



MOUNTAIN ACCORD

# Economy System Group

## Meeting #5

July 22, 2014



# Meeting #5 Outcomes



1. Member Poll on Metrics
2. First cut at Idealized Systems
3. Feedback on support needed

# Meeting #5 Agenda



1. Message from Executive Board and Private Lands Subcommittee Introduction
2. Presentation: Improving Utah's Ski Tourism
3. Vision and Goals: Polling Results
4. Goal 4 and Metrics: Discussion and Polling
5. Mapping Exercise on Idealized Systems
6. Action Items and Closing

# Vision: Polling Results



*The System Group voted informally with a show of hands on their level of concurrence with the Vision statement to be revised based upon input from the last system group meeting.*

## **64 System Group Members/33 Participated**

Concur: 32 votes

Concur with minor point of contention: 1 vote

Disagree with outcome but consent to move forward: 0 votes

Dissent: 0 votes

Waive or Abstain: 0 votes

# Goals: P



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**Goal 1:** No change. *General agreement reflected from verbal poll and show of hands.*

**Goal 2:** Suggest change to read “Invest in revenue.” Edit goal to read “Maximize the revenue.” Edit goal to read “Invest in improving and protecting Central Valley watersheds.” *General agreement reflected from verbal poll and show of hands.*

**Goal 3:** Suggest change to read “Improve the quality of experience to visitors.” Edit goal to read “Improve the quality of promote sustainable economic growth.” This change will address backcountry uses. *General agreement reflected from verbal poll and show of hands.*

**Goal 4:** *A vote will be taken today.*

**Proposed Goal 5 (add):** Someone in the group expressed a desire to add a goal to protect natural resources/protect the watershed. *A verbal poll was taken to solicit agreement with this proposal. Consensus was not achieved and the proposal was dropped.*

# Economy Metrics



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An Ideal Central Wasatch Economy Would:	Measurement Unit
<b>Goal 1: Grow the year-round, destination-based travel, tourism, and recreation economy.</b>	
Metric 1: Total annual skier spending	\$ (current)
Metric 2: Quarterly hotel utilization	% occupancy and \$ REVPAR
<b>Goal 2: Maximize the financial resources available to reinvest in improving and protecting Central Wasatch assets.</b>	
Metric 1: Annual tourism-related tax revenue	\$ (current)
Metric 2: Assessed value of all urban property within ¼ mile of key Mountain Accord investments	\$ (current)
Metric 3: Annual public investment used to enhance the natural and built environments	\$ (current)
<b>Goal 3: Improve the quality of experience for residents and visitors.</b>	
Metric 1: Total day use visits accommodated; perceived quality of visitor experience	# Visits at 4 to 5 quality rating
Metric 2: Visitors that can reach key destinations without an automobile in less than an hour	# of resident visitors; # of hotel visitors
<b>Goal 4: Improve quality of life for residents.</b>	
Metric 1: Resolves land-use and property-rights conflicts	Policy/Qualitative Eval
Metric 2: Compatibility with historic objectives of communities	Qualitative Evaluation
Metric 3: People want to live here; attractive for employers/employees	Qualitative Evaluation

