



WORKING TOGETHER
TO MAKE A STRONG ECONOMY

park city

YES. ALL THAT.

ANNUAL REPORT 2016



OUR MISSION Promote the Park City and Summit County area as a historic, all season mountain resort community with an ongoing Olympic legacy. Enhance our guests' experience and our economic vitality.

BOARD OF DIRECTORS
(2016-2017)

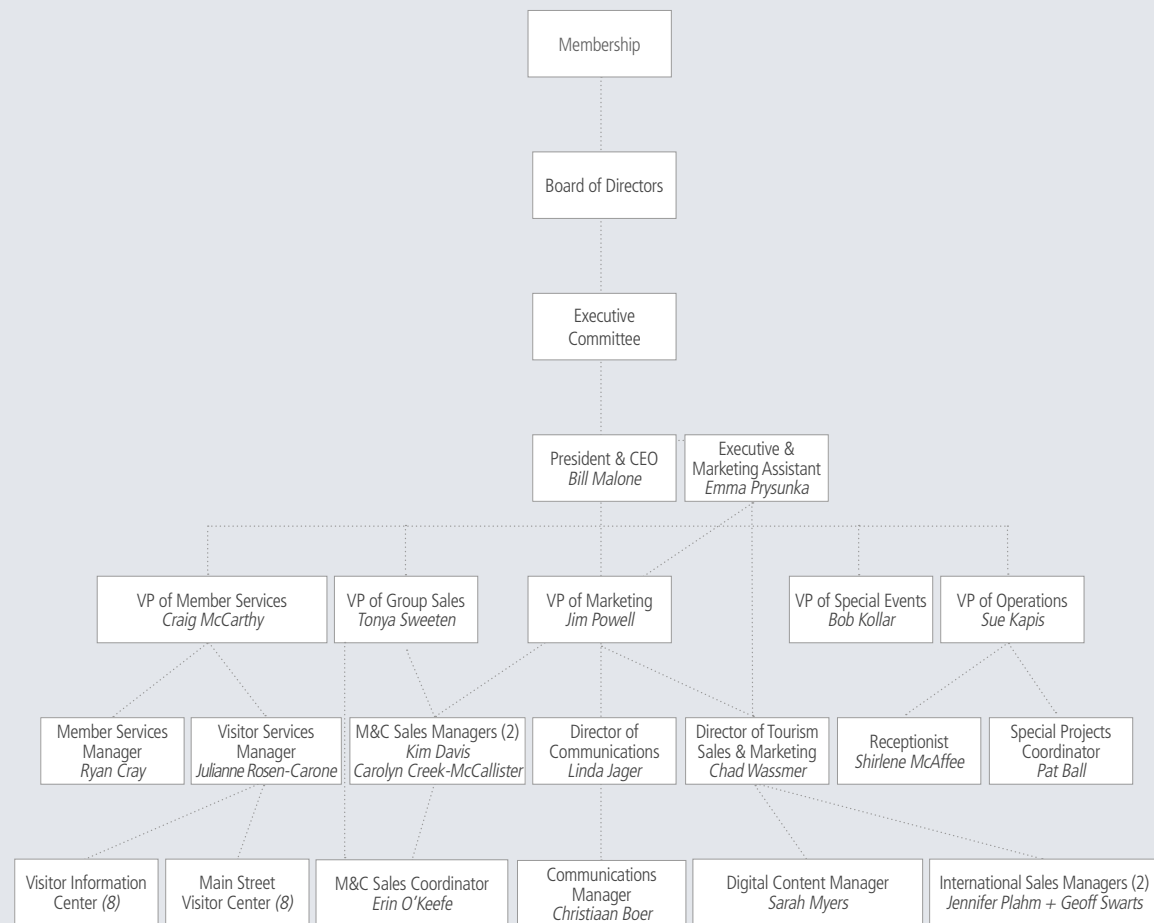
ALLISON BOWMAN Sundance Institute	DAN FLICK Stein Eriksen Lodge	CLAUDIA MCMULLIN Summit County Council
CATHERINE CIMOS Grand Valley Bank	*ANDREW GARLAND Summit Water	CASEY METZGER Top Shelf Services
CALUM CLARK USSA	NANCY GARRISON Park City School Board	SANDRA MORRISON Park City Museum
JUDY CULLEN Salt Lake Brewing Company	TIM HENNEY Park City – City Council	DONNIE NOVELLE Park City Transportation
MATT DIAS Park City Municipal	STEVEN HOOKER Cushman & Wakefield	DAVY RATCHFORD Park City Mountain Resort
*EILEEN DUNN Done To Your Taste Catering	SCOTT HOUSE Jans LTD	*LIZA SIMPSON Dolly's Bookstore
EMILY ELLIOTT KPCW	STEVE ISSOWITS Deer Valley Resort	MAXINE TURNER Cuisine Unlimited
*CHRIS EGGLETON Newpark Resort	BRUCE "GOOSE" JUHL All Seasons Adventures	*JEFF WARD Silver Star Café
MARK FISCHER FischerWest, LLC	BECKY KEARNS Individual Member	*SARA WERBELOW Chateaux Realty
*TOM FISHER Summit County	*BILL MALONE Park City Chamber/Bureau	CANDICE WILSON Tanger Outlet Center

