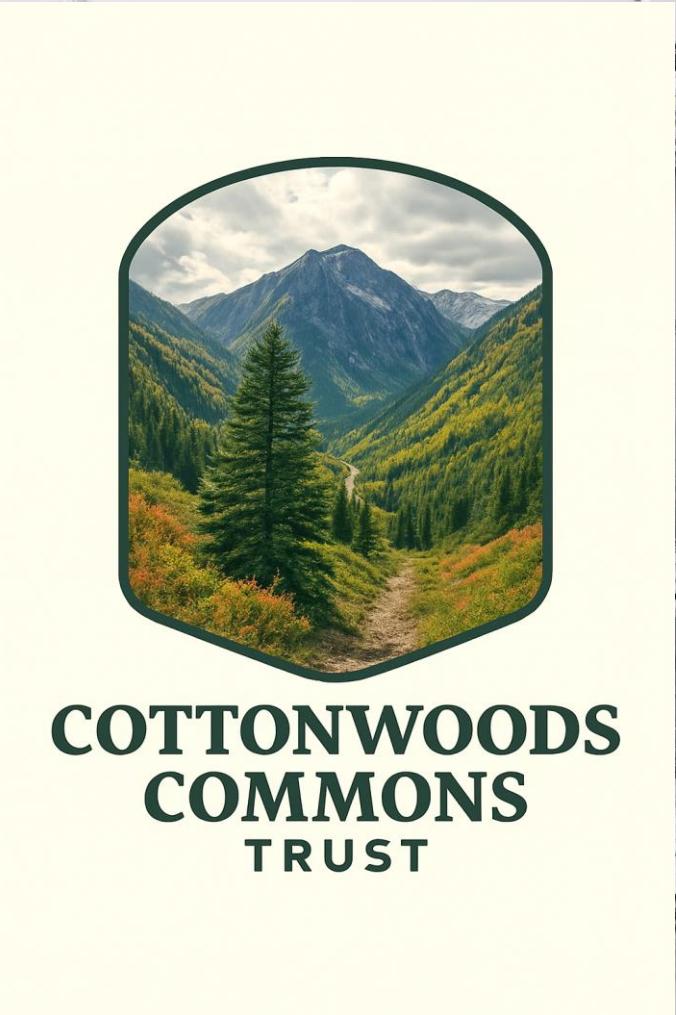