# System Group

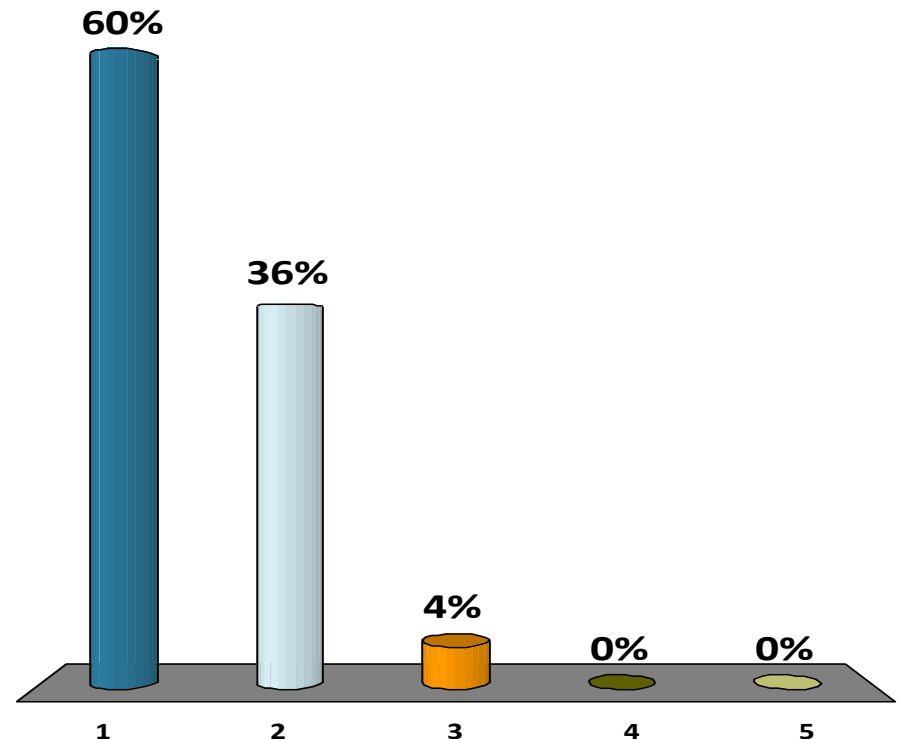
## Metrics Poll



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*These Metrics are the most appropriate way to measure the ability of an Idealized Economy System to meet the Goals of Mountain Accord.*

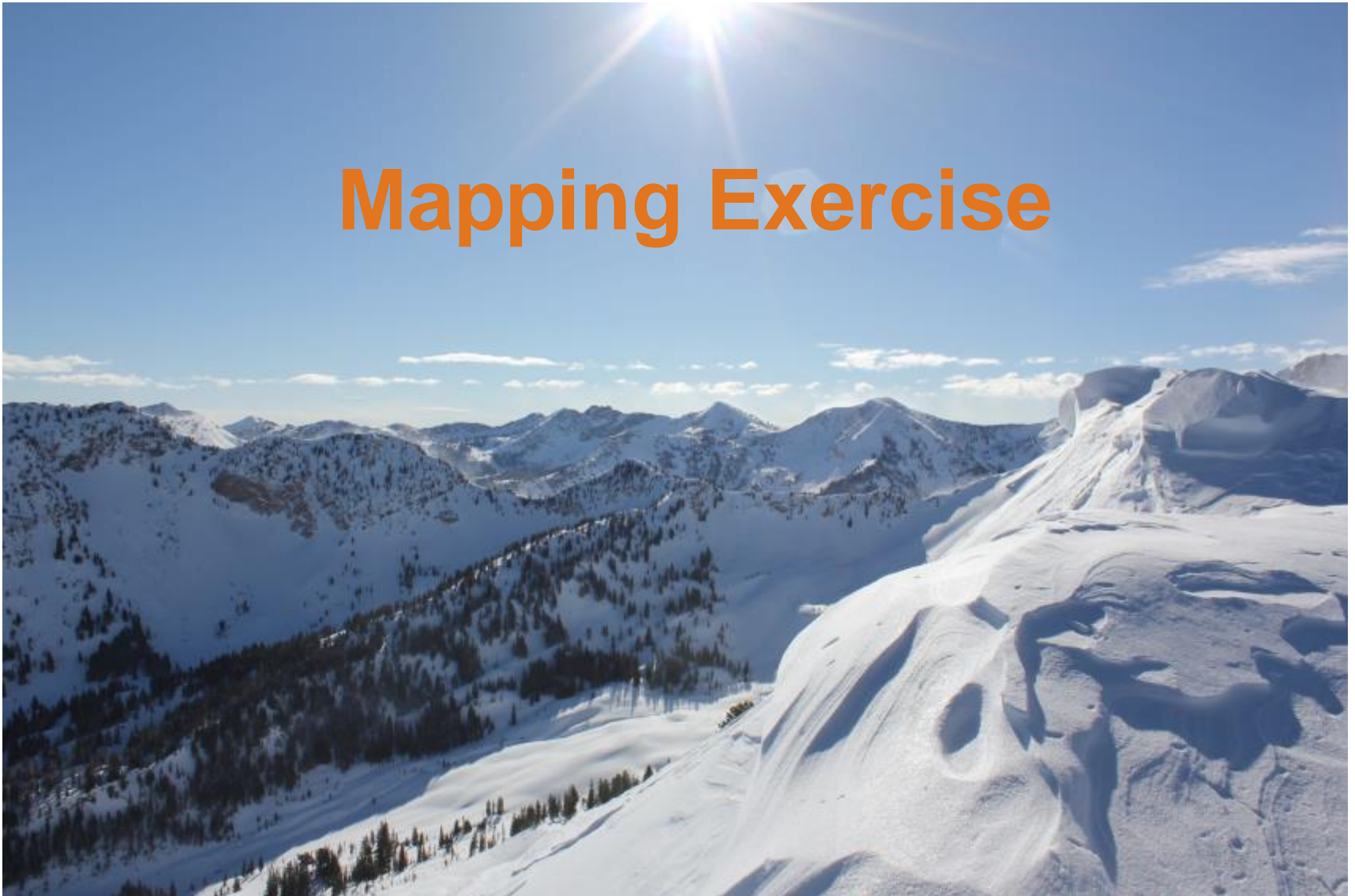
1. Concur
2. Concur with minor point of contention
3. Disagree with outcome but consent to move forward
4. Dissent
5. Waive or Abstain





