



PARK CITY: HOME OF  
**TRUE GRIT**

**150 Years of  
Resilience, Recovery  
& Survival**



# Winter 2020

High hopes for another banner year





# Another successful Sundance

# **Covid-19: A Black Swan Event**



**Mid-March 2020**

# The foundations of our tourism & hospitality economy threatened



Summit County Health Dept, Summit County & State of Utah  
**‘Shut Down & Shelter in Place’ ordered**





**Social distancing,  
hand washing &  
virus testing**





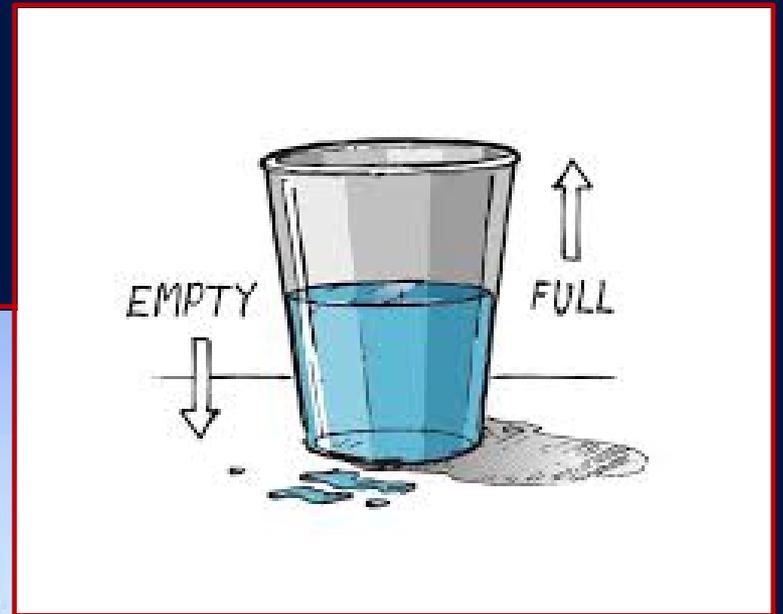
# Rumors of Park City's Demise were Greatly Exaggerated



# Beginnings of a New Reality

YOU ARE NOW LEAVING  
THE COMFORT  
ZONE

# Perspective



We are not the 1<sup>st</sup>, or probably the last,  
generation to face an existential crisis

Park City's history of hard rock mining left us  
a legacy of hard work, self-reliance, &  
community cooperation

# Adversity & survival forged an enduring spirit of TRUE GRIT



**The Sherman Silver Purchase Act of 1890 drives up the price of silver—people attempt to redeem silver notes for gold**

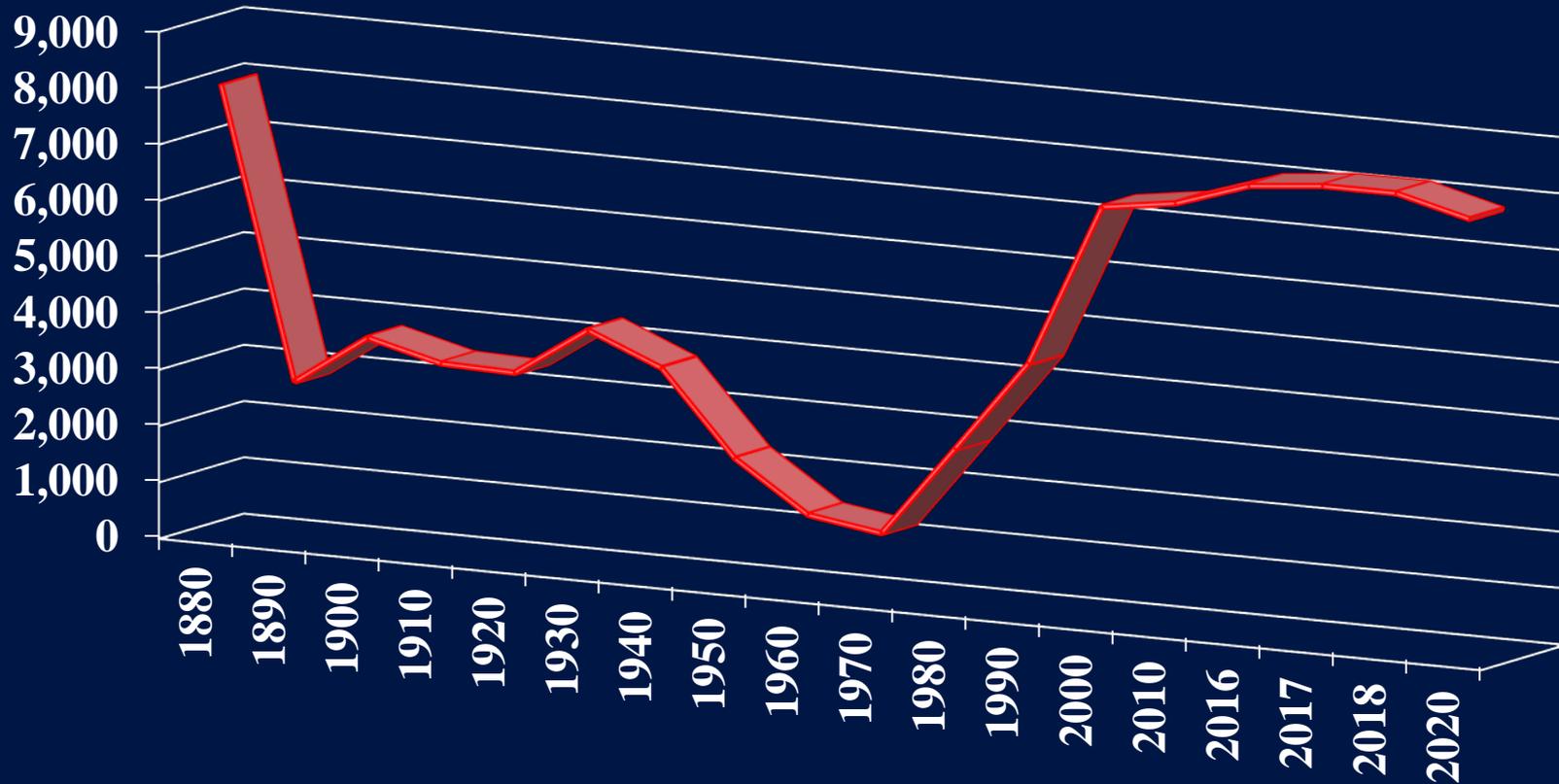


**PC weathered many Booms & Busts**



# Park City Population

## Inside City Limits



# THE PARK RECORD.

June 28 1898

PER YEAR.

PARK CITY, 28 NORTH 2ND ST., SATURDAY, JUNE 28, 1898.



## PARK CITY'S AWFUL FIRE

Over 200 Business Houses and Dwelling  
Houses Destroyed.

THE LOSS OVER \$1,000,000.

Business of Park City, Monday, June 28th, 1898.  
The Board of the City Council, 1898-1899, 1898.  
Business - Park City, W. B. McCall and Co.



# Only rubble remained









# WWI



Memorial Building  
Park City, Utah



# Spanish Flu 1918



# Strikes

DON'T BE A DEAD  
DON'T BE A DEAD MINER  
DONT GO TO HELL, HEAVEN

THEY WILL TAKE CARE OF  
YOUR WIVES AND CHILDREN  
IF YOU DON'T

## MINERS ATTENTION!

A REFERENDUM VOTE of the membership of  
Park City Miners Union No. 144 W. F. M. will be  
taken on

Wednesday & Thurs., July 24 & 25, '07

at Miners' Union hall. It will be open Wednesday from  
9 a. m. to 9 p. m. and on Thursday from 9 a. m. to 7 p.  
m. The vote will begin

A QUESTION OF VITAL  
IMPORTANCE  
TO ORGANIZED LABOR

ALL MEMBERS ARE REQUESTED TO VOTE. Those not voting  
will be a dispositive error will be added to a list. A general meeting will  
be held in the Miners' Union hall on Thursday, July 25th at 7 p. m. for the  
purpose of discussing the result of the vote.