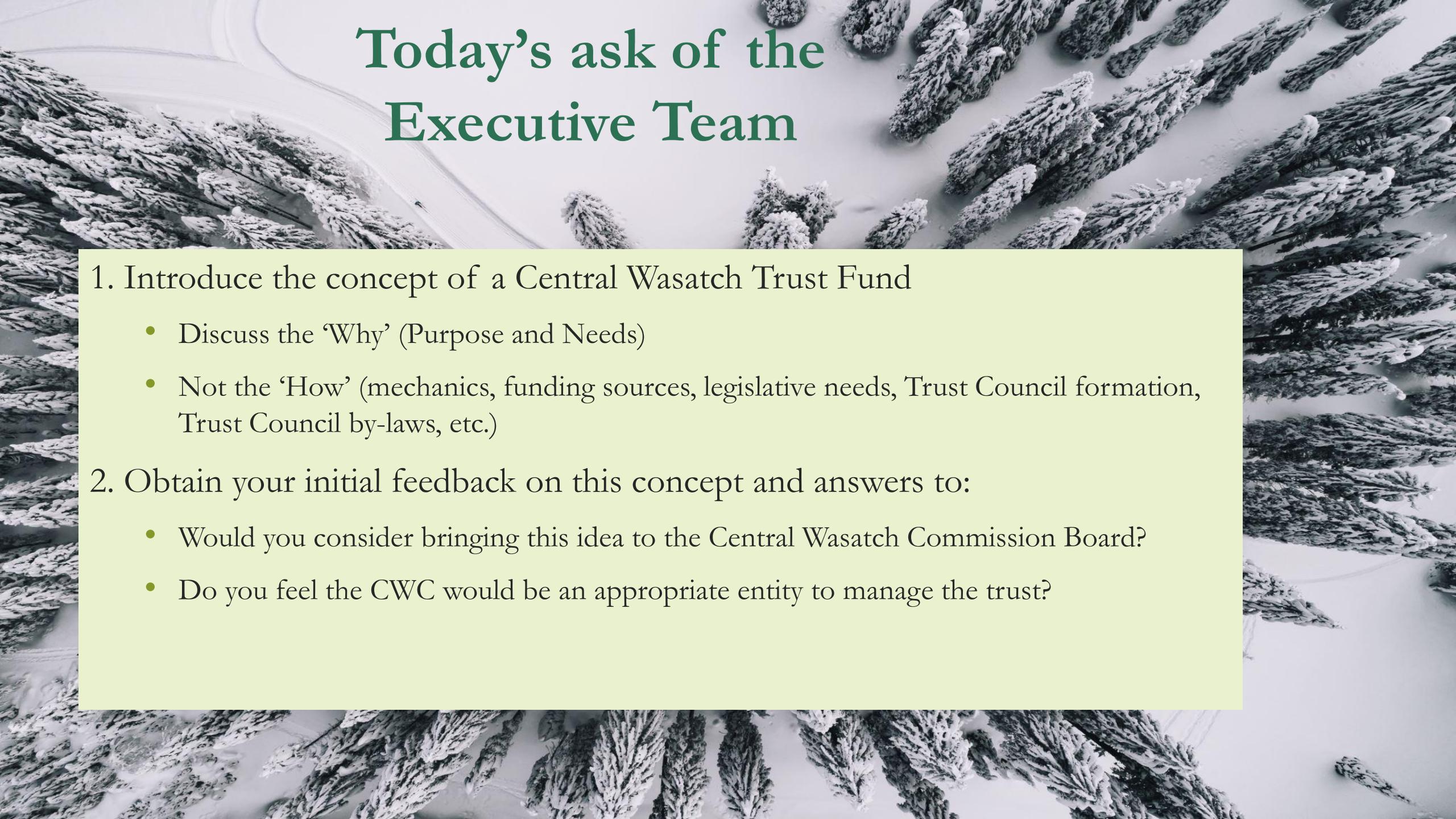