*Executive Committee Member

CHAMBER/BUREAU MARKETING COUNCIL
(2015-2016 FISCAL YEAR)

MIKE CREMENO Ski Butlers	LINCOLN HOFFMAN Resorts West	COLEEN REARDON Deer Valley Resort
CHRIS EGGLETON Newpark Resort	PAMELA GRAVES-LONGLEY LeisureLink	TARA SEVERSON Park City Mountain Resort
SUSIE ENGLISH Deer Valley Resort	DAVY RATCHFORD Park City Mountain Resort	ROBIN WHITNEY Whitney Advertising & Design

PARK CITY CHAMBER/BUREAU ORGANIZATION CHART



A MESSAGE FROM OUR CHAIRMAN

TURNING CHALLENGES INTO OPPORTUNITIES



It is my pleasure to present to you the Annual Report for the 2015/16 fiscal year. I hope you will take a few minutes to peruse the information contained in the document as it represents some of the fine work done by the Chamber/Bureau staff and volunteers.

This has been a strong year for the economy in Park City, and this success would not be possible without the members of our business community. The significant amount of capital invested by new companies and longtime Park City staples have clearly had a positive impact on our economy.

This past year was one of making great strides ... and with growth comes challenge. Whether it be elevating Park City's presence on an international scale or finding innovative ways to help our members with workforce issues, the Chamber/Bureau staff and volunteer leadership are working hard to turn each challenge into an opportunity.

I am very proud to have had the opportunity to serve as board chair this past year, and am confident that our leadership will continue to guide the organization in a positive direction.

Thanks, and all the best to you!

Andy Garland
Chairman of the Board
Park City Chamber/Bureau

2016 KEY STRATEGIC INITIATIVES:

- Drive Visitation
- Enhance Membership & Member Relations
- Strengthen Our Organization
- Protect & Enhance Our Economic Environment

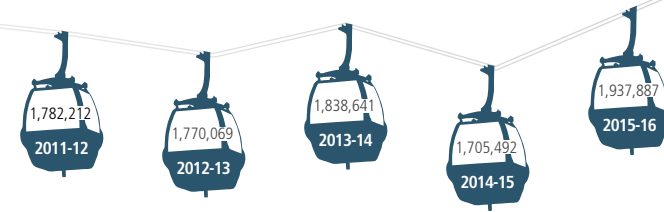
OUR VALUES:

- Accountable
- Collaborative
- Strategic
- Customer Service Centric
- Results Oriented
- Innovative
- Professional



MARKETING

SKIER DAYS
Park City Mountain Resort
+ Deer Valley Resort



New Tagline:
YES. ALL THAT.

New Early Season Awareness:
NOVEMBER/DECEMBER

New Winter Landing Page:
VISITPARKCITY.COM/WINTER

Total Landing Page Sessions:
86,107

Total Referrals To Properties:
50,867/12% INCREASE

New Magazine to Showcase Our Community:
VISIT PARK CITY

MLK Holiday Campaign Lodging Nights:
5 DAYS/5% INCREASE

THE MISSION OF THE CHAMBER/BUREAU'S MARKETING DEPARTMENT IS TO DRIVE FIRST-TIME OVERNIGHT VISITATION TO PARK CITY AND SUMMIT COUNTY. This is accomplished through campaigns and promotions utilizing various forms of media, including print, television and digital channels.

