

Guide to the Chamber of Commerce Collection

1984-1993

Collection Number: 2018.11.1

Size: 2 boxes (1 cu. ft.)

About the Park City Chamber of Commerce:

Park City's Chamber of Commerce was organized in March of 1965 with nine directors and 26 members, just a few weeks after the opening of the Treasure Mountain Inn. Within a short time from its organization, nearly all major businesses and many important Park City citizens were actively involved. The purpose of this organization was and is to promote the economic interests of Park City and thus from the beginning it was heavily involved in transforming Park City into a resort town. Among other things, the Chamber organized committees for improving Main Street, sponsored advertising and publications promoting Park City to tourists, and lobbied for better signage along nearby highways and interstates. The Chamber of Commerce has also been an important part of community life. Since its inception, the Chamber has organized events such as citywide clean-up drives, winter carnivals, art festivals, film screenings and the Snow Ball Express. They have also sponsored parades, pageants, and other events for different holidays throughout the year. At various times, the Chamber's offices have been housed in the old library, the old city hall, the old Park Record office, at the Holiday Inn, and on Park Avenue before moving to its present location off Kearns boulevard. The Chamber of Commerce continues to be active in the city and county, with a visitor center in Kimball Junction and an information center at the Park City Museum in addition to their main offices.

About the Chamber of Commerce Collection:

This collection is made up of publicity-related materials from the Park City Chamber of Commerce, dated 1984 to 1993. The material includes copies of brochures and publications from the mid-1980s to early 1990s; correspondence, drafts and estimates related to advertising campaigns from the early 1990s; correspondence, notes, estimates and drafts for meeting planner brochures and convention kits.

Administrative Information

Access Restrictions:

This collection is open.

Copyright notice:

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Preferred Citation:

[Identification of item], Chamber of Commerce Collection, 1984-1993, 2018.11.1, Hal Compton Research Library and Archives, Park City Historical Society and Museum, Park City, UT, USA.

Acquisitions information:

Donation, Julianne Rosen-Carone, August 8, 2017

Subjects:

Advertisements / Advertising

Chambers of commerce

Tourism

Hotels and lodges

Radio industry

Collection arrangement:

Material was kept together by folder as originally arranged. Folders had no set order and some material (e.g. magazines and brochures) was loose. Material was arranged in two series, one for general materials and one for meeting planning material. Folders were roughly arranged in boxes chronologically by year within each series.

Collection contents:

Series I. Chamber of Commerce advertising campaigns

Includes publications, advertisements, and related material, 1984-1993.

BOX 1 (2018.11.1.1)

Box	Folder	Contents
1	1	Memos, brochure inventories and distributions, Graphic Standards Guidelines, Post PCMA Ski trip reservation form; 1986-1988
1	2	Advertising supplement for Sept 1984 Skiing Magazine; Park City Menu Guide Winter 1984/1985
1	3	1985 Publications 1985/1986 Ski Utah Planner; July 1985 Utah Holiday with "Get a Lift" advertising insert; 1985 Summer Visitors Guide; Skiing Magazine advertising supplement; Park City skiing brochure; Park City Menu Guide Summer 1985; 1985 Winter Visitors Guide; 1985 Utah's Mountainland; Calendar of Events for Feb, Mar, Apr 1985, Mar 1985, Summer 1985, Fall 1985, Winter 1985-1986
1	4	1986 Publications Advertising supplement and 1986-87 Vacation Guide with "three Great Mountains and one terrific town" tagline; 1986-87 Ski Utah planner; 1986-87 Winter Visitors Guide; Winter Menu Guide; Summer Visitors Guide; Summer Menu Guide; draft and final copies of 1986-87 Park City Ski Area Information Guide; June 1986 Utah Holiday; Visitor Directory booklet; brochures for 1986/87 Holiday Attractions and Winter Events; Summer 1986 Calendar of Events
1	5	1987 Publications Two "Summerside" brochures or inserts, one 4 pages, and one 14 pages; American Express Card 1987-88 Vacation Planner; Summer Vacation Planner
1	6	1988 Publications 1988-89 Winter Vacation Planner; 1988-89 Winter brochure; Summer Guest Guide 1988
1	7	1989-1990 Publications Winter 1989 Menu Guide; "Utah's Summer Playground" Summer Guest Guide 1989; 1990-91 Winter brochure; 1990-91 Winter Vacation Planner
1	8	Undated Publications 8 page dark blue booklet "Enjoy Summit County, Utah"; 8 page booklet "Park City A Resort for all reasons . . . and seasons" with conference information; undated Transit Guide; blue "Park City 1884 Utah" brochure; summer brochure with hot air balloons; winter brochure with skier; summer/winter brochure with skier and hot air balloons; liquor brown bag with printed instructions