By Order of Park City Miners' Union, 144, W. F. M.



# Great Depression



# WWII

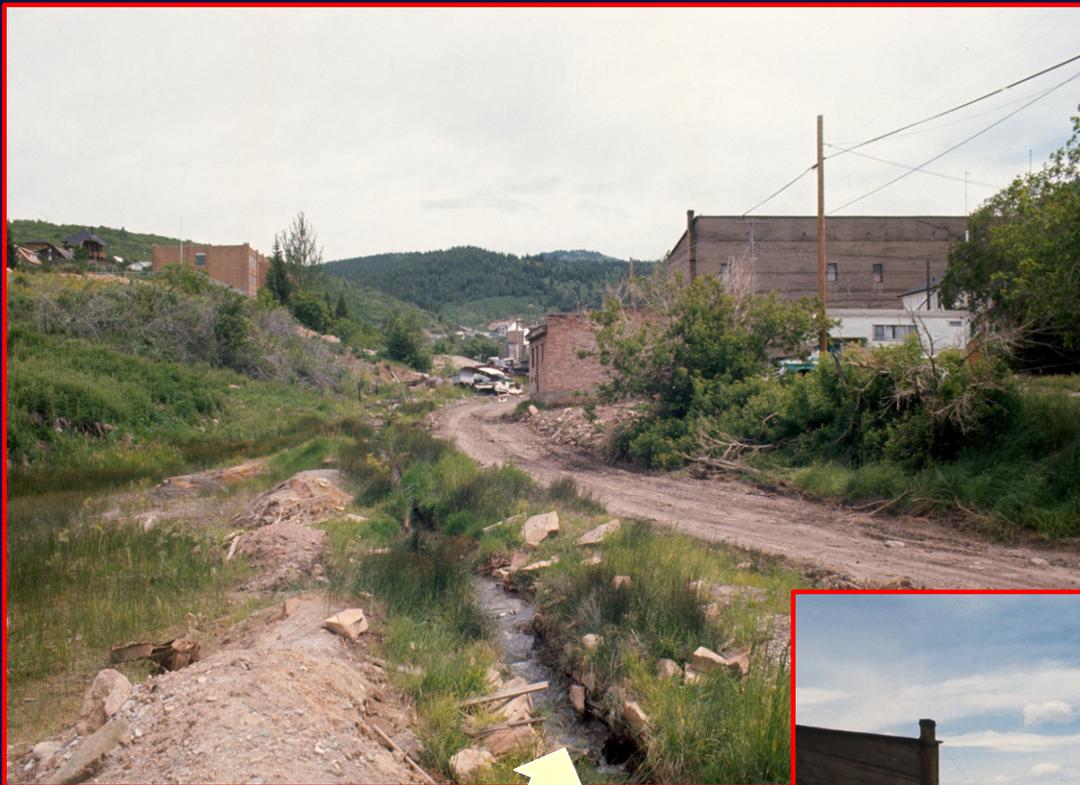


1950's





# Old Town

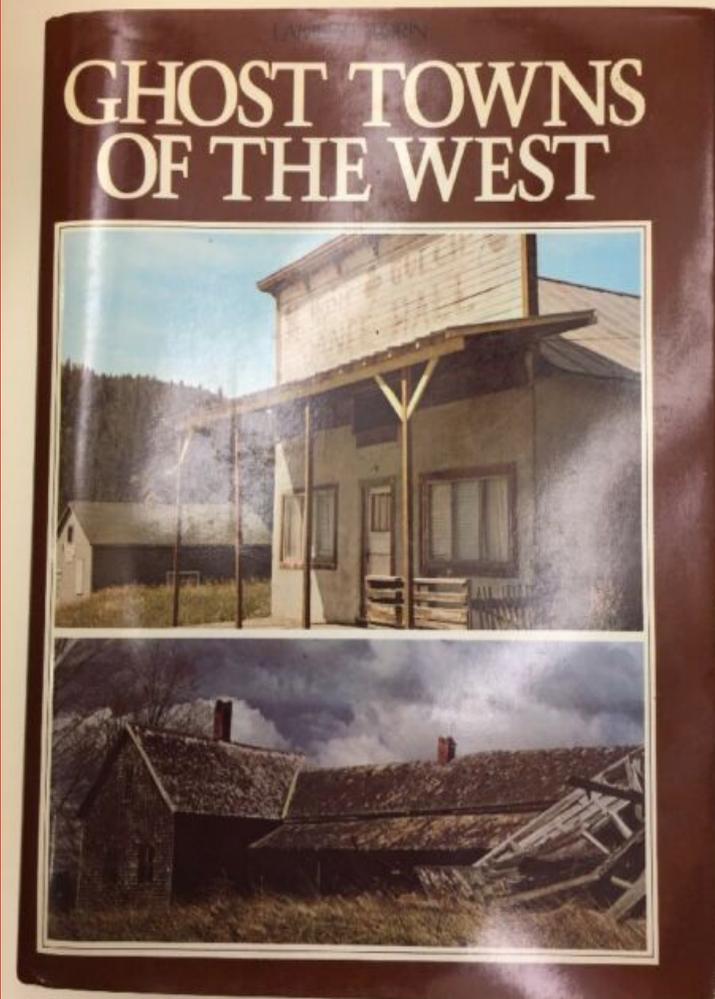


# Swede Alley

Poison  
Creek

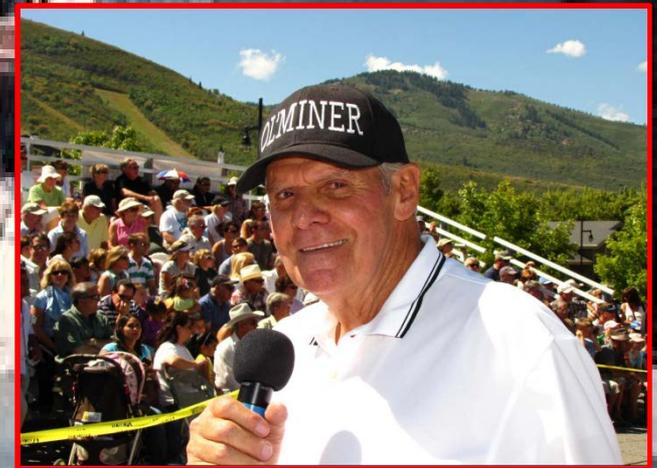
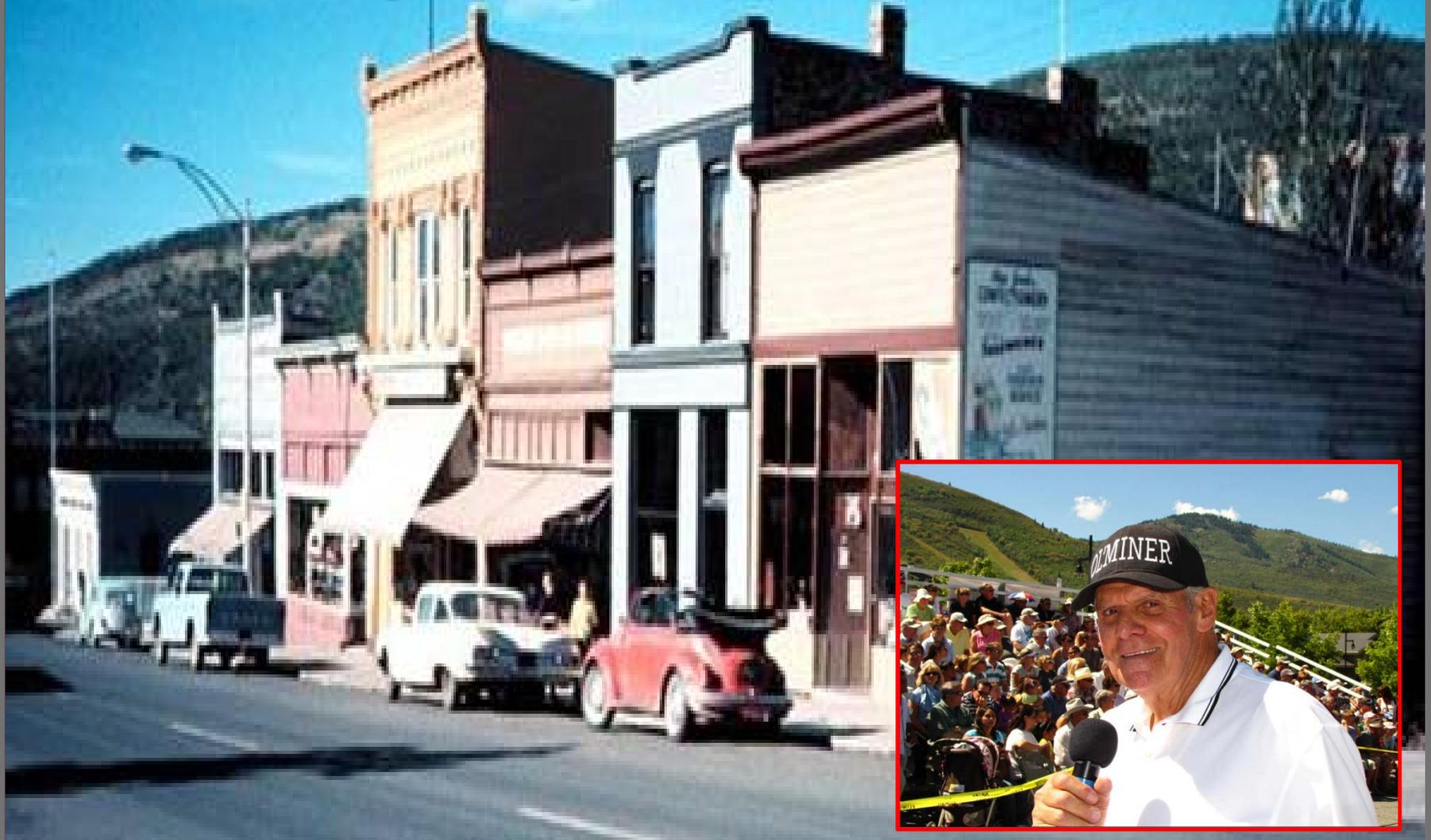


