



Heber Valley

ANNUAL ²⁰/₁₆ REPORT

GoHeberValley.com

Utah's backyard playground...

chairman's letter

On behalf of the Heber Valley Tourism and Economic Development board, I'd like to express my deepest appreciation to the many wonderful community partners who contribute so much to our economy. Because of the caliber of business leaders that make Heber Valley their home, economic growth continues to be the theme of our county. As our local governments continue searching for ways to support our business community, we'll continue to see more businesses interested in the greater Wasatch County area.

The past year has been a great success. While many great things have happened in 2016, we believe we are just scratching the surface on the many opportunities that await us. Thanks to the staff, board, and many partners who work tirelessly to support economic development. I hope you enjoy the 2016 annual report.

Sincerely,

Steve Farrell

Steve Farrell

director's letter

Each year, the Heber Valley continues to reach new heights. From an increase in visitation to new business activity, very few communities are experiencing the growth that Wasatch County faces. Such rapid growth creates exciting opportunities and complex challenges for the community. The Heber Valley Tourism and Economic Development and Chamber of Commerce staff works extremely hard to create opportunities that will enhance our local economy while minimizing the footprint which often accompanies growth.

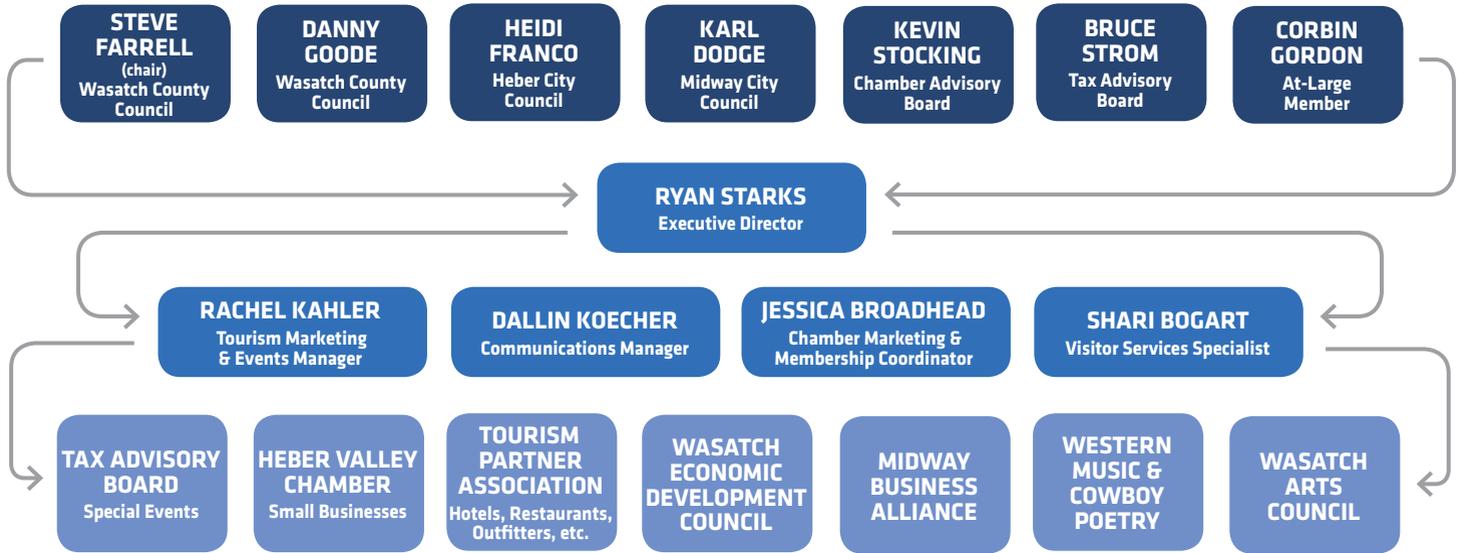
Sales, restaurant, and transient room taxes reached all-time highs in 2016, and our economic outlook seems as bright as ever. The enclosed annual report highlights many of the significant activities that transpired in the Heber Valley community during the past 12 months. We appreciate the great support of our local government and business partners. Because of their tremendous support, we'll continue reaching new heights together.