1	9	1989 Mountain Biking ad Copy of Jan 1989 Ski Area Management article, "Mountain Bikes Take Off" by Tim Blumenthal; memo; draft of ad "We've Got A Mountain in your Range"; copy of Bicycle Utah Vacation Guide with ad on back cover
1	10	1990 World Travel Show 3 letters, 2 brochures on attending convention in Phoenix, Arizona
1	11	Travel Industry Association of America Membership application, newsletter, brochures, 2 letters on attending conference
1	12	1990 Summer brochure "Utah's Summer Playground" brochure; drafts of copy and layout; letter
1	13	Three letters on distributing brochures at information centers, photograph of Canyon Country Activities Center box with brochures
1	14	Two letters and itinerary for 1990 brochure distribution trip
1	15	1990 estimates for mailing brochures Copy of 1990 summer brochure, letter, mailing receipt
1	16	1990 events calendar Typed list of summer event/community calendar for June 1990-August 1991; memo; "Playtime in Park City: Utah's Summer Playground" newsletter
1	17	Draft, estimate, correspondence for 1990 billboard on Wasatch Front
1	18	Draft and estimate for 1990 magazine advertisement
1	19	1990 Newspaper ads Drafts; estimate; proposal; 3 copies of Wasatch Wave and 1 copy of Summit County Bee with printed ads
2	1	1990 Salt Lake Visitors Guide ads Estimate; draft; letter with copies of 1990 Spring/Summer and Summer/Fall guides with printed ad
2	2	1990 Summer Senior Campaign Minutes; itinerary; hotel reservation agreements; press release; correspondence; August 1989 New Choices magazine
2	3	1990 Phoenix Radio Giveaway Radio scripts and schedules, station profiles, marketing analyses, drafts
2	4	1990 Radio Ads Radio scripts and schedules, rating analysis, proposal, correspondence; some correspondence relates to a copyright conflict between Park City and the Provo University Mall over a radio jingle
2	5	1991 Utah Campground directory; summer 1991 advertising supplement for Utah Golf magazine, with letter and advertising agreement; copy of cycling ad for Cycling Festival Month
2	6	1991 brochures Three brochures for mailing out-of-state, with taglines "Summit County Utah: the recreation destination", "Travel to another state of mind", "Improve your state of mind".
2	7	Report on 1991 summer ad campaigns from Harris and Love, Inc.; two photographs of billboard ad "Cool Your Heels"; one photograph of same ad on side of a bus

2	8	Summer Senior Campaign Page from Feb 1992 Daily News-Sun newspaper from Arizona with print of Park City ad; minutes, drafts, schedules, agenda, and correspondence, 1991-1992
2	9	1991 ad for Phoenix-Tucson newspapers List of dates for newspaper ads; draft of ad; photograph of "Cool your heels" ad on bus
2	10	1991 Radio Promotions Schedule, analyses, proposal, drafts of scripts
2	11	1992 Summer brochure Correspondence; report on zip code research; brochure with parking meter on front; postcard with tagline "the time is drawing near to plan your summer vacation"
2	12	1992 Summer Co-op Brochure Correspondence, letters of agreement, ad copy, copies of in-state and out-of-state brochures with tagline "Inside are some timely ways to spend time in Park City"
2	13	1992 Magazine ad Service report, copy of ad, issue of May 1992 Tucson Lifestyle with ad
2	14	Contract for 1992 billboard ad; memo listing event snipes
2	15	Advertising contract with High Country Publishing; advertising rates for Bicycle Utah Vacation Guide; ad draft
2	16	1992 Radio promotions Correspondence, schedules, analysis, proposals, scripts
2	17	1992 Summer billboard ad Correspondence, draft, snipes
2	18	Tour and Travel Marketplace 1993 ad Copy of June 28, 1993 Tour and Travel Marketplace booklet with Park City ad; draft; correspondence; copy of winter ad in Feb 22, 1993 issue

Series II. Chamber of Commerce meeting planner brochure

Includes correspondence, drafts, minutes related to meeting planner brochure and convention kit

BOX 2 (2018.11.1.2)

2	19	Correspondence, estimates, drafts for Meeting Planning brochures
2	20	Copies of meeting planner brochure and convention folder; correspondence; estimate; minutes of Meetings and Conventions committee; notes
2	21	Inserts from hotels; draft brochures
2	22	Blue and white brochure, "A Meeting Planner's Guide to Park City"; two drafts of Park City map
2	23	Correspondence and proposals with Successful Meetings magazine; 1992 editorial planning calendar; 1992 action impact study