the Ranger position provides educational and informational support to the public accessing Park City's open space and trails. Additionally, Rangers provide civil enforcement of parking violations and support enforcement, of applicable trails and open space ordinances and policies. Finally, Rangers perform a variety of administrative duties associated with the day- to-day operations of the Trails and Open Space Department. Examples of typical job duties include the following:

- Providing a physical presence on Park City's open space properties, trails, and at trailheads so as to provide information associated with the trails and open space including, but not limited to, rules and regulations, user etiquette, safety, and directions .This presence may be by vehicle patrol, biking, or hiking .
- Civil enforcement including, but not limited to, warnings and citations for parking violations at trailheads or in conjunction with trails and open space access.

Table 10. A8—Managing Visitor Volumes and Activities

Suggested Indicators		Score/Average	
A	The destination management strategy and action plan address seasonality and spread of visitation.	1	1.60
B	Variation in visitor volumes throughout the year is monitored, including in the most visited locations.	2	
C	Impacts of visitor volumes and activities are identified through observation and community and stakeholder feedback.	1	
D	Actions taken to manage visitor flows and impacts.	2	
E	Marketing strategy and selection of target markets takes account of visit patterns, the impact of activities, and destination needs.	2	

- Assisting Park City police or an adjacent jurisdictional entities per additional violations or safety issues.
- Attending meetings with the Property, Real Estate, Trails and Open Space Manager and Sustainability Team members to coordinate and discuss trails and open space ordinances and policy, operational challenges, and other pertinent information.
- Supporting the Property, Real Estate, Trails and Open Space Manager as needed and coordinating responsibilities for the implementation, maintenance, and compliance of the City's extensive trails system and open spaces.
- Supervising resource inventory and gathering data specific to the Bonanza Flat Open Space and at the direction of the Trails and Open Space Manager. Providing an on-site presence of a city representative to document and assist in the development of the proposed conservation easement, as well as, implementing on the ground policy direction by PC Council.
- Supervising the on-going management of the Bonanza Flat Open Space consistent with the Council's policy direction and at the direction of the Property, Real Estate, Trails and Open Space Manager.
- Coordinating with the City's Property, Real Estate, Trails and Open Space Program Manager to collect and analyze data associated with the scope and type of trail use.
- Overseeing data collection associated with wildlife cameras and other conservation easement compliance matters.
- Attending meeting with stakeholders, advocacy groups , and adjacent jurisdictional entities when they include discussion about open space and trail enforcement efforts.
- Preparing documents including, but not limited to, reports, maps, brochures, as well as information needed to promote trails and open space.

A8. Recommendations

- 1 . Continuously monitor visitor and community feedback on traffic and congestion, and related impacts utilizing the Ranger's reports.
- 2 . Consider visitor feedback on the level of visitation seasonally.
- 3 . Document and share visitation feedback on highly visited areas such as ski resorts, as well as concerts and festivals.



Photo credit: PCCVB

- 4 . Compile reports from ski areas, and other venues on the quality of the visitor experience. Account for level of visitation to better understand visitor capacity.

A8. Documentation

- > PC Ranger Job Description
- > Summer Guest Guide 2020
- > 20–21 Winter Guest Guide
- > Special Event Code Change—Peak Event Times
- > Transit Solutions Documentation

A9. Planning Regulations and Development Control

The destination has planning guidelines, regulations and/or policies which control the location and nature of development, require environmental, economic, and socio-cultural impact assessment and integrate sustainable land use, design, construction, and demolition. Regulations also apply to operations, including property rental and concessions for tourism purposes. The guidelines, regulations, and policies were created with public participation and are widely communicated and enforced.

Summit County / Park City have made considerable efforts to identify development aspirations and limitations at the community level. This is reflected specifically in the PC Strategic Plan and Summit County's Strategic Plan which highlights the following:

Transportation and Congestion

The County will plan for and make improvements to the transportation system to reduce traffic congestion.

Workforce Housing

The County will facilitate efforts to significantly decrease the deficit in workforce/affordable housing in order to have more community members who work and live in the County.

Environmental Stewardship

Through environmental stewardship and leadership, the County will implement plans and policies to secure, preserve and protect the water, as well as land and air quality for the present and future. This is done through a collaborative effort between the Sustainability,

Transportation, Engineering, and Environmental Health departments.

Refine County General Plans and Development Codes

The County reviews and refines the General Plans and Development Codes focusing on improving and connecting the region's physical, natural, and economic environments and communities.

Mental Health/Substance Abuse Issues

The County, in collaboration with the Board of Health and the Summit County Mental Wellness Alliance, promote community awareness of mental wellness and substance abuse issues, and increased access to effective treatment and prevention services and programs within Summit County (see <https://www.summitcounty.org/1072/Strategic-Plan>).

A9. Recommendations

1. Synthesize existing County impact assessments and develop these relative to tourism development covering environmental, economic, and socio-cultural impacts .
2. Collect and identify policies, regulations, and guidelines, at planning, development and implementation stages for tourism development .

A9. Documentation

- > Amended Development Agreement Canyons
- > Canyon Resort Management Agreement
- > Ordinance 2017-45
- > Ordinance 2018-16
- > Community Storefront
- > House Bill 0253

Table 11. A9—Planning Regulations and Development Control

Suggested Indicators		Score/Average	
A	Specific policies/regulations/ guidelines which control development—documented and identified by title and date.	3	2.20
B	Impact assessment requirements are set out, covering environmental, economic, and socio- cultural impacts, at sufficient scale to address long term issues for the destination .	2	
C	Specific regulations on property rental and operation for tourism, with evidence of their application and enforcement.	2	
D	Evidence of public participation in the development of policies/regulations/guidelines .	3	
E	Evidence of consultation with, and consent from indigenous people or minority ethnic groups when tourism development has been proposed or has occurred in their territories.	NA	
F	Evidence of communication and enforcement of the policies/regulations/guidance, at planning, development, and implementation stages .	1	

A10. Climate Change Adaptation

The destination identifies risks and opportunities associated with climate change. Climate change adaptation strategies are pursued for the siting, design, development and management of tourism facilities. Information on predicted climate change, associated risks and future conditions is provided for residents, businesses and visitors.

Because tourism contributes to, suffers from, and potentially mitigates climate change, it must continuously address these issues for its own sustainability .Summit County and Park City have made significant strides in climate action. Summit County has created a Summit County Climate Action Plan with tangible goals and actions to support these goals .In addition, Park City has made North America’s most ambitious climate goals: to have city operations be net-zero carbon and run on 100% renewable electricity by 2022, and the same for the entire community by 2030. The plan and goals were passed by City Council, and all indications are that they will meet or exceed these goals. The Destination Stewardship Council should link to these efforts and highlight this information in their destination materials.

A10. Commendation!

Excellent and progressive work on Climate Change and Adaptation .

A10. Documentation Provided

- > CDP Action List
- > Links to PC Community Foundations
- > Community Renewable Energy Program
- > EDI Plan
- > Summit County Climate Action Plan
- > Utah 100 Cities, Info and Resource Guide
- > PC Sustainability Plan
- > Deer Tracks

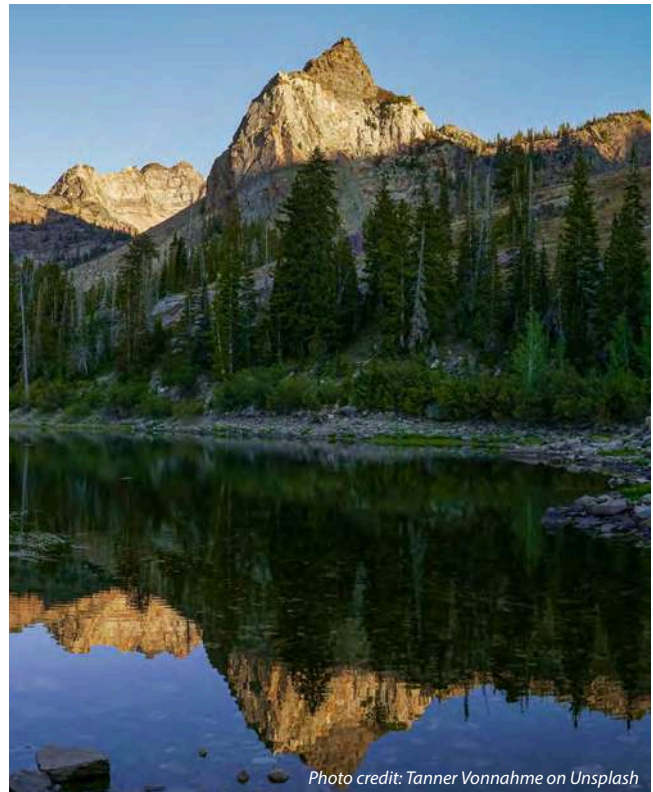


Table 12. A10—Climate Change Adaptation

Suggested Indicators		Score/Average	
A	The destination management strategy and action plan identifies and addresses climate issues.	3	3.00
B	Regulations, guidelines and zoning for tourism development and activities accommodate the consequences of climate change.	3	
C	A climate risk assessment, covering current and future risks—undertaken and made publicly available.	3	
D	Evidence of consideration of impact on, and contribution of, local ecosystems to climate change adaptation.	3	
E	Information on climate change that has been made publicly available .	3	

A11. Risk and Crisis Management

The destination has a risk reduction, crisis management and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. Procedures and resources are established for implementing the plan and it is regularly updated.

Park City has adopted Resolution No .16-2021—A RESOLUTION ADOPTING THE PARK CITY COMPREHENSIVE EMERGENCY MANAGEMENT PLAN (CEMP). This resolution introduces a system to mitigate the effects of an emergency or disaster, preserve life, respond during emergencies, provide necessary assistance, and return the community to its normal state of affairs. It also attempts to define clearly the roles and responsibilities of each department and function within the City organization by providing guidance in accomplishing the objectives of this plan with guidelines, plans, assessments and resources.

Summit County also has an Emergency Preparedness Plan to address the following issues: community resources during COVID, mental health, fire, and earthquakes. The Plan also includes hazard maps, wildland fire maps, floodplain maps, as well as many links to disaster preparedness information. However, a separate emergency response plan does not exist for tourism, with the exception of COVID-related issues.

Additional work is being done to mitigate fire risk and damage caused by wildfires .Over the past year, Summit County has been working with representatives from the US Forest Service (USFS), the Uinta-Wasatch-Cache National Forest, Mountain Regional Water Special Service District, and Snyderville Basin Special Recreation District; academics at Utah State University; and consultants with the World Resources Institute (WRI) to develop a strategy

for leveraging funding to plan, scope, and implement fire mitigation treatments on the Weber River Watershed. Innovative financing, strategies successfully implemented in other communities and national forests across the country, was presented in concept to the County Council in February 2020. The intent was to propose an option to move County projects up the USFS priority list and complete the work faster than through the normal USFS federal appropriations process .At that time, the Council instructed County staff to explore and pursue options for leveraging private investments to mitigate the threat on the Weber River Watershed.

In April 2021, the project team appeared once again before the Council and provided an update on progress made since February 2020. During that work session Council advised staff to proceed with hiring a project manager; further explore finance options, including a Summit County contribution; and create a Resilience Fund Subcommittee consisting of staff and two Council members.

A11. Recommendation

1 . Create a crisis management and emergency response plan as part of the Destination Stewardship Plan.

A11. Documentation

- > Hate Crime Policy Doc
- > PCMC Training NIMS Training
- > PCMC Training NIMS Training-Matrix
- > PCPD Policy Manual
- > Resolution 16—CEMP Emergency Mgt. Plan
- > Summit County Preparedness Plan

Table 13. A11—Risk and Crisis Management

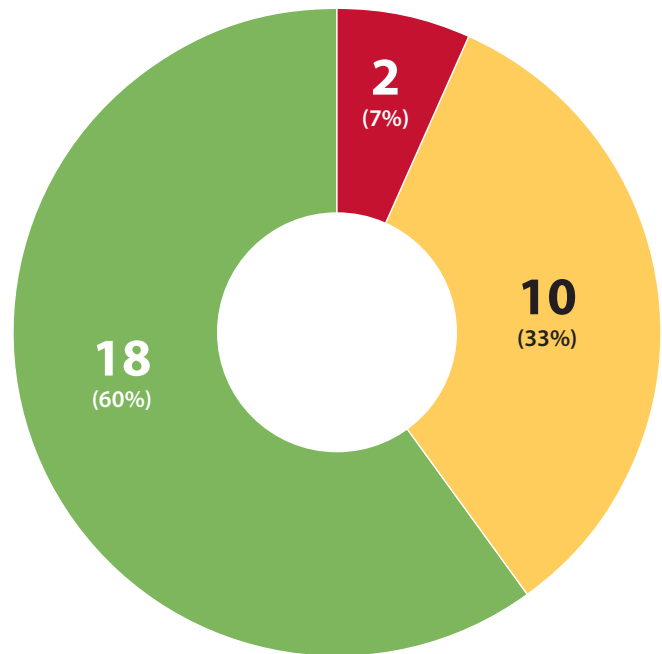
Suggested Indicators		Score/Average	
A	A documented risk reduction, crisis management, and emergency response plan for tourism in the destination.	0	0.75
B	The plan recognizes a wide range of risks, including natural disasters, terrorism, health, resource depletion, and others appropriate to the location.	1	
C	Communication procedures identified for use during and after an emergency .	1	
D	Program for local delivery of information and training on risk and crisis management .	1	

SECTION B: SOCIO-ECONOMIC SUSTAINABILITY

B. Socio-Economic Summary

The Socio-Economic Pillar scored the highest overall, with a score of **2.49**. Criteria to improve on include:

- > Decent work and career opportunities
- > Preventing exploitation and discrimination



Socio-Economic Sustainability—Total Indicators Scored



AREA OF FOCUS: DELIVERING LOCAL ECONOMIC BENEFITS

B1. Measuring the Economic Contribution of Tourism

The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported. Appropriate measures may include levels of visitor volume, visitor expenditure, employment and investment and evidence on the distribution of economic benefits.

By monitoring tourism's impact, policymakers can make informed decisions regarding the funding and prioritization of tourism development in Summit County . Economic data can also assist with monitoring the industry's overall successes and future needs. According to the Office of Tourism for the State of Utah and The Kem C. Gardner Institute at the University of Utah, in 2018 visitors spent an estimated \$1.0 billion in Summit County, which generated city and county sales tax revenue. Without visitor spending, sales tax revenue would have been \$151. million less for Park City Municipal Corp. (Park City) and \$26.9 less for Summit County (as a taxing entity). Visitors also contributed to additional city and county tax revenues, including charges for services, licenses and permits, special event fees, and other miscellaneous funds and revenues . According to government budget analysts, in the absence of visitors and visitor spending, Park City would have experienced a \$1.6 million reduction and Summit County a \$3.5 million reduction in these miscellaneous revenues in 2018.

Additional employment data, transient data, occupational data, job growth, and commuting data can also be obtained from the Office of Tourism and the Kem C. Gardner Institute.

These reporting mechanisms assist planning, support the economic value of tourism for residents and other

stakeholders in the Summit County community . In partnership, Summit County and Park City are documenting the value of the economic contributions of tourism and visitation (Table 14).

B1. Commendation!

Continue excellent tracking and reporting of the economic value of tourism to Summit County, partnerships with the University of Utah and other organizations to collect data.

B1. Documentation

- > Summit County Migration Data
- > Economic Overview Summit County
- > Gross Regional Product—Industry Code
- > Highest Ranked Occupations
- > Industry Cluster Based on Earnings
- > Industry Cluster Based on Gross Regional Product
- > Industry Cluster Based on Job Growth
- > Industry Cluster ID No Emphasis
- > Industry Snapshot 2020–2031
- > Occupation Snapshot 2020–2031
- > Tax Revenue—Park City and Summit
- > Park City Transient Study
- > Population Demographics
- > Summit County Commuting
- > Unemployment by Industry

Table 14. B1—Measuring the Economic Contribution of Tourism

Suggested Indicators		Score/Average
A	Program of economic data gathering.	3
B	Annual reports on the direct and indirect economic contribution of tourism in the destination.	3
C	Data covering a range of measures of economic impact (e.g., volume, expenditure, employment, investment and spread of economic benefit in the destination).	3
		3.00

B2. Decent Work and Career Opportunities

The destination encourages and supports career opportunities and training in tourism. The destination's tourism enterprises commit to providing equality of opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all.

The travel and tourism industry is one of the largest and most dynamic industries in the country. The economic contributions are significant. Normally, the industry supports 10% of all economic activity on the planet and 8% of global employment. It is also a labor-intensive industry that does not require significant technical skills or major capital investment. To ensure tourism continues to have a positive impact on its host community, it is imperative that tourism businesses provide equal employment, training opportunities, occupational safety, and fair wages for all.

Summit County is in proximity to Salt Lake Community College, and the University of Utah, both offering Tourism and Hospitality degrees and certificates. In addition, Park City is host to Centers for Advanced Professional Studies (CAPS), an elective for 11th & 12th graders where students develop "success skills" through working on real world projects for companies and organizations.

Projects focus on engineering, business solutions, health sciences, digital design, and primary education. Students have the option of on-site visits with their clients. The experience is guided by the principles of Project Based

Learning, a teaching method in which students learn by actively engaging in real-world and personally meaningful projects.

Park City is also host to a program called the "Lucky Ones," a coffee shop and more, mission-based and focused on the need for more job opportunities for individuals with disabilities.

The Utah Division of Occupational Safety and Health (UOSH) is part of Utah's Labor Commission. There is one UOSH office centrally located in Salt Lake City which addresses labor issues such as the enforcement of occupational safety and health standards and inspection of workplaces for hazardous conditions. The UOSH also issues citations where violations of Utah OSHA regulations are found; offers voluntary

and cooperative programs that focus on reducing worker injuries, illnesses, and fatalities; provides on-site consultation services without citations or penalties to private sector employers as well as state and local government entities in an effort to help them comply with occupational safety and health standards and identify and correct potential safety and health hazards; and hosts informal conferences in the UOSH office in an effort to resolve cases.

While it is clear that some tourism enterprises are committed to the provision of decent work and career opportunities, this is sporadic. Further, some programs exist with relation to equal opportunities for young people, women, minorities, and people with disabilities, yet the tourism industry is somewhat silent on these ideas.

B2. Recommendations

1. Establish on-going communication with educational institutions and the industry in order to establish/maintain internships, work placements, and more, particularly for marginalized groups.
2. Create a statement by and for the tourism industry that commits to decent work and career opportunities in Summit County.

B2. Documentation

- > Lucky Ones
- > PC—Caps Project Based Learning
- > University of Utah, Salt Lake Community College, Utah Valley State Program review

Table 15. B2—Decent Work and Career Opportunities

Suggested Indicators		Score/Average	
A	Provision of relevant skills training programs/courses available locally.	3	1.75
B	Statements of commitment by tourism enterprises to the provision of decent work/career opportunities.	0	
C	Training and employment opportunities promoted to and taken up by local people, including women, young people, minorities and people with disabilities.	2	
D	Channels for checking working conditions and receiving/handling grievances (e.g., involvement of labor unions).	2	

B3. Supporting Local Entrepreneurs and Fair Trade

The destination encourages the retention of tourism spending in the local economy through supporting local enterprises, supply chains and sustainable investment. It promotes the development and purchase of local sustainable products based on fair trade principles and that reflect the area's nature and culture. These may include food and beverages, crafts, performance arts, agricultural products, etc.

