

Downtown Economic Summit

Public Visioning Session

January 27, 2003

“If Main Street is to be perfect in 2008..... What would it look like?”

International Downtown Revitalization Consultant HyettPalma recently completed a “Downtown Economic Summit” in Park City. This visioning session included a comprehensive review of existing downtown Park City enhancement efforts, a four day on-site visit in Park City, a public input session which included a slide presentation of downtown enhancement trends throughout the nation and development of a vision of Park City’s “preferred future”.

HyettPalma will use this visioning session to prepare an unbiased, formal report identifying key issues which must be addressed in order for us attain our “preferred future” for Main Street. This report will include a series of recommendations to help us achieve our goals. The following is an outline of the visioning session.

- I. Introductory Meeting - Consultants HyattPalma(HP), Dana Williams, Tom Bakaly, Rick Lewis,
Jonathan Weidenhamer
- II. Tour of Snyderville Basin/ Park City Commercial Core(s) - HP, Rick Lewis, Jon Weidenhamer
- III. Meeting with HMBA
 - A, Advocate not lobbyist
 - A. Need to be partner of bigger institution (chamber, city, resorts, county, etc.)
 - B. BID - probably best funding mechanism
- IV. Economic Summit
 - A. City Council Meeting w/ HP**
 1. City Council thoughts:
 - § Council priority - “World-class, multi-seasonal, destination resort”
 - § Who are we? (see Wikstrom Report - tourism)
 - § Market all four seasons
 - § Market to all of Summit County

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- § Target or Chain stores not preferred, mom and pop better idea
- § No locals, no basic necessities, what can we do to draw them back?
- § More families in downtown, need stores to meet basic necessities
- § Liked HP's Downtown America Program
- § Chamber surveys are good, but they don't target enough or the right markets
- § How are we different than other resort towns?
- § If Main St is such a successful brand, how do we preserve, enhance, and capitalize?
- § Should we need to hire a staff person to coordinated efforts?
- § Put the funk back in

2. HyettPalma thoughts:

- § Intro, Why are we here?
- § Free mkt. good enough? Have we(Park City) done extensive research on main/city/county to see what market will bear?
- § Have we courted our second home owners?
- § Diminishing downtowns with big box possibilities in outlying area the norm.
- § Best way to establish cultural tourism is not alone but joint effort with county/state - all potential resources
- § Cultural tourism starts with focusing on local's interests - What do locals want to see? - be the best at what you are
- § Don't need major policy changes or regulation - need collaborative efforts
- § many merchants have a disconnect to their stores - a laziness from doing so well
- § Need far-reaching more collaborative surveys to find out who we are
- § We have a great brand (Main St.) Protect it at all costs
- § Perception outside of Summit County has no idea of negatives (failed bid, parking, etc.)
- § Perception outside Summit County is "clean, good, wholesome"
- § No reputation of "glitzy" like Aspen
- § Role of PCMC in downtown - 1. Priority - ideally we "would like to see Main St. become the heart of the community again" 2. Regulation 3. Capitol Improvements
- § Not doing anything not good - it's a good time to be focusing on downtown revitalizaion

B. Nationwide Downtown Economic Enhancement Recent Trends (slideshow)

1. If we build it, they will come (capital improvements) - bad
 2. If we have it, they will come ("brand") - good
- § mixed uses
 - § anchors (farmers mkt, green space, parks, other public facilities)
 - § specialty businesses (chains) - changing demographics drives these specialty stores - right now - pets, grandparents, hearth/home, personal services are in
 - § multi-use buildings - Dollys/ Choc Factory, Queen of Arts/ Bobby Burns
 - § residential is back
 - § art - large/small. public/ private. Gallery w/ studio @ work
 - § single screen theaters
 - § public art

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- 3. Food
 - \$ extended hours
 - \$ outdoor seating
 - \$ specialty food stores (gourmet markets)
- 4. Historic Fabric
 - \$ chains can fit into any building, don't need a certain look
 - \$ olympic legacies should be pushed
 - \$ mining history
- 5. Paradigm Shift
 - \$ Government sets standards
 - \$ Impersonal to personal
 - \$ Local specialty stores
 - \$ Spenders count (3 p's - purpose/place/pitch (marketing))
 - \$ Great downtowns don't happen, they are created

C. Visioning Session - Public Input Session

1. Preferred Vision - *If Main Street is to be perfect in 2008, what would it look like?*

- \$ pedestrianize main
- \$ bring locals back
- \$ put the funk back in it - too sterile
- \$ more outdoor activity
- \$ reduce sign/ merchandise display regulations
- \$ promote retail not art/office (real estate especially)
- \$ diversify products - need community based, not all tourist based
- \$ rents too high, forcing out mom and pop stores
- \$ redefine park ave (heber to 14th) to allow more commercial
- \$ offer incentives for these low end commercial
- \$ learning institution (labor pool)
- \$ ecologically responsible - recycling, water management
- \$ gain 600 parking spots (should max all available s.f.)
- \$ employee housing (deed restricted)
- \$ incentives for mixed-use buildings
- \$ swede/main should be the nexus for our parks system (public gathering spot)
- \$ seasonal business problem
- \$ incentives to plant trees
- \$ recreation opportunities enhanced
- \$ promote mining/ western heritage
- \$ promote olympic legacies
- \$ cleaner street - building faces, garbage, walkthroughs
- \$ performing arts center
- \$ maintain historic and cultural identity
- \$ events - ones which draw return pc visitors (not sundance)
- \$ maintain sophistication
- \$ people mover from main to DV

2. Uses

- \$ Retail
 - ! mom and pops
 - ! national chains - boutique chains

! destination shopping area
! promote family uses
! art studio

\$ Food
! community liquor store
! loosen liquor laws
! more outdoor dining

\$ Other Attraction
! museum
! venue for events

3. Users

\$ locals - both year-round and seasonal residents
\$ locals - general area (county-wide, salt lake)
\$ destination visitor
\$ various age groups
\$ other Utah visitors (moab, other national parks)
\$ non-skiers
\$ olympic visitors
\$ high-end retail (destination shopping)

4. Priorities

\$ parking (supply)
\$ year round business (eliminated shoulder seasons)
\$ pedestrian friendly (widen sidewalks, outdoor merch/dining)
\$ more events
\$ target overnight cultural/heritage tourism guests
\$ convention center
\$ make town more attractive (bury utilities,
\$ funding mechanism for more marketing (BID)
\$ buy-in for BID

5. Image

\$ comfortable
\$ intriguing
\$ something you can't find anywhere else
\$ fun
\$ vibrant
\$ friendly
\$ economically stable
\$ diverse
\$ not Aspen (glitzy, snobby)
\$ accessible
\$ bold, courageous
\$ exceptional (not mediocre)

6. Issues

\$ buy-in locally
\$ buy-in regionally
\$ LMC not progressive enough
\$ commercial mix
\$ parking
\$ long term planning

V. Debrief