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# Mapping Exercise



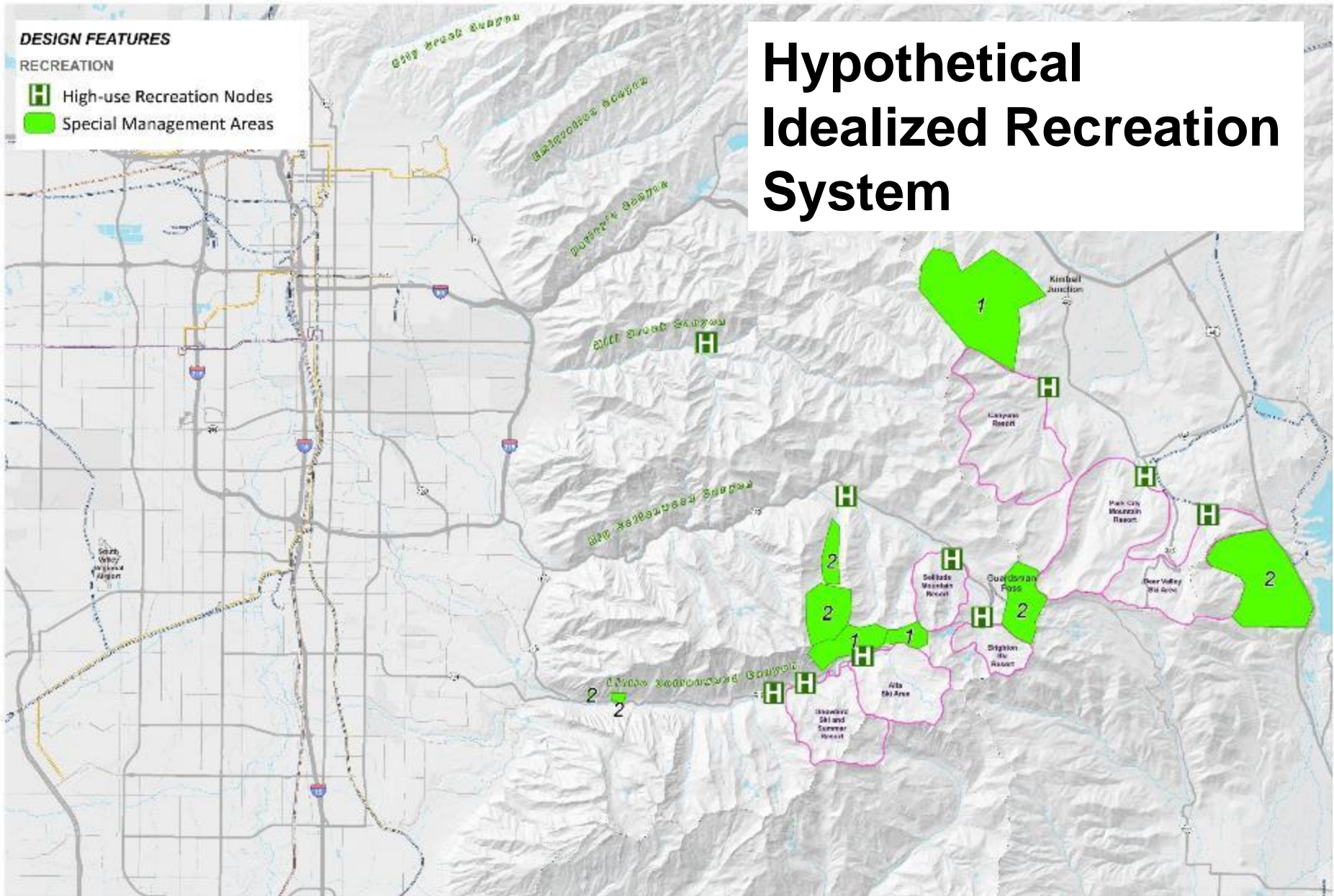


**DESIGN FEATURES**

RECREATION

-  High-use Recreation Nodes
-  Special Management Areas

# Hypothetical Idealized Recreation System



# Mapping Exercise Guidelines

Start applying Idealized System ideas to map

Results/Output:

- First cut at locating design features
- Feedback on base maps
- Feedback on design features
- Identify other support needs

# Next Meeting (#6)



August 19, 9-11 am

- Newpark Resort & Hotel, Park City
- calendar appointment will be updated

Outcome for Meeting #6:

- Draft Idealized Systems: Design Charrette #1