



# ANNUAL REPORT 2013

HEBER VALLEY TOURISM AND ECONOMIC DEVELOPMENT





# DIRECTOR'S WELCOME

Heber Valley Tourism and Economic Development (HVTED) embraces a 3-fold approach to strengthening business and community. As the official promotional office of Wasatch County, we also oversee the Heber Valley Chamber of Commerce.

**F**or the second straight year, we are pleased to present the Heber Valley Tourism and Economic Development annual report. Many great things have happened in 2013 and we are excited to share them with you.

While population growth is often unpredictable, the fast-paced trend has kept a steady course in Wasatch County which continues to attract new residents. Once again, Heber City was ranked as a top-ten fastest growing city in America. The county's current population of 25,000 is expected to more than double to 59,500 by the year 2040.

To sustain the rapid population growth, we are engaged in finding ways to expand local businesses and attract new companies that are a good fit in the Heber Valley and that provide jobs for our residents. While unemployment and job growth rates are stronger than they have been in several years, much work remains to be done.

As a way to strengthen the local business community, our office assumed the management and responsibility for the Heber Valley Chamber of Commerce. This decision has helped coordinate our efforts and will provide a unified voice for businesses.

Our tourism continues to recover and grow to new heights. For the first time in several years, the total Transient Room Tax (TRT) increased by 9 percent in 2012. In 2013, the TRT is expected to increase by another 10 percent.

We appreciate the support of our elected leaders and private businesses and are more committed than ever to providing value to our many excellent partners.

Best Regards,

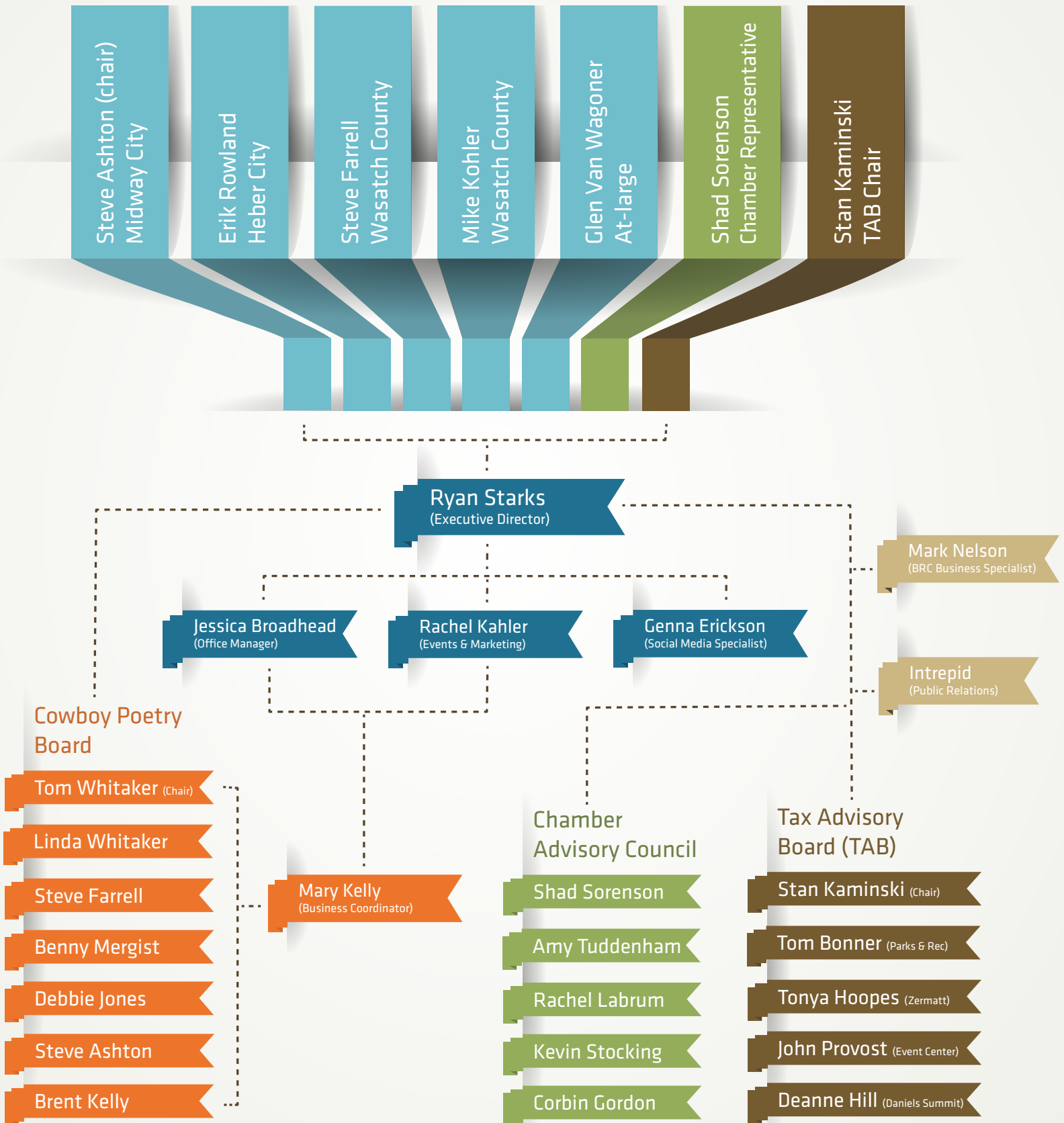
Ryan Starks, Executive Director

## OUR MISSION

The Heber Valley Tourism and Economic Development Office is an interlocal agency that is governed by a board of directors comprised of community leaders from various local government entities and private businesses. Our mission is to:

1. **EXPAND** local economic activity through tourism development.
2. **PROVIDE** resources to strengthen existing businesses.
3. **RECRUIT** quality companies to the area.
4. **PROMOTE** Wasatch County as an excellent destination to live, learn, work, and play.

# HEBER VALLEY TOURISM & ECONOMIC DEVELOPMENT ORGANIZATIONAL STRUCTURE





# TOURISM

Objective: To promote activities, events, meetings, conventions, and other tourism draws to increase local economic activity and overnight stays in the Heber Valley.

## 2013 HIGHLIGHTS

Wasatch County named as “Top-Ten” Most Fit County in the U.S. by the Institute for Health Metrics and Evaluation from the University of Washington.

New 23-mile trail created along the backside of the UVU Wasatch Campus.



A new high-