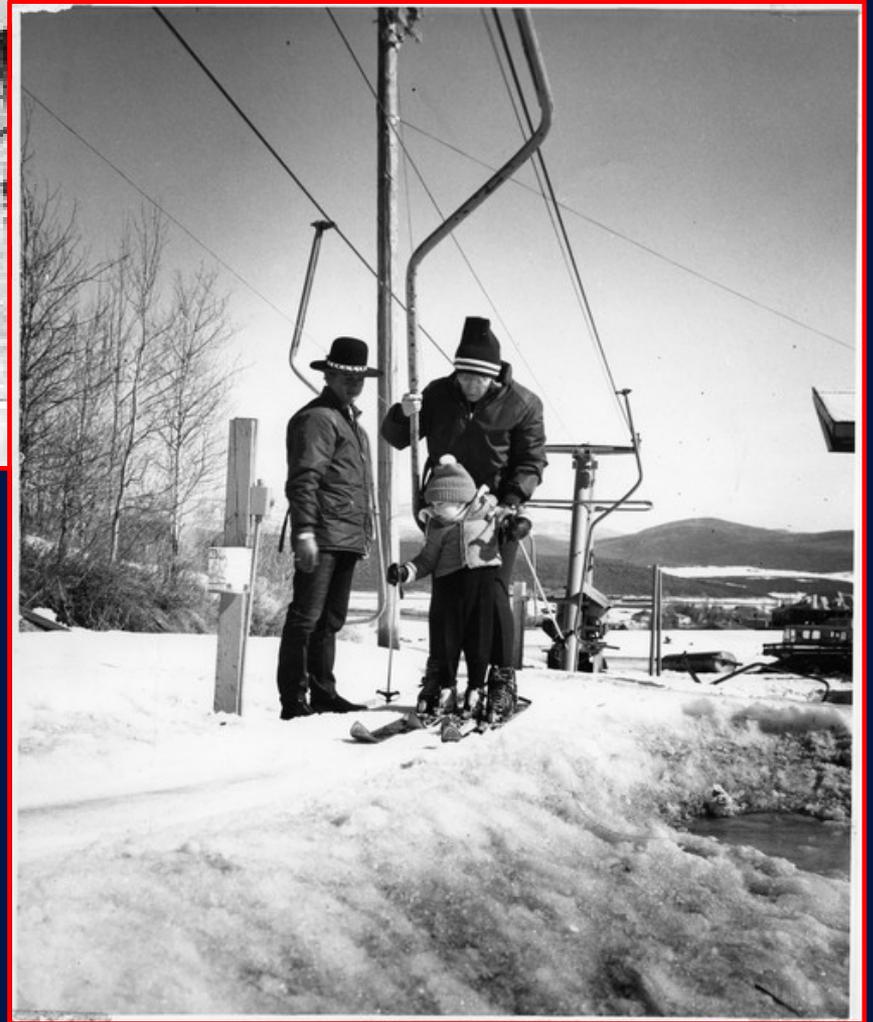
# Park City as Ghost Town

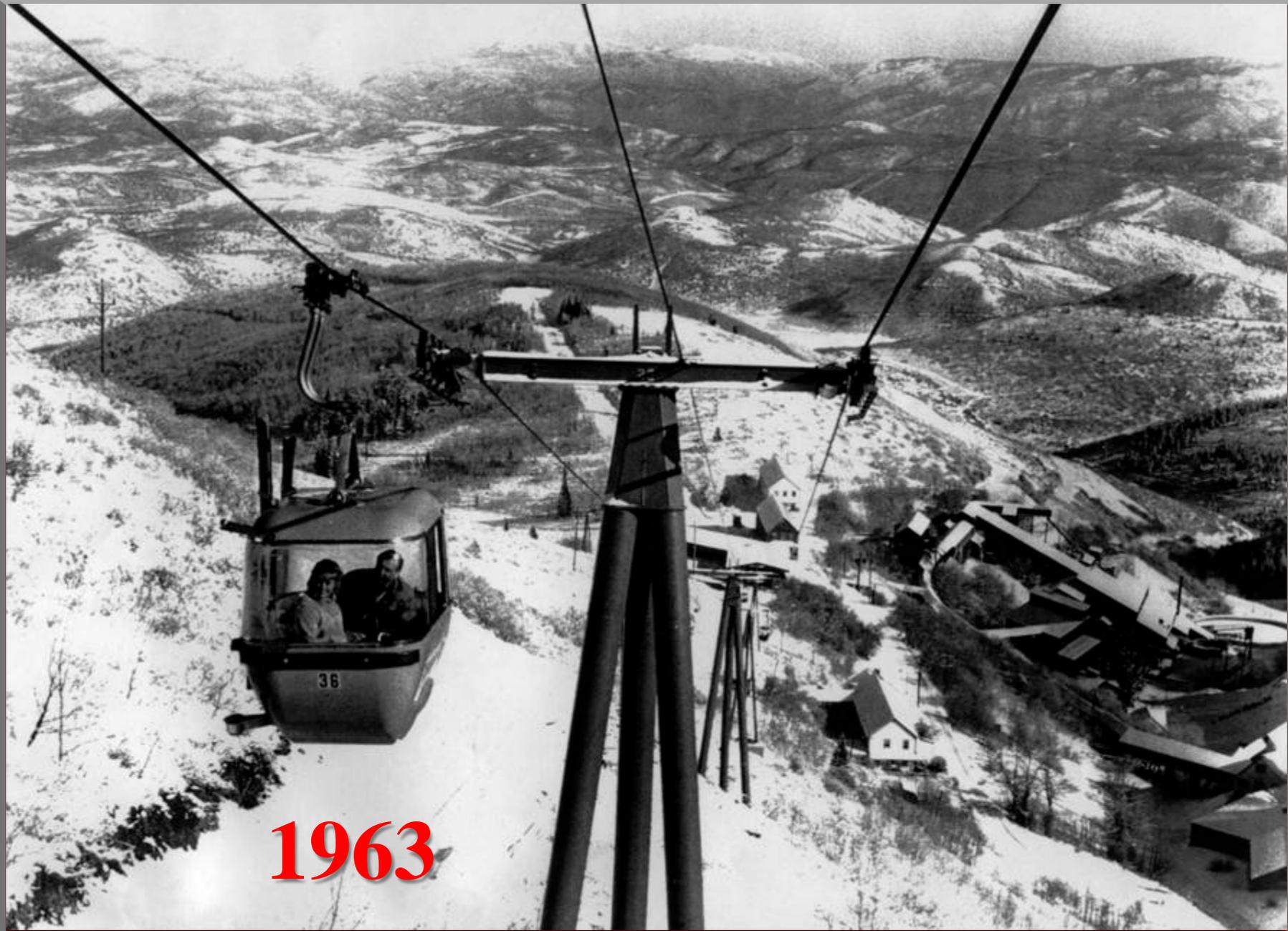


Early 1970's

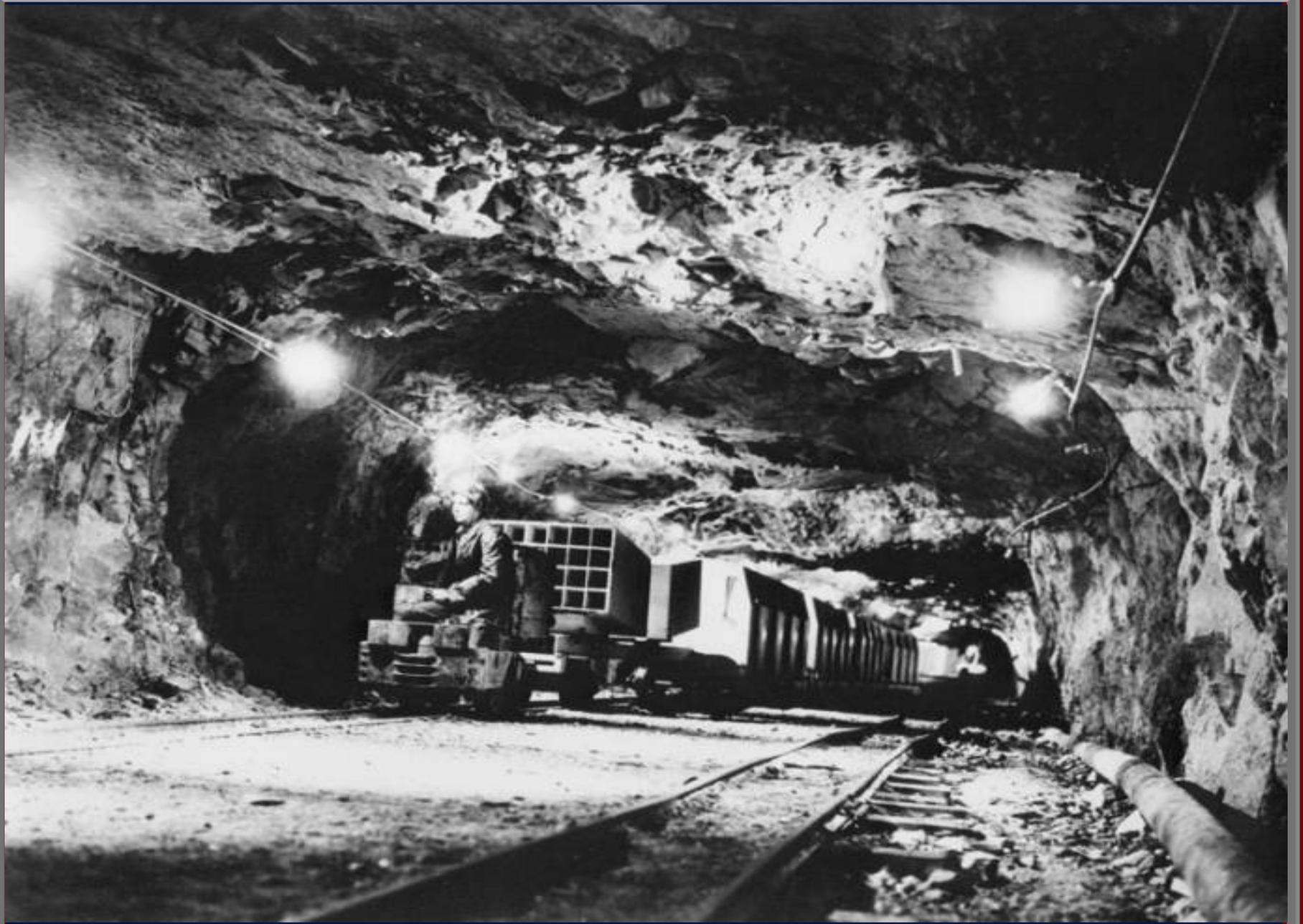
If you're nostalgic for the 'good old days'... you weren't here!