The case for a Cottonwoods Commons Trust





Today's ask of the Executive Team

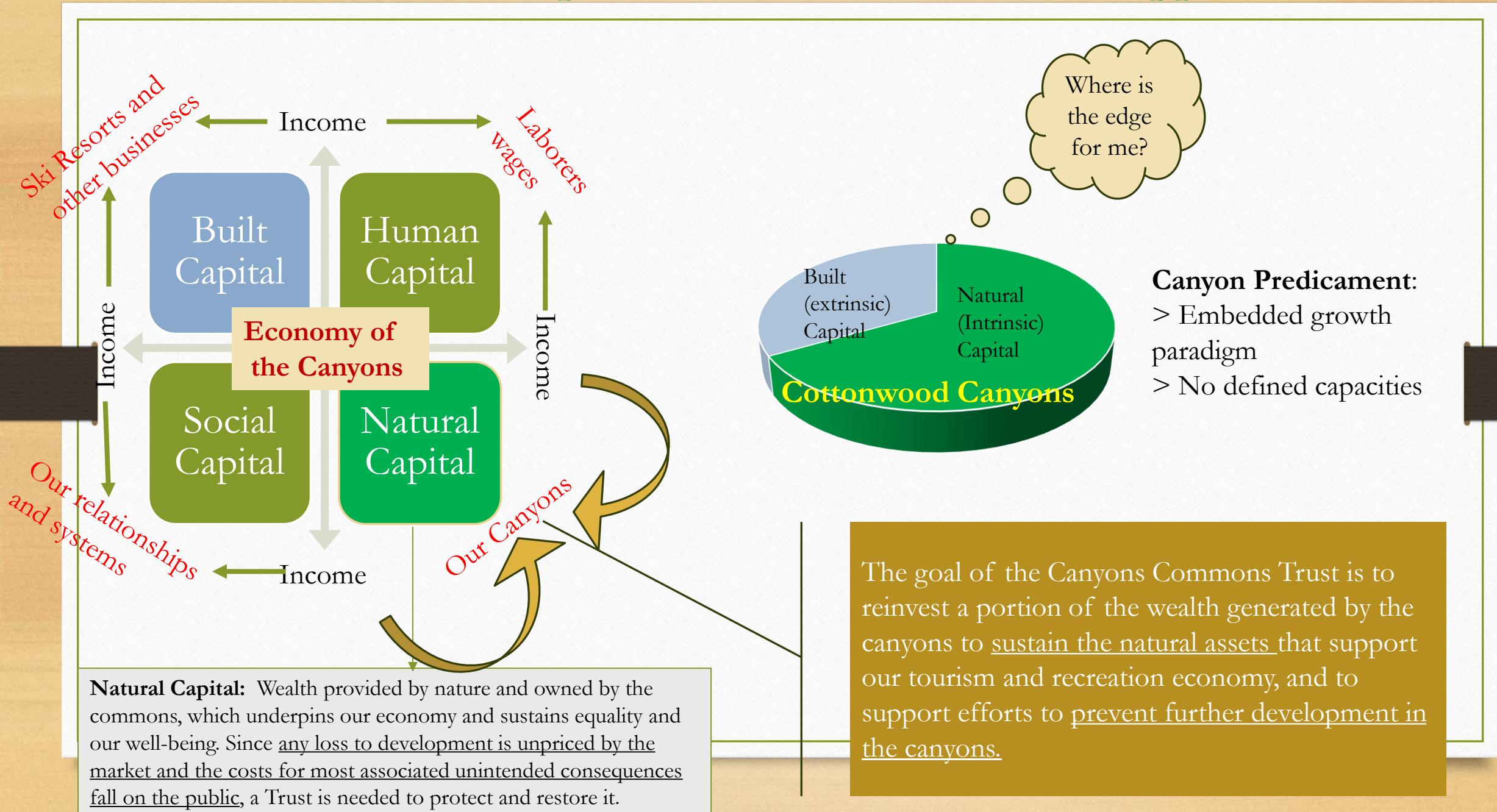
1. Introduce the concept of a Central Wasatch Trust Fund

