

## Meeting Notes

### Economy System Group Meeting #2

### April 2, 2014

This meeting included:

- Presentation and discussion on the Existing Conditions report
- Member poll regarding that report
- Presentation and discussion on draft information on Future Trendlines
- Member survey on goals for the future.

#### *Existing Conditions Report Summary and Discussion*

The definitions of the project area and study area were reviewed. The Existing Conditions for the Economy System Group were presented. The presentation for this meeting will be posted on the Mountain Accord website [<http://mountainaccord.com/>]. Five categories have been identified to describe the “Idealized Future Economic System.” These are: 1) employment, 2) economic diversity, 3) prosperity, 4) travel and tourism economy, and 5) residential/commercial development.

*There was a group discussion regarding the information and whether any categories of economy were missing*

- There are 5 counties—are there any outliers? *Varies—SLCo (mostly developed) /Utah Co lots of developable land remains).*
- Discussed the importance of economic diversity as a factor for measuring a strong economy. Some participants want to see more specific economic conditions that are specific to the mountain, e.g. ski resorts, dispersed rec., etc.). Group discussed the concept that a diverse economy and a specialized economy are opposite goals.
- Dislike how we have measured prosperity (job growth, personal income) use a different measure?
- Need to document revenue streams for municipalities. Property and sales tax from new growth yield revenue.
- One member noted that If we don’t encourage growth, we effectively shrink; want to increase the size of the pie.
- Do we need both employment and prosperity as indicators? *For Economy System Group consideration—should we add public revenue/taxation from sales, income, and property taxes as a key category and collapse prosperity into employment?*
- Can we start with the vision and work backward? What is the vision and how do you get there?

- Open space users to contribute to the economy (retail, etc.). We need to recognize the value of open space. (Can this be quantified/qualified?) How many businesses are here because of the outdoor culture?
- Need more detailed/better outdoor rec information. Updated info coming from BEBR soon, and can get best data available from Brad Peterson. Perhaps look at lists, the number of companies, number of years in business, who they employ. Group asked that we go one level deeper in the NAICS codes to separate tourism and travel more specifically, and to remove other items that may be obscuring the picture. Also try to find visitor days for dispersed recreation, including trends if possible.
- 5% higher in P/T jobs. There is a big difference between F/T and P/T jobs. Utah=large families, want flexibility, stay-home parenting. Higher proportion of P/T is a preference. Role of call center jobs.
- Effects of seasonality (sun/snow/mud). We are looking annually, not seasonally. Do we have monthly data? Peak data? Seasonal data? (Ski season Nov. 18-Apr. 18). *NG we can add this to the EC report. Also include employment and revenue.*
- Summit County, 68% revenue from winter season.
- Cost of living data wanted; especially in context of discretionary income.

### ***Poll, Results and Discussion:***

The members of the System Group were polled on their level of concurrence with the Existing Conditions report, plus the recommended changes. They were asked to indicate their level of concurrence with the following statement (results in parentheses):

*This Report, plus recommended changes, accurately represents currently available information on existing system conditions to inform my vote on a future Idealized System.*

- 1) Concur (28%)
- 2) Concur with minor point of contention (46%)
- 3) Disagree with outcome but consent to move forward (10%)
- 4) Dissent (13%)
- 5) Waive or Abstain (3%)

Comments from members that dissented or that disagree with outcome but consent to move forward:

- Tax assessors data for property values
- Add sales tax and property tax quotient/growth in the mountain communities over time
- SL City concerned with water quantity and quality. Future economic conditions are bound by water constraints; need to understand the economic value of these natural resources. The value/sensitivity of the watershed needs to be based on data and not just asserted.
- Value of open space for employers (outdoor companies and their staff). This adds a lot of value but very hard to quantify, especially the value of recreation economy beyond skiing.

### ***Future Trendlines Summary and Discussion:***

The 5 categories (1) employment, 2) economic diversity, 3) prosperity, 4) travel and tourism economy, and 5) residential/commercial development) will change based upon the previous discussion and recommendation. Details are included in the PowerPoint presentation.