Best Regards,

Ryan Starks

Ryan Starks

HEBER VALLEY TOURISM AND ECONOMIC DEVELOPMENT ORGANIZATIONAL CHART



vision

Wasatch County will develop a vibrant and sustainable economy and will be recognized as a premier destination to live, work, and play.

mission

Heber Valley Tourism and Economic Development is dedicated to...

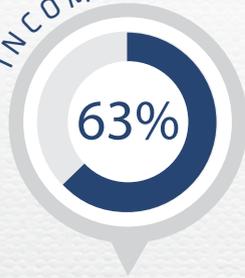
RECRUITING quality businesses in high-paying industries.

SUPPORTING local business retention and expansion.

INCREASING year-round tourism by promoting the Heber Valley area's activities, events, and amenities.

2016 budget figures

INCOME



Transient Room Tax

\$478,000



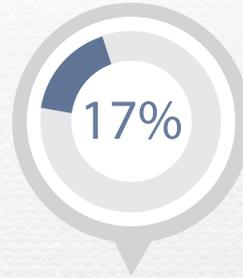
Membership Investments

\$25,525



City & County Contributions

\$90,000



Grants

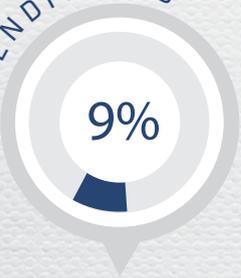
\$128,277



Events & Programs

\$35,088

EXPENDITURES



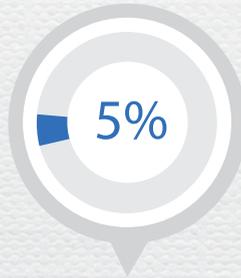
Economic Development

\$68,000



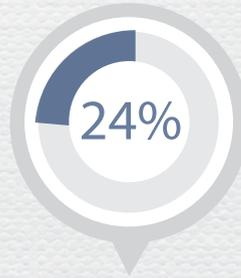
Special Events & Activities

\$84,200



Operations

\$39,550



Destination Marketing

\$175,274



Administration

\$360,000

2016 Heber Valley accolades

US CENSUS

**7th Fastest
Growing
County** (in the nation)

Wasatch County

USA TODAY 10 BEST

**Best Under
Water
Attractions**

Homestead Crater

SAFE CITY

**2nd
Safest**

Only In Your State

AMBERJACK.COM

**Best Place
to Fish in
Utah**

Heber Valley

HEALTH RANKING

**3rd Healthiest
in the State**

Wasatch County

SL TRIBUNE

**3rd Fastest
Growing City
In U.S.** (for its size)

Heber City



tourism marketing

MARKETING OUTREACH

Print and Digital Media

2016 saw campaigns in Canada, Germany and UK, utilizing both digital and print media. 6.2 million impressions, 4,000 clicks. We saw a 279% increase of web traffic from these three countries in 2016 over 2015.

PR Articles

The Heber Valley was covered in over 200 news articles in both local and national media outlets. We also hosted half dozen television appearances on local news stations, such as FOX 13 News, Good For Utah News, Big Budha morning shows and The Place, a lifestyle show that hits our target market. Public relations continue to be one the best ways to build the Heber Valley brand.

Bloggers Partnerships

Bloggers and journalists continue to be some of the best ways to communicate what Heber Valley has to offer to our target market. This year we have expanded our blogger outreach two-fold.