BRAND STUDY

As a result of focus group research conducted in June 2015, the Chamber/Bureau went through a branding study that resulted in a new brand positioning statement. This statement led the way for a new winter marketing campaign that focused on all that Park City has to offer. It included new creative, messaging and a new tagline - *Yes. All That.*

WINTER MARKETING CAMPAIGN

Our winter marketing campaign included a network TV commercial buy in our top markets of Los Angeles, New York, Chicago, Washington DC and Atlanta. Due to booking patterns, we historically ran our commercials in January and the first part of February. This year, we took a different approach to bring awareness of Park City to travelers researching and booking their winter vacations in the early season and split the timing of our buy into two flights. The first flight aired in November and first part of December, with a pause during the holidays. The second flight resumed in January and ended the first half of February. We also had a robust digital campaign that ran nationally through various ad networks and social channels, as well as print ads in many lifestyle and winter publications. Our call-to-action was our new winter landing page, *VisitParkCity.com/winter*. The landing page received a total of 86,107 sessions throughout the campaign and a total of 50,867 referrals to properties from the JackRabbit search engine, which is a 12% increase over last season.

VISIT PARK CITY MAGAZINE

In order to convey all that Park City has to offer and the exciting changes that happened in our community, we partnered with Mountain Media to produce a *Visit Park City* Magazine. This 28-page publication was inserted in 130,000 issues of Mountain Magazine's winter edition. We also mailed copies of the magazine to 20,000 households in our database and had 5,000 copies to use for brochure request fulfillment. Consumers could also view and request a copy of the magazine through our website.

MLK HOLIDAY DIGITAL CAMPAIGN

Building upon last year's Martin Luther King (MLK) holiday marketing campaign, we implemented a similar campaign targeting southern California. The campaign drove consumers to our MLK landing page, *VisitParkCity.com/MLK*, where tourism members were able to upload special offers valid during the MLK holiday. The campaign was successful with a 5% increase in lodging nights over five days year-over-year and nearly twice the amount of visits to the landing page compared to last year.



Park City Guides +
NEW *Visit Park City* Magazine

OVERNIGHT VISITATION

Fiscal Year: July 1, 2015 – June 30, 2016

	2015	2014	% Change
JULY	335,963	320,302	4.9%
AUGUST	311,947	301,900	3.3%
SEPTEMBER	253,886	204,900	23.9%
Total 3rd Qtr.	901,796	827,102	9.0%
OCTOBER	217,186	180,612	20.3%
NOVEMBER	157,164	146,759	7.1%
DECEMBER	311,546	289,631	7.6%
Total 4th Qtr.	685,896	617,002	11.2%
	2016	2015	% Change
JANUARY	384,499	387,314	-.7%
FEBRUARY	397,004	369,879	7.3%
MARCH	396,795	384,791	3.1%
Total 1st Qtr.	1,178,298	1,141,984	3.2%
APRIL	130,583	148,564	-12.1%
MAY		Not available at press time	
JUNE		Not available at press time	
Total 2nd Qtr.	130,583	148,564	-12.1%
Fiscal Year-To-Date Total	2,896,573	2,734,652	5.9%

WEBSITE STATISTICS

Calendar Year – *VisitParkCity.com*

	2015	2014	% Change
Total Visits	1,196,944	1,099,748	8.8%
Visitors	836,982	769,209	8.8%
Page Views	2,995,265	2,865,382	4.5%
New Visitors*	68.5%	67.7%	1.2%

*Visitors that have not been to the Chamber/Bureau website in 2+ years

SOCIAL MEDIA STATISTICS

Calendar Year – *@VisitParkCity*

	January 2016	January 2015	% Change
f Facebook	59,043	52,551	12%
t Twitter	8,833	7,190	22%
@ Instagram*	7,757	1,835	322%

