



Public Outreach By-the-Numbers 2017 - 2021

45

Meetings and presentations

4

Stakeholder emails sent in
2020/2021

3

Online surveys conducted

9,166

Followers on social media

166

Survey responses

1,816

Website visits

151

News stories

80

Letters recieved



Public Outreach By-the-Numbers

2017 – 2021

Meetings & Presentations

Public Meetings and Presentations

- Bonanza East Concept Presentation (May 26, 2017)
- Community Conversation at Park City Library (July 11, 2017)
- City Council Presentation (July 13, 2017)
- City Council Presentation (July 20, 2017)
- Open House at the Doubletree/Yarrow (November 2, 2017)
- Arts & Culture Top Priority Discussion (November 30, 2018)
- Planning Commission Meeting (July 10, 2019)
- City Council Meeting (July 11, 2019)
- County and City Council 2x2's (June 29, 30, July 1, 2020)
- Park City Special Edition Roundtable (July 15, 2020)
- Latinx Community Presentation vis Park City Municipal (October 21, 2020)
- Park City Arts & Culture Roundtable (October 26, 2020)
- Park City Chamber Staff Presentation (November 12, 2020)
- Park City Council Meeting (November 19, 2020)
- Park City Council Meeting (December 15, 2020)
- Park City Council Meeting (December 17, 2020)
- Park City Council Meeting (January 7, 2020)
- Park City Council Work Session & Meeting (January 21, 2021)
- Art Leadership Roundtable (February 2, 2021)
- Park City Council Work Session & Meeting (February 4, 2021)
- Park City Council Meeting (February 25, 2021)
- Park City Special Edition Roundtable (March 29, 2021)
- Special Park City Council Meeting (March 31, 2021)

Requested Meetings and Presentations

- Editorial Roundtable with Park Record, KPCW & Park City Magazine (July 7, 2017)
- Arts & Culture Future City Employee Discussion (December 11, 2018)
- Florida Arts and Culture District Presentation (April 18, 2019)

- Design Committee Meetings (June 19, 23, 25, July 7, September 14, 15, 2020)
- Prospector HOA Board Presentation (June 25, 2020)
- Summit County Staff Presentation (July 1, 2020)
- Small Group “Backyard Conversations” (July 7, 8, 9, Aug. 7, Sept. 1, 23, 29, Oct. 20, 27, 2020)
- Vail Resorts Executive Staff Presentation (July 29, 2020)
- Holiday Village Meeting Presentation (September 21, 2020)
- Historic Park City Presentation (September 30, 2020)
- Life is Beautiful Staff Presentation (October 5, 2020)
- Board of Realtors Presentation (October 15, 2020)
- Claim Jumper HOA Presentation (October 22, 2020)
- Park City Area Restaurant Association Presentation (November 5, 2020)
- Latinos in Action Public Engagement Youth/Latinx Meeting & Presentation (November 12, 2020)
- University of Utah School of Architecture Partnership Meeting (November 19, 2020)
Requested
- Park City School District Presentation (December 1, 2020)
- Compark Property Owners Association (January 5, 2021)
- Lodging Association (January 6, 2021)
- Park City Film Series Board of Directors (February 17, 2021)
- Special Edition Virtual Roundtable (March 29, 2021)
- City Council Public Hearing (March 31, 2021)

2020/2021 Stakeholder Emails

- September Project Update - 51 Recipients
- October Project Update - 79 Recipients
- December Project Update - 86 Recipients
- March Project Update - 242 Recipients

Social Media Audience (Park City Government & District pages)

- Facebook Followers: 4,391
- Instagram Followers: 4,775

Website

Lifetime Analytics (Beginning June 1, 2020)

- Unique Users: 1,234
- Sessions: 1,816
- Pageviews: 2,942
- User Acquisition:
 - Direct: 694

- Organic Search: 278
- Social Media: 118
- Referral: 183 (parkcity.org, parkcitymag.com, townlift.com, engageparkcity.org, kpcw.org)

Media Coverage Summary

Full List of Coverage Attached

- 2017 News Stories: 21
- 2018 News Stories: 17
- 2019 News Stories: 2
- 2020 News Stories: 37
- 2021 News Stories: 74
- **Total News Stories: 151**