First, through a partnership with the Utah Office of Tourism we secured paid content on over 35 different blogs throughout the country. Next, we worked with Today's Momma to host three popular bloggers from along the Wasatch Front. During the summer, we hosted three familiarization trips which produced content that reached several million people, making this program a great return on investment.

theidearoom.net / Fun Things to do with in the Heber Valley
superhealthykids.com / Things to do in Heber Valley Utah for Active Families

howdoesshe.com / Fish, Dirt, and Fingernails, the Perfect Girls Getaway In Heber Valley, Utah

ING CONFERENCE

Heber Valley has some of the most pristine golf courses in all of Utah. To showcase our offering, we hosted the annual spring conference of the International Network of Golf in late May. Around 150 of the industry's top writers, equipment manufactures, and PGA representatives converged on the Heber Valley. Over the





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course of the three-day conference golfers experienced the best of what the Zermatt Resort, Crater Springs, Wasatch Mountain and Soldier Hollow had to offer. For many of the attendees this was their first time to Utah and reported having a wonderful experience.

TOURISM CONFERENCE

Over two years in the planning, Heber Valley and the Zermatt Resort hosted the Utah Tourism Conference in September. This conference is the premier annual event in Utah's tourism industry. Over 400 attendees from all over Utah, including Governor Gary Herbert and Lt. Governor Spencer Cox, came to the valley to experience our local recreation including: fly fishing, ATV Rides, the Heber Valley Railroad, Homestead Crater, and much more. The Utah Tourism Industry Alliance organizes the conference every year and reported that the Heber Valley conference held the largest attendance to date.

STRENGTHENING OUR BRAND

Each year we work to strengthen our position in the Utah travel experience. In 2016, we launched several initiatives to improve collaboration, increase media coverage, and enhance the visitor experience.

First, semi-annual tourism roundtable meetings with our tourism partners have increased cooperation. Hiring outside tourism consultants with a keen eye for brand enhancement has helped us focus our efforts. And even boosting the quality experience our visitors find at the visitor center have all helped Heber Valley anchor ourselves as desirable destination for travelers.

SOCIAL MEDIA

To maintain our position as Utah's Backyard Playground, we enhanced our social media efforts on Facebook, Twitter and especially Instagram. By promoting our posts and content on social media we saw increased engagement and affinity to the Heber Valley as measured through comments, shares, and likes. Instagram users have reacted very favorably with most posts averaging over 150 likes. Through social media we have been able to reach approximately 100,000 views a month.



economic development

WASATCH CAPS

Wasatch Center for Advanced Professional Studies. Over 100 high school juniors and seniors participated in the first-ever semester of Wasatch CAPS program. Wasatch CAPS is a partnership between Wasatch High School, local industry partners, and Heber Valley Economic Development to provide high school junior and seniors hands on experience with real-world projects. Students work with businesses in the community to gain experience in real world scenarios. Wasatch CAPS completed an 8,100 square-foot facility located on the UVU Wasatch Campus. The project was finished December 2016.

HEBER VALLEY NEWSROOM

The Heber Valley Newsroom was developed and launched in 2016 as an online platform to better communicate with Heber Valley residents and to tell the Heber Valley Story.

- 1820 Visitors to date
- 59 Posts
- Averaging 5 posts / month
- hebervalleynewsroom.com

ACCOLADES

- 2nd Safest City. Only In Your State. Safe City.
- Best Place to Fish in Utah. AmberJack.com.
- 3rd Healthiest in the State. Health Ranking.
- Best Under Water Attractions. Homestead Crater. USA Today's 10 Best.
- 7th Fastest Growing County in the Nation. Wasatch County.
- 3rd Fastest Growing City for Its Size. Heber City. U.S. Census and Salt Lake Tribune.

LT. GOV VISITS WASATCH COUNTY

In August our office hosted Lt. Governor Spencer Cox, and several other state officials, and toured the Heber Valley and several of our businesses. The Lt. Governor visited with local business, city, and county leaders to better understand the county's economic development needs and challenges. The tour included visiting Jordanelle State Park, Miro Industries, Conductive Composites, Redmond Salt, and others. Meetings like this create vital inroads toward future partnerships and collaborations between our county and state officials.