*In May 2016, we reached 10,000 Instagram followers



Print Ads



NEW WEBSITE VISITORS

Calendar Year – *VisitParkCity.com*

	2015	2014	% Change
United States			
New York	37,030	31,502	17.6%
California	120,831	83,045	45.5%
Texas	45,270	37,310	21.3%
Florida	32,841	30,184	8.8%
Illinois	23,847	20,197	18%
International	2015	2014	% Change
UK	7,628	10,033	-26.2%
AUS	13,947	5,864	137.8%
Brazil	4,139	5,522	-25%
Mexico	4,114	3,762	9.4%
Germany	3,323	3,728	-11%



NEW Website
VisitParkCity.com

COMMUNICATIONS

Media Outreach Tours to Major Media Markets:
11 TOURS/8 MARKETS

Journalists Met During Outreach Tours:
364

Hosted Domestic Media Visits:
**151 GUESTS/
 57 FIRST-TIME PRESS VISITS**

Editorial Coverage Secured:
**74% MOST-WANTED
 MEDIA OUTLETS**

"Unpaid Media" Publicity Value,
 July 2015-June 2016:
\$32,659,952
 (63% INCREASE OVER FY 2014-2015)

Source: BurrellesLuca, Cision, TVEyes

THE CHAMBER/BUREAU'S COMMUNICATIONS TEAM WORKS IN COLLABORATION WITH OUR MEMBERS TO SHOWCASE PARK CITY AS A YEAR-ROUND VACATION DESTINATION TO DOMESTIC MEDIA, WHICH INCLUDES PRINT, BROADCAST AND ONLINE MEDIA PLATFORMS.

2015-2016 MEDIA ACCOLADES

The New York Times

52 Places-to-Go in 2016
 • Park City (#12)

Fodor's Travel

Fodor's Go List 2016
 • Park City & Utah named as top destination to visit

WORLD SKI AWARDS

2015 World Ski Awards
 • Deer Valley Resort:
 - United States' Best Ski Resort
 • Stein Eriksen Lodge:
 - World's Best Ski Hotel

USA TODAY

Top Ski Resorts in North America 2015
 • Park City Mountain Resort (#1)
 • Deer Valley Resort (#13)

TRAVEL+LEISURE

2015 Readers' Choice Awards
 • World's Best Hotels in the Continental U.S. (with 40 rooms or more)
 - Stein Eriksen Lodge (#14)
 • World's Best Family-Friendly Resorts:
 - Montage Deer Valley (#15)

Sunset

2015 Sunset Travel Awards
 • Best Ski Destination in the U.S.

Condé Nast Traveler

2015 Readers' Choice Awards
 • Friendliest City in the U.S.
 • Best Food Cities in the U.S. (#4)
 • Best Small Cities in the U.S. (#3)
 • Top 100 Hotels in the World:
 - St. Regis Deer Valley (#27)
 - Stein Eriksen Lodge (#30)
 - Hotel Park City (#32)
 - Montage Deer Valley (#82)
 • Top 15 Hotels in the West:
 - The Chateaux Deer Valley (#6)
 • Top 25 Best Resorts in the U.S.:
 - St. Regis Deer Valley (#8)
 - Stein Eriksen Lodge (#10)
 - Hotel Park City (#12)
 - Montage Deer Valley (#25)
 • Top 20 Resorts in the West:
 - St. Regis Deer Valley (#4)
 - Stein Eriksen Lodge (#5)
 - Hotel Park City (#6)
 - Montage Deer Valley (#7)
 - Hyatt Escala Lodge (#10)
 - Lodges at Deer Valley (#12)
 - Waldorf Astoria (#13)

Forbes

Top Ski Resorts in North America 2015
 • Park City Mountain Resort (#10)



2015 Readers' Choice 10 Best Lists
 • Best Hotel Restaurants:
 - Stein Eriksen Lodge's Giltretind Restaurant (#4)
 • Best Après Ski Bar:
 - No Name Saloon (#2)
 - High West Distillery (#4)
 • Best General Food Festivals:
 - Park City Food & Wine Classic (#4)
 • Best Celebrity-Owned Restaurants:
 - Robert Redford's Zoom (#6)
 • Best Outdoor Music Venues:
 - Deer Valley's Snow Park Amphitheater (#10)

CookingLight

Top 50 Farmer's Markets in the U.S.
 • Park Silly Sunday Market



2015 Ride Center Designation
 • Park City was once again named as an International Mountain Bicycling Gold-Level Ride Center

MEMBER SERVICES

THE TWO-PERSON MEMBER SERVICES DEPARTMENT IS RESPONSIBLE FOR A WIDE VARIETY OF ACTIVITIES AND PROGRAMS DIRECTLY RELATED TO THE CHAMBER/BUREAU'S 1,100+ MEMBERSHIPS.