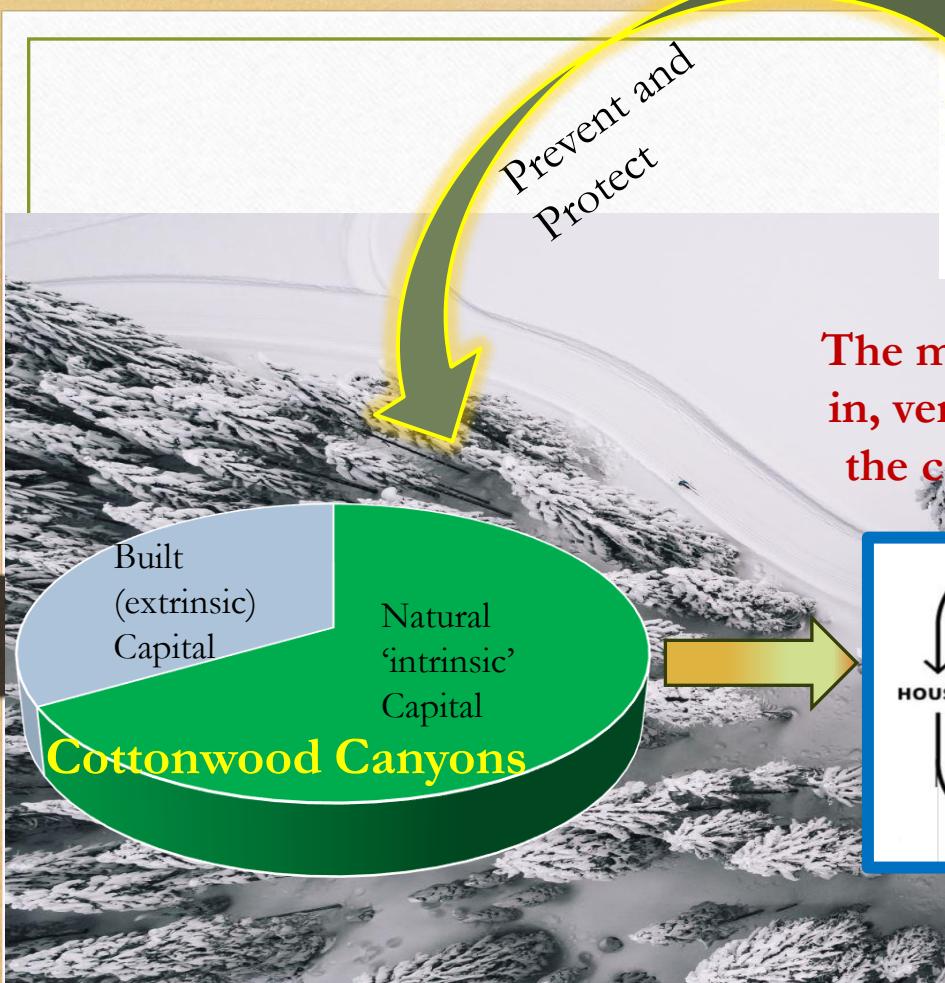
- Discuss the 'Why' (Purpose and Needs)
- Not the 'How' (mechanics, funding sources, legislative needs, Trust Council formation, Trust Council by-laws, etc.)

2. Obtain your initial feedback on this concept and answers to:

- Would you consider bringing this idea to the Central Wasatch Commission Board?
- Do you feel the CWC would be an appropriate entity to manage the trust?

What if the canyons are the primary asset, and not an uncapped volume of use?