1963









**Too  
Little  
Snow**

**Too  
Much  
Snow**



# America's Opening



# Surviving Y2K



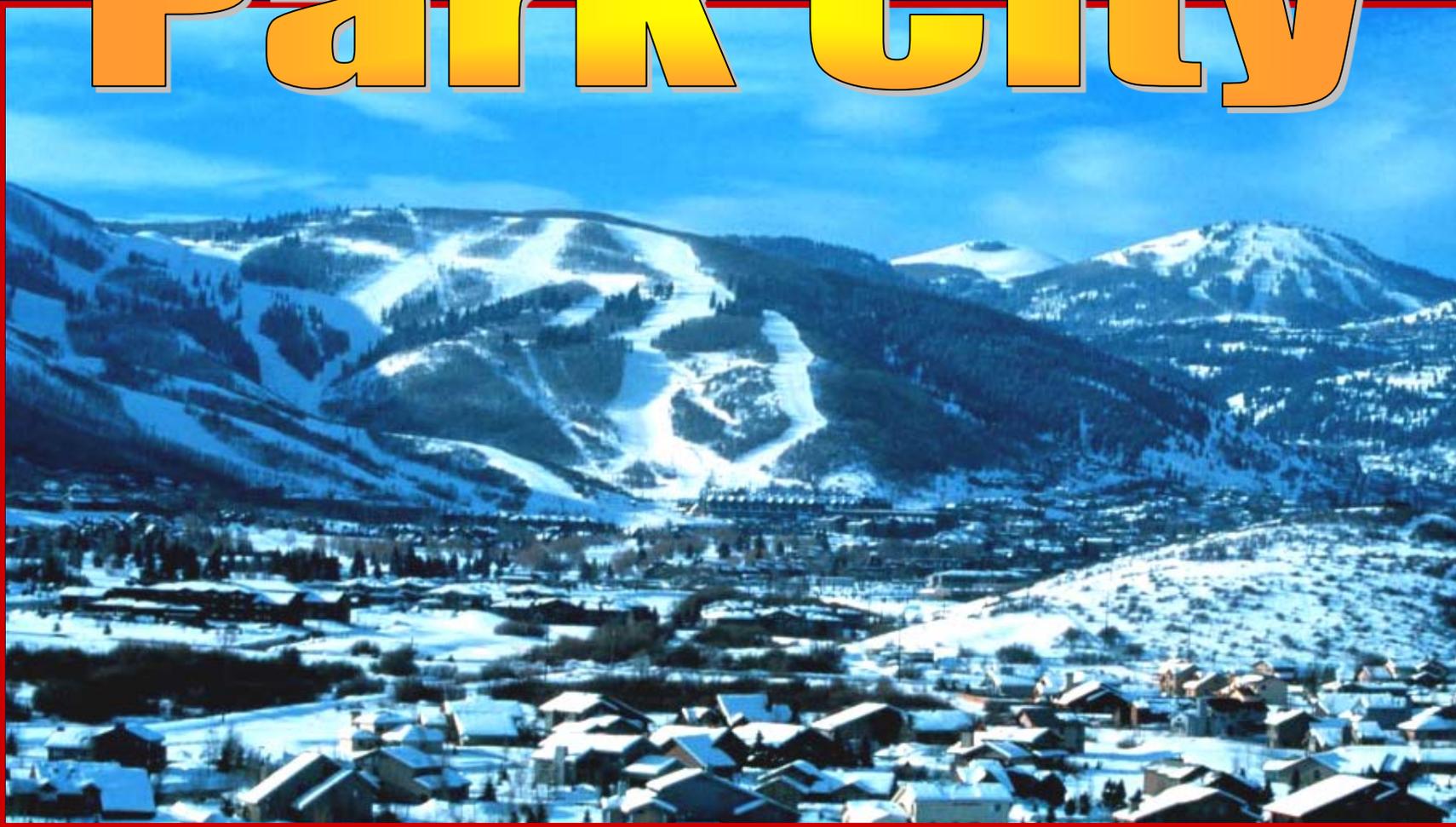
# Park City's Olympic Experience 2002

February 8 - 24

15 years of planning and  
18+ years ago

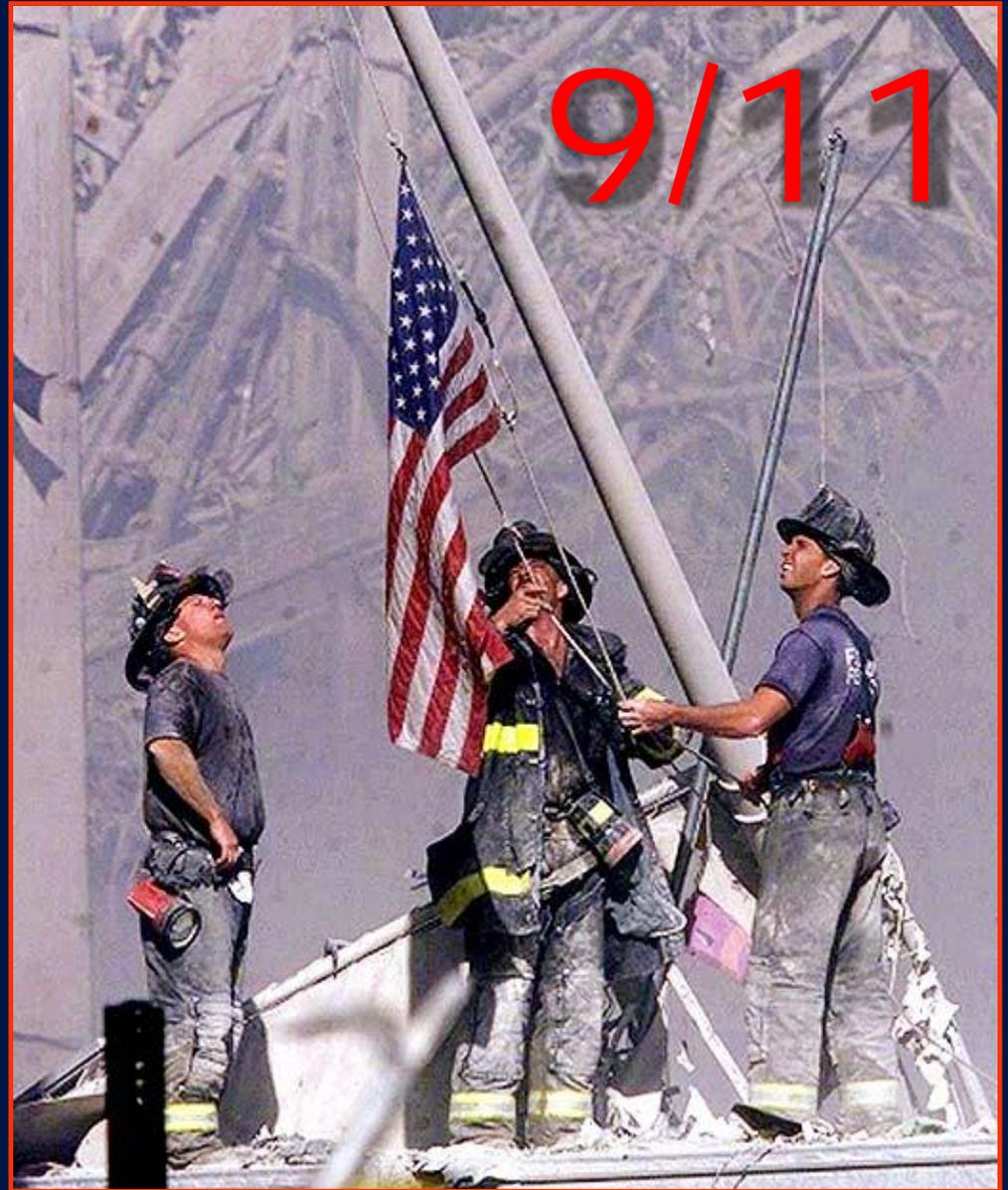


# Park City



*Alpine Heart of 2002*

# A Time of Tragedy & Crisis











# A Living Legacy





# USSA Center for Excellence



# Great Recession



~~2008~~

# Vail & Alterra

2015 & 2018

Park City boasts 2 of the best ski resorts in North America

# USOC selects Park City to bid for the 2030 or 2034 Olympic Winter Games



# “The tragedy of success”



- Traffic
- Congestion
- Crowding
- Real estate prices
- Affordability
- Social inequity