RESPONSIBILITIES

- Planning, publicizing and implementing over 30 member events annually
- Producing and distributing frequent communications and newsletters to the membership
- Planning and implementing educational programs and workshops for members on a wide variety of topics
- Administering an extensive array of member benefit programs
- Creating the monthly membership billing, and the collection of past due annual membership dues
- Membership sales and retention



2015 Tourism Fall Forum



SHARE Park City hospitality training program



BENEFITS

- Listing on the Chamber/Bureau website
- Exclusive online members-only Business Education Video Library
- Regularly scheduled networking events at member businesses
- *Business Intelligence Report*, emailed monthly to all members
- *Chamber Member Marketplace* Newsletter
- Monthly "LIVE" educational workshops on topics important to members
- Online networking through the *Member-to-Member* LinkedIn Group
- SHARE Park City hospitality training program
- Exclusive health, dental, vision, RX, insurance and discount programs
- *Let's Put Park City on The Map* program with Google
- Tools For Business Success
- *Winter/Summer Guest Guides* for tourism members
- Membership mailing list
- Advance lodging projections

MAJOR MEMBER EVENTS

SUMMER	Annual Meeting • Oakley Rodeo & Social
WINTER	Economic Forecast Luncheon • Winter Kickoff Mixer & Activities Expo
SPRING	Professional Services Mixer & Expo • Summer Kickoff Mixer & Activities Expo • Job Fair
FALL	Job Fair • Tourism Fall Forum • TripAdvisor Seminars
YEAR-ROUND	Business After Hours Mixers • Educational Workshops & Webinars • New Member Breakfasts

Business After Hours Mixers:
1,100+ ATTENDEES

Attendance at Chamber/Bureau's Three Luncheons:
865 MEMBERS

Exhibited Products & Services at Expo/Trade Shows:
142 MEMBERS

Attendees at Oakley Rodeo Social & BBQ:
300 MEMBERS + THEIR FAMILIES

Attendees at Three Chamber/Bureau Annual Expos:
900+ ATTENDEES

Attendance at Educational Workshops:
OVER 200

Membership:
+2.1%

GROUP SALES

THE GROUP SALES DEPARTMENT SECURES GROUP LEADS THAT GENERATE ROOM NIGHTS AND MEETING REVENUE FOR PARTICIPATING PROPERTIES THROUGH MARKETING AND DIRECT SALES EFFORTS. The department's primary goal is to fill lodging rooms with group attendees outside of the winter season.

- Utilized various digital and print advertising channels to promote and increase interest in Park City as a meeting/group destination by driving traffic to *ParkCityMeetings.com*.
- Implemented a *monthly email marketing campaign* to complement direct sales efforts to reach meeting planners before, during and after an event or tradeshow.
- Utilizing a *promotion to reimburse airfare*, we encouraged meeting/group planners to consider Park City as a destination for their group/meeting by showing them firsthand the area's great accessibility, professional meeting properties and activities available for a group.
- Placed editorial articles/content in key meetings publications, including *Smart Meetings, Meetings & Conventions, Meetings Today* and *Successful Meetings Magazine*.
- The sales staff attended 20 meeting/group industry trade shows and events across the nation.
- Hosted a meeting planner familiarization trip for 20 planners during the *Thin Air Innovation Festival*. We hosted 65 personalized meeting planner site visits in 2015.

YEAR	LEADS	LEADS BOOKED	% OF LEADS BOOKED	TOTAL REVENUE
2014	360	122	34%	\$5,568,103
2015	405	91	20%	\$6,128,325

INTERNATIONAL

THE INTERNATIONAL DEPARTMENT PROMOTES AND MARKETS PARK CITY AND SUMMIT COUNTY WITH A CONSISTENT VOICE IN THE INTERNATIONAL TOURISM MARKETPLACE. Our goal is to build overall awareness and increase first-time overnight visitation to our destination from our top international markets. Through effective market research, over the past year we concentrated our efforts in Argentina, Australia, Brazil, the Dominican Republic, Germany, Mexico, New Zealand and United Kingdom. Our audiences are international tour operators, media, and consumers as well as key airline partners that service these markets.

