

Economy Goals, Metrics and Targets

	Measurement Unit	Target
An Ideal Central Wasatch Economy Would:		
Goal 1: Grow the year-round, destination-based travel, tourism, and recreation economy.		
Metric 1: Total annual skier spending	\$ (current)	
Metric 2: Quarterly hotel utilization	% occupancy and \$ REVPAR	
Goal 2: Maximize the financial resources available to reinvest in improving and protecting Central Wasatch assets.		
Metric 1: Annual tourism-related tax revenue	\$ (current)	
Metric 2: Assessed value of all urban property within ¼ mile of key Mountain Accord investments	\$ (current)	
Metric 3: Annual public investment used to enhance the natural and built environments	\$ (current)	
Goal 3: Improve the quality of experience for residents and visitors.		
Metric 1: Total day use visits accommodated; perceived quality of visitor experience	# Visits at 4 to 5 quality rating	
Metric 2: Visitors that can reach key destinations without an automobile in less than an hour	# of resident visitors; # of hotel visitors	
Goal 4: Improve quality of life for residents.		
Metric 1: Resolves land-use and property-rights conflicts	Policy/Qualitative Eval	
Metric 2: Compatibility with historic objectives of communities	Qualitative Evaluation	
Metric 3: People want to live here; attractive for employers/employees	Qualitative Evaluation	