Destinations that include local businesses, service providers and farms within their value chains continue to strengthen the economic base of the community (Table 15). Local businesses are also owned by people who live within the community and are more invested in the destination's future .

Summit County / Park City support small and medium enterprises, and have an exceptional example of assisting in local products through the Park Silly Sunday Market Events .The Summit County Economic Development Office, promotes creation of new businesses as well as expansion of existing businesses.

Summit County offers an integrated approach of programs and services to support the creation of new businesses, the expansion and retention of existing businesses within Summit County, and the attraction of companies that offer high impact jobs and share the County's values. Through public and private partnerships, the County envisions building a sustainable, high performance economy that produces better opportunities for future generations, broader job choices and increased wages and family incomes across the region.

In Summit County economic development / diversification usually takes three forms:

- Entrepreneurship
- Business expansion and retention
- Business attraction

Summit County's Office of Economic Development provides no-fee, tailored site selection services to employers, corporate real estate executives, and site location consultants who are considering Summit County for relocation and/or expansion. It also offers a network of regional and local resources to gather essential information and discover which locations offer the most value for projects.

The PCCVB markets Summit County, and provides access to marketing through seasonal destination guides that promote local businesses, tourism attractions, and more. In addition, the website, <https://www.visitparkcity.com> highlights opportunities for local businesses to promote their products and events.

B3. Recommendations

- 1 . Advocate for and promote tourism as well as the value of local enterprises and services to visitors, the industry, and County residents.
- 2 . Monitor this value through visitor surveys.
- 3 . PCCVB provides marketing for Summit County. When a potential visitor "googles" Summit County tourism, the "visit.parkcity.com" website is the primary connection for visitor information. As the brand develops it will be important to incorporate county-wide assets.

Table 16. B3—Supporting Local Entrepreneurs and Fair Trade

Suggested Indicators		Score/Average	
A	Advice, finance or other support available in the destination for tourism-related SMEs. .	3	2.40
B	Assistance with market access for local tourism-related SMEs .	2	
C	Action to encourage and assist local tourism enterprises to purchase goods and services locally .	2	
D	Initiatives to help local farmers, artisans, and food producers to engage in the tourism value chain.	3	
E	Local produce and crafts identified, promoted, and made available for sale to visitors in the destination.	2	

Documentation:

- > Pando Labs
- > Park City Pando Labs
- > Park City Farmers Market
- > Park City Silly Market
- > Summit County Economic Dev Services
- > Summit County Fair And 4H
- > Summit County Fair
- > Websites, Visit Park City, Utah Office of Tourism



Photo credit: PCCVB

AREA OF FOCUS: SOCIAL WELL-BEING AND IMPACTS

B4. Support for Community

The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives in a responsible manner.

Summit County has several excellent initiatives to support sustainability in the larger community .Appendix B lists some of the programs residents, visitors, and enterprises can access should they wish to contribute their time, talent, and/or financial support to support community and sustainability in the area .It is important to highlight relevant organizations who support destination stewardship as it relates to tourism development, and environmental, social, cultural sustainability. Creating linkages to the initiatives listed in Appendix B can lead to broader connectivity and support.

B4. Recommendations

1 . Support for local sustainability efforts and enterprises should be visible to visitors. Increasing visibility will increase awareness and, potentially, philanthropy.

B4. Documentation

- > Park City Community Foundation
- > PC Muni Links
- > Summit County Services
- > Sustainability Report Deer Tracks



Photo credit: Olivia Hutcherson on Unsplash

Table 20. B4—Support for Community

Suggested Indicators		Score/Average	
A	Support for local community and sustainability initiatives by local tourism enterprises is encouraged and facilitated .	2	2.33
B	Schemes exist, and are promoted, for visitors to support local community and sustainability initiatives .	3	
C	Volunteering and engagement with the community does not involve intrusion or exploitation .	2	

B5. Preventing Exploitation and Discrimination

The destination upholds international standards on human rights. It has laws, practices and an established code of conduct to prevent and report on human trafficking, modern slavery and commercial, sexual, or any other form of exploitation, discrimination and harassment of or against anyone, particularly children, adolescents, women, LGBT and other minorities. The laws and established practices are publicly communicated and enforced.

Inequalities can be deeply entrenched, including within the tourism sector. Combating exploitation and harassment in the tourism industry is an on-going challenge that requires partnerships between all relevant stakeholders. Within Park City Municipal Corporation, there are several initiatives underway to increase commitment to social equity and foster an inclusive and supportive community. Some of the initiatives reviewed include:

Spanish Facebook Page—Municipio de Park City

On October 20, 2020, the Community Engagement team, Enrique Sanchez, and intern Heidi Onofre launched the Municipio de Park City Facebook page . The page provides tailored information to better engage and connect with the Spanish-speaking community. Park City's Spanish-speaking population makes up approximately 25% of the City's total population. Page content includes news and information from Park City Municipal Corporation and a host of important community partners, stakeholders, and not-for-profits .

Goals

- Grow the number of followers from 257 to 750 in the calendar year 2021 .
- Increase shared information on Municipio de Park City Facebook Page and become the go-to source for the many service organizations that work with this community .
- Inform, educate, and create a sense of inclusion among the city's Spanish speaking residents .

LGBTQ+ Task Force

Park City Municipal Corporation formed an internal LGBTQ+ Task Force in December 2020 to focus on both internal practices and support of the LGBTQ+ community. Its internal focus includes job recruitment, hiring and retention, municipal

code review, and communications. Externally, the task force is working with local advocacy groups to provide support and find opportunities for collaboration .

Goals

- Create a community-wide LGBTQ+ alliance. Liaise with Park City High School Gay-Straight Alliance (GSA), Encircle, Equality Utah, Mountain Mediation, and the Park City Community Foundation to align equity and inclusion practices.
- Improve practices and utilize the Human Rights Campaign Municipal Equality Index (MEI), which examines municipal laws, policies, and services from the vantage point of LGBTQ+ people who live and work in Park City. Cities are rated based on non-discrimination laws, as an employer, municipal services offered, law enforcement, and City leadership's public position on equality. Many of these practices are already part of Park City's operation, such as:
 - reporting hate crimes against LGBTQ+;
 - granting equal benefits to same-sex couples/ providing transgender services;
 - providing employee support services through groups like Communities that Care and Mountain Mediation;
 - Holding LGBTQ+ youth community conversations surrounding safety and freedom of expression; and
 - LGBTQ+ liaisons in City departments including Police and the executive office.
- Collaborate with external groups to advance advocacy to support Park City's LGBTQ+ community. This could include:
 - creating ordinances that further protect and advocate for the LGBTQ+ community; and
 - advocating for the LGBTQ+ community in Utah State Legislature.

Additional Examples of Social Equity Projects

- Human Resources works with Bright Futures, Dream Big, and the neuro-diverse community to create internships at Park City Municipal Corporation. It has also developed internship opportunities with Bright Futures, Municipio de Park City, and Neurodiverse.
- PCMC Social Equity Committee meets monthly.
- Introduced a vaccine roll-out plan for vulnerable populations, which will utilize social media to help reach a broad audience.

- The Library is participating in Black History Month advancing education and inclusion.
- Staff and elected officials are participating in the Park City Community Foundation's Social Equity Cohort program which launched in November 2020.
- Adopted a resolution in support of the Utah Compact on Racial, Diversity, and Inclusion on December 17, 2020.
- Developed a career recruitment partnership with the University of Utah Diversity, Equity, and Inclusion Office.
- Expanded job postings to attract diverse candidates and developed a relationship with the University of Utah to broaden postings for diversity and inclusion.
- Updating policies, codes, and ordinances to use gender-neutral pronouns.
- Added a new housing specialist in the affordable housing department - Elyse Kats started in January.
- Added a senior leadership position at the Library to lead the Spanish Services Program that Daniel Thurston started in January 2021.
- Forming a translation team to increase flow and expediency of Spanish translated materials.
- Continuing monthly "Mensaje a la Comunidad Hispana de Park City" Facebook Live events presenting Spanish speaking community experts.
- PPE distribution to high-density apartment buildings in partnership with the Christian Center of Park City, People's Health Clinic, and Park City Community Foundation.
- Park City Recreation and the Park City Ice Arena are creating a sliding scale fee program.
- Park City Police Department expanded the Police Explorer Program to include more diverse community

participation .They have also issued regular statements such as the following:

- The Park City Police Department respects an individual's rights secured by the U S .Constitution and the laws enacted by the City, state and nation . When such rights are infringed upon by violence, threats or harassment, this department will utilize all available resources to see that justice is served under the law .
- The City of Park City and its Police Department have zero tolerance for violence, including that on the basis of hate .We believe that everyone should be free from violence, threats and discrimination. We strongly encourage anyone who has knowledge or information concerning any hate crime or incident involving bias or discrimination to immediately report it to this department .
- The federal government also has the power to investigate and prosecute bias-motivated violence by providing the U S .Department of Justice with jurisdiction over crimes of violence where the perpetrator has selected the victim because of the person's actual or perceived race, color, religion, national origin, gender, sexual orientation, gender identity or disability (18 USC §245) .
- This department is committed to taking a proactive approach to preventing and preparing for likely hate crimes by, among other things:
 - Contacting persons and groups within the community who are likely targets of hate crimes to form prevention and response networks .
 - Providing victim assistance and follow-up as outlined below, including community follow-up .

Table 21. B5—Preventing Exploitation and Discrimination

Suggested Indicators		Score/Average	
A	Reference (title, date) to specific laws that pertain in the destination regarding human rights, exploitation, discrimination and harassment .	3	1.75
B	Evidence of communication and enforcement of above laws and related good practice (including to tourism enterprises and visitors) .	2	
C	Risk and impact analysis regarding human rights, including human trafficking, modern slavery and child labor – conducted regularly .	2	
D	Destination and key tourism players are signatories to the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism .	0	

These initiatives and others, coupled with enormous potential for visitor messaging, will send the message that Summit County is open to all .

B5. Recommendations

- 1 . Conduct a risk and impact analysis regarding human rights, to include human trafficking, modern slavery, and child labor.
- 2 . Become a signatory to the Code of Conduct for the Protection of Children from Exploitation in Travel and Tourism.

- 3 . Join forces to enhance promotion of community initiatives that supporting social equity and denounce exploitation. Consider the promotion of EDI training for tourism businesses through organizations such as Travel Unity (see <https://travelunity.org/>).

B5. Documentation

- > City Code
- > Bullying
- > Safe Schools
- > Preventing Exploitation
- > Social Equity Quarterly



B6. Property and User Rights

Laws and regulations regarding property rights and acquisitions are documented and enforced. They comply with communal and indigenous rights, ensure public consultation, and do not authorize resettlement without free prior and informed consent and fair and just compensation. Laws and regulations also protect user and access rights to key resources.

Policies and legislation regarding property acquisitions can help ensure that important landscapes within a destination remain protected and alive with the spirit of the past. New strategies and actions to protect, enhance, and interpret scenic, biological, and cultural values will help sustain destinations for years to come. There are many initiatives that point to Summit County's commitment to destination sustainability, and preservation of natural and cultural/historic heritage of the region. Specifically, the *Municipal Code of Park City, Land Management*, addresses all aspects of historic preservation, recreation and open space, and protection of open space. There is also master planning for development and architecture. In addition, the strategic plan for Park City (Park City 2030), addresses Council priorities, including:

- sustaining a world-class, multi-Seasonal resort destination;
- preserving and enhancing the natural environment;
- supporting an inclusive community of diverse economic and cultural opportunities; and
- being a responsive, cutting-edge, & effective government.

In order to ensure results and accountability, desired outcomes and key indicators were built into the Park City 2030 plan .The desired outcomes are observable effects that visibly demonstrate success in each priority area. Similarly, key indicators are high-level measures



that gauge effectiveness and allow Park City stakeholders to compare and monitor their performance to that of similar service providers. Both the desired outcomes and key indicators are tied to the budgeting for outcomes process, which helps ensure that resources are allocated to the most effective efforts related to achieving the community's vision.

B6. Commendation

Excellent community engagement processes, and supporting laws and regulations are in place to support property rights.

B6. Documentation

- > Park City Municipal Code (City Land Development Code)
- > Park City Strategic Plan, 2030
- > Summit County Strategic Plan

Table 22. B6—Property and User Rights

Suggested Indicators			Score/Average
A	Reference (title, date) to specific laws that pertain in the destination regarding property rights and acquisitions and user and access rights to resources .	3	3.00
B	Reference in the above laws to communal and indigenous rights, public consultation and resettlement .	NA	
C	Evidence of enforcement of the above laws (communal and indigenous) in the context of tourism development and activity .	NA	
D	Evidence of community consultation, consent and compensation .	3	

B7. Safety and Security

The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards that addresses the needs of both visitors and residents.

Perceived or real threats to visitor safety have immediate impacts on a destination's reputation and can dramatically affect visitation. If visitor health and safety is not well managed, adverse incidents can significantly impact the profitability and sustainability of an individual business, community or destination. If visitors feel threatened or unsafe during a trip this may impact their length of stay and expenditures in a destination and decrease the likelihood of repeat visitation and word-of-mouth referrals.

Summit County is considered relatively safe. The overall Crime Grade is A, with a B+ for violent crime, A for property Crime, and B for other types of Crime. The A grade means A grade means the rate of crime is much lower than the average US county. Summit County is in the 88th percentile for safety, meaning only 12% of counties are safer and 88% of counties are more dangerous (see <https://crimegrade.org/violent-crime-summit-county-ut/>)

As part of the COVID response, Park City dedicated a visitor page to COVID-19. The site addresses what to expect while visiting, safety precautions, the “Stay Open Pledge” that Summit County Businesses have taken, and a resource guide.

The Summit County Facebook page has regular updates on health and safety issues. The Visit Park City (<https://www.visitparkcity.com>) website also has information updates for international guests in Spanish, and Portuguese. The PCCVB works closely with the Health Department on COVID issues and preparation.

Transportation providers, restaurants, and hoteliers all have changed their operations to address the needs of visitors during the pandemic. Partnerships emerged to assist in working together to address COVID challenges. The partners continued to address the needs of visitors during the pandemic, including surveys of businesses to identify their needs, visitor surveys, and communication.

B7. Recommendations

1 . As part of the strategic planning process or other survey efforts, add questions to visitor surveys that ascertain and address health and safety needs of visitors.

B7. Documentation

- > 26a Local Health Authorities
- > County Web Info
- > Park City Accreditation
- > R392-100
- > R392-400
- > Summit County Health Code
- > Summit County Preparedness Guide
- > UCOPA Accreditation



Table 23. B7—Safety and Security

Suggested Indicators		Score/Average	
A	Security and health services are well established and active in the destination .	3	2.67
B	The needs of visitors are identified and addressed in the delivery of security and health services .	2	
C	Tourism facilities are inspected for compliance with safety and hygiene standards .	3	

B8. Access for All

Where practical, sites, facilities, and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements or other special needs. Where sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that consider both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved. Information is made available on the accessibility of sites, facilities, and services.

Accessible Tourism, or "Tourism for All," is making travel and tourism destinations, products, and information suitable for individuals who have accessibility needs, including mobility, vision, hearing and cognitive dimensions of access, as well as parents traveling with children. Even though accessible tourism is not a new concept, it has only recently been brought to the forefront as tour operators, businesses, and destinations are beginning to take notice of the increasing demand for accessibility and the importance of this market.

Visit Utah has a website dedicated to accessible vacations and visits for the state (see <https://www.visitutah.com/plan-your-trip/accessible-utah>). Park City has a paratransit service (PCT), and which will schedule and provide service to any eligible person at any requested time. PCT's fixed-route buses operate in response to a request for service made the previous day and up to seven (7) days in advance.

Dispatchers take reservations from 8:00 am to 5:00 pm seven (7) days a week. Requests received after 5:00 pm for the following day will be treated as a same-day ride and are subject to time and space availability.

Unique to Summit County is the National Ability Center (NAC), open 365 days a year and located just 40 minutes east of Salt Lake City International Airport. The NAC offers a gateway to four-seasons of recreation for individuals of all abilities looking to continue or begin their relationship with sports and the outdoors. And, while the Center caters to a variety of backgrounds and cultures, it also serves a wide range of disabilities. From PTSD to spinal cord injuries to cognitive disabilities and trauma, the NAC is committed to inclusion by relying on an arsenal of adaptive equipment to help athletes, of all levels, "unlock their potential" (see <https://discovernac.org>).

B8. Commendation

Universal design and access laws are in place and assist in addressing visitor access needs. Summit County is fortunate to have the NAC as a recognized leader in access and adaption for people with disabilities (see <https://discovernac.org/>).

B8. Recommendation

1. The Destination Stewardship Council should explore potential partnerships with the NAC to conduct ongoing assessments of accessibility within Summit County, provide information to visitors, and continue to highlight how the County is meeting those meeting and exceeding accessibility standards.

Table 24. B8—Access for All

Suggested Indicators		Score/Average	
A	The existence of any regulations and standards regarding the accessibility of visitor sites, facilities and services .	3	3.00
B	Consistent application of accessibility standards in public facilities .	3	
C	Data on the extent/proportion of visitor sites and facilities that are accessible .	3	
D	Evidence of programs to improve access for people with a range of access needs .	3	
E	Information on accessibility included in communications about the destination as a whole .	3	
F	Details of accessibility included in visitor information about key sites .	3	

B8. Documentation

- Abatement of Dangerous Buildings
- PC Access Website
- ADA and IBC Access Comparison
- Historic Commercial Sites
- International Building Code Adoption
- International Building Code
- Lucky Ones
- Mobility Disabled Parking
- NAC
- Penalties and Violations
- Uniform Housing Code
- Utah Wildland Urban Interface Code



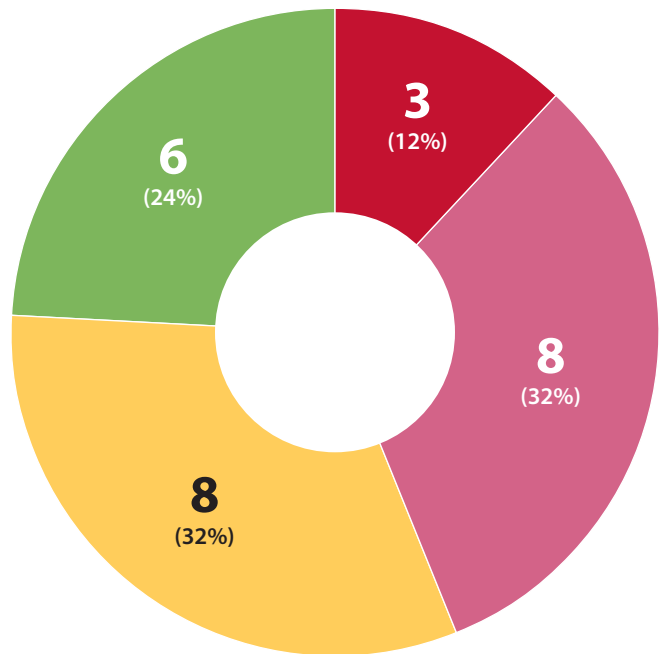
Photo credit: Ethan Dow on Unsplash

SECTION C: CULTURAL SUSTAINABILITY

C. Cultural Summary

Cultural sustainability was one of the lowest scoring areas, with an overall average of **1.75**. Criteria to improve on include:

- › Protection of cultural assets
- › Governing cultural artifacts
- › Protection of intellectual property
- › Visitor management at cultural sites



Cultural Sustainability—Total Indicators Scored



Photo credit: Michael Hart on Unsplash

AREA OF FOCUS: PROTECTING CULTURAL HERITAGE

C1. Protecting Cultural Assets

The destination has a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscapes.

