

## STAFF REPORT

TO: Summit County Council  
FROM: Janna Young, Interim County Manager  
MEETING DATE: October 5, 2022  
SUBJECT: Park City Chamber of Commerce, Visitors  
Bureau Sustainable Tourism Plan  
Proclamation



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### Recommended Council Action

Consider a proclamation in support of Park City Chamber of Commerce, Visitors Bureau's Sustainable Tourism Plan.

### Background

Summit County and Park City are recognized worldwide as preeminent visitor destinations — home to the beautiful Wasatch and Uinta Mountains, renowned ski resorts, and charming small towns. Yet, as robust as the tourism industry is in the county, there are indications that the current state may become out of balance. The Park City Chamber of Commerce, Visitors Bureau has led a process to develop a [Sustainable Tourism Plan](#) which intends to create a future where community and environmental needs are considered with the same weight as economic benefits, resulting in a thriving and welcoming community.

Developing the Sustainable Tourism Plan involved a number of steps, including a Global Sustainable Tourism Council Assessment, stakeholder (public) engagement surveys and interviews, and establishing a Stewardship Council, on which several members of Summit County leadership and staff participated. This effort has identified stewardship principles, and objectives of the Sustainable Tourism Plan, which are outlined below.

### Stewardship Principles

1. Value and respect the health of our local environment and natural resources
2. Foster our local spirit, our values, our sense of place, and the well-being of our community—residents, employers, employees, and visitors alike
3. Ensure that benefits of the visitor economy are shared equitably by people of all races, ages, gender identities, sexual orientations, abilities, income levels, and by Summit County's communities
4. Enable Summit County's tourism industry to lead by example, championing tourism's benefits, mitigating its impacts, and harnessing its regenerative power for the community and the environment
5. Be bold, creative, and action-focused, supporting transparency and measurable outcomes

### Objectives

1. Cultivate local pride and respect for the Park City / Summit County experience.
2. Implement sustainable transportation, housing, water, energy, and waste management policies and initiatives.
3. Protect and manage our natural environment to enable sustainable outdoor recreation.
4. Ensure the long-term resilience of the Park City / Summit County economy.
5. Equalize the economic benefits and mitigate impacts of the visitor economy.
6. Leverage messaging and programming to accelerate sustainable tourism.

7. Foster the development and management of Summit County's art and culture tourism assets.

While the Park City Chamber of Commerce, Visitors Bureau continues to successfully promote Park City as a resort destination, the Sustainable Tourism Plan will also ensure the inclusion of community members to manage our cultural and natural assets where everyone- including visitors- contributes to achieving balance.

The Park City Chamber of Commerce, Visitors Bureau presented the Sustainable Tourism Plan at the joint meeting between the Summit County Council and Park City Council on September 27, 2022. They have requested that both Summit County and Park City adopt proclamations recognizing and supporting the Sustainable Tourism Plan.

Attached, please find a draft proclamation for Council consideration and approval, as well as the Sustainable Tourism Plan.



Proclamation No. 2022-10

**PROCLAMATION RECOGNIZING  
Park City Chamber of Commerce, Visitors  
Bureau's  
SUSTAINABLE TOURISM PLAN  
SUMMIT COUNTY, UTAH**

**WHEREAS**, Summit County and Park City are recognized worldwide as preeminent visitor destinations—home to the beautiful Wasatch and Uinta Mountains, renowned ski resorts, premier outdoor recreation amenities, and charming small towns; and

**WHEREAS**, as robust and important as the tourism economy is to Summit County, there is evidence that the current state is out of balance and is not sustainable; and

**WHEREAS**, the Park City Chamber of Commerce and Visitors Bureau has led a process to develop a Sustainable Tourism Plan with the intent of creating a future where community and environmental needs are considered with the same weight as economic benefits, resulting in a thriving and welcoming community and more sustainable tourism economy; and

**WHEREAS**, as the Park City Chamber of Commerce, Visitors Bureau continues to successfully promote Summit County as a resort destination, the Sustainable Tourism Plan will ensure the inclusion of community members to manage our cultural and natural assets where everyone—including visitors- contribute to achieving balance; and

**WHEREAS**, the development of the Sustainable Tourism Plan involved a number of steps including a Global Sustainable Tourism Council Assessment, stakeholder (public) surveys and interviews, and establishing a Stewardship Council, on which several members of the Summit County leadership team and staff participated; and

**WHEREAS**, the Sustainable Tourism Plan identifies Stewardship Principles and Objectives, such as respecting the health of the local environment, fostering local spirit, ensuring the benefits of our visitor economy benefit all, and cultivating local pride and respect for the Park City/Summit County experience, among others; and

**WHEREAS**, Summit County identifies with and supports the principles and objectives of the Sustainable Tourism Plan.

**NOW, THEREFORE, BE IT RESOLVED** that the Summit Council hereby recognizes the Park City Chamber of Commerce, Visitors Bureau’s Sustainable Tourism Plan and appreciates the effort they and many community members, business leaders, municipal and County representatives, and others undertook to produce this plan.

APPROVED AND ADOPTED this 5<sup>TH</sup> day of October, 2022 by  
THE SUMMIT COUNTY COUNCIL

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Christopher F. Robinson, Chair

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Roger Armstrong, Vice-Chair

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Glenn Wright

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Doug Clyde

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Malena Stevens

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Eve Furse, Clerk