INDUSTRIAL PARK

Shovel ready dirt is an important aspect for new and expanding businesses. In 2016, the Heber City Industrial Park became ready to support industrial and manufacturing facilities. In June, Probst Electric broke ground on a new facility to better accommodate their 200 employees. Redgie Probst's investment into the area has been instrumental in creating the Industrial Park. With his help and Probst Electric anchoring the area, the park will strengthen the business mix in Heber Valley.

GROUNDBREAKINGS

This past September, the Chamber of Commerce held a groundbreaking ceremony for a new Best Western Plus hotel in Heber City, making it the first hotel built in Heber City in 17 years. The 82-room facility will feature eight family suites, indoor pool, fitness center, and conference space for smaller events. Having this type of tourism investment into our community will have a great impact on our local economy. They expect to open summer of 2017.

Additionally, the Heber Valley Hospital broke ground on a \$30 million expansion, and Heber City Dental started construction on a new dental office building.

NEW BUSINESS RIBBON CUTTINGS

The Heber Valley welcomed 13 new businesses to our community in 2016.

1. Probst Electric
2. Best Western Plus
3. Public Safety Building
4. El Rodeo Grill
5. Grand Valley Bank
6. Lee's Market
7. Main Street Social
8. Rancho Market
9. Sun Roc
10. Heber Valley Medical Center Expansion
11. Midway Fire Station
12. Wasatch CAPS
13. A Good Spa Day



chamber of commerce

MAIN STREET BANNERS

In an effort to further promote our shop local program, the Heber Valley Chamber of Commerce commissioned new Shop Local, Play Local and Dine Local banners to line both Main Streets of Heber City and Midway City.

DINE ABOUT

As part of our on-going efforts to encourage people to shop, play, and dine local, the chamber launched the Heber Valley Dine About initiative in March and April of 2016. The program duration was two weeks with 15 of our local restaurants participating, offering lunch and dinner specials to customers ranging from \$7 to \$25. Many of the participating restaurants reporting the Dine About being a success and look forward to participating again in 2017.

GOLF TOURNAMENT

The 9th Annual Chamber of Commerce Golf Tournament proved to be a big success this year. Hosted at Soldier Hollow Golf Course, August 18, 2016, 100 participants competed to raise money for our Shop Local program. 2016 boasted the highest turnout in golfers, doubling the funds raised from the previous year at \$8,000.

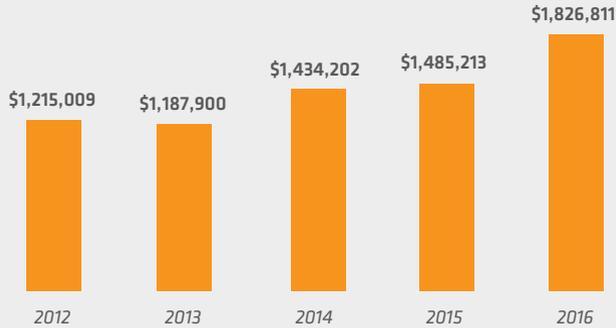
SHOP LOCAL SATURDAY

Over 400 people attended our 4th annual Shop Local Saturday and Tree Lighting event on November 26. The Heber Valley Chamber joined the nationwide movement to promote local shopping during the holiday season. Shoppers took advantage of amazing deals offered up by dozens of local businesses. This year over 25 businesses in the Heber Valley participated by offering special deals unique to the event.