Cultural heritage refers to cultural assets like heritage sites, monuments, folklore, traditional activities, languages, and practices that must be preserved for future generations. Cultural heritage protection is essential for sustainable destination management as it gives people a connection to social values and beliefs and allows them to better understand and identify with the history of previous generations.

Summit County has several historical assets whereby information is prominent and available including:

1. [Coalville City](#)
Coalville City is home to local historical sites including the Echo Depot, historic homes, the County courthouse, and more.
2. [Echo Canyon Settlement](#)
Echo Canyon contains a historical church, school, and post office.
3. [Francis Town](#)
The Town of Francis was similar to other frontier towns which contained hard working, persistent settlers.
4. [Henefer Town](#)
The town was named after the founders, William and James Henefer.
5. [Hoytsville Settlement](#)
The Hoytsville Settlement has changed names and is currently unincorporated.
6. [Kamas City](#)
Kamas City has a unique history. It is home to Rhodes Valley Fort and the Kamas Theater.
7. [Marion Settlement](#)
Historical sites like the Myrick House and Kamas Valley Co-op are located in the Marion Settlement.
8. [Oakley City](#)
Historic sites in Oakley City include the church, town hall, and rodeo grounds.

9. [Park City](#)
Park City has a historic main street, schools, and churches.
10. [Peoa Settlement](#)
Read about the unincorporated settlement and the various historical sites it contains.
11. [Snyderville Settlement](#)
Check out historical sites in Snyderville including Atkinson School, Ecker Hill, and Kimballs Hotel .
12. [Upton Settlement](#)
Discover the history of this unincorporated settlement.
13. [Wanship Settlement](#)
Check out the history present within the Wanship Settlement.
14. [Woodland Settlement](#)
Learn about the unincorporated Woodland Settlement.

The U.S. National Park Service defines Cultural Resources as “physical evidence or place of past human activity: site, object, landscape, structure; or a site, structure, landscape, object or natural feature of significance to a group of people traditionally associated with it”

There are codes that address these assets within Park City:

- LMC 15-11-9 Preservation Policy
https://parkcity.municipalcodeonline.com/book?type=ordinances#name=15-11-9_Preservation_Policy
- LMC 15-11-10 Historic Sites Inventory
https://parkcity.municipalcodeonline.com/book?type=ordinances#name=15-11-10_Park_City_Historic_Sites_Inventory
- LMC 15-13-2(B)(1) Preservation of Landscape
https://parkcity.municipalcodeonline.com/book?type=ordinances#name=15-13-2_Design_Guidelines_For_Historic_Residential_Sites

Park City has also prepared an *Enhancement Plan* to improve the historic district of downtown. Several aspects of this plan are currently underway. While Summit County does have a Historic Preservation Society, which supports sites through documenting

the history, and providing landmarks, interpretation, the County Historic Preservation is covered in Section 10-8-11. Yet Summit County does not a reconnaissance-level survey adopted.

C1. Recommendations

1. Destination Stewardship Council should form partnerships with organizations trying to restore and preserve historic sites, offer tours, and manage campaigns and fundraisers.
2. Summit County should work with relevant organizations (e.g., Historic Preservation Society) to document and monitor impacts to cultural sites.

C1. Documentation

- > Case Statement Draft
- > Egyptian Theatre
- > Historic Park City Improvements
- > Park City Muni Policies
- > Summit County Historical Sites



Table 25. C1—Protecting Cultural Assets

Suggested Indicators		Score/Average	
A	Lists of cultural assets, including evaluation and indication of vulnerability .	1	1.67
B	Program of rehabilitation and conservation of assets .	2	
C	Mechanisms for using income from tourism to support conservation of cultural assets .	2	



C2. Cultural Artifacts

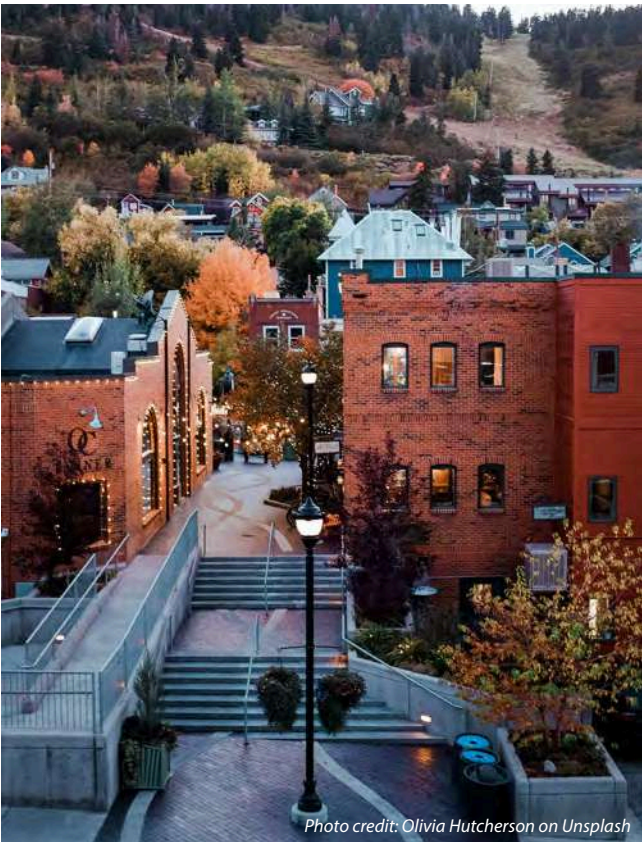
The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artifacts. The laws are enforced and publicly communicated, including to tourism enterprises and visitors.

The development of cultural, natural, and/or protected areas for tourism requires a careful balance between providing adequate visitor experiences and services, protecting the ecological and cultural values of the area and ensuring the long-term sustainability of the site.

The Summit County Heritage and Landmark Commission is responsible for the survey and inventory of community historic resources; reviewing site nominations to the National Register; providing advice and information; and fostering continuing education of county citizens regarding historic preservation and community history.

The Commission also supports the enforcement of all state laws relating to historic preservation. These include, but are not limited to, Utah Code Annotated section 9-8-501 et seq, “the historical preservation act”; Utah Code Annotated sections 9-8-305, 9-8-307, and 9-8-308 regarding protection of Utah antiquities; and Utah Code Annotated section 9-8-404 regarding notification of the State Historic Preservation office of any known or proposed action which will destroy or affect a site, building or object owned by the state and included on, or eligible for, the state or national registers.

There was little evidence of communication of these relevant laws to tourism enterprises and visitors, or evidence of enforcement. However, there are relevant laws for historic preservation that can be communicated effectively and promoted to tourism enterprises.



C2. Recommendations

1. Communicate relevant laws to tourism entities and to visitors through a Destination Stewardship information site.

C2. Documentation

- > Cultural artifacts
- > Park City Public Art
- > Summit County Public Art

Table 26. C2—Cultural Artifacts

Suggested Indicators		Score/Average	
A	Reference to relevant laws relating to historical artifacts pertaining in the destination (title, date) .	3	1.67
B	Evidence of communication of relevant laws to tourism enterprises and visitors .	0	
C	Evidence of enforcement of relevant laws .	2	

C3. Intangible Heritage

The destination supports the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, gastronomy, and other aspects of local identity and distinctiveness. The presentation, replication, and interpretation of living culture and traditions is sensitive and respectful, seeks to involve and benefit local communities, and provides visitors with an authentic and genuine experience.

Summit County celebrates intangible heritage in many ways, including through the planning processes for communities. In addition, there is a Public Arts Council which advises on cultural assets. For visitors there are a plethora of opportunities to engage in aspects of mountain towns unique to the destination. From the well-known Olympic traditions and ski history, to Park City's historic main street and mining heritage, and the natural landscapes and open space, Summit County celebrates each of these aspects and shares them with visitors through websites, walking tours, history presentations at museums, vibrant arts and entertainment, trail and open space accessibility, public art displays and many special events. These are often supported through grants, Friends of Groups, and non-profit organizations.

C3. Recommendations

1. Link resident engagement and planning into tourism strategic plan development.

C3. Documentation

- > 18 Tour Recap Highlight
- > Alf Engen and Olympic Museum
- > Archival Collections
- > Ding into PC Past—5 Unique Tours
- > Experience Historic Tours
- > Glenwood Cemetery
- > Historic Home Tour—PC
- > Historic Main Street Walking Tour
- > Historic PC Alliance
- > Historic Photographs
- > Historic Preservation Board
- > Historic PC Improvement
- > History Presentations
- > Olympics 16 Anniversary
- > Open Space PC
- > Open Space and Trails
- > Park City Institute and Locals Live
- > PC Museum and Friends of Ski / Mining
- > PCWF 2019 Event Recap
- > Project ABC Cultural Plan
- > Public Art Arts Council Park and Summit Co
- > Public Art Advisory
- > Research Library PC
- > Special Event Grant
- > Tour19 Loc Media Recap Canyons
- > Tour19 Loc Media Recap PC
- > US Ski and Snowboard
- > Visit Park City Museum

Table 27. C3—Intangible Heritage

Suggested Indicators		Score/Average	
A	Identification and listing of intangible cultural heritage	2	2.25
B	Examples of celebration and visitor experiences of intangible cultural heritage (events, distinctive products, etc.).	3	
C	Evidence of involvement of local and indigenous communities in developing and delivering visitor experiences based on intangible cultural heritage.	2	
D	Feedback from visitors and local communities on delivery of intangible heritage experiences.	2	

C4. Traditional Access

The destination monitors, protects, and, when necessary, rehabilitates or restores local community access to natural and cultural sites.

Many natural and cultural sites are subject to growing visitation. Maintaining such sites requires adequate practices to guarantee environmentally sound management and protections while simultaneously ensuring that local communities benefit and have access.

Summit County prioritizes public access to sites and open spaces so residents and visitors alike can enjoy the beauty of the area. Public lands access and restrictions are equally applied to local/resident use as well as visitor use. There are no use rights specifically granted to locals that are not granted to non-locals. As for Bonanza Flats, all public lands and access are secured as part of the development entitlements process. This secures the public rights. No reasonable public access = unlikely development permit. According to one of the interviewees who has a long history in planning, both in Park City and the County more broadly,

In my 27 years, I can't think of a situation where a developer came in and successfully stripped all public access. Some may have been realigned or relocated, but none ever blocked or removed access. The Montage Hotel went through Annexation and Master Planned Development processes. The vested, zoned development density on the 3000 acres were transferred onto the current hotel site. The project Development Agreement would outline density transfer and public open space dedications and use rights (Personal communication, 2021).

One recent event that took place was acquiring Bonanza Flat as a public good. The Bonanza Flat Conservation

area is 1,534 acres of undeveloped backcountry majesty nestled in the upper elevations of the Wasatch Mountains among alpine meadows and lakes. Once the washboard, narrow dirt road atop Guardsman Pass was paved in 2014, the four alpine lakes, wide open meadows and stunning views became invitingly accessible and Bonanza Flat was slated for development.

The effort to purchase the property was a testament to how loved it had become. As a very popular recreation destination parking has always been limited and though formal parking areas now exist, parking is not allowed on the road adjacent to the trailheads and cars may be ticketed or towed.

Park City Municipal Corporation and Utah Open Lands embarked on a three-year planning process, where local stakeholders, advisors and community members provided input forming the backbone of the Bonanza Flat Conservation Easement and Management Plan. On January 9, 2020 the Park City Council approved the Bonanza Flat Conservation Easement and Bonanza Flat Adaptive Management Plan. Both documents can be found at:

- [Recorded Conservation Easement](#)
- [Bonanza Flat Adaptive Management \(BFAM\) Plan](#)

C4. Commendation!

The local communities have ongoing access to engagement activities to ensure access and participate in localized decision making.

C4. Documentation

- > Bonanza Flat Conservation Area
- > Sustainability Report Deer Tracks

Table 28. C4—Traditional Access

Suggested Indicators		Score/Average	
A	Monitoring of accessibility to natural and cultural sites for the local community.	3	3.00
B	Evidence of engagement with the local community regarding traditional access.	NA	
C	Specific action to protect and/or rehabilitate local community access.	3	

C5. Intellectual Property

The destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.

United States Copyright laws protecting intellectual property (IP) are governed by the Copyright Act of 1976 and are some of the strongest in the world.

Relevant to the tourism industry, the Copyright Law of the United States tries to encourage the creation of art and culture by rewarding authors and artists with a set of exclusive rights. Copyright law grants authors and artists the exclusive right to make and sell copies of their works, the right to create derivative works, and the right to perform or display their works publicly.

These laws are adhered to by those within the tourism industry to protect intellectual property rights or local individuals and communities within Summit County.

C5. Recommendation

- 1 . Reference to IP laws could be added to a Destination Stewardship Plan for clarity and calling out the importance of this aspect to tourism development in the County.

C5. Documentation

- > Utah Office of Property Rights (<https://propertyrights.utah.gov/>)
- > Example of a Trademark Issue in the News

Table 29. C5—Intellectual Property

Suggested Indicators		Score/Average	
A	Reference to laws on intellectual property pertaining in the destination (title, date) .	1	0.67
B	Communication of intellectual property rights to tourism stakeholders .	1	
C	Evidence that intellectual property rights are protected in the development of cultural experiences for visitors .	0	



Photo credit: Gabriel Tovar on Unsplash

AREA OF FOCUS: VISITING CULTURAL SITES

C6. Visitor Management at Cultural Sites

The destination has a system for the management of visitors within and around cultural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behavior at sensitive sites and cultural events are made available to visitors, tour operators, and through guides before and at the time of the visit.

Visitor management plays an essential role in protecting the sustainability of natural and cultural areas by providing funding and business opportunities through tourism and ensuring visitors can obtain a worthwhile experience from their visit by taking measures to limit over-visitation. Some monitoring of sites such as museums and anecdotal tours is conducted, as well as some guidelines when visiting

museums. Summit County does not systematically monitor its sites, though most are documented.

C6. Recommendations

1. Encourage the development of a code of practice for visiting historic sites, and communicate appropriate behaviors to help protect the sites.
2. Track visitation/tours to historic sites, and provide annual reporting of visitation.

C6. Documentation

- > Free Tours to Mining Structures
- > Land Management Code Chap 15-11
- > Land Management Code Chap 15-13
- > Special Event Permitting

Table 30. C6—Visitor Management at Cultural Sites

Suggested Indicators		Score/Average	
A	Monitoring of visitor flows and impact on cultural sites, with results shared across the destination .	1	1.00
B	Evidence of action to manage tourism-related impacts in or around cultural sites .	1	
C	Existence and distribution of published guidelines on visitor behavior at sensitive sites and cultural events and periodic monitoring of compliance .	2	
D	A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at cultural sites .	0	
E	Provision of training for guides .	1	

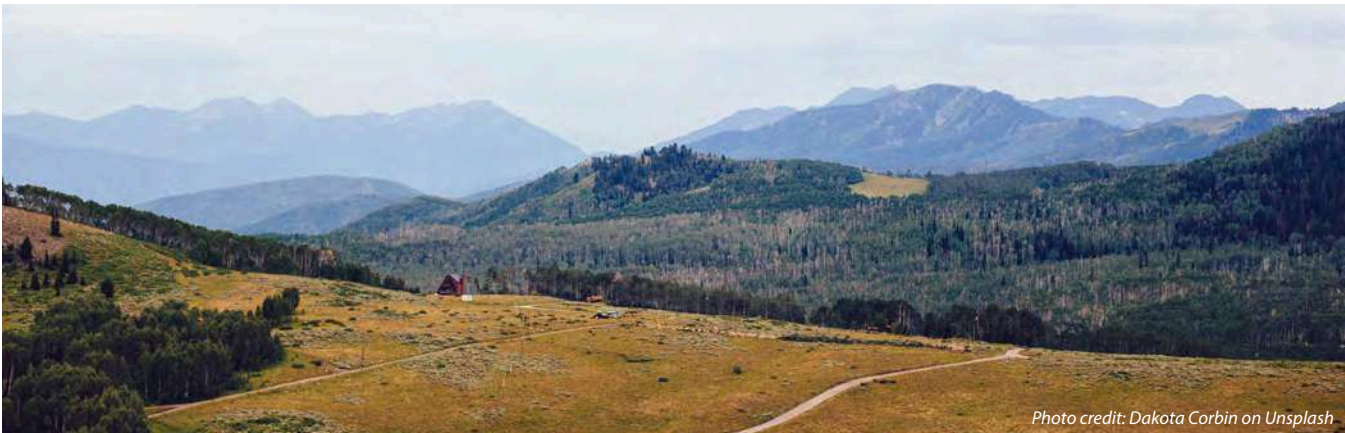


Photo credit: Dakota Corbin on Unsplash

C7. Site Interpretation

Accurate interpretative material is provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit. The information is culturally appropriate, developed with host community collaboration, and clearly communicated in languages pertinent to visitors and residents.

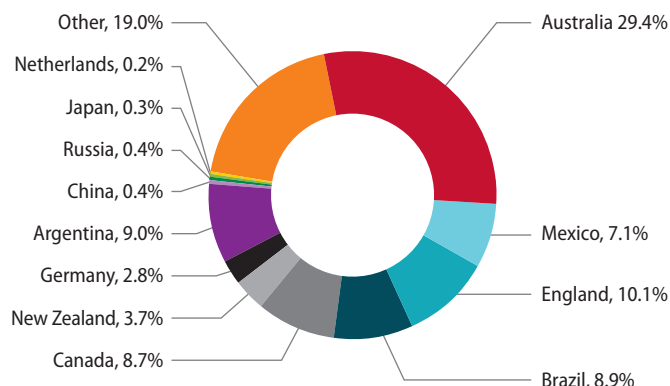
As visitor demand has increasingly focused on the provision of tourism experiences rather than products, the importance of interpretation and education has risen. The interpretation of tourism attractions, products, stories and history is an important part of providing a positive visitor experience as well as an education tool. Interpretation and education can be achieved through a range of methods including informative brochures, guided or self-guided tours, interactive displays, signage, media displays, audio information, and interpretive information boards.

Summit County does have interpretation available at cultural heritage sites. There are published self-guides for areas such as Echo Canyon and Kamas Valley as well as Summit County Historic Driving tours that can be downloaded and used by those walking or driving. The Summit County Historical Society also has a vibrant website with information on key historic areas in the region. Friends of Mining have created a trail map to mining sites, which also informs visitors how they can help with restoration. For Park City, there is an inventory and explanation of public art displays.

Information is available on the historic nature of the site (C7c), but not necessarily on the sensitivity/fragility of sites. The Historical Society overseas information displayed on these sites, whereby documentation is collected through historical records and interviews with residents (C7d). The PCCVB prepares guides for tourism attractions, and has a mechanism in place that checks all information with relevant business and community members before publishing.

Some visitor information is available on the *Visit Park City* website (<https://www.visitparkcity.com>) in Spanish and

Portuguese, however, additional interpretive information could be more widespread with respect to specific sites. According to the PCCVB, the following international arrivals were calculated based on a multi-year average, and hence the reason for selecting two languages at this juncture.