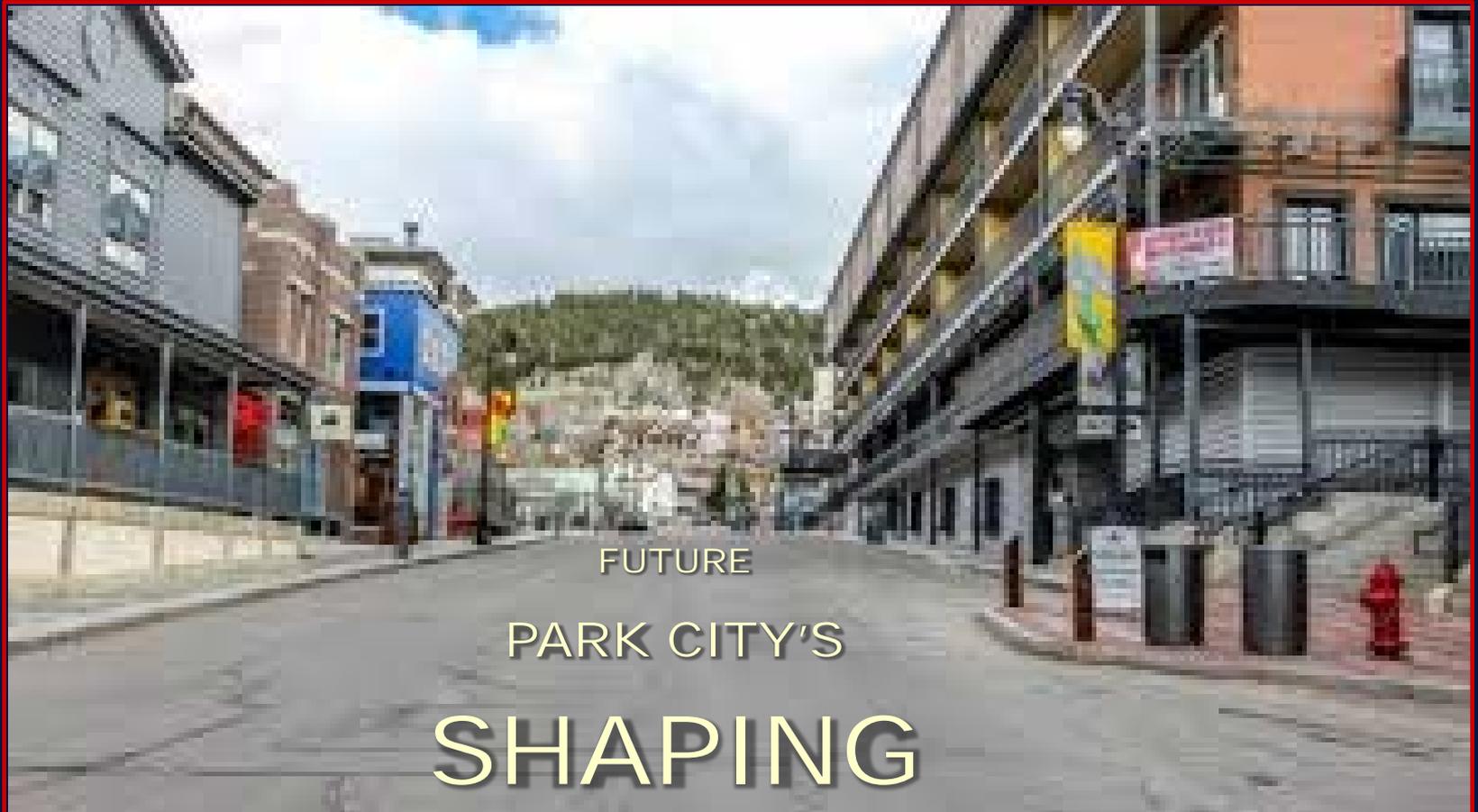
**Park City experiences tourism & event fatigue?**

# PARK CITY VISIONING 2020

Questions about sustainability, 'right sizing'  
our tourism economy & fostering social  
equity