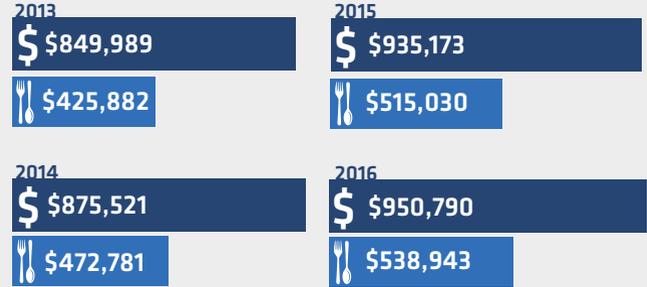




transient room tax



sales & restaurant tax growth

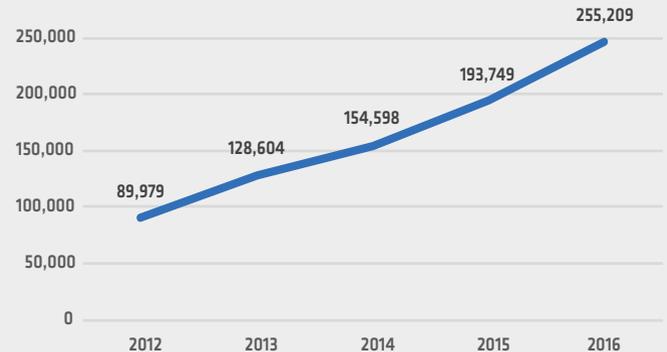


\$ = Sales 🍴 = Restaurant

social media growth



website statistics : total sessions



HEBER VALLEY by the numbers

197,678

unique visitors
GoHeberValley.com


22,726

176
chamber membership

30k
Wasatch County
population (approximate)