C7. Recommendations

1. Link interpretive information, visitor information at one location. For example, link historic site and trail information and place it on the Visit Summit County and the current "Visit Park City" websites.
2. Identify areas of high visitation (e.g., PC Mainstreet) for opportunities to increase the availability of interpretive information in Spanish and Portuguese.

C7. Documentation

- > Visit Park City Website
- > Friends of Mining Trail Map
- > Friends of Mining Trail Map Final
- > Promotional Materials
- > Public Art Website
- > Silver Star Information Plaques



Table 31. C7—Site Interpretation

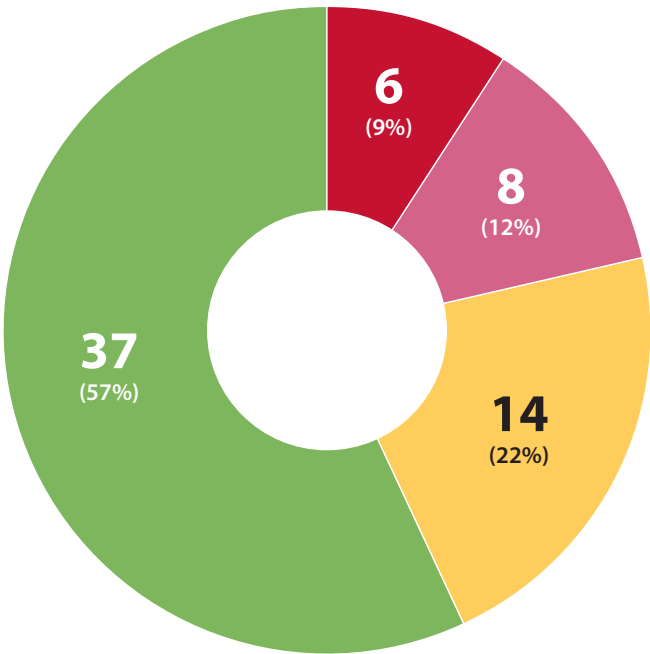
Suggested Indicators		Score/Average	
A	Provision of informative interpretative material on site and in formats that are accessible pre-arrival.	1	2.00
B	Evidence that interpretative material has been well researched and is accurate.	3	
C	Interpretation material that identifies the significance and sensitivity/fragility of sites.	1	
D	Evidence of host community collaboration in preparation of relevant interpretative material.	3	
E	Interpretative material available in relevant languages.	2	

SECTION D: ENVIRONMENTAL SUSTAINABILITY

D. Environmental Summary

Environmental Sustainability was the 2nd highest scoring Pillar for Summit County. The overall score for this Pillar was **2.34**. Criteria to improve upon include:

- Visitor management at natural sites
- Wildlife interaction information
- Species exploitation and animal welfare



Environmental Sustainability—Total Indicators Scored

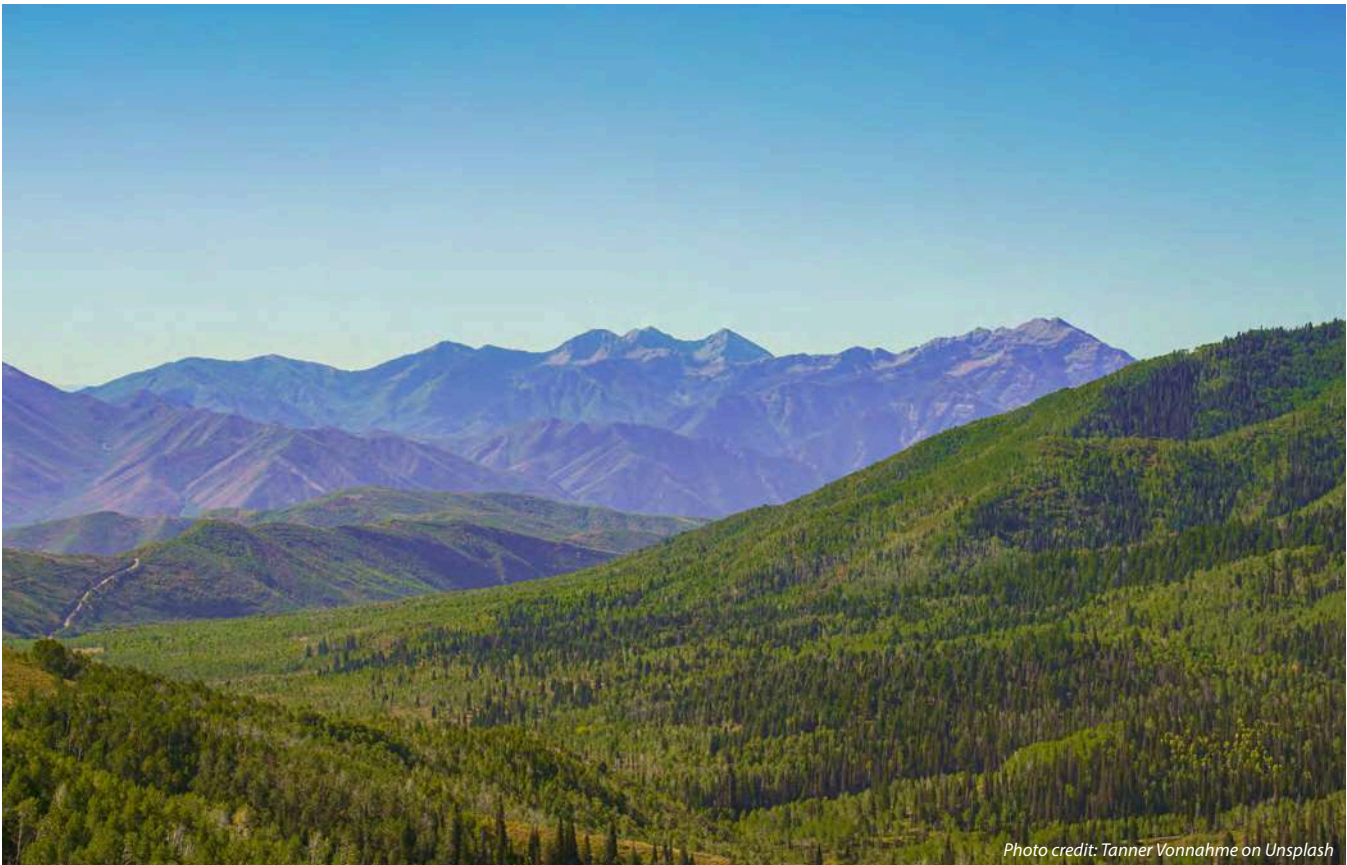


Photo credit: Tanner Vonnahme on Unsplash

AREA OF FOCUS: CONSERVATION OF NATURAL HERITAGE

D1. Protection of Sensitive Environments

The destination has a system to monitor, measure and respond to the impacts of tourism on the natural environment, conserve ecosystems, habitats, and species, and prevent the introduction and spread of invasive species.

The protection and presence of wildlife opens the possibility of a thriving tourism industry. Today the wildlife tourism industry spans the globe and generates billions of dollars of revenue, while also providing an economic incentive for wildlife and habitat conservation.

Protection and preservation of nature is a priority for Summit County. In the Park City area, Park City Municipal Corporation owns and manages approximately 8,000 acres of open space in and around the city. The management, coordinated with Summit County, Snyderville Basin Special Recreation District, and local resorts, is dedicated to minimizing impact and restoring ecosystems, as well as managing visitor use. Park City Municipal Corporation works with non-profit local land trusts for the preservation of open space. There are policies regarding protection and action relative to wildlife-urban interface.

In 2015 the Utah Legislature passed H.B. 323 which requires Summit County to develop a County-wide Resource Management Plan. H.B. 323 was amended by H.B. 219 during the 2016 legislative session, requiring Summit County to address how they will manage resources on public land in regards to the following 28 topics:

- Water Quality & Hydrology
- Flood Plains & River Terraces
- Wild & Scenic Rivers
- Riparian Areas
- Wetlands
- Water Rights
- Ditches & Canals
- Air Quality
- Fisheries
- Wildlife
- Wilderness
- Fire Management
- Forest Management
- Threatened / Endangered & Sensitive Species
- Cultural, Historical, Geological, Paleontological
- Agricultural Resources
- Irrigation
- Livestock & Grazing
- Noxious Weeds
- Predator Control
- Recreation & Tourism
- Economic Considerations
- Energy Resources
- Mineral Resources
- Mining



Table 32. D1—Protection of Sensitive Environments

Suggested Indicators		Score/Average	
A	List of natural heritage sites and assets, indicating type, conservation status and vulnerability .	3	2.50
B	Programs to conserve biodiversity and natural heritage .	3	
C	Programs to eradicate and control invasive species .	3	
D	Action to identify, monitor and mitigate tourism impacts on biodiversity and natural heritage .	2	
E	Mechanisms for using income from tourism to support conservation of natural assets .	3	
F	Communications with visitors and enterprises on reducing spread of alien species .	1	

- Land Access
- Law Enforcement
- Land Use

The Resource Management Plan (RMP) addresses the 28 resource categories specified by statute, along with one additional resource (scenic resources), and identifies goals and policies for each one to inform federal, State, and County-directed decision making. The resources analyzed in the RMP are currently being managed by Federal, State and local government agencies. For State- and Federally managed resources, implementation of RMP goals and objectives will primarily involve active participation in federal planning and resource management activities. For State-managed resources, Summit County will participate in State agency planning and project review processes to implement its goals and policies. There is an area of the RMP dedicated to tourism and recreation, especially ecotourism, with terrific opportunities for the Destination Stewardship program to integrate and support the RMP.

While considerable work has been done with respect to alien species mitigation, this information is not communicated to visitors directly, with the exception of the work the Mountain Trails Association is doing with respect to pre-trip information posted on the website. In addition, as referenced above, Park City and Summit County have a Ranger Program to mitigate and monitor visitor behavior with respect to open space management.

D1. Recommendations

1. Utilize tourism entities, enterprises, and information channels to prepare visitors for responsible travel, providing guidance on safety, alien, species, wildlife, and other important information contributing to environmental stewardship.

D1. Documentation

- > Summit County Resource Management Plan
- > City Insta Page
- > City Insta Post
- > Non-Motorized and E-Bike Resolution
- > Open Space Park City
- > Round Valley Conservation Easements
- > Summit County Noxious Weeds
- > What is in the Soil Ordinance
- > Wildland Urban Interface Code
- > Wildland Urban Interface Sensitive Lands Resolution
- > Mountain Trails Association Visitor Website

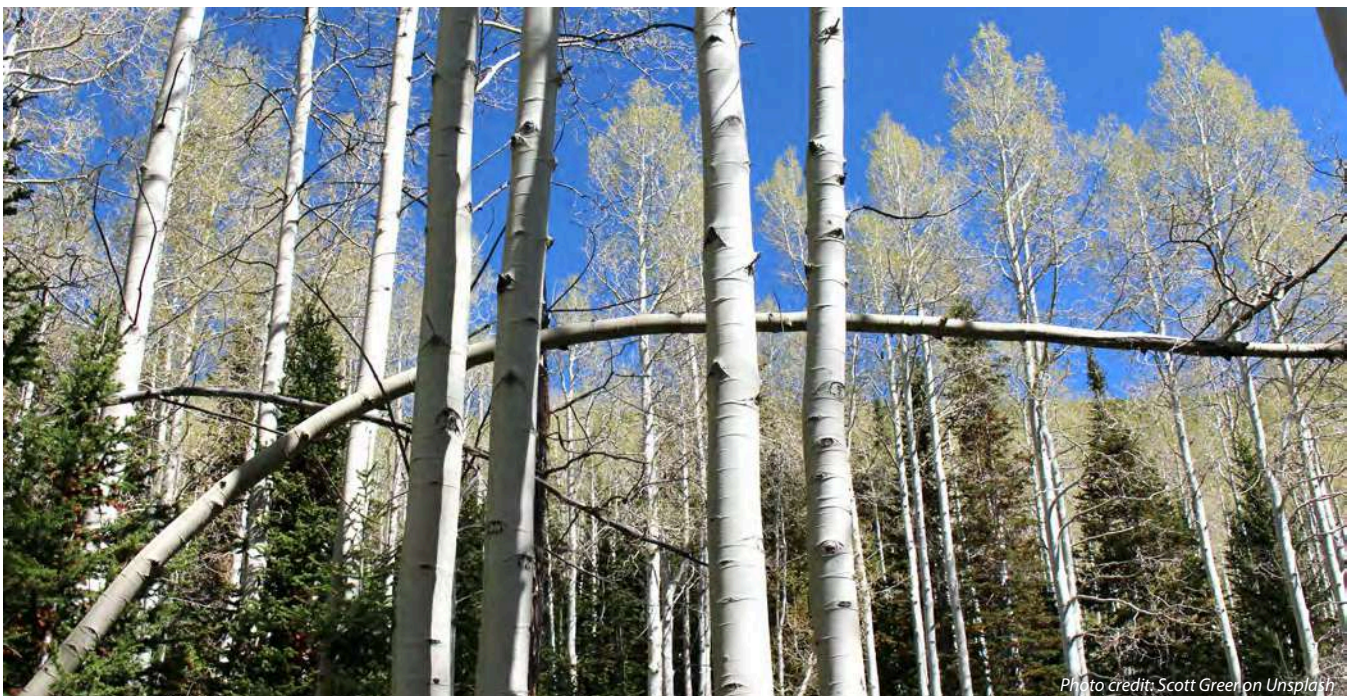


Photo credit: Scott Green on Unsplash

D2. Visitor Management at Natural Sites

The destination has a system for the management of visitors within and around natural sites, which takes account of their characteristics, capacity, and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behavior at sensitive sites are made available to visitors, tour operators, and guides before and at the time of the visit.

Published guidelines and codes of conduct for visitors and tour guides aim to influence tourists' behavior in a more responsible way and are an effective tool in preventing or reducing negative impacts caused by tourism. Within Summit County, there are several organizations managing various aspects of open space and natural areas.

The Mountain Trails Association supports visitor management through trail guides, Leave No Trace principles, maintenance, guidance, and preparedness for visitors. The Summit County Resource Management Plan coordinates with the USFS, State, law enforcement, and other local entities to support visitor management and recreationists' use. There is additional support through the municipalities. For example, the Park City Trails and Open Space Department provides information on hunting, pathways, e-bikes, dogs, noxious weeds, and defensible space; however, it is not necessarily done on a County-wide basis. There is also an advisory committee on open space (Citizens Open Space Advisory Committee) and a transit to trails program, offering free public transit to Bonanza Flat Trails. The Destination Stewardship Plan can be a strategic way to integrate these initiatives into visitor management and tourism.

In addition, Summit County and Park City have a Ranger Program to mitigate visitor impacts and contribute to open space management within their jurisdictions.

D2. Recommendations

1. Publish consistent guidelines on visiting natural areas through pre-trip information channels, through tourism entities (hotels, tour operators, etc.). Guidelines should focus on behavior and actions visitors can take to reduce their impact, and protect biodiversity.
2. Work with conservation organizations to promote messaging and communicate actions visitors can take to reduce environmental risks within the destination, especially areas that may be considered "sensitive."

D2. Documentation

- > Ranger Job Description
- > Summit County Resource Management Plan
- > 2021 Project 2 CWC Narrative
- > Annual Comm Fire Inspection
- > COSAC IV Mission Statement
- > CWPP 2021
- > Defensible Space Requirements
- > Forestry Board Results
- > Mountain Trails TH Data
- > Pathway Wayfinding
- > PCMC Complete Weed Mgt Plan 2015
- > TMP 2008 With Map
- > Voluntary WUI Approved Plan
- > Voluntary WUI Defensible Space

Table 33. D2—Visitor Management at Natural Sites

Suggested Indicators		Score/Average	
A	Monitoring of visitor flows and impact on natural sites, with results shared across the destination.	3	1.67
B	Evidence of action to manage and mitigate tourism-related impacts in or around natural sites.	3	
C	Existence and distribution of published guidelines on visitor behavior at sensitive sites, and periodic monitoring of compliance.	2	
D	A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at natural sites.	0	
E	Cooperation with local conservation bodies to identify environmental risks associated with tourism and measures to reduce them.	0	
F	Provision of training for guides.	2	

D3. Wildlife Interaction

The destination has a system to ensure compliance with local, national, and international laws and standards for wildlife interactions. Interactions with free roaming wildlife consider cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the animals concerned and, on the viability and behavior of populations in the wild.

The protection and presence of wildlife opens the possibility of a thriving tourism industry. Today the wildlife tourism industry spans the globe and generates billions of dollars of revenue, while also providing an economic incentive for wildlife and habitat conservation.

The Summit County Resource Management Plan addresses wildlife management as well as the Department of Natural Resources and Utah’s Division of Wildlife Resources plans. Some gaps are identified, including the ability to assess the relative impacts of individual threats or stressors, or adequately describe habitat associations, given the current lack of understanding of their range or the inability to inventory them or assess their status (Utah Division of Wildlife) .The action plan addresses the following areas relative to Wildlife Management in Utah, inclusive of Summit County .

- RE 1 .Species of Greatest Conservation Need— Abundance and Distribution (p.11)
- RE 2 .Key Habitats—Location and Condition (p. 18)
- RE 3 .Threats, Data Gaps, and Actions (p. 70) .



Source: Rick Egan | The Salt Lake Tribune. The first overpass for wildlife at the summit of Parleys Canyon crosses I-80 near Exit 140. Wednesday, Dec. 12, 2018.

- RE 4 Threats, Data Gaps, and Actions (p.70)
- RE 6 Approach (p. 7)
- RE 5 Monitoring and Adapting (p. 197)

(Source: Utah Wildlife Action Plan Joint Team. 2015. Utah Wildlife Action Plan: A plan for managing native wildlife species and their habitats to help prevent listing under the Endangered Species Act. Publication number 15-14. Utah Division of Wildlife Resources, Salt Lake City, Utah, USA.)

There are encouraging examples in some areas, where resort staff offer field support to minimize negative wildlife-human interactions. Some excellent examples have started with respect to transportation impacts on wildlife, including:

Table 34. D3—Wildlife Interaction

Suggested Indicators		Score/Average	
A	Reference (title, date) to international, national and local laws that apply in the destination regarding interaction with wildlife .	2	1.33
B	Endorsement of international standards for wildlife viewing for both marine and terrestrial species .	2	
C	Distribution of a code of practice for wildlife interaction, including viewing, which reflects international standards .	1	
D	System for checking compliance with regulations, and code of practice amongst tourism operations .	0	
E	Actions to monitor wildlife wellbeing and minimize disturbance, in locations where interactions occur .	2	
F	Provision of information to visitors on harmful wildlife interaction, such as touching and feeding .	1	

- Interstate 80 wildlife bridge (with video):
<https://www.smithsonianmag.com/smart-news/animals-are-using-utahs-largest-wildlife-overpass-earlier-expected-180976420/>
- Wildlife fencing along Interstate 80:
<https://www.parkrecord.com/news/summit-county/save-people-save-wildlife-commends-udot-for-expediting-wildlife-fencing-installation/>
- Speed limit change on SR 224:
<https://www.parkrecord.com/news/utah-drops-speed-limit-on-park-citys-s-r-224-entryway-to-45-mph/>
- Wildlife tunnel under US 40:
<https://www.parkrecord.com/news/summit-county/pedestrian-and-wildlife-crossing-begins-construction-2/>

The Open Space Ranger program is also designed to mitigate issues relative to wildlife-visitor interaction.