- Executed sales missions in Argentina, Australia, Brazil, the Dominican Republic, Germany, New Zealand, Mexico and the United Kingdom (UK).
- Hosted 30 key journalists from Argentina, Australia, Brazil, Canada, Germany, Mexico, New Zealand, and the UK during the 2015-2016 winter season.
- Administered the *Two Resort International Pass (TRIP)*.
- Hosted 87 trade partners from Argentina, Australia, Brazil, Canada, the Dominican Republic, Germany, Mexico, New Zealand, Portugal, Switzerland, and the UK during the 2015-2016 winter season.
- Fulfilled international consumer requests that included lodging, transportation, activities, and other information about the Park City area.



The Chamber/Bureau co-hosted a travel agent event in São Paulo, Brazil with Delta Air Lines.

SPECIAL EVENTS

THE CHAMBER/BUREAU'S SPECIAL EVENTS DEPARTMENT WORKS WITH EVENT ORGANIZERS TO PROVIDE A ROBUST EVENTS CALENDAR that makes Park City and Summit County a better place to live and visit. Ongoing coordination with Park City Municipal, Summit County, and a number of agencies and associations ensures that events run smoothly and produce positive economic impact for the community. This department also annually administers a SPECIAL EVENT GRANT which provides event organizers an opportunity to receive financial and marketing support.

- \$400,000 in Special Event Grants were awarded to over 50 event organizers resulting in \$100 million of economic impact.
- Collaborated with the USSA, Park City Municipal, Summit County, Utah Olympic Park, Deer Valley Resort, Park City Mountain Resort, and the Utah Sports Commission to support the planning efforts for the *2019 FIS Freestyle Snowboarding and Freeskiing World Championship*.
- Hosted the Championship Stage of the *Tour of Utah* with the start/finish on Historic Main Street.
- Coordinated local television appearances for arts and culture partners to promote summer performances.
- With the help of a volunteer advisory board and a tireless organizing committee, the first-ever *Thin Air Innovation Festival* created a platform to incent small to medium-sized companies to host meetings in Park City in early April. Components of Thin Air included a keynote address by Kevin Plank, Founder and CEO of Under Armour; Breakfast Panel Discussions at each of the resorts and the UOP; a centrally located lounge for attendees to socialize and network; and a free concert for Thin Air attendees and the Park City community to celebrate the end of the *Thin Air Innovation Festival*, as well as the end of another successful winter season.



Thin Air Innovation Festival













VISITOR SERVICES

VISITOR SERVICES IS THE ARM OF THE CHAMBER BUREAU THAT SERVES THE VISITING PUBLIC. IT OPERATES TWO VISITOR INFORMATION CENTERS – one in the Kimball Junction area just off of I-80 at the intersection of SR-224 and Olympic Parkway Boulevard, and the second in the Park City Museum on Historic Main Street. Our Visitor Information Specialists interact with and serve many of the 215,000+ people who come through the doors of these two facilities each year.

- The two centers are staffed by 16 trained Visitor Information Specialists who participate in ongoing familiarization and site tours, allowing them to stay current on local visitor-pertinent information.
- Visitor Services is responsible for organizing and hosting the annual *Travel Rally Day BBQ* at the Kimball Junction Visitor Information Center. This event hosts over 200 guests, primarily members and employees in the Park City area hospitality industry.
- With the overall increase in visitor traffic at the Park City Museum over the past several years, staff hours at that facility have increased approximately 100%.
- There are ongoing special events at the Kimball Junction Visitor Information Center with special offerings for the area's non-profit community.
- With the increase in foot traffic at the Kimball Junction location, primarily due to increased business for Hugo Coffee, many infrastructure upgrades have been made. The A/V system has been upgraded, replacing systems that have already seen several thousands of hours of use.
- The northwest corner of the Kimball Junction Visitor Information Center was converted into a semi-private conference space that has served many members and coffee patrons.