# BOLD CHANGE !?



FUTURE  
PARK CITY'S  
SHAPING



**The basics  
haven't  
changed  
that much**



# Access







# Nature



# Recreation

# Authenticity, History & Heritage







**400 miles + of trails**





**MARC**

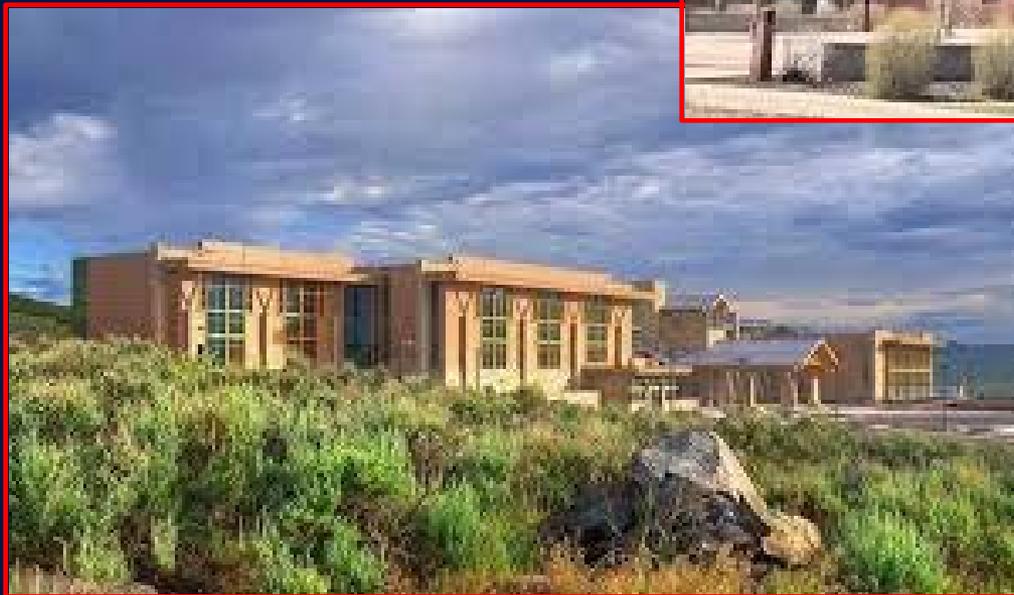
**Field  
House**



# Park City Library



# PC Schools



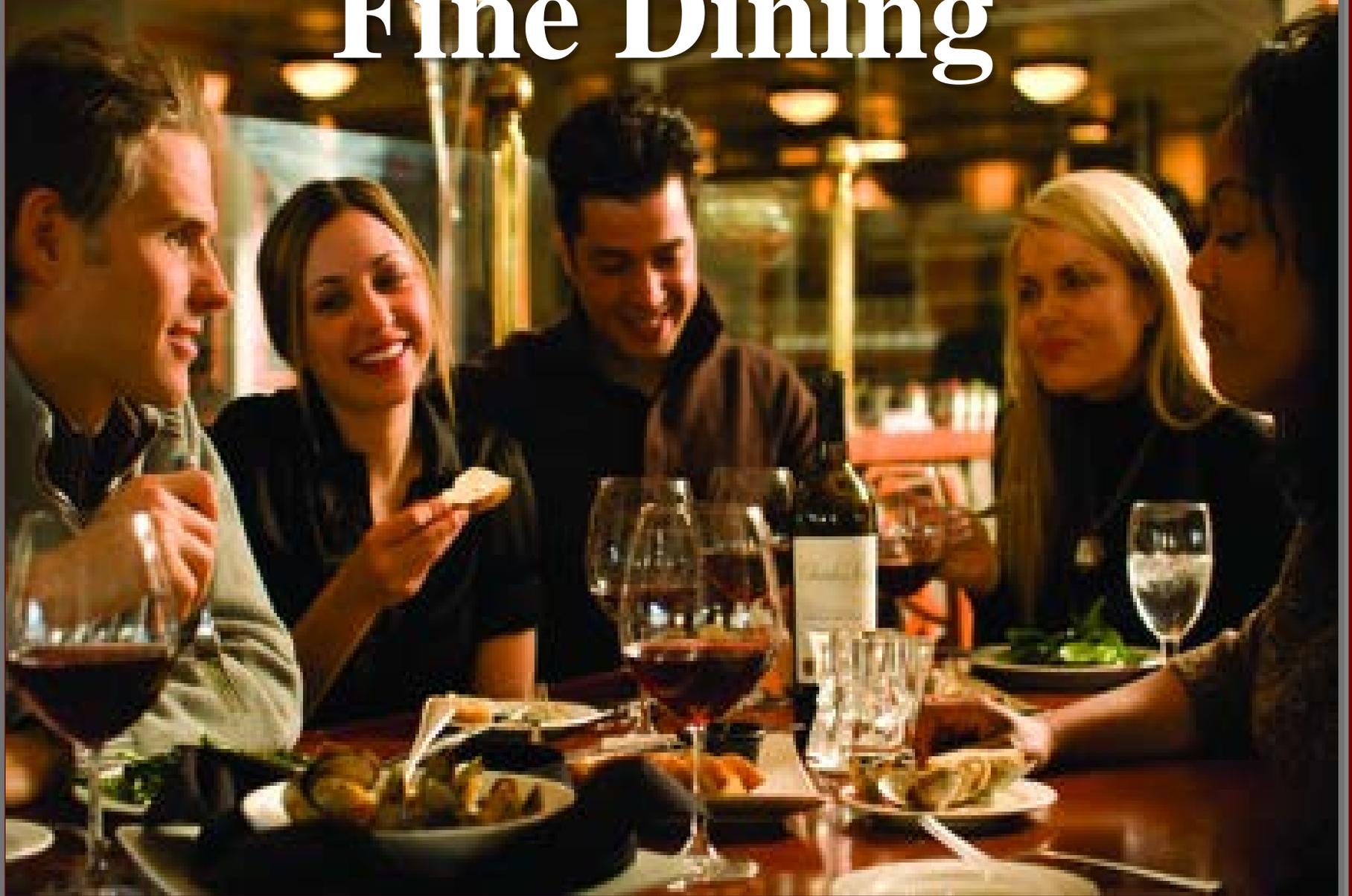
# PC Hospital

# Lodging Options

**Stein Eriksen Lodge**

**Voted the Best Ski Hotel in the World**

# Fine Dining



# Exiting Night Life



# “The Native Home of Hope”

Wallace Stegner

# HOPE



**Park City  
residents  
have a  
long  
legacy of  
caring for  
ourselves**



# Pivoting, Recycling, Reusing & Recreating

OCTOBER 1979

OCTOBER 1979

# Our city & county governments stepped up in a big way



- PUBLIC INFO & INVOLVEMENT - TREE PLANTINGS -  
PPE DISTRIBUTIONS - LIBRARY PROGRAMS —  
BUSINESS OUTREACH



Service clubs swung into action



Park City Community  