522,209

page views
GoHeberValley.com


3,911

\$25,525
money raised from
chamber membership dues

3.2%
unemployment rate

184

events days in 2016


4,669

13
new ribbon cuttings and
groundbreakings

1.02
million visitors
to our state parks

284k

attendance at events
in the Heber Valley


1,284

\$8k
money raised at the
golf tournament

90k
riders on the
Heber Valley Railroad

HEBER VALLEY CHAMBER OF COMMERCE MEMBERS

A GOOD SPA | ABBINGTON SENIOR LIVING COMMUNITY | ACE RESCUE COMPUTER SOLUTIONS | ADVENTURE HAUS | ADVENTURE U | ALL THAT STUFF IN THE BARN | ALL WEST COMMUNICATIONS | ALPENGLow SOLAR | AMBANK | AMERICA FIRST CREDIT UNION | AMERICAN NATIONAL | ATTORNEY KRAIG POWELL, PLLC | BALANCE WELLNESS CENTER | BASINGER CPA | BECKY SUTTON REAL ESTATE | BLUEBIRD CROSSING | BRIAN LEE INSURANCE | BUDGET BLINDS | BURTON LUMBER | CAFE GALLERIA | CANTON CITY | CHUCK ZUERCHER WITH BERKSHIRE HATHAWAY | COCOA PRODUCTIONS | COMMUNITY HEALTH AND WELLNESS | CONTAGIOUS BOUTIQUE | COSTCO WHOLESALE OF OREM | CRC DESIGNS | CRITTER BUDDIES | CYNTHIA AUSTIN - REGAL HOMES REALTY | DAIRY KEEN | DANIELS ROAD SELF STORAGE | DANIELS SUMMIT LODGE | DB BUILDING INC | DEER CREEK STATE PARK | DEER VALLEY RESORT | DEPARTMENT OF WORKFORCE SERVICES | DEX MEDIA | DICKEYS BBQ PIT | DICKMAN LEGACY RANCH | DISCOVERY MAP | DON PEDROS | DURHAM, JONES & PINEGAR | EAGLE HOME MORTGAGE | EL RODEO GRILL | FERNWEH | FRIENDS OF WASATCH MOUNTAIN STATE PARK | FROST PROPERTY MANAGEMENT | FUN STUFF, LLC | GDA ENGINEERS | GO RENTALS | GORDON LAW GROUP | GROWING LIGHT MONTESSORI SCHOOL | GUILD MORTGAGE COMPANY | HEBER CITY | HEBER CITY COMPUTER REPAIR | HEBER CITY DENTAL | HEBER CITY THEATRE | HEBER HANDSPRINGERS | HEBER LIGHT & POWER | HEBER VALLEY ARTISAN CHEESE | HEBER VALLEY BANK | HEBER VALLEY GUIDE | HEBER VALLEY MECHANICAL | HEBER VALLEY MEDICAL CENTER | HEBER VALLEY RAILROAD | HEWLETT INSURANCE | HIGH VALLEY ARTS | HOLIDAY INN EXPRESS | HOMESTEAD RESORT | HOMETECH PROPERTY INSPECTIONS | HORROCKS ACCOUNTING | HORROCKS ENGINEERS | IGNITION GRAPHIX | INNOVATIVE REAL ESTATE | JEFFERY BRADSHAW CPA | JILL TUTTLE WITH BERKSHIRE HATHAWAY | JORDANELLE STATE PARK | KARL MALONE AUTO | KB HORSES | KELLY POSACKI SUMMIT SOTHBYS | KPCW | KYLE WEBB WITH EXIT REALTY LEGACY | LA DRESDENS | LABRUM CHEVY & FORD | LATIMER DO IT BEST HARDWARE | LEE'S MARKETPLACE | LEGAL SHIELD | LES SCHWAB | LOFTY PEAKS ADVENTURES | MADYSON'S | MARK HAROLDSEN CUSHMAN & WAKEFIELD | MATTRESSEZZZ | MAZATLAN MEXICAN GRILL | MIDWAY ADVENTURE COMPANY | MIDWAY VACATION PROPERTIES | MINE GEOLOGIST SERVICES | MIRO INDUSTRIES | MOUNTAIN AMERICA CREDIT UNION | MOUNTAIN ELECTRIC | MOUNTAIN LODGE FURNISHINGS | MOUNTAIN VALLEY RV RESORT | MOUNTAIN VIEW FELLOWSHIP EVENTS | MOUNTAIN WEST TRAILERS, LLC | MRS. CALLS CANDY | MY GIRLFRIENDS QUILT SHOPPE | NATURE BECOMES ART | NATURE'S BALANCE PEST CONTROL | NEW HEIGHTS RENTALS | NEWMARK GRUBB ACRES | OK 3 AIR | PAIGE DOUGLAS | PEPPERLANE PRODUCTS | PHONE DOC | POWERFUL RESULTS EVENTS | PROBST ELECTRIC | PROMO INK | RACEHORSE LANE BOUTIQUE | RED LEDGES | RIVERS EDGE AT DEER PARK | ROCKY MOUNTAIN OUTFITTERS | SALUS HEALTHCARE | SCOTT JAMES JEWELRY | SLIM AND KNOBBY'S | SOLDIER HOLLOW LEGACY | SORENSEN INSURANCE AGENCY | SPIN CAFE | STOCK BUILDING SUPPLY | STONE HILL LODGE | SUMMIT ENGINEERING GROUP, INC | SUMMIT ORTHOPEDIC SPORTS MASSAGE | SWISS ALPS INN | TARAHUMARA | THE BOSS SEO | THE HIKING INN | THOMAS P KESTLER | TIMPANOGOS VALLEY THEATRE | TRACTOR SUPPLY COMPANY | TUNEX OF HEBER | UINTA KITING | UINTA RECREATION | UPS STORE | US BANK | UTAH MEDIA GROUP | UTAH MICROENTERPRISE LOAN FUND | UTAH VALLEY UNIVERSITY | UTAH WARBIRD ADVENTURES | VACUUM VILLA AND SEWING | VINTAGE AIRSTREAM RESTORATIONS | VITO'S ITALIAN RISTORANTE | VOLTI | WASATCH AUTO PARTS | WASATCH BACK GRILL & DELI | WASATCH MOUNTAIN STATE PARK | WASATCH TRAVEL | WE PLAY UNPLUGGED | WIGGLISH | WYNDHAM WORLDMARK MIDWAY | ZERMATT RESORT | ZIONS BANK | ZIPLINE UTAH



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