	JULY 2014 - MAY 2015	JULY 2015 - MAY 2016	% CHANGE
KIMBALL JUNCTION VISITOR INFO CENTER	75,110	86,732	15.5%
MUSEUM/VISITOR INFO CENTER	109,406	115,989	6.0%

OUTREACH HIGHLIGHTS, FISCAL YEAR 2015-2016

2015		2016	
JULY	 <ul style="list-style-type: none"> - New Brand Position Statement - Park City Chamber/Bureau Annual Meeting - Annual Oakley Rodeo & Social - COMMUNICATIONS hosted six travel and golf journalists for a "Links & Libations" press trip highlighting the opening of <i>Canyons Golf</i> & the <i>PC Food & Wine Classic</i> 	JANUARY	 <ul style="list-style-type: none"> - MLK holiday marketing campaign - PC was listed as #12 on <i>The New York Times</i> list of 52 Places to Go in 2016 - Hosted 28 domestic press visits - COMMUNICATIONS hosted four top-tier travel & lifestyle journalists for a "Spahhh & Ski" press trip showcasing the best of PC skiing, pampering, and more
AUGUST	 <ul style="list-style-type: none"> - Park City named <i>Friendliest City in the U.S.</i> in <i>Condé Nast Traveler Readers' Choice Awards</i> - COMMUNICATIONS partnered with the <i>Tour of Utah</i> to host two national travel journalists for a weekend of world class cycling and the <i>Best of All Things Park City</i> 	FEBRUARY	 <ul style="list-style-type: none"> - Chamber/Bureau Economic Forecast Luncheon - INTERNATIONAL hosted 24 international media, tour operator and travel agent visits - COMMUNICATIONS earned \$5,150,178 in unpaid media coverage.
SEPTEMBER	 <ul style="list-style-type: none"> - Winter Vertical Publications Media Events in Colorado - INTERNATIONAL Sales Missions to the UK, Germany, Switzerland, Brazil and Argentina - COMMUNICATIONS participated in <i>Ski Utah's Annual NYC Media Tour</i>, meeting with over 60 travel and lifestyle journalists 	MARCH	 <ul style="list-style-type: none"> - GROUP SALES participated in the <i>MIC of Colorado Conference & Trade Show</i> in Denver - COMMUNICATIONS wrapped up a record-breaking winter media hosting season with 91 hosted media guests, of which 47 visited PC for the first time - GROUP SALES participated in the <i>Independent Planner Education Conference</i> in Austin
OCTOBER	 <ul style="list-style-type: none"> - GROUP SALES exhibited at the IMEX Incentive Show in Las Vegas - INTERNATIONAL Sales Mission to Mexico - <i>Winter Digital Advertising Campaign</i> launched - GROUP SALES hosted a meeting planner reception at the <i>Bon Appétit</i> tasting kitchen in New York City 	APRIL	 <ul style="list-style-type: none"> - INTERNATIONAL hosted the <i>Park City Area Lodging Association International FAM</i> with 24 participants - <i>Mountain Travel Symposium</i> in Keystone - <i>Thin Air Innovation Festival</i> - GROUP SALES exhibited at the <i>ASAE Springtime show</i> in Washington DC
NOVEMBER	 <ul style="list-style-type: none"> - Tourism Industry Fall Forum - <i>Winter Television Advertising Campaign</i> in five markets - GROUP SALES attended the <i>Rejuvenate Group Sales Show</i> in Dallas 	MAY	 <ul style="list-style-type: none"> - National Tourism Week Travel Rally Day - Locals & Pros – Meet & Eat Expo - INTERNATIONAL Sales Mission to Australia/New Zealand - New Chamber/Bureau website launched - GROUP SALES hosted a reception for meeting planners at AT&T Stadium in Seattle
DECEMBER	 <ul style="list-style-type: none"> - <i>Visit Park City</i> magazine in winter issue of <i>Mountain</i> magazine - GROUP SALES exhibited at the <i>Holiday Showcase Association Show</i> in Chicago - <i>Winter Kickoff Mixer & Activities Expo</i> 	JUNE	 <ul style="list-style-type: none"> - COMMUNICATIONS conducted a <i>New York City Media Outreach Tour</i> - <i>Summer Kickoff Mixer & Activities Expo</i> - GROUP SALES exhibited at the <i>HelmsBriscoe Annual Business Conference</i> in Phoenix - <i>Summer 2016 Marketing Campaign</i> underway - INTERNATIONAL attended the <i>2015 International Pow Wow</i> in New Orleans - GROUP SALES attended the <i>MPI Hosted Buyer Show & Convention</i> in Atlantic City