*Which of these changes/trends would be the most critical for the future of this system? Why? Are there other, more important TRENDS to understand? What existing data have we missed?*

- **General Comment:** 50 years is a difficult planning horizon. Could we use 20-30 yrs? Suggestion to use 2040/2060 consistent with Transportation.
- **Land Use Trends:** Need to develop updated inventory of land ownership; the linear trending contradicts Wasatch Back communities' planning and understanding – actively working toward open space preservation, clustering, and higher density. Dedicated open space should not be calculated in the acres/resident calculation.
- **Water Issues:** Do we have enough water to provide potable water? If we run out will there be a development moratorium? Can we add a water trend (where we run out) to the residences charts? Also Utilities, Sewer. [Envision Utah is doing some of this]. Would greywater policy changes affect this? Water availability vs. climate change vs. population growth: importance of keeping water we've got instead of putting it at risk.
- **Benchmarking:** Identify competitors to our economy, look at places that have faced our issues in the past and understand how they've responded. Look at places that are as big now as we will be in 2040; see where they were 25 years ago.
- **Tourism Travel Trends:** not picked up effectively in the slides. Would like to see trends in recreation use, ski use, mountain bike use, shifting consumer preferences; maybe tied to age—Millennials vs. Baby Boomers. Also need to disaggregate NAICS codes that pick up retail trade as part of tourism economy. Q: How can we understand our brand (active lifestyle) that provides a regional advantage?
- **Residential and Commercial Development Trends:** Some utility planning has evolved recently. Power providers are planning for power needs much differently in light of the current economic trends. Maybe look at similar trends for water use in homes? Possibly account for trends in first vs second homes, tax revenues, and services costs. We should include the large planned projects on the horizon and the influence they may have (airport expansion, One Wasatch, Rio Tinto, Wasatch 2040).

## *Survey*

*For the Central Wasatch, what should be the key GOALS for an ideal future system?*

- Balance protection of the environment and the user experience while supporting economic growth. (GOAL REPEATED BY SEVERAL MEMBERS)
- Challenge is transformation: ensure transformation that results in more opportunities for the next generation while protecting natural beauty.
- Sustainable balance of everything (development, redevelopment, economic growth, transportation, water quality, resource protection)
- Balance quality of life/economic development
- “Grow the pie for all users.” Work together. Success for all. Don't squeeze each other. Attract new activity but preserve the resource.
- Rethink how we live. Adopt urban efficiency-based development philosophy (density/transit), while preserving access.
- Preserve unknown values of open space, mountains for attracting economic activity; but ensure access to the central Wasatch is protected. More trail accommodation.
- ID specific avenues to grow economically (what do we need to be to

attract the types of growth that can also preserve quality of life)?

- One Wasatch: maximize usability but minimize footprint.
- Creatively solve problems (by rallying youth, incorporating education, etc.). Develop for prosperity.
- Increase non-automobile opportunity for mountain use and access. Goal: Ride mountain bike from the west to east side of the valley without having to use a car.
- Need canyons to be a partner in sustainable economic development.
- Access to labor on the Wasatch Back with decreased congestion.
- Development that recognizes the value of the watershed.

- Develop a concise plan at the end of the process to move forward, ideally without conflict.
- Limit development in the canyons.
- Balance—without “becoming a Denver.” Learn by example.
- Make more accommodation so current users aren’t overwhelmed by future population and visitor use growth.
- Offer diverse year-round mountain experiences that are sustainable. Goal: Summer Wasatch customer spends as much money as a winter customer.
- Ensure future generations will want to live here. Address air and water quality, and education. Be strategic in developing key clusters with promise of high-paying and clean jobs (technology, medical).

### *Decisions*

Revise Existing Conditions report. Move forward to fully characterize Future Trendlines.

### *Action Items*

No.	Action Item	Responsible	Note
1	Existing Conditions: Replace “Prosperity” category with “Tax Revenue” category that keys in on growth. Focus on sales, property, and income tax.	Buck	Ensure the tax revenue analysis is carried through for both existing conditions and trends. Consider primary vs. secondary home ownership trends.
2	Existing Conditions: Add “seasonality” measurements – when are the monthly and seasonal peaks?	Buck	Summit County indicates 68% of revenue is winter. Consider both employment and income aspects of seasonality, and tax revenue implications.
3	Existing Conditions: Economic Diversity: Go one NAICS code level deeper to characterize the role of travel and tourism in our economy vs. national economy.	Buck	

4	Trends: key in on 2040 planning horizon instead of 2060.	Buck	Account for age and generational dynamics where possible.
5	Trends: carefully work out land use, development, and consumption patterns with communities.	Buck	
6	Trends: Consider when we run out of water, and implications including conservation and grey water policy. Consider how to value open space.	Environment?	Balance consideration of water availability, climate change, and population growth.
7	Trends: Focus recreational economic use more sharply. How much ski/hike/bike/etc? Break down retail and refine analysis.	Recreation and Buck	Again consider generational info. SLCO at large not as important as the canyons specifically?
8	Trends: Look for analog cities/places that 40 years ago found themselves where we are now. Analyze their path.	TBD. Significant undertaking and scope expansion	Could possibly do this if we are simply identifying analog cities and letting the group think about the analogs independently (without formal analysis).
9	Trends: Add major developments that are planned, including Airport, Convention Center, One Wasatch, Rio Tinto, etc).	Buck	



MOUNTAIN ACCORD

Economy

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