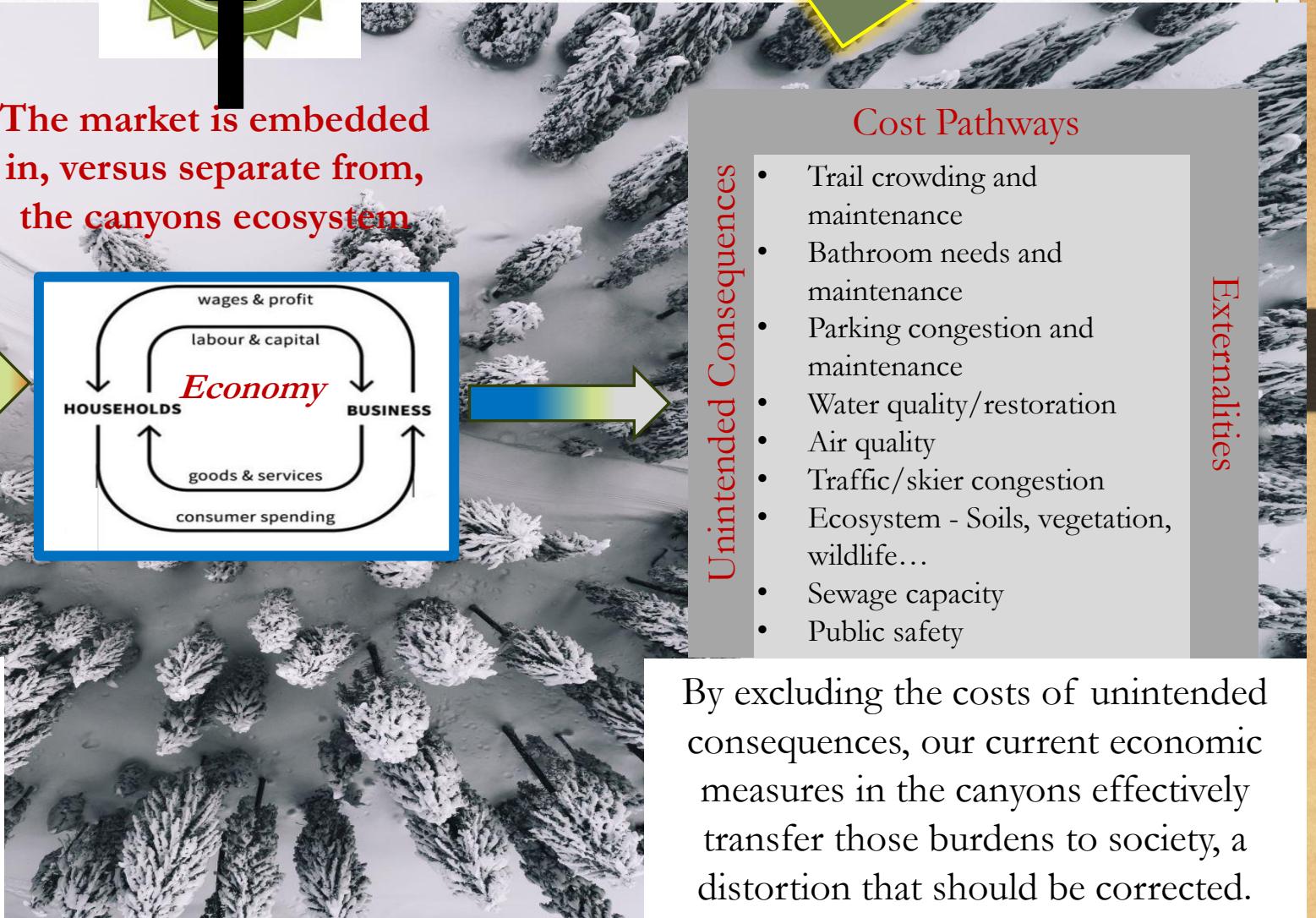
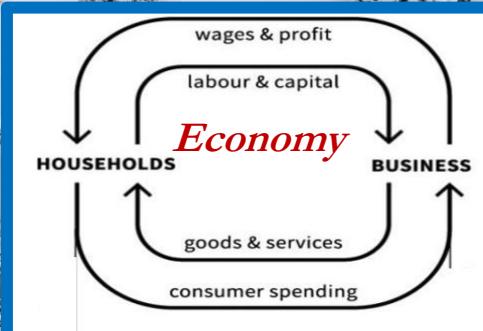


We draw down on the principle of the canyon's natural capital with no defined capacity limits and no metrics for the economic losses that occur when those equitable assets are depleted.

Prevent and Protect

Mitigate and Repair

The market is embedded in, versus separate from, the canyons ecosystem



Cost Pathways

- Trail crowding and maintenance
- Bathroom needs and maintenance
- Parking congestion and maintenance
- Water quality/restoration
- Air quality
- Traffic/skier congestion
- Ecosystem - Soils, vegetation, wildlife...
- Sewage capacity
- Public safety