D3. Recommendations

1. Work with relevant stakeholders, agencies and organizations to provide guidance, best

practices, regulations, information on wildlife protection and minimizing negative impacts, and interactions, where they typically occur.

2. Work with existing organizations to increase awareness on minimizing impacts and interaction with wildlife. Increase visibility of information relevant to visitors and minimizing interaction, thereby maximizing appropriate behaviors. For example, add this information to pre-trip information and information at hotels, trailheads, tour operations, etc.

D3. Documentation

- › Department of Natural Resources, Utah Division of Wildlife, plan and information
- › Sensitive Lands Ordinance Wildlife Habitat Protection
- › Utah Division of Wildlife, Wildlife Action Plan

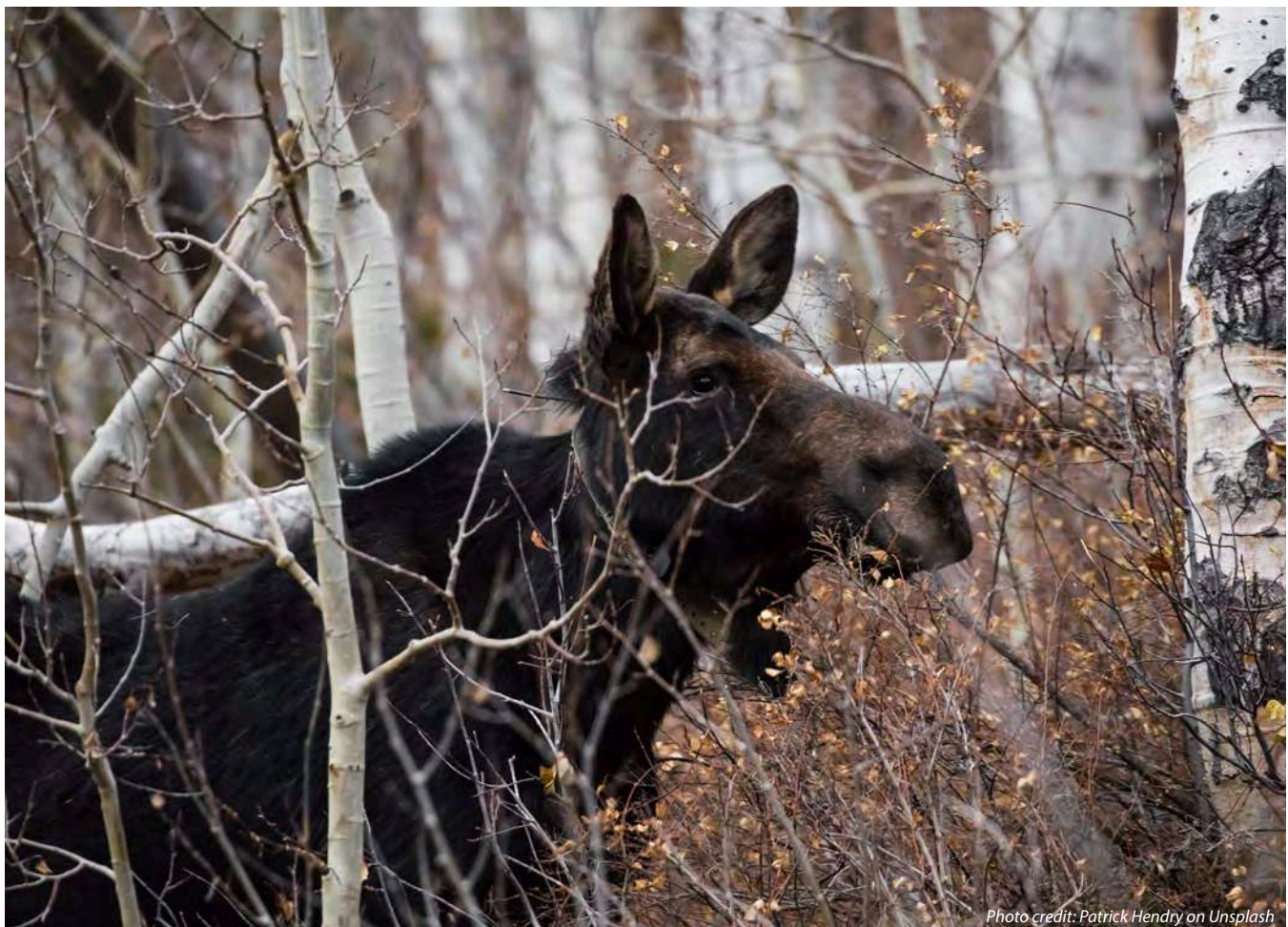


Photo credit: Patrick Hendry on Unsplash

D4. Species Exploitation and Animal Welfare

The destination has a system to ensure compliance with local, national, and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants, and all living organisms). This includes the harvesting or capture, trade, display, and sale of wildlife species and their products. No species of wild animal is acquired, bred, or held captive, except by authorized and suitably equipped persons and for properly regulated activities. Housing, care, and handling of all wild and domestic animals meets the highest standards of animal welfare.

The **Convention on International Trade in Endangered Species of Wild Fauna and Flora** (CITES) entered into force in 1975, and became the only treaty to ensure that international trade in plants and animals does not threaten their survival in the wild. A state or country that has agreed to implement the Convention is called a Party to CITES. Under the [Endangered Species Act](#) (ESA), the U.S. Fish & Wildlife Service has been designated to carry out the provisions of CITES through the [Division of Management Authority](#) and the [Division of Scientific Authority](#). They work with numerous partners including Federal and

State agencies, industry groups, and conservation organizations (Source: US Fish and Wildlife Service).

With respect to conservation of species, Utah's Department of Natural Resources, Division of Wildlife is responsible for conservation of species at the state level, whereas the USFS, Bureau of Land Management (BLM), and the National Park Service follow policies and regulations at the Federal level. Federally, they are beholden to the Endangered Species Act of 1973, which requires agencies to take steps to protect any endangered or threatened species and the ecosystems they depend upon that may reside in their respective jurisdictions, and is inclusive of CITES, managed by the US Fish and Wildlife Service.

The Department of Natural Resources Division of Wildlife manages enforcement of legislation relative to wildlife captivity, and hunting. Animal Control for Summit County and within municipalities is charged with animal welfare. Under the realm of public safety, issues regarding licensing, standards for care, violations and challenges are addressed.

To assess this area of the Criteria, Dr. Bricker reviewed the Division of Wildlife Action Plan, Summit County's Animal Welfare ordinances, as well as Park City's Animal Welfare Ordinances.

Table 35. D4—Species Exploitation and Animal Welfare

Suggested Indicators		Score/Average	
A	Reference (title, date) to specific international, national and local laws, standards and guidelines that apply in the destination regarding animal welfare and conservation of species .	1	1.57
B	Notification of laws, standards and guidelines to tourism enterprises and guides .	1	
C	A system for inspection of the conditions of captive wildlife and domestic animals, including their housing and handling .	3	
D	Licensing and checking of qualifications of personnel responsible for captive wildlife .	3	
E	Action to promote the Convention on International Trade in Endangered Species (CITES) in the tourism sector and to ensure compliance with it .	0	
F	Provision of information to visitors on avoiding trade in endangered species, e g .in purchase of souvenirs derived from threatened species of wildlife notified by IUCN or CITES .	0	
G	Enforcement of legislation to ensure that any hunting activity is part of a scientifically based, properly managed and strictly enforced approach to conservation .	3	

D4. Recommendations

- 1 . Work with relevant organizations to communicate support for CITES, and do not purchase souvenirs derived from threatened species or wildlife, as per the Division of Wildlife in Utah .
- 2 . Communicate information from the Division of Wildlife regarding threatened or endangered species, and its relevance to visitors to Summit County.

D4. Documentation

- > City Animal Welfare
- > Summit County Animal Welfare
- > Summit County UT
- > Sustainable Tourism Trails-Environment
- > Utah Department of Natural Resources, Division of Wildlife Action Plan



Photo credit: Mollie Moran on Unsplash

AREA OF FOCUS: RESOURCE MANAGEMENT

D5. Energy Conservation

The destination has targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.

To avoid wasting energy and resources, the tourism industry must make sure it does not use more energy than that which is strictly necessary and that the energy comes from environmentally-friendly sources .

Summit County is an exemplary due to its action on renewable energy broadly . Summit County has created a Summit County Climate Action Plan with tangible goals and actions to support these goals . In addition, Park City has made North America's most ambitious climate goals: to net-zero carbon and run on 100% renewable electricity by 2022, and for the entire community to be the same by 2030 . The plan and goals were passed by the City Council and all indications are that they will meet or exceed these goals. The PCCVB should link to these efforts and highlight this information in their destination materials .

Regular monitoring is reported through staff reports . Since 2010, Summit County has decreased electricity-related emissions from electricity usage in buildings by 30%, suggestive of the positive effect of the implementation of energy efficiency and renewable energy projects .This emissions avoidance occurred despite a significant increase in the total square footage of county facilities, the addition of previously unreported electric meters, and installation of electric vehicle charging stations .The targets are publicized and stories are written locally on staff reports and updates .

Countywide Emissions Reduction

The 2015 Climate Action Plan (CAP) identifies short and long-term implementation strategies toward the reduction of countywide GHG emissions that have been completed or remain underway since 2015. Staff convened community stakeholders to review the CAP and progress made toward implementation of the strategies. Staff redirected resources according to stakeholder input to support interdepartmental staff in reducing emissions from the largest sectors—buildings and the transportation sector.

In addition to supporting planning and transportation staff, in 2020, sustainability staff worked with numerous partners on the programs reviewed below.

Summit Community Power Works (SCPW) Staff partnered with Utah Clean Energy to complete deliverables of a Service Agreement to provide Summit Community Power Works (SCPW) energy efficiency, emissions reduction education and outreach programming to residents and businesses in Summit County.

Energy consumption projects in County facilities are done as well, including lighting upgrades, retro commissioning, etc. These are done under the direction of the Council and the County Manager to emphasize energy efficiency. Staff reports are available on these projects, and are publicly available.

Summit County and Park City developed what is now a program under the umbrella of Utah Clean Energy—the SCPW Challenge. The Challenge is the way in which the County and City have reached residents on the topics of energy efficiency and conservation. Funding for these program projects has varied overtime. For instance, in 2020 the county contracted with Utah Clean Energy to run the SCPW Challenge and perform other work. Reports were presented to the County Council in January of 2021 and available in meetings records. In 2021, Utah Clean Energy was funded by the Community Foundation to continue this work.

Summit County does promote energy efficiency residents, businesses, and developers. They highlight Rocky Mountain Power and its WattSmart Incentive Program and the Weatherization Assistance Program, a federal program facilitated locally by Mountainland Association of Governments. There is also additional information on these programs through the County Website. Park City also offers Energy Detective Kits through the library .

Both the county and city have publicized their participation in the Elektron Solar project, an 80 MW solar farm which will get us close to net-100% renewable electrical energy for government operations (along with four other customers) via press releases, social media, etc. For example, the Sustainability Director for Park City publicized these efforts on KPCW in October 2021, the County posted on social media in October, and there are staff reports and presentations about the project. In addition, the County and Park City are both part of

and, have shared publicly their commitment to and involvement in, the Community Renewable Energy Program "Utah 100 Communities."

Actions and deliverables included:

- Nearly 350 new households in Summit County registered and engaged in the SCPW challenge platform in 2020 and collectively took over 450 actions estimated to prevent over 150 MT GHG emissions from entering the atmosphere.
- Four Park City High School students and local volunteers served as Student Energy Ambassadors.
- A total of 14 classes participated in a 4-week challenge to learn about climate action through the SPCW challenge platform .
- Three 90-minute workshops were conducted for county and city's planning and building departments to increase knowledge of the opportunities and pathways to, 1) advance above-code construction of new buildings, 2) enforce building energy codes, and 3) expand EV charging infrastructure.
- Engaged leaders and residents of Summit County (i.e., Coalville, Kamas, Oakley, Francis) who adopted resolutions to participate in the Community Renewable Energy Program.
- Garnered media attention to promote the SCPW Challenge, Summit County Wattsmart Community Energy Plan, and celebrated progress toward achieving Summit County Council's goals.
- Coordinated with Sustainability staff to compile and present the final results of all elements of this Scope of Work to Summit County Council January 27, 2021.

Incentives from the County are limited .For the last several years the County has waived permit fees for solar and EV charger installations in an attempt to lower the cost barriers to adopting these technologies.

The following is a link to the press release from this year's fee waivers . In 2021, Summit County issued 167 solar permits, 19 EV Charging Stations .Fee waivers totaled \$55,800 .

In addition, beginning in 2022, there will be a launch of the updated Green Business Program, and participating businesses will be required to share their utility consumption as a way to build their capacity for monitoring and reduction activities .

D5. Commendation!

- 1 . Summit County has an excellent implementation plan to invest in renewable energy and monitoring reductions by enterprises, with clear goals for achieving progress .

D5. Documentation

- > City Programs
- > Content on Renewable Energy in Summit Co Report
- > Mountain Towns
- > PCCVB UT Clean Air Compact
- > RMP News Release
- > School District Commitment
- > Summit County Resolution
- > Staff Report
- > Staff Report Resc For 100%
- > Sustainability Report Deer Tracks
- > Water and Energy Conservation Program PC
- > Wattsmart Summit Co Comm Energy Plan



Table 36. D5—Energy Conservation

Suggested Indicators		Score/Average	
A	Energy consumption targets are publicized and promoted .	3	3.00
B	Program to increase energy efficiency—e.g., promoting and supporting insulation.	3	
C	Investment in renewable energy and percent of total provision/consumption .	3	
D	Support and incentives for energy monitoring and reduction by enterprises .	3	

D6. Water Stewardship

The destination encourages enterprises to measure, monitor, publicly report and manage water usage. Water risk in the destination is assessed and documented. In cases of high-water risk, water stewardship goals are identified and actively pursued with enterprises, to ensure that tourism use does not conflict with the needs of local communities and ecosystems.

Water is at the core of sustainable development and is critical for socio-economic development, healthy ecosystems and for human survival itself. Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and tourists' personal use. This can result in water shortages, degradation of water supplies, and a greater volume of waste water.

Summit County has a water protection policy. Mountain Regional Water Special Service District (MRWSSD) manages the county water supply. Further, the MRWSSD distributes regular reports that call attention to source protection, water quality and treatment processes, water scarcity and actions to reduce water use. Various sites are also promoted to assist with education. These include:

- conservewater.utah.gov
- utahwatersavers.com
- parkcitywatersmart.com

For Park City residents, residential water meters exist . Park City is adding water meters to municipal facilities in the short term. MRWSSD customers can sign up for the WaterSmart app to track their water usage. If their water usage strays from their normal levels, WaterSmart will send alerts the customer. A stormwater management plan is also in place. Culverts at risk of blockage are checked twice daily during high-flow periods. Sandbags are available for community members' use. And, the Emergency Management Notification System will alert community member to hazards via phone call, text, email, and more.

D6. Recommendations

- 1 . Increase promotion to tourism enterprises about water conservation and encourage monitoring volume of water use.
- 2 . Communicate through all visitor channels the importance of water conservation, and promote the Watersmart App to visitors .

D6. Documentation

- > City Programs for Water Conservation
- > Water Stewardship Water Scarcity CDP
- > Summit Co Watershed Protection Policy
- > Water Concurrency Ordinance

Table 37. D6—Water Stewardship

Suggested Indicators		Score/Average	
A	Provision of guidance and support for monitoring and reduction of water usage by enterprises .	3	2.40
B	Program to regularly assess water risk .	3	
C	Setting, publication and enforcement of water stewardship goals, where water risk has been assessed as high .	3	
D	Monitoring and control of sources and volume of water used for tourism purposes and its effect on local communities and ecosystems .Promotion and checking of adherence to goals by tourism enterprises .	1	
E	Visitor information on water risk and minimizing water use .	2	

D7. Water Quality

The destination monitors water quality for drinking, recreational and ecological purposes using quality standards. The monitoring results are publicly available, and the destination has a system to respond in a timely manner to water quality issues.

An increase in use and overcrowded conditions due to tourism can lead to water quality issues—which is a threat to health and safety. Summit County is committed to water quality and regular reporting. Further, the Mountain Regional Water Special Services District (MRWSSD) distributes regular reports that call attention to source protection, water quality and treatment processes, water scarcity and actions to reduce water use. The water quality monitoring is done in real-time and communicated daily, with summary reports submitted monthly.

The Environmental Health Department is responsible for overseeing that public and semi-public pools and spas are operated in accordance with the Colorado Pool & Spa Regulations in an effort to prevent the spread of disease. Although staffing levels do not permit the regular inspection of pools and spas, staff do investigate complaints received from the public. Such investigations focus on determining:

- whether the pool or spa was the cause of the illness,
- the operational gap that caused the illness (i.e., lack of disinfectant),
- capacity of the operator for maintaining the facility, and
- proper record keeping.

D7. Recommendations

1. Work with the tourism industry to reduce water consumption, set targets, and enhance communication with visitors.
2. Monitor bathing water, volume of use, with recognition for reaching reduction targets.

D7. Documentation

- > 2020 Mountain Regional Water Qual Report
- > City Programs for Water Quality
- > Water Quality Report 2020
- > Snyderville Basin Water Reclamation District
- > Summit Co Environmental Health Department
- > Summit Co Health Dept Lab
- > Summit Co Health Dept Drinking Water
- > Summit Co Health Dept Pools Program
- > Summit Co Health Dept Used Oil Info
- > Summit Co Health Dept Water Concurrency
- > Summit Co Water District 2020 Report
- > Water Division Park City

Table 38. D7—Water Quality

Suggested Indicators		Score/Average	
A	Program of water quality monitoring .	3	3.00
B	Existence of data and reports on water quality .	3	
C	Monitoring bathing water, with certification and identification of sites reaching set standards .	3	
D	Evidence of actions to improve water quality .	3	
E	Information for visitors on quality of local drinking water, in an effort to encourage use as alternative to bottled water .	3	

AREA OF FOCUS: MANAGEMENT OF WASTE AND EMISSIONS

D8. Wastewater

The destination has clear and enforced guidelines in place for the siting, maintenance, and testing of discharge from septic tanks and wastewater treatment systems. The destination ensures that wastes are properly treated and reused or released safely without adverse impacts on the local population and the environment.

Construction of hotels, recreation sites, and often leads to increased sewage pollution .Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna .Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive .Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And, sewage pollution can threaten the health of humans and animals.

Under the Utah Department of Environmental Quality—Water Quality Division, the municipal Wastewater Program (MWPP) uses an annual survey to assist owners of municipal sewerage systems and wastewater treatment works in evaluating and summarizing the technical, operational, and financial conditions of and requirements for these facilities. The purpose of MWPP is to help communities understand these business operations better and to help identify and resolve potential problem areas before they become serious and costly .

At the end of each year, the Water Quality Division distributes the MWPP survey to over 200 municipalities and districts. These utilities compile the necessary financial, operational performance, and compliance information requested and submit their completed surveys to their governing council or board and to the Division.



Photo credit: PCCVB

The Division uses the results from the MWPP in its permitting and assistance programs, including:

- [Utah Sewer Management Program Annual Report](#)
- [Utah Wastewater Operator Certification Program](#)
- [Wastewater Financial Assistance Program](#)
- Water Quality Board Financial Sustainability Assessments
- Financial Needs Report to EPA and Congress

Table 39. D8—Wastewater

Suggested Indicators		Score/Average	
A	Written guidelines and regulations on wastewater treatment .	3	3.00
B	System of enforcing guidelines amongst enterprises .	3	
C	Monitoring/testing of released wastewater .	3	
D	Provisional of sustainable municipal water treatment systems, for use by the tourism sector, where practical and appropriate.	3	

D8. Commendation!