2016-2017 FINANCIALS

DEVELOPMENT OF THE CHAMBER/BUREAU'S ANNUAL BUDGET INVOLVES FULL BOARD OF DIRECTORS PARTICIPATION, including the examination of all income sources, operational and administrative costs, as well as an assessment of all marketing initiatives. Adoption of the budget and an acceptance of the annual audit by the Board of Directors ensures that the Chamber/Bureau's finances are in excellent order.

TOTAL INCOME: **\$9,248,500**

TOURISM FUNDING PARTNERS

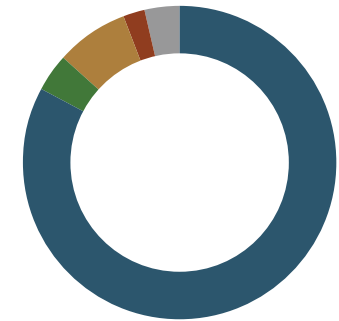
The extent of the Park City Chamber/Bureau's marketing efforts, which target first-time overnight visitors, would not have been possible without substantial support from several key partners. We are extremely grateful for these cooperative funds, which are awarded through a highly competitive and scrutinized process. These funds extend our marketing reach to our top markets, and also serve as an example of our destination's cooperative climate among our tourism partners. Examples of these funding partners over the last year include:

- \$237,500 grant from the Summit County Restaurant Tax Advisory Committee for network TV advertising in New York City, Los Angeles, Chicago, Atlanta, and Washington D.C.
- \$325,000 matching fund awarded from the Utah Office of Tourism Cooperative Marketing Program for television advertising.
- \$37,500 matching fund awarded from the Utah Office of Tourism Cooperative Marketing Program for the new *Visit Park City* Magazine.
- \$50,000 grant from the Summit County Restaurant Tax Advisory Committee for the 2016 ASAE Annual Meeting & Expo.
- \$65,000 partnership with the Park City Municipal Corporation to strategically work with events rights holders to maximize benefits and secure long-term customers through the hosting of events in our community.
- A \$22,900 grant from the Summit County Restaurant Tax Advisory Committee for marketing of the Park City stages of the 2015 Tour of Utah, a professional cycling race.
- Over \$100,000 of "in-kind" products and services provided by Chamber/Bureau members.

2016-2017 BUDGET

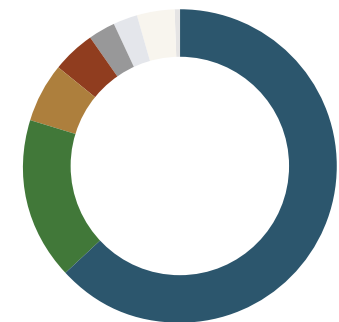
INCOME

- Transient Room Tax \$7,660,000 – 82.8%
- Membership Investments \$380,000 – 4.1%
- Grants/Partnerships* \$687,000 – 7.5%
- Prior Year Carryover \$200,000 – 2.2%
- Other \$321,500 – 3.4%



EXPENSES

- Marketing \$5,840,404 – 63.2%
- Administration \$1,541,176 – 16.7%
- Special Events \$550,813 – 6.0%
- Operations \$408,412 – 4.4%
- Member Services \$278,760 – 3.0%
- Visitor Information Services \$229,900 – 2.5%
- Economic/Business Services \$343,000 – 3.7%
- Other \$56,035 – 0.5%



*Summit County Restaurant Tax grant, Utah Office of Tourism grant, Park City Municipal Corporation special events partnership

TOTAL EXPENSES: **\$9,248,500**



park city
YES. ALL THAT.

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PO BOX 1630, PARK CITY, UT 84060
800.453.1360 // 435.649.6100 // F 435.649.4132
VISITPARKCITY.COM