Foundation  
Live PC Give PC





**Non-Profits  
rose to the  
challenge**

**Christian  
Center**

**Peace  
House**



# Those 'left out' haven't forgotten

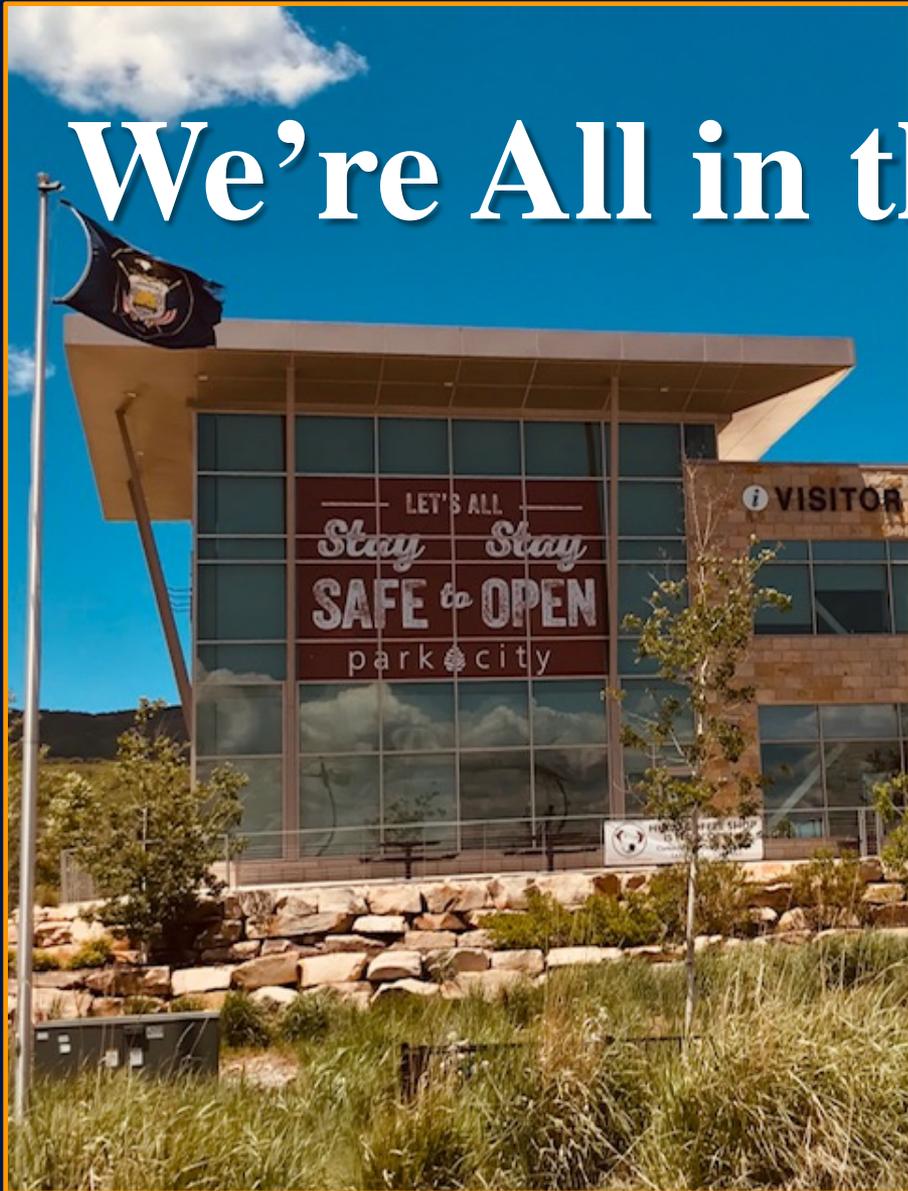


# CHAMBER

helping to lead the recovery

Calibrating marketing for  
changing times





**We're All in this Together**

**Co-Creating**

**The  
New  
Normal**

# WHEN YOU'RE READY ...



# WE'RE READY

# Main Street Reopens



Sunday, June 14, 2020



Controversy  
continues

# Class 26

# Kindness

# Matters



July 4,  
2020

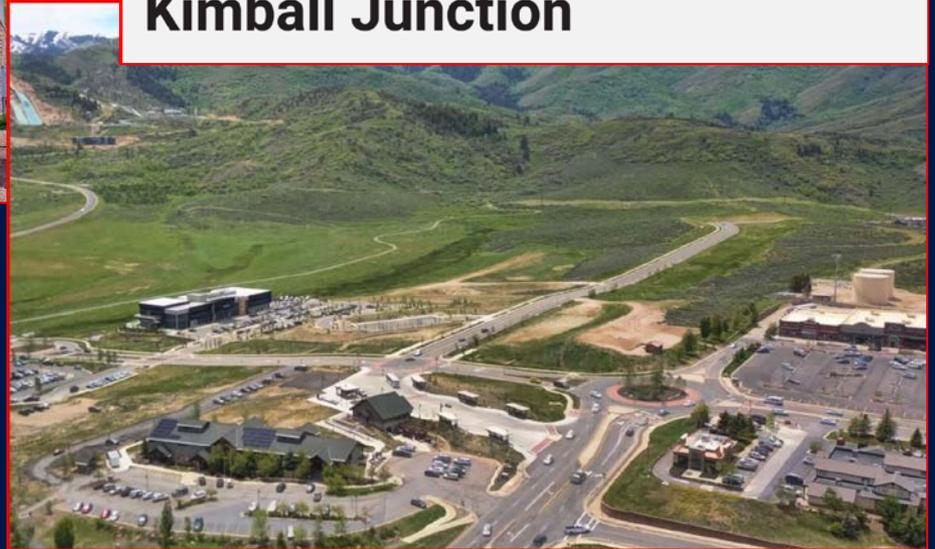


# Luxury real estate demand surges in Aspen, Park City

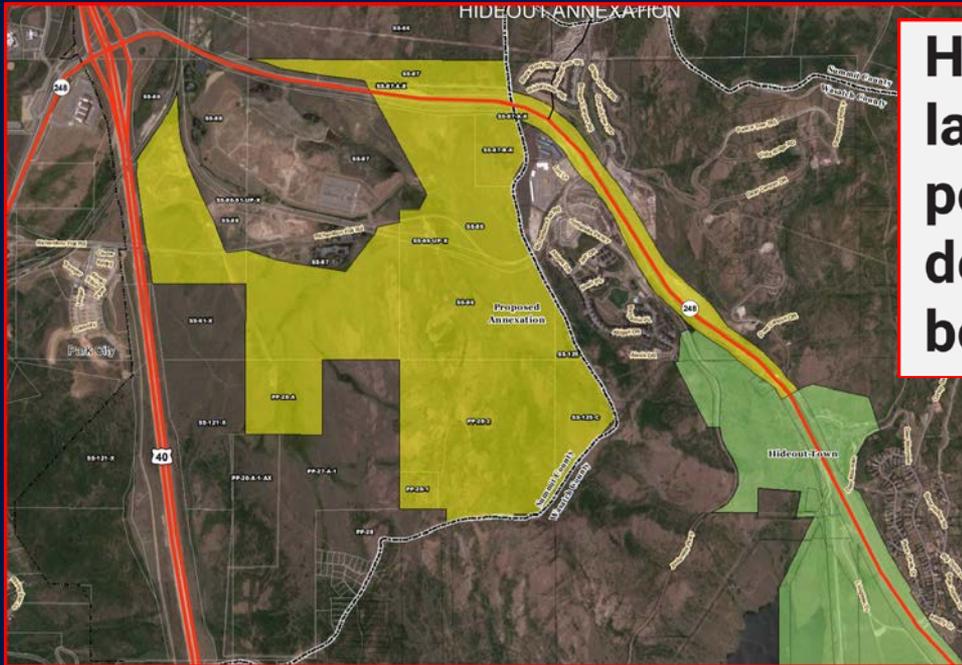
Colorado, Utah ski towns evolve as year-round escapes for the wealthy even before COVID-19



**New owners of Park City Tech Center plan 2,500-resident mixed-use neighborhood at Kimball Junction**

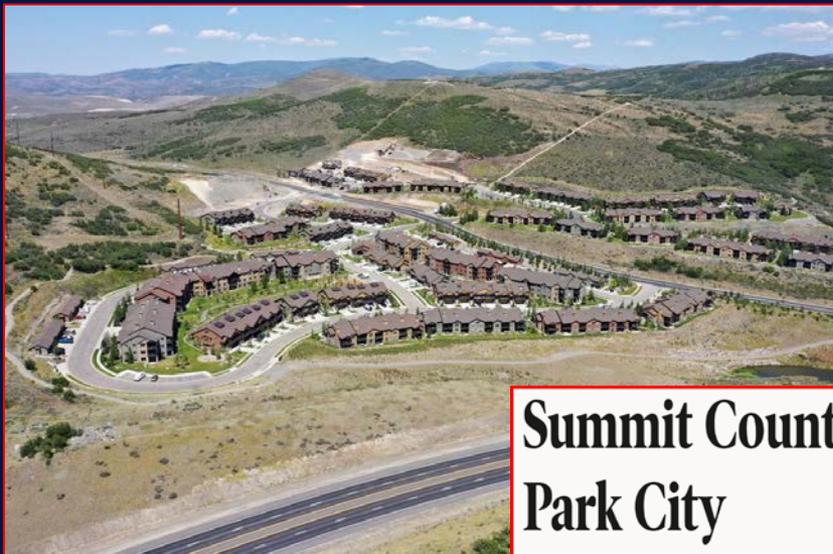


