

Meeting Notes
Economy System Group
Meeting #5
July 22, 2014



This meeting included:

- A message from Executive Board
- An introduction to the Private Lands Sub-committee
- Presentation: Improving Utah's Ski Tourism Industry
- Goal 4 and Metrics: Discussion and Polling
- Mapping Exercise on Idealized Systems

Executive Board Message (Mayor Dolan)

- Protecting the environment is absolutely essential
- Goal in Sandy to develop the City's economic base, especially in relation to LCC and BCC
- Recognize the importance of water in the canyons for Salt Lake City and Sandy City
- Interest in preserving canyons

Private Lands Sub-committee (Chris Robinson)

- Private lands cross-cut all systems groups; there are private in-holdings and mining claims
- This committee provides a forum for private landowners to speak
- Members are from Exec. Committee and System Groups
- Major roles: Oversee key products of Project Teams, prioritize preservation efforts, report to Executive Committee and System Groups as needed/requested

Comments:

Membership lacks private land owners. This was by design to ensure the committee considers issues and opportunities objectively. Glad to hear Wendy Fisher is participating.

Presentation Improving Utah's Ski Tourism (Roger McCarthy)

- Utah's ski industry has a lot going for it. When thinking about national and international competitiveness, its greatest challenge is probably resort access/egress and reliability, especially with respect to avalanche closures.
- Skiing is a global competitive business; inbound tourism is an export business.
- The best measure of success in the industry is visitors' "intent to return." It is easy to actualize return business from visitors that have had a unique and excellent experience.
- Utah is unique: no other cluster of resorts exists like this anywhere in North America. Connection of those resorts would add something significant that cannot be experienced elsewhere on the continent.
- Utah has a real brand: great skiing, "Greatest Snow on Earth," lots of potential as a world class 4-season tourist destination.

- Transportation reliability and alternate modes need to be considered for Utah. Many other ski destinations around the world have invested heavily in public transit and provide a tremendous experience with no automobile dependency.

Goals and Metrics Discussion and Polling

Jeff Edwards introduced the Goals and Metrics of the System Group.

- Goal 1, Metric 2: will assess Occupancy and REVPAR details by quarter for Wasatch Front and Wasatch Back communities separately.
- Goal 2, Metric 1: new study on tourism (Jennifer Lever) breaks out tourism spending from the general spending within each NAICS code. This research has refined the data available to the Econ Group for understanding tourism spending. We can now look at whole economy using national standards adjusted for Utah. Metric 2: Property Value moved up to Goal 2 because it is consistent with other tax/revenue metrics. *Why focus only on urban property?* These preliminary metrics were vetted with Mgt. Team and have been carefully drafted as a result. The group wants to consider how property values will change in the immediate vicinity of major Mtn Accord investments, like transit stops – not the value of a specific property or of the whole region. The group shouldn't avoid talking about how economic opportunities would change in a "non-urban" place like the Town of Alta if there is a transit stop. Group voted by show of hands to delete the word "urban."
- Goal 3, Metric 2. This metric assumes that we can already reach everything in the Central Wasatch by automobile within an hour. Its purpose is to assess how MA investments can broaden the convenient access options for different types of uses and visitors, and also what role it can play in reducing parking congestion to support quality of experience.
- Goal 4, Metric 1. Discussed "resolves;" some felt is too strong a word. Group decided to keep "resolves." Metric 2. Dislike of "historic" terminology. Suggest making it broader to incorporate "community character." Group voted by show of hands on proposed revised language.

The group approved Goal 4, as written, with a show of hands. They voted on their level of concurrence with the Revised Metrics. Results:

- 1) Concur (60%)
- 2) Concur with minor point of contention (36%)
- 3) Disagree with outcome but consent to move forward (4%). No reason for disagreement was vocalized.
- 4) Dissent (0%)
- 5) Waive or Abstain (0%)

Mapping Exercise on Idealized Systems

With about 10 minutes left the group divided into five groups who were asked to review the maps and start thinking about how they would draw a future Ideal Scenario. The design features of all system groups were reviewed.

Action Items

- Add a 5-10 minute update on transportation issues on next month's agenda.
- Add existing conditions information to basemaps to show where design features (e.g., trailheads and rec nodes, parking lots, etc.) already exist.