

Economy Vision Statement:

“By 2060, the Central Wasatch Mountains achieve a balance of broadly shared economic growth, high-quality development that is attractive and sustainable, and transportation infrastructure that adds value and opportunity for visitors and residents. The Central Wasatch brand is clearly differentiated as premium, convenient, and unique in the world, with top-quality use and access options. Prioritized protection of natural and scenic resources ensures that quality of life and quality of experience are enhanced over the long term.”

Economy Goals, Metrics, and Targets

Goals/Metrics	Existing Condition	Future Trendlines (2040)	Targets for 2040*
An Ideal Mountain Economy Would:			
Goal 1: Grow the year-round, destination-based travel, tourism, and recreation economy.			
Total annual skier spending (current dollars)	\$751M	\$850M (+13%)	\$950M (+27%)
Annual summer vs. winter beds sold	1.5M vs. 1.8M	1.7M vs. 2M (+13%)	2.3M vs. 2.3M (+39%)
Goal 2: Maximize the tax revenue available to reinvest in improving and protecting Central Wasatch assets.			
Annual tourism-related tax revenue (current dollars)	\$185M	\$271M (+47%)	\$370M (+100%)
Annual public investment used to enhance the natural and built environments of the Central Wasatch	\$xx M	\$yy M	\$zz M
Goal 3: Continuously improve the quality of experience to ensure economic growth is sustainable.			
Total non-destination visits accommodated; perceived quality of visitor experience (Scale 1-5) <ul style="list-style-type: none"> Individual scaling and composite measurement of visual quality, natural integrity, variety of experiences, user conflict, and convenience of access 	2.5M; (Quality = 4)	3.5M; (Quality = 3)	3.5M; (Quality = 5)
Number of local population and airport visitors that can reach key destinations in project area without an automobile in less than an hour	<i>Econ Group to ID key destinations</i>	Local Population = xxx Airport Visitors = yyy	Local Population = xxx+n Airport Visitors = yyy+n
Goal 4: Improve quality of life for residents.			
Total assessed value (current dollars) of properties within ¼ mile of key Mountain Accord investments	<i>Econ Group to ID key investments and estimate assessed value in buffer area.</i>	No Mountain Accord investments assumed; future valuation TBD based on market-driven development within buffer.	TBD
Ability of Central Wasatch to help attract new jobs, support organic growth in existing businesses, and catalyze personal income growth overall (Scale 1-5)	4	3	5
*These are conceptual examples of targets			