**Huge surge in urban refugees, massive real estate inflation & primary resident growth**



**Hideout unveils plan to annex land near Richardson Flat, possibly opening door to development near Park City's border**

**Jul 15** Robert Gehrke:  
How a town, a Romney and the Utah Legislature laid the groundwork for a land grab



**Summit County sues to stop Hideout 'land grab' near Park City**



**Saturday, August 1, 2020**  
**What would have been this  
year's Kimball Arts Festival**



# The New Normal

- Social distancing
- Family groupings
- Mandatory masks
- Hand sanitizers
- Limited ticketing





IN  
UT

# HISTORIC PARK CITY SNOW GLOBE STROLL

5

Speedway

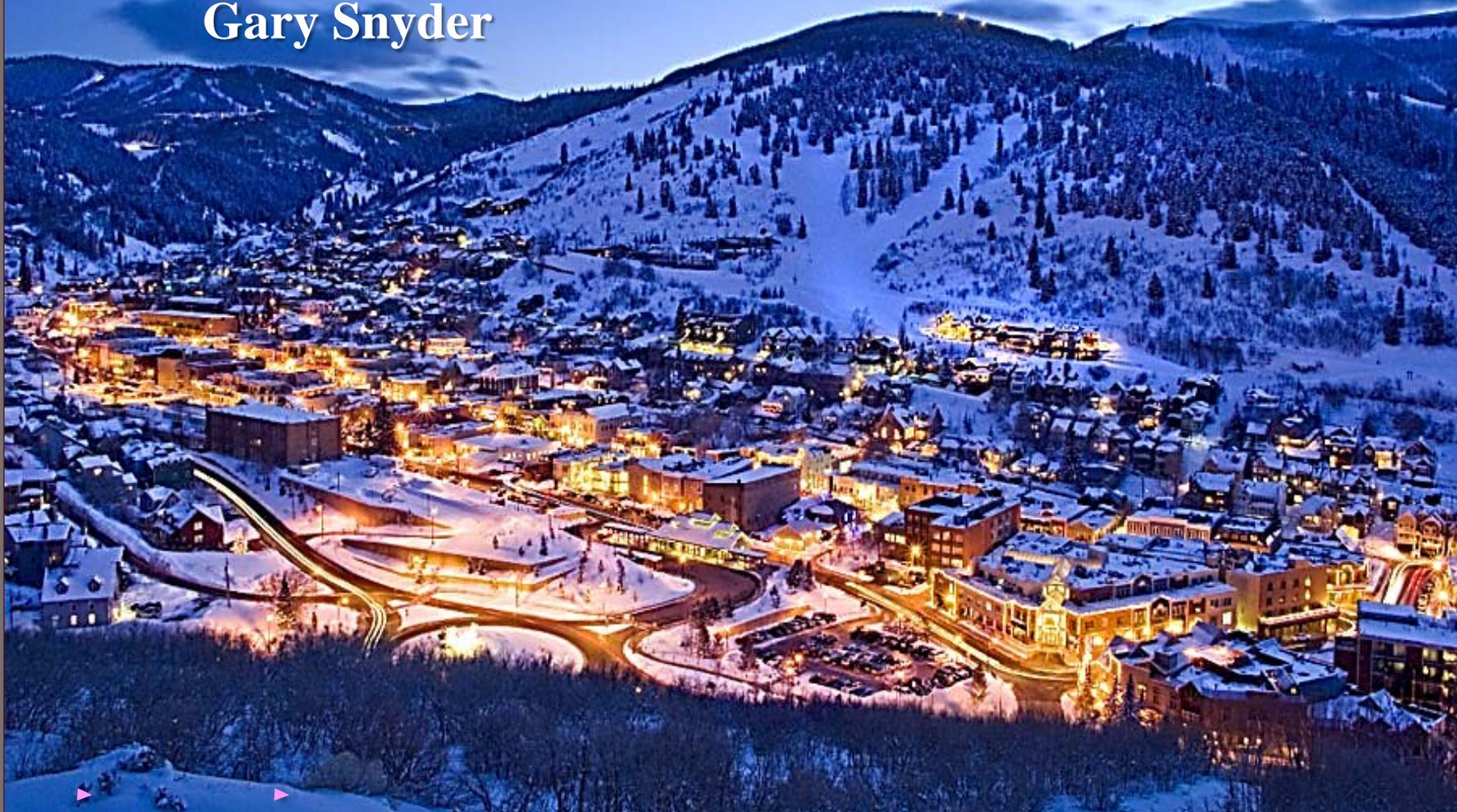
WEATHER

BLOOMINGTON: 54° | 27° - SUNNY

24°

# Find your place on the planet...dig in...take responsibility from there

Gary Snyder



**If you're lucky enough to be in  
Park City...**



**Ama el lugar  
donde vives**

**You're lucky enough !**