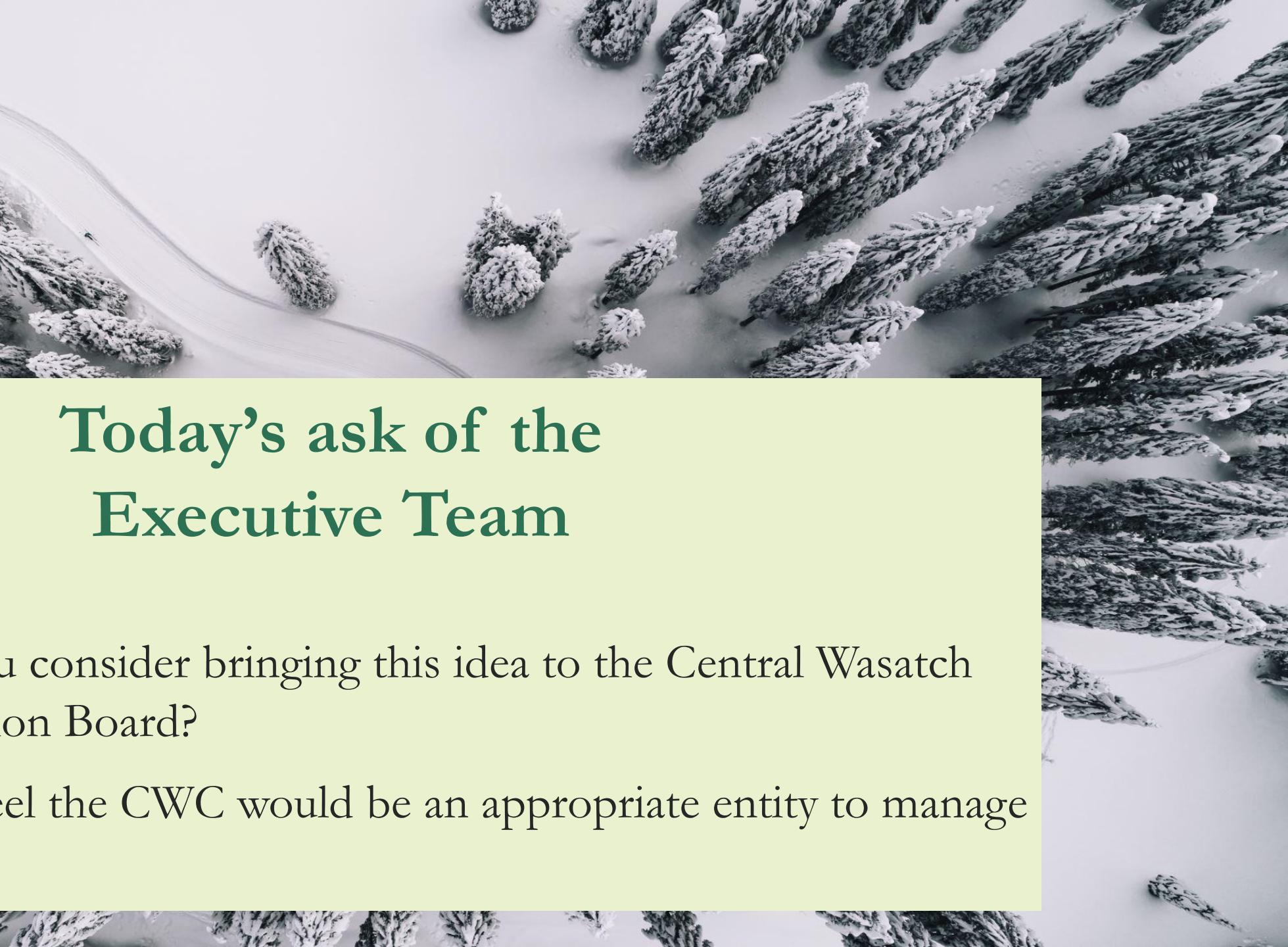
Unintended Consequences

By excluding the costs of unintended consequences, our current economic measures in the canyons effectively transfer those burdens to society, a distortion that should be corrected.

Externalities



**COTTONWOODS
COMMONS
TRUST**



Today's ask of the Executive Team

- Would you consider bringing this idea to the Central Wasatch Commission Board?
- Do you feel the CWC would be an appropriate entity to manage the trust?