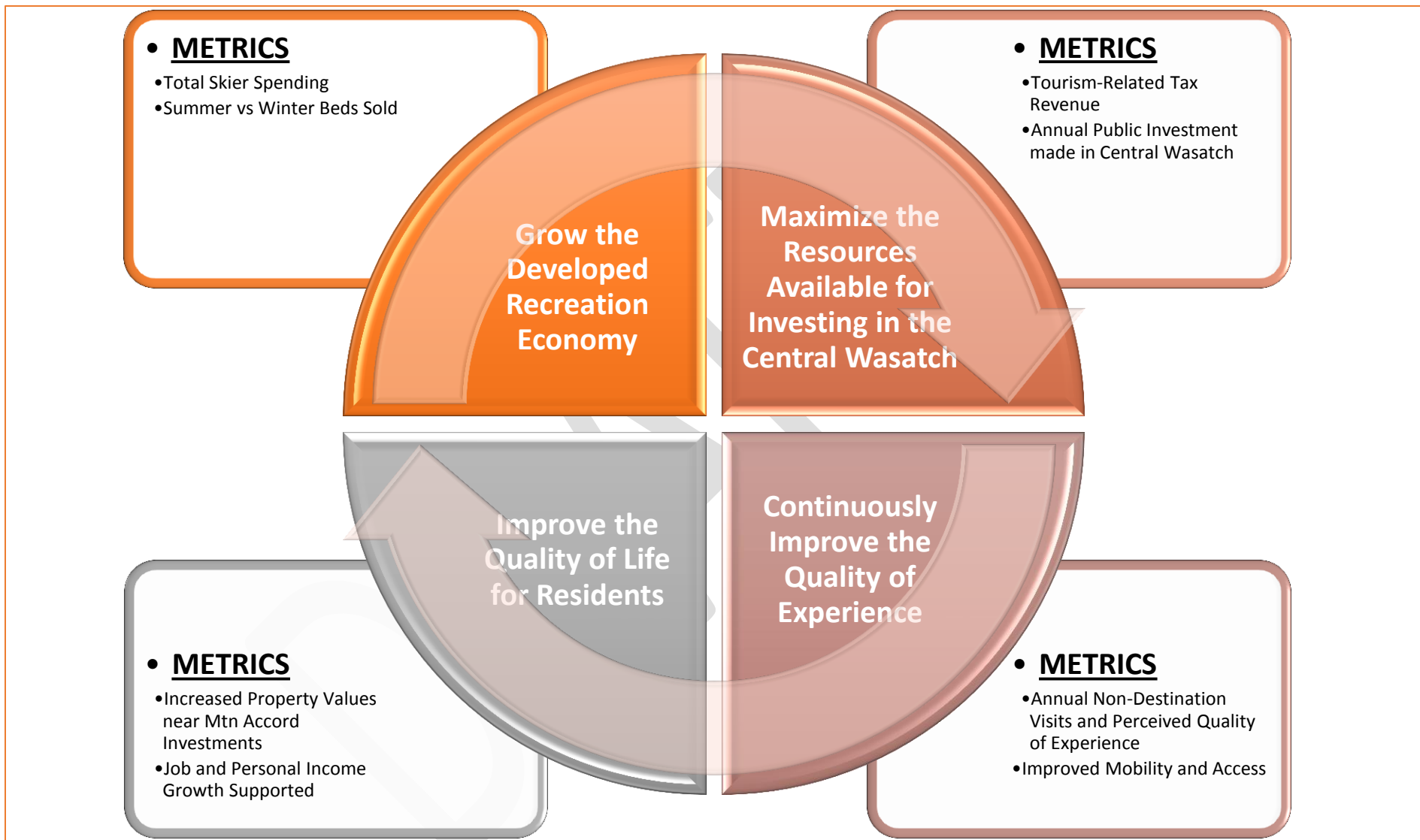
Why this Vision and these Goals?

This Vision Statement was developed in collaboration with the Economy System Group, and reflects consensus thinking about the features of an Ideal Mountain Economy. The Group agrees that the four stated goals represent the best ways to pursue the Vision within the decision space the Mountain Accord process can provide. Our “Mountain Accord: Strengthening the Regional Economy” graphic illustrates key relationships between these goals:

- Growing the developed recreation economy builds tax revenue resources that can be used for investing in the Central Wasatch.
- Increased investment in the built and natural environments of the Central Wasatch can improve the quality of experience for visitors and residents.
- An improved quality of experience leads to an increased quality of life for residents, who enjoy greater economic potential, a better environment, better mobility, and better recreation opportunities.
- Increased quality of life helps maintain and attract businesses that supply job and income growth opportunities. Low unemployment and high-paying jobs create more dispensable income that residents can invest in (among other things) enjoying the world-class assets and amenities available in the Central Wasatch.

Key 2040 Assumptions to Observe when Idealizing the Economy System:

1. Population will grow from 1.14M to 1.64M (+500K or 44%)
2. Visitor use will increase by these approximate amounts without any intervention:
 - a. Forest Visits from about 2.5M to 3.5M (+1M), avg visit worth ~\$20
 - b. Ski Visits from 3.17M to 3.57M (+400K or 13%) at 7 resorts, avg is \$237/visit between local and destination visits.
 - c. Summer Destination Visits from about 1.5M to 2.5M (+1M or 67%); avg daily visit worth \$295.
3. Intervention (e.g., transit, recreation, development, marketing, and policy improvements) would increase the volume of visits, the value of visits, or both.



Mountain Accord: Strengthening the Regional Economy