1. Excellent wastewater treatment program and plans .
Encourage the tourism industry to follow guidelines and support efforts to build awareness within the industry on regulations and guidelines.

D8. Documentation:

- > 2020 Mountain Regional Water Qual Report
- > City Programs for Water Quality
- > Water Quality Report 2020
- > Snyderville Basin Water Reclamation District
- > Summit Co Health Dept Lab
- > Summit Co Health Dept Drinking Water
- > Summit Co Health Dept Pools Program
- > Summit Co Health Dept Used Oil Info
- > Summit Co Health Dept Water Concurrency
- > Summit Co Water District 2020 Report
- > City Stormwater Policy
- > Wastewater 2021 Update
- > Stormwater Poll and Prevent Plan
- > Utility Synch Guide
- > Water Division Park City
- > Department of Environmental Quality, Water Quality Division
- > City Stormwater Policy
- > Wastewater Swamp 2021 Update
- > Stormwater Poll and Prevention Plan
- > Utilisynch Guide
- > Water Division PC



Photo credit: Patrick Kindt on Unsplash

D9. Solid Waste

The destination measures and reports on its generation of waste and sets targets for its reduction. It ensures solid waste is properly treated and diverted from landfill, with provision of a multiple-stream collection and recycling system which effectively separates waste by type. The destination encourages enterprises to avoid, reduce, reuse, and recycle solid waste, including food waste. Action is taken to eliminate or reduce single-use items, especially plastics. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.

Solid waste generation is considered as one of the most relevant environmental impacts from touristic activities, especially due to the fact that many of the establishments that make up this sector, such as hotels, bars and restaurants, use large quantities of expendable single-use consumer goods as part of their operations. In addition, tourists are not always aware of how waste management in a specific region is supposed to function. As tourists are there for just a short period of time, education is critical to understanding local recycling programs and/or other solid waste management systems.

Summit County's integrated solid waste program consists Three Mile Landfill, a municipal solid waste landfill; Henefer Landfill, a construction and demolition landfill; countywide curbside residential solid waste and recycling collection, including several central dumpster service areas where residences are remote and widely spaced; a household hazardous waste exclusion

Program; and a public education program. Summit County employees operate the landfills and the household hazardous waste drop-off station at the Three Mile Landfill. The County has a contractual agreement with Recycle Utah, a local nonprofit organization that operates a recycling facility, to manage the public education program, two annual household hazardous waste collection events, glass collection, and other recycling efforts.

Based on current waste disposal and composition, the County believes an overall 30% reduction in waste tonnage going to the Three Mile Landfill by the year 2028 is a feasible goal (using 2017 as the baseline/starting point). To achieve this reduction target, the County will focus on programs aimed at diverting commercial recyclable waste, developing a program to collect and divert residential yard and green waste, and implementing proven and effective education models for both the commercial sector and resident and tourist populations focused on behavioral changes that reduce waste and increase recycling. The County determined that the biggest potential for waste reduction is in the commercial sector where recycling is currently voluntary. The County has determined an increase in diversion of commercial recyclable and compostable waste would significantly increase the operational lifespan of the Three Mile Landfill. The short-term programs outlined later in this document are focused on capturing commercial recyclable waste to achieve that diversion goal.

On the residential side, the County is seeing around a 20% curbside recycling rate, which is around 6% of overall municipal solid waste collection.

Table 40. D9—Solid Waste

Suggested Indicators		Score/Average	
A	Waste monitoring program with results and targets published .	3	2.38
B	Coordinated campaign/advice/support with tourism enterprises on waste management, including food waste .	1	
C	Campaign to reduce/eliminate single use items, especially plastics .	2	
D	Waste management program for public offices and facilities .	3	
E	Provision of a collection and recycling system, with at least four streams (i.e. organic, paper, metal, glass and plastic) .	3	
F	Provision of sustainable system for disposal of residual waste .	3	
G	Campaign to eliminate dropping of litter, including by visitors, and to keep public spaces clean .	2	
H	Adequate bins for separated waste disposal .	2	

In order to help hit an overall 30% reduction goal in all municipal solid waste over the next 10 years, the County is focused on education and technical assistance to increase residential recycling rates, as well as studying a future expanded composting program that diverts yard and other green waste, and potentially residential food waste from the Three Mile Landfill (Summit County Solid Waste Master Plan, 2018).

Summit County provides curbside recycling to residential properties within the city limits of Park City. For other materials, the following resources are available:

1. **Curbside Recycling:** Summit County runs curbside recycling collection for residential properties within county limits, including Park City. Specific neighborhood pick-up schedule, or other recycling questions, can be addressed by visiting the recycling page on the Summit County website.
2. **Recycling Drop Off:** Recycle Utah is a local nonprofit that runs a recycling drop-off center. They accept a broad range of recyclable materials and also provide community education and outreach.
3. **Main Street Recycling:** Businesses that are a part of the Historic Park City Alliance, may have a mobile recycling center available to them.
4. **Recycling Hazardous Materials & Electronic Waste:** Paint, pool chemicals, pharmaceuticals, and other hazardous materials can be recycled at designated locations and during drop-off events.
5. **Recycling at the County Landfill:** The Three Mile Canyon Landfill has a public drop-off center for the following sorted materials.
 - ▶ Carpet and carpet padding
 - ▶ Corrugated cardboard
 - ▶ Linens, bedding, sheets, curtains, etc.
 - ▶ Lumber
 - ▶ Mattresses (NO BOX SPRINGS)
 - ▶ Metals
 - ▶ Plastics
 - ▶ Yard waste
 - ▶ Household trash

In 2017 Park City became the first town in Utah to place a ban on plastic bags. The ban - Distribution of Disposable Single Use Plastic Bags (Less than 2.25 Mil In Thickness). In addition, various websites support

support recycling and information on recycling:

- <https://www.stayparkcity.com/how-to-pc/recycling/>
- <https://www.summitcounty.org/821/Reduce-Reuse-Recycle>
- <https://www.parkcity.org/departments/sustainability/policy-rulemaking/plastic-bag-ban>

Recycle Utah

Recycle Utah's education program gives children the opportunity to envision the kind of world they would like to live in. This year, the staff from Recycle Utah, talked to K-5th graders about the importance of earth's resources, recycling, water, energy all with a global perspective. Staff from Recycle Utah in concert with local professionals taught over 500 4th graders about "everything water" at this year's Park City Water Festival. They have added an additional Water Festival in Wasatch County that reaches 330 more students!

Recycle Utah also provides educational programs on several topics, including:

- Basic Recycling
- Resources and Why They Matter
- Precycling: Packaging and Consumerism
- Water and Energy Conservation
- Hazardous Materials and Electronic Waste
- Alternative Energy and Climate Change
- Composting

In addition, Utah Department of Transportation launched the following campaign: "Keep It Clean Utah" (<https://www.udot.utah.gov/connect/2021/07/27/keep-it-clean-utah/>)

D9. Recommendations

1. Encourage tourism enterprises to sponsor and partner with Recycle Utah.
2. Provide separate bins throughout the County for recycling, and make bins readily available in populated areas, at visitor sites, and more.
3. Run/support as an industry periodic campaigns to assist in waste reduction, i.e., food waste.

D9. Documentation

- Solid Waste Downtown Trash Bid
- Solid Waste Historic Pc Alliance Waste Report
- Engineering Stormwater Contest
- PC Congratulatory Letter
- Project Narrative Re-Useable To Go Container
- Recycle Utah Materials Accepted
- Recycling PC and Summit
- Recycle Utah's Awesome Programs
- Staff Report Solid Waste
- Summit County Solid Waste



Photo credit: Sixties Photography on Unsplash

D10. Emissions and Climate Change Mitigation

The destination has targets to reduce greenhouse gas emissions and implements and reports on mitigation policies and actions. Enterprises are encouraged to measure, monitor, reduce, or minimize, publicly report and mitigate greenhouse gas emissions from all aspects of their operation (including from suppliers and service providers). Offsetting of any remaining emissions is encouraged.

The tourism industry is closely linked to climate change as it involves the movement of people from their homes to other destinations and the accommodation and servicing of these people in host locations prior to their returning home. Many aspects of this business cycle are accompanied with a heavy carbon footprint, and as more time and money is being dedicated to leisure, the tourism industry is playing a larger role in global greenhouse gas emissions. Mitigation in the tourism sector can be achieved by reducing energy use through changing travel behavior, by improving energy efficiency, increasing the use of renewable energy, carbon offsetting strategies, and changes in business practices.

Summit County has created a Summit County Climate Action Plan with tangible goals and actions. In addition, Park City government operations are endeavoring to be net-zero carbon and run on 100% renewable electricity by 2022. The city has the same goals for the entire community by 2030. The plan and goals were passed by City Council, and all indications are that they will meet or exceed these goals



The PCCVB should link to these efforts and highlight this information in their destination materials .

D10. Recommendations

- 1 . Provide information to visitor’s during their pre-trip planning and while onsite, opportunities to support off-setting schemes relevant to local conservation efforts.

Table 41. D10—GHG Emissions and Climate Change Mitigation

Suggested Indicators		Score/Average	
A	Published target for percentage of emissions reduction by specified date .	3	2.40
B	Annual climate report, including monitoring and mitigation actions .	3	
C	Supported campaign or other engagement with tourism enterprises on reduction and mitigation of emissions .	3	
D	Action to reduce emissions from public sector operations .	3	
E	Information for enterprises and visitors on offsetting schemes that meet recognized standards .	0	

D10. Documentation

- 2020 Sustainability Annual Report
- Content on GHG Updates from 2020
- Electrification
- Epic Promise Progress Report
- Final CDR TP50
- Mountain Towns 2030
- PC Climate Fund Wants Big Ideas
- PC Community Foundation Climate Fund
- Regeneration
- Renewables
- Resolution 2017-11
- Resolution 2019-29
- Summit Co Cap Final
- Sustainability Initiatives



Photo credit: Olivia Hutcherson on Unsplash

D11. Low-impact Transportation

The destination has targets to reduce transport emissions from travel to and within the destination. An increase in the use of sustainable, low-emissions vehicles and public transport and active travel (e.g., walking and cycling) is sought in order to reduce the contribution of tourism to air pollution, congestion, and climate change.

Sustainable, low-impact transportation systems make positive contributions to the environmental, social and economic sustainability of the communities they serve . These systems limit emissions and waste, and use renewable resources at or below their rates of generation while minimizing impact on land use and generation of noise.

Summit County has miles of bike trails and an extensive bus transportation network. In addition, there is a walkable-bikeable trail network within Park City, and free bus transportation to trailheads. Transportation has been studied extensively, including inbound and outbound commuter traffic. Free transportation is available to the Canyons within the Park City area and posters advertise this service.

Since the last adoption of the Park City Transportation Plan in 2011, leaders and residents alike recognize the significant changes to the area. As such, Park City is embarking on a new transportation plan called Park City Forward. The goals of this new transportation initiative are:

- **ACCESS**—Improve local and regional multi-modal transportation connection between activity nodes for residents, commuters, and visitors .Ensure the transportation network supports Park City’s future growth and land use changes.



Photo credit: parkcity.rideamigos.com

- **INCLUDE**—Ensure equitable access to opportunity, catalyzed by local and regional mobility choices that are affordable and support healthy living .
- **SUSTAIN**—Support a resilient, net-zero carbon community, anchored by long-term transportation investments that reduce greenhouse gas emissions, decrease single-occupancy vehicle trips, and mitigate environmental consequences of growth .
- **TRANSFORM**—Embrace bold and innovative action to prioritize a community-focused, multimodal transportation network that is easy to use, efficient, convenient, safe and incorporates cutting-edge technologies .

Summit County and Park City have invested heavily in the provision of bus services throughout the expansive County . In addition, in heavily visited areas such as the Park City area, bus services are readily available and visitors are encouraged to utilize the convenience of these services.

Table 42. D11—Low-impact Transportation

Suggested Indicators		Score/Average	
A	Investment in more sustainable transport infrastructure, including public transport and low emissions vehicles .	3	2.17
B	Information promoted to visitors on alternative transport options to and within the destination	2	
C	Data on visitor use of alternative transport modes .	2	
D	Improvement and promotion of cycling and walking opportunities .	3	
E	Prioritization of visitor markets accessible by short and more sustainable transport options .	1	
F	Public sector and tourism enterprises prioritize low-impact transportation in their own operations.	2	

Information is promoted locally and could be enhanced pre-trip to visitors, in planning and minimizing individual cars(D11b). Data is available on use of public transportation, but is not specific to visitor use of public transportation (D11c). Market priority is not necessarily determined by short or more sustainable transportation options, though consideration is given to those that do visit ski resorts in local markets (D11e). There are trail systems in and around Park City to facilitate walking, biking and other low impact transportation alternatives .

D11. Recommendations

1. Increase visibility of low impact transport options to visitor's pre-trip information and while onsite.
2. Add questions about transportation to visitor surveys in order to understand visitor's level of adoption of low impact transportation options.

D11. Documentation

- > 105 Canyon Village Shuttle
- > 2020 84017, 2020 84036, 2020 84055, 2020 84060, 2020 84098
- > 2021 CVC Rack Card
- > Commuting Data
- > A Transportation Network Travel Demand
- > Ad Summit
- > B Environ And Hazardous Impacts
- > C Transportation System
- > Canyons Trans Program
- > D Transportation System Preservation
- > E Active Transportation Network
- > F Financial Plan
- > Transit Study
- > Final 2016 Snyderville Basin
- > High Valley Transit Full Service
- > Highway Map
- > HVT English / Spanish
- > Kimball Junction Draft Area Plan
- > LRTP Values Outreach
- > Marketing Plan 2021
- > Ordinance No 2020-48 Ev Charging
- > PC 2019 On Board Survey
- > Park City Forward
- > Park City Inflow
- > Park City Inflow Map
- > Park City Transit 2 A New Vision for Transit Service
- > PC Shorrange Transit
- > QR Code Sign
- > RFP Active Transportation Plan
- > Ride On PC
- > Ride On Transit Incentive
- > Summit Co Inflow/Outflow Map Chart
- > Summit Bike Share End of Year
- > Summit Co Exec Summary
- > Task 1 Memo Goals
- > Trail Map
- > Transit Map
- > Transit Trails Website
- > Transplan 50
- > Valley to Mountain Alternatives Analysis
- > Wasatch Transit Study
- > Where Workers Live and Employed Summit
- > Where Workers Live and Employed PC
- > Woodward Video

D12. Light and Noise Pollution

The destination has guidelines and regulations to minimize light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations.

Sustainable, low-impact transportation systems make positive contributions to the environmental, social, and economic sustainability of the communities they serve . These systems limit emissions and waste, and use renewable resources at or below their rates of generation while minimizing the impact on the use of land and the generation of noise .

On March 13, 2019, the Summit County Council adopted Ordinance 896, updating the Snyderville Basin Development Code Lighting Regulations, establishing International Dark-Sky Association best practices, including a maximum Lumen per property, 3,000 degrees Kelvin for outdoor lighting, and a requirement to fully shield outdoor lighting .To implement these best outdoor lighting practices in Park City with an outdoor lighting code that is tailored for the City's Historic Districts, the resort seasons, outdoor lighting on Ridge Line Areas and Steep Slopes, and community compliance, the Planning Commission duly noticed and conducted a work session on September 9, 2020, a public hearing on November 11, 2020, a work session on December 9, 2020, and a public hearing on January 13.

Summit County and Park City Municipal Corporation also have ordinances (No .714, and Municipal Code 6-3) to address noise nuisances .

D12. Recommendations

- 1 . Promote existing Dark Sky initiatives to tourism enterprises .
- 2 . Provide information to visitors and tourism enterprises on the value of dark skies, as well as technical information on strategies to reduce Artificial Light At Night (ALAN).

Table 43. D12—Light and Noise Pollution

Suggested Indicators		Score/Average	
A	Guidelines on light and noise pollution – produced and promoted to tourism enterprises .	2	2.67
B	Identification and monitoring of potential sources of noise and light pollution related to tourism .	3	
C	Mechanisms to enable residents to report noise and light pollution, with follow-up action .	3	

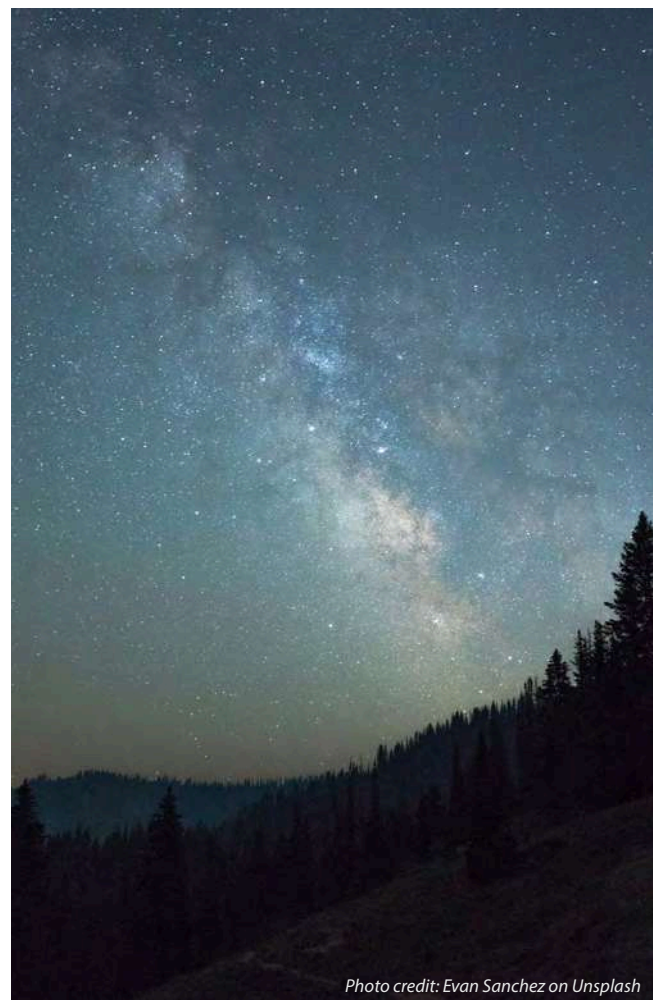


Photo credit: Evan Sanchez on Unsplash

D12. Documentation

- > Basin Lighting
- > City Code for Nuisance
- > City Code for Ordinance
- > Eastern Summit Co Lighting
- > Ordinance No 2021-05 Dark Sky
- > Summit Co Noise Laws



Conclusions

Summit County is advancing sustainability in many ways. From critical climate considerations, to protecting tangible and intangible assets valued by residents and visitors alike, there are several initiatives underway, and a terrific start to their sustainability journey. As the County organizes a destination stewardship strategic plan, the following areas of focus should be considered:

Section A: Sustainable Destination Management (Overall Score, 1.84)

The primary recommendation is that the PCCVB continue to develop a Destination Stewardship Council, which is representative of County initiatives in sustainable planning, non-profit organizations, public land management, tourism business sectors, public health sectors, public health and safety, and more.

Develop a financial plan and a budget demonstrating the sustainability of the Council. Also identify future funding sources. Once a plan and dedicated staff are in place, and stakeholders are identified, destination stewardship will be in place.

Goals, with quantifiable targets relative to socio-economic, cultural, and environmental tourism assets should be a part of the plan. Connecting to support mechanism for sustainable tourism business development and certification will also be beneficial. Integrating tourism challenges and successes into public planning processes will be key moving forward.

While there are several destination stewardship planning initiatives underway, there are opportunities to connect to tourism management and development. Further, while there is great work happening with respect to visitor feedback and resident feedback, documenting how the feedback is being used to address action within the community would benefit decisions around future planning and change.



Photo credit: PCCVB

Section B: Socio-Economic Sustainability

(Overall Score, 2.49)

This area of destination stewardship received the highest score of all four pillars. Tourism is measured economically and there appears to be support for local businesses, entrepreneurs, and local products. Summit County has viable safety, health, and security programs, and assists other organizations in ensuring and improving accessibility for residents and visitors alike. There are also many initiatives addressing discrimination and user access.

Section C: Cultural Sustainability

(Overall Score, 1.75)

The Cultural Sustainability pillar scored third highest overall. Areas in need of improvement were related to monitoring, interpretation, and understanding vulnerability of cultural sites. Traditional access criteria scored very high. For example, the case of Bonanza Flats highlighted the importance of recreational access and community engagement on issues important to the area. Visitor feedback is currently being sought; however, aligning resident values with markets that identify with these values may be an important strategy for sustaining a sense of community long term.

Section D: Environmental Sustainability

(Overall Score, 2.34)

The Environmental Sustainability pillar was the second highest scoring pillar overall, but performance varied on specific items. For example, Utah's Department of Natural Resources, Division of Wildlife tracks conservation status, and areas of vulnerability within the region. Summit County and Park City have open space rangers who monitor visitor use and actions in an effort to mitigate visitor impacts. Climate, water, and energy actions are underway, wastewater is managed well, low impact transportation efforts are in place, and light and noise pollution ordinances and mitigation regulations are in place. However, there is a need for improvement on a variety of issues, including: encouraging visitors to prioritize low impact transportation; considering offsetting support to reduce travel impacts related to GHGs; sharing information with visitors on the impact of purchasing souvenirs derived from threatened or endangered species;



and sharing information with visitors on mitigating their impact to wildlife, wildlife interactions, and minimizing disturbance.

Destination stewardship is a journey, and it appears Summit County has many on-going efforts that can be integrated into tourism management. The tourism industry would be a good partner in ensuring conservation, historic preservation, and resident quality of life. As one of the dominant industries in Summit County, there are excellent opportunities for collaboration, partnerships, and support to ensure long-term viability of the area's resources and way of life. Commitment by the PCCVB leadership and its membership suggest they are change-makers and have demonstrated extraordinary vision for the future!

Appendices



Appendix A—Members of the Summit County Sustainable Tourism Taskforce

	Name	Organization	Email address
1	Jennifer Wesselhoff	Park City Chamber CVB	jennifer@visitparkcity.com
2	Sarah Pearce	Park City Municipal Corporation	sarah.pearce@parkcity.org
3	Luke Cartin	Park City Municipal, Sustainability	luke.cartin@parkcity.org
4	Pat Putt	Summit County	pputt@summitcounty.org
5	Emily Quinton	Summit County	equinton@summitcounty.org
6	Tom Fisher	Summit County	tfisher@summitcounty.org
7	Ginger Wicks	PCARA, PCALA, HPCA	gingerwicks@icloud.com
8	Carolyn Wawra	Recycle Utah	director@recycleutah.org
9	Tom Bradley	Park City Mountain Resort	tbradley2@vailresorts.com
10	Susie English	Deer Valley	suenglish@deervalley.com
11	John Cumming	POWDR Corp	communications@powdr.com
12	Dana Jones	Snyderville Basin Recreation Representative	dana@basinrecreation.org
13	Chris Crowley	Summit County Emergency Manager	ccrowley@summitcounty.org
14	Mike McComb	PCMC Emergency Manager	mike.mccomb@parkcity.org
15	Joe Frazier	Summit County Historical Museum Director	jfrazier@summitcounty.org
16	Mike Luers	Snyderville Basin Water Reclamation District	mluers@sbwrd.org
17	Colin Hilton	UOP	CHilton@uolf.org
18	Jeff Jones	Summit County	jjones@summitcounty.org
19	Daniel (Dano) P. Jauregui	District Ranger, Forest Service, Uinta-Wasatch-Cache National Forest, Heber-Kamas Ranger District	daniel.jauregui@usda.gov
20	Bruce "Goose" Juhl	All Seasons Adventures	goosejuhl@gmail.com
21	Bob Kollar	Park City Chamber CVB	bob@visitparkcity.com
22	Kelly Bricker, GSTC Assessor	GSTC	kelly.bricker@health.utah.edu

Appendix B—Destination Stewardship NGOs

The following is a list of Non-Profits relative to stewardship of arts, culture, and environment .Several other organizations (not all listed here), contribute to the social well-being of the community .For a complete list of non-profit organizations serving Summit County, visit: <https://parkcitycf.org/how-we-work/supporting-nonprofits/nonprofit-directory/>

- 1 . **Alf Engen Ski Museum Foundation.** The Alf Engen Ski Museum Foundation was established in 1989 with a mission to preserve the rich history of skiing in the Intermountain Region .We strive to provide a world-class facility that highlights the many contributions made in ski area development, athletic competition, snow safety, ski innovation, and ski teaching methods .
- 2 . **Park City Community Foundation** (<https://parkcitycf.org/>) .The Park City Community Foundation distributed \$5 2 million last year in grants to nonprofit organizations serving greater Park City and Summit County .They care for and invest in the [people, place, and culture](#) of our community, and believe that a thriving community is founded on effective nonprofit organizations .They support a diverse array of nonprofit organizations and conduct several annual grantmaking processes, including grants from the [Community Fund](#), [Women's Giving Fund](#), [Solomon Fund](#), and [Park City Climate Fund](#) .They also support several Community Initiatives focused on some of their most pressing needs .Their Community Response Fund is currently providing grants to organizations helping people who have been disproportionately affected by COVID-19 .
 - ▶ **Park City Climate Fund.** The Park City Climate Fund engages greater Park City community members in implementing local, high-impact climate solutions in the areas of emission source reduction, land sink support, and community outreach & education, which also have the potential to be replicated in other mountain towns .
 - ▶ **Community Fund.** The Community Fund annually grants to dozens of organizations that are addressing pressing local needs—and helps fortify these nonprofits that make the greater Park City community strong .
 - ▶ **Solomon Fund.** Solomon Fund awards grants to local organizations that are intentionally working to increase Latinx participation in their programs .
 - ▶ **Women's Giving Fund.** Women's Giving Fund makes an annual high-impact grant to an organization that serves Summit County women and children .
- 3 . **Arts Council of Park City | Summit County.** Our Mission is to serve our arts & culture community by driving creative programing, providing valuable recourses, and cultivating connections .We envision a community where arts & culture is critical, where creatives thrive, and where all people connect through the arts .
- 4 . **Ballet West.** Ballet West is the training ground in classical ballet for over 900 students across four campuses, including the Peggy Bergmann Park City Campus in Summit County .
- 5 . **Beethoven Festival / Park City Chamber Music Society.** Classical chamber music thrives year-round through the efforts of the Beethoven Festival Park City, Utah's oldest classical music festival .
- 6 . **Bill White Agriculture Education and Sustainability Center.** The focus of Bill White Farms is healing the earth, generating everything from produce and livestock to dirt-to-table fundraising dinners and even cooking and gardening classes .
- 7 . **Egyptian Theatre.** As the focal point of historic Park City and the cultural gathering place for visitors and locals alike, the Egyptian Theatre is dedicated to enriching lives through the performing arts .Providing a variety of artistic performances, theater education and outreach programs, the theater hosts hundreds of shows and events serving more than 45,000 patrons annually .
- 8 . **Elevated Mountain Guides.** EMG believes that everyone has a right to the outdoors and that when the outdoors are accessible and inclusive they become a better place for all to recreate .Our programs work to address the primary barriers that underserved communities face in accessing outdoor recreation . By getting outside, our participants are able to expand their expertise, engage with nature and meet other like-minded individuals; creating supportive communities where they are most needed .
- 9 . **Equality Utah.** Equality Utah's mission is to secure equal rights and protections for LGBTQ Utahns and their families .
- 10 **Friends of Summit County Search and Rescue.** The Summit County Search & Rescue Team are all volunteers, using a majority of their own equipment .

There became an apparent need for the friends of organization when issues like equipment failure, communication gaps and need for more training were made known .Your donations save lives by better preparing the team with what they need!!

- 11 **Grow Plant Based Food Truck.** We are a 100% plant-based food truck fostering social equity through food, food security, community connection, animal compassion, food for health and environmental sustainability .We like to think of it as “food with purpose”.
- 12 **Healthy Environment Alliance of Utah.** HEAL fights for an environment that is safe, clean, and sustainable, and which provides a thriving place to work, play, and raise our families .
- 13 **Kimball Art Center.** Through educational arts programs, exhibitions, and events, the Kimball Art Center provides a platform and a place for artists and art enthusiasts to come together to explore and celebrate the creative spark that lives within us all .
- 14 **Mountain Town Music.** Organizing hundreds of shows—most of which are free—and producing a variety of outreach programs and concerts for local school children, Mountain Town Music engages over 300,000 people annually .
- 15 **Mountain Trails Foundation.** Mountain Trails Foundation is a member-driven organization dedicated to building, maintaining, and protecting trails for non-motorized recreation in the Park City area .
- 16 **Mountainlands Community Housing Trust.** Mountainlands Community Housing Trust acts as an affordable housing builder and advocate, ensuring that more Park City locals can buy or rent homes .
- 17 **National Ability Center.** With year-round adaptive recreation, outdoor adventures and education programs, this nationally renowned organization helps people everywhere build the self-esteem, confidence, and lifetime skills that come from living a healthy, active life .
- 18 **Nuzzles & Co.** Nuzzles & Co .cares for many animals at their Rescue Ranch, an excellent facility where the animals are comfortable, well-fed, and receive top-notch veterinary treatment in-house .
- 19 **PandoLabs.** PandoLabs is a community of entrepreneurs, mentors, freelancers, investors, and apprentices that collaborate to strengthen and diversify the economy in the Wasatch Back and the state of Utah .
- 20 **Park City Film.** Since 1995, Park City Film has curated world class independent, foreign and documentary films, using film as a medium to entertain, inspire, and educate, and helping Park City remain a well informed and engaged mountain community .
- 21 **Park City Institute.** Park City Institute brings world-class performances and new ideas to the community, providing innovative experiences that entertain, educate, and illuminate .
- 22 **Park City Museum.** The Park City Museum, located on Park City’s Historic Main Street, preserves, protects, and promotes Park City’s history and heritage .
- 23 **Park City Rotary Foundation.** The Park City Rotary Foundation (Rotary Club of Park City) engages in local and international outreach programs to benefit people in communities nearby and in other countries .
- 24 **Paws for Life Utah.** Paws for Life Utah is a nonprofit, volunteer-based organization dedicated to helping homeless dogs, cats, and other “at risk” animals from municipal shelters find new, forever homes .
- 25 **PC ALL—Park City Adult Lifelong Learning.** PC ALL provides day services and lifelong learning and support for young adults with disabilities by offering community-based programming, utilizing local resources and connecting participants to the community .
- 26 **Planet Earth First.** Planet Earth First’s mission is to preserve and replenish this planet we call home for future generations .We do this by promoting climate awareness through circular economics, environmental education and community engagement .
- 27 **Recycle Utah.** Recycle Utah is dedicated to promoting water conservation, recycling, and reuse, and to providing environmental education and recycling/ reuse services to the community .
- 28 **ReLEAF Utah.** ReLEAF Utah works to develop community-based tree and forest stewardship, through effective partnerships, meaningful projects, and informative outreach .
- 29 **Sage Mountain—An Advocate for Farmed Animals.** Sage Mountain provides educational programming, advocacy, and a sanctuary for farmed animals .

- 30 **Save Our Canyons.** Save Our Canyons is dedicated to protecting the beauty and wildness of the Wasatch Mountains. We are a member driven organization made up of year-round outdoor enthusiasts working to ensure a healthy future for this unique range .
- 31 **Save People Save Wildlife.** Help us keep people and wildlife safe by building new fencing and cattle guards in highly trafficked areas .
- 32 **Sierra Club Foundation—Utah Chapter.** The Utah Chapter of the Sierra Club is a grassroots volunteer organization that protects and promotes Utah’s outdoors and natural landscapes, educates and advocates for the responsible preservation of clean air, water, and habitats, and supports the development of sustainable renewable energy for the benefit of present and future generations .
- 33 **Solomon Fund.** The Solomon Fund of Park City Community Foundation facilitates access to sports and recreation opportunities for Latino children in our community .
- 34 **South Summit Trails Foundation.** South Summit Trails Foundation works to enhance the lives of community members through a system of interconnected and continuous regional and community trails located throughout the South Summit area of Utah .
- 35 **Summit County Land Conservancy.** A 501(c)(3) nonprofit established in 2002, they are the only nonprofit dedicated to saving the open spaces of Park City and the Wasatch Back .They protect and monitor this community’s investment in local open spaces by defending 46 permanent conservation easements on 7,012 acres of land—and they are currently working to preserve an additional 5,000+ acres of the landscapes our community cherishes .
- 36 **Sundance Institute.** Founded by Robert Redford in 1981 with the mission of fostering new voices in American storytelling, the nonprofit Sundance Institute is a champion and curator of stories for the stage and screen .Today, our staff of 180 employees works year-round to offer 25 residential labs, grants exceeding \$3 million, and ongoing mentorships that support more than 900 artists each year . Each January, the Sundance Film Festival brings artists and audiences together for the premieres of groundbreaking work, and year-round, the Institute hosts a variety of public programs to amplify original voices, inspire new ideas, and rally our community in support of independent storytelling .
- 37 **Summit Community Gardens.** Summit Community Gardens creates opportunities for the community to gather, learn, and grow through events, classes on garden education, and places where people can grow their own food .
- 38 **Summit Community Power Works.** Summit Community Power Works inspires efficient energy use through practical and innovative programs to improve economic vitality and the environment .
- 39 **Summit Land Conservancy.** Summit Land Conservancy works with our communities to protect and preserve land and water for the benefit of people and nature .
- 40 **Swaner Preserve and EcoCenter.** The Swaner Preserve and EcoCenter is a 1,200 acre nature Preserve and a 10,000 square foot LEED Platinum building with interactive exhibits about the surrounding environment, offering nature tours, wildlife viewing opportunities, summer camps, environmental education, and more .
- 41 **TreeUtah.** Our mission is to improve Utah’s quality of life for present and future generations by enhancing the environment through tree planting, stewardship, and education .
- 42 **Utah Avalanche Center.** The Utah Avalanche Center exists to keep people on top of the Greatest Snow On Earth by providing avalanche forecasting, education, and awareness throughout the state of Utah .
- 43 **Utah Clean Energy Alliance.** Utah Clean Energy is committed to creating a future that ensures healthy, thriving communities for all, empowered and sustained by clean energy .
- 44 **Utah Olympic Legacy Foundation.** The Utah Olympic Legacy Foundation underwrites the care of the historic Olympic venues, as well as the sport development programs and community health outreach at the Utah Olympic Park, Olympic Oval, and Soldier Hollow Nordic Center .
- 45 **Utah Open Lands Conservation Association.** In preserving open spaces, recreation areas, and family farms, Utah Open Lands protects the heritage and experience of the land, both for today’s communities and tomorrow’s generations .

46. **Utah Physicians for a Healthy Environment.** Utah Physicians for a Healthy Environment is dedicated to protecting the health and well-being of Utah residents by promoting science-based health education and interventions that result in progressive, measurable improvements to the environment .

47. **Utah Rivers Council.** The Utah Rivers Council works to protect Utah's rivers and clean water sources for today's citizens and future generations and to sustain healthy, natural ecosystems .

48. **Utah Symphony & Opera.** With classical, contemporary and pops concerts all summer long, the Deer Valley Music Festival attracts a broad audience to our splendid mountain setting .The enchantment

continues throughout the year in Salt Lake City with full Symphony and Opera seasons, as well as ongoing education and outreach concerts .

49. **Wasatch Backcountry Rescue.** Wasatch Backcountry Rescue provides rapid response for avalanche rescue, winter related mountain rescue, and medical evacuation incidents using trained professionals and search and rescue dogs .

50. **Wild Heart Sanctuary.** Wild Heart Sanctuary is a forever home for wild Mustangs rescued from Bureau of Land Management holding pens .

51. **Wild Utah Project.** Wild Utah Project provides science-based strategies for wildlife and land conservation .

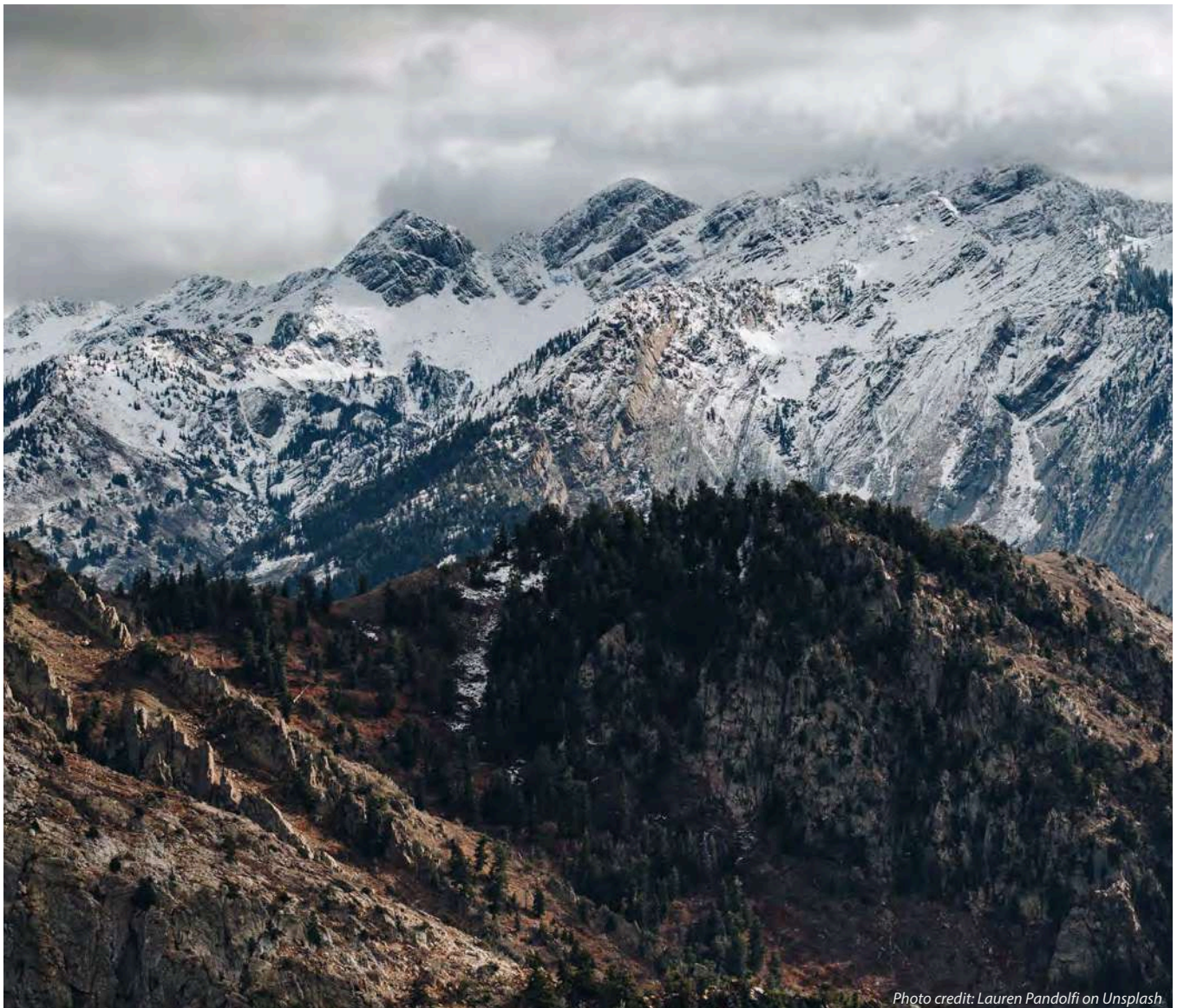


Photo credit: Lauren Pandolfi on Unsplash.

Appendix C. Other Certifications in Summit County

Certification Type	Project Name	Certification Level	Town	State	Program
LEED	1761 Park City, UT	Certified	Park City	UT	LEED Retail CI 1.0 Pilot
LEED	Park City High School	Silver	Park City	UT	LEED NC 2.2
LEED	Montage at Deer Valley	Silver	Park City	UT	LEED NC 2.2
LEED	Park City Medical Center Expansion	Silver	Park City	UT	LEED NC 2009
LEED	Park City Library	Silver	Park City	UT	LEED NC 2009
LEED	One Empire Pass	Silver	Park City	UT	LEED NC 2009
LEED	Questar Office and Warehouse	Certified	Park City	UT	LEED NC 2009
Energystar	Park City Mountain Resort Team Building	Labeled	Park City	UT	Energy Star Office
LEED	Newpark Town Center	Silver	Park City	UT	LEED-ND Project Registration 1.0
NWF Certified Wildlife Habitat	Treasure Mountain Middle School	Certified	Park City	UT	NWF Certified Wildlife Habitat
NWF Certified Wildlife Habitat	Soaring Wings Preschool	Certified	Park City	UT	NWF Certified Wildlife Habitat
Energystar	835	Labeled	Park City	UT	Energy Star Retail Store
LEED Homes (102 in Total)	Residences		Park City	UT	LEED-HOMES v2008



A) Sustainable management					Average per Criteria
A (a) Management structure and framework					
A1	A1 Destination management responsibility	a	Documentary evidence showing relevant make-up and responsibilities of the group.	2	2.40
		b	A financial plan and budget showing current and future funding sources	3	
		c	Evidence of links and engagement with other bodies	3	
		d	Records of permanent staff and contracted personnel, indicating relevant experience.	3	
		e	Management guidelines and processes, which demonstrate awareness and adherence to sustainability principles and transparency in operations and letting of contracts.	1	
A2	A2 Destination management strategy and action plan	a	A published document setting out the current destination strategy and action.	2	1.40
		b	The strategy/plan clearly visible and available on- line.	1	
		c	Evidence of stakeholder consultation, meetings etc. in developing the plan.	2	
		d	Reference to sustainability principles and an assessment of assets, issues and risks, contained in the strategy and action plan.	2	
		e	Specific references in the strategy/action plan to wider sustainable development policy (including pursuit of the SDGs), and vice versa	0	

Appendix D. Summary Criteria Matrix

A3	A3 Monitoring and reporting	a	Specific quantifiable socio-economic, cultural and environmental indicators and targets identified.	0	0.50
		b	Measurement against these indicators, with results recorded and publicized at least annually.	1	
		c	Written evidence of monitoring and reporting of actions and outcomes.	1	
		d	Previous reviews of monitoring system and schedule for future reviews.	0	
A (b) Stakeholder engagement					
A4	A4 Enterprise engagement and sustainability standards	a	Evidence of regular communication of sustainability issues to tourism-related businesses (Media, meetings, direct contact etc.).	2	2.00
		b	Sustainability support and advice to tourism- related business – available and promoted.	2	
		c	Number and percentage of businesses certified against tourism sustainability standards (and whether GSTC recognized/accredited), with targets for wider outreach.	2	
		d	Evidence of promotion of certification schemes.	2	
		e	List of tourism-related certified enterprises, kept up to date.	2	
A5	A5 Resident engagement and feedback	a	Evidence of the promotion and facilitation of public participation in destination planning/management.	2	2.00
		b	Information on the type and level of such participation.	2	
		c	Surveys of residents and other systematic feedback mechanisms, covering tourism issues.	2	
		d	Evidence of action taken in response to residents’ feedback.	2	

Appendix D. Summary Criteria Matrix

		e	Program of information, education and training on tourism provided for residents.	2	
A6	A6 Visitor engagement and feedback	a	Visitor surveys (and other feedback mechanisms) – carried out and reported.	3	1.50
		b	Surveys and feedback include visitor reaction to sustainability issues.	1	
		c	Evidence of actions taken in response to visitor survey/feedback findings.	1	
		d	Examples of visitor information that covers sustainability issues and how to respond to them.	1	
A7	A7 Promotion and information	a	Current information and promotional material with appropriate content.	3	2.67
		b	A process exists for checking the accuracy and appropriateness of destination promotion and information.	3	
		c	Evidence of consultation with local communities and environmental and cultural bodies on communications content and delivery.	2	

A (c) Managing pressure and change					
A8	A8 Managing visitor volumes and activities	a	The destination management strategy and action plan address seasonality and spread of visitation.	1	1.80
		b	Variation in visitor volumes throughout the year is monitored, including in the most visited locations.	2	
		c	Impacts of visitor volumes and activities are identified through observation and community and stakeholder feedback	2	
		d	Actions taken to manage visitor flows and impacts.	2	
		e	Marketing strategy and selection of target markets takes account of visit patterns, the impact of activities and destination needs.	2	

Appendix D. Summary Criteria Matrix

A9	A9 Planning regulations and development control	a	Specific policies/regulations/ guidelines which control development – documented and identified by title and date.	3	2.20
		b	Impact assessment requirements are set out, covering environmental, economic, and socio-cultural impacts, at sufficient scale to address long term issues for the destination.	2	
		c	Specific regulations on property rental and operation for tourism, with evidence of their application and enforcement.	2	
		d	Evidence of public participation in the development of policies/regulations/guidelines.	3	
		e	Evidence of consultation with, and consent from indigenous people or minority ethnic groups when tourism development has been proposed or has occurred in their territories.	not appl.	
		f	Evidence of communication and enforcement of the policies/regulations/guidance, at planning, development and implementation stages	1	
A10	A10 Climate change adaptation	a	The destination management strategy and action plan identify and addresses climate issues.	3	3.00
		b	Regulations, guidelines and zoning for tourism development and activities accommodate the consequences of climate change.	3	
		c	A climate risk assessment, covering current and future risks – undertaken and made publicly available.	3	
		d	Evidence of consideration of impact on, and contribution of, local ecosystems to climate change adaptation.	3	
		e	Information on climate change that has been made publicly available.	3	
A11	A11 Risk and crisis management	a	A documented risk reduction, crisis management and emergency response plan for tourism in the destination.	0	0.75
		b	The plan recognizes a wide range of risks, including natural disasters, terrorism, health, resource depletion, and others appropriate to the location.	1	
		c	Communication procedures identified for use during and after an emergency.	1	

Appendix D. Summary Criteria Matrix

		d	Program for local delivery of information and training on risk and crisis management.	1	
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B) Socio-economic sustainability					Average per Criteria
B (a) Delivering local economic benefits					
B1	B1 Measuring the economic contribution of tourism	a	Program of economic data gathering.	3	3.00
		b	Annual reports on the direct and indirect economic contribution of tourism in the destination.	3	
		c	Data covering a range of measures of economic impact (e.g. volume, expenditure, employment, investment and spread of economic benefit in the destination).	3	
B2	B2 Decent work and career opportunities	a	Provision of relevant skills training programs/courses, available locally.	3	1.75
		b	Statements of commitment by tourism enterprises to the provision of decent work/ career opportunities.	0	
		c	Training and employment opportunities promoted to and taken up by local people, including women, young people, minorities and people with disabilities.	2	
		d	Channels for checking working conditions and receiving/handling grievances (e.g. involvement of labor unions).	2	
B3	B3 Supporting local	a	Advice, finance or other support – available in the destination for tourism-related SMEs.	3	2.40

Appendix D. Summary Criteria Matrix

	entrepreneurs and fair trade	b	Assistance with market access for local tourism- related SMEs.	2	
		c	Action to encourage and assist local tourism enterprises to purchase goods and services locally.	2	
		d	Initiatives to help local farmers, artisans and food producers to engage in the tourism value chain.	3	
		e	Local produce and crafts identified, promoted and available for sale to visitors in the destination.	2	
B (b) Social wellbeing and impacts					
B4	B4 Support for community	a	Support for local community and sustainability initiatives by local tourism enterprises is encouraged and facilitated.	2	2.33
		b	Schemes exist, and are promoted, for visitors to support local community and sustainability initiatives.	3	
		c	Volunteering and engagement with the community does not involve intrusion or exploitation.	2	
B5	B5 Preventing exploitation and discrimination	a	Reference (title, date) to specific laws that pertain in the destination regarding human rights, exploitation, discrimination and harassment.	3	1.75
		b	Evidence of communication and enforcement of above laws and related good practice (including to tourism enterprises and visitors).	2	
		c	Risk and impact analysis regarding human rights, including human trafficking, modern slavery and child labor – conducted regularly.	2	
		d	Destination and key tourism players are signatories to the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.	0	
B6	B6 Property and user rights	a	Reference (title, date) to specific laws that pertain in the destination regarding property rights and	3	3.00

Appendix D. Summary Criteria Matrix

			acquisitions and user and access rights to resources.		
		b	Reference in the above laws to communal and indigenous rights, public consultation and resettlement.	not appl.	
		c	Evidence of enforcement of the above laws in the context of tourism development and activity.	not appl.	
		d	Evidence of community consultation, consent and compensation.	3	
B7	B7 Safety and security	a	Security and health services are well established and active in the destination.	3	2.67
		b	The needs of visitors are identified and addressed in the delivery of security and health services.	3	
		c	Tourism facilities are inspected for compliance with safety and hygiene standards.	2	
B8	B8 Access for all	a	The existence of any regulations and standards regarding the accessibility of visitor sites, facilities and services.	3	3.00
		b	Consistent application of accessibility standards in public facilities.	3	
		c	Data on the extent/proportion of visitor sites and facilities that are accessible.	3	
		d	Evidence of programs to improve access for people with a range of access needs.	3	
		e	Information on accessibility included in communications about the destination as a whole.	3	
		f	Details of accessibility included in visitor information about key sites.	3	

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C) Cultural sustainability					Average per Criteria
C (a) Protecting cultural heritage					
C1	C1 Protection of cultural assets	a	Lists of cultural assets, including evaluation and indication of vulnerability.	1	1.67
		b	Program of rehabilitation and conservation of assets.	2	
		c	Mechanisms for using income from tourism to support conservation of cultural assets.	2	
C2	C2 Cultural artifacts	a	Reference to relevant laws relating to historical artefacts pertaining in the destination (title, date)	3	1.67
		b	Evidence of communication of relevant laws to tourism enterprises and visitors.	0	
		c	Evidence of enforcement of relevant laws.	2	
C3	C3 Intangible heritage	a	Identification and listing of intangible cultural heritage	2	2.25
		b	Examples of celebration and visitor experiences of intangible cultural heritage (events, distinctive products etc.).	3	
		c	Evidence of involvement of local and indigenous communities in developing and delivering visitor experiences based on intangible cultural heritage.	2	
		d	Feedback from visitors and local communities on delivery of intangible heritage experiences.	2	

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C4	C4 Traditional access	a	Monitoring of accessibility to natural and cultural sites for the local community.	3	3.00
		b	Evidence of engagement with the local community regarding traditional access.	not appl.	
		c	Specific action to protect and/or rehabilitate local community access.	3	
C5	C5 Intellectual property	a	Reference to laws on intellectual property pertaining in the destination (title, date).	1	0.67
		b	Communication of intellectual property rights to tourism stakeholders.	1	
		c	Evidence that intellectual property rights are protected in the development of cultural experiences for visitors.	0	
	C (b) Visiting cultural sites				
C6	C6 Visitor management at cultural sites	a	Monitoring of visitor flows and impact on cultural sites, with results shared across the destination.	1	1.00
		b	Evidence of action to manage tourism-related impacts in or around cultural sites.	1	
		c	Existence and distribution of published guidelines on visitor behavior at sensitive sites and cultural events and periodic monitoring of compliance.	2	
		d	A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at cultural sites.	0	
		e	Provision of training for guides.	1	
C7	C7 Site interpretation	a	Provision of informative interpretative material on site and in formats that are accessible pre-arrival.	1	2.00

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		b	Evidence that interpretative material has been well researched and is accurate.	3		
		c	Interpretation material that identifies the significance and sensitivity/fragility of sites.	1		
		d	Evidence of host community collaboration in preparation of relevant interpretative material.	3		
		e	Interpretative material available in relevant languages.	2		

D) Environmental sustainability					Average per Criteria
D (a) Conservation of natural heritage					
D1	D1 Protection of sensitive environments	a	List of natural heritage sites and assets, indicating type, conservation status and vulnerability.	3	2.50
		b	programs to conserve biodiversity and natural heritage.	3	
		c	programs to eradicate and control invasive species.	3	
		d	Action to identify, monitor and mitigate tourism impacts on biodiversity and natural heritage.	2	
		e	Mechanisms for using income from tourism to support conservation of natural assets.	3	
		f	Communications with visitors and enterprises on reducing spread of alien species.	1	

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D2	D2 Visitor management at natural sites	a	Monitoring of visitor flows and impact on natural sites, with results shared across the destination.	3	1.67
		b	Evidence of action to manage and mitigate tourism-related impacts in or around natural sites.	3	
		c	Existence and distribution of published guidelines on visitor behavior at sensitive sites, and periodic monitoring of compliance.	2	
		d	A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at natural sites.	0	
		e	Cooperation with local conservation bodies to identify environmental risks associated with tourism and measures to reduce them.	0	
		f	Provision of training for guides.	2	
D3	D3 Wildlife interaction	a	Reference (title, date) to international, national and local laws that apply in the destination regarding interaction with wildlife.	2	1.33
		b	Endorsement of international standards for wildlife viewing for both marine and terrestrial species.	2	
		c	Distribution of a code of practice for wildlife interaction, including viewing, which reflects international standards.	1	
		d	System for checking compliance with regulations, and code of practice amongst tourism operations.	0	
		e	Actions to monitor wildlife wellbeing and minimize disturbance, in locations where interactions occur.	2	
		f	Provision of information to visitors on harmful wildlife interaction, such as touching and feeding.	1	
D4	D4 Species exploitation and animal welfare	a	Reference (title, date) to specific international, national and local laws, standards and guidelines that apply in the destination regarding animal welfare and conservation of species.	1	1.57

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		b	Notification of laws, standards and guidelines to tourism enterprises and guides.	1	
		c	A system for inspection of the conditions of captive wildlife and domestic animals, including their housing and handling.	3	
		d	Licensing and checking of qualifications of personnel responsible for captive wildlife.	3	
		e	Action to promote the Convention on International Trade in Endangered Species (CITES) in the tourism sector and to ensure compliance with it.	0	
		f	Provision of information to visitors on avoiding trade in endangered species, e.g. in purchase of souvenirs derived from threatened species of wildlife notified by IUCN or CITES.	0	
		g	Enforcement of legislation to ensure that any hunting activity is part of a scientifically based, properly managed and strictly enforced approach to conservation.	3	
D (b) Resource management					
D5	D5 Energy conservation	a	Energy consumption targets are publicized and promoted.	3	3.00
		b	Program to increase energy efficiency – e.g. promoting and supporting insulation.	3	
		c	Investment in renewable energy and percent of total provision/consumption.	3	
		d	Support and incentives for energy monitoring and reduction by enterprises.	3	
D6	D6 Water stewardship	a	Provision of guidance and support for monitoring and reduction of water usage by enterprises.	3	2.40
		b	Program to regularly assess water risk.	3	

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		c	Setting, publication and enforcement of water stewardship goals, where water risk has been assessed as high.	3	
		d	Monitoring and control of sources and volume of water used for tourism purposes and its effect on local communities and ecosystems. Promotion and checking of adherence to goals by tourism enterprises.	1	
		e	Visitor information on water risk and minimizing water use.	2	
D7	D7 Water quality	a	Program of water quality monitoring.	3	
		b	Existence of data and reports on water quality.	3	
		c	Monitoring bathing water, with certification and identification of sites reaching set standards.	3	
		d	Evidence of actions to improve water quality.	3	
		e	Information for visitors on quality of local drinking water, to encourage use as alternative to bottled water.	3	
D (c) Management of waste and emissions					
D8	D8 Wastewater	a	Written guidelines and regulations on wastewater treatment.	3	
		b	System of enforcing guidelines amongst enterprises.	3	
		c	Monitoring/testing of released wastewater.	3	
		d	Provisional of sustainable municipal water treatment systems, for use by the tourism sector, where practical and appropriate.	3	

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D9	D9 Solid waste	a	Waste monitoring program, with results and targets published.	3	2.38
		b	Coordinated campaign/advice/support with tourism enterprises on waste management, including food waste.	1	
		c	Campaign to reduce/eliminate single use items, especially plastics.	2	
		d	Waste management program for public offices and facilities.	3	
		e	Provision of a collection and recycling system, with at least four streams (i.e. organic, paper, metal, glass and plastic).	3	
		f	Provision of sustainable system for disposal of residual waste.	3	
		g	Campaign to eliminate dropping of litter, including by visitors, and to keep public spaces clean.	2	
		h	Adequate bins for separated waste disposal.	2	
D10	D10 GHG emissions and climate change mitigation	a	Published target for percentage of emissions reduction by specified date.	3	2.40
		b	Annual climate report, including monitoring and mitigation actions.	3	
		c	Supported campaign or other engagement with tourism enterprises on reduction and mitigation of emissions.	3	
		d	Action to reduce emissions from public sector operations.	3	
		e	Information for enterprises and visitors on offsetting schemes that meet recognized standards.	0	
D11	D11 Low-impact transportation	a	Investment in more sustainable transport infrastructure, including public transport and low emissions vehicles.	3	2.17

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		b	Information promoted to visitors on alternative transport options to and within the destination	2	
		c	Data on visitor use of alternative transport modes.	2	
		d	Improvement and promotion of cycling and walking opportunities.	3	
		e	Prioritization of visitor markets accessible by short and more sustainable transport options.	1	
		f	Public sector and tourism enterprises prioritize low-impact transportation in their own operations.	2	
D12	D12 Light and noise pollution	a	Guidelines on light and noise pollution – produced and promoted to tourism enterprises.	2	
		b	Identification and monitoring of potential sources of noise and light pollution related to tourism.	3	2.67
		c	Mechanisms to enable residents to report noise and light pollution, with follow-up action.	3	
A=11		Total Criteria per category	A = 51		Total Indicators per category
B=8			B= 32		
C=7			C =26		
D=12			D =65		
38	Total Criteria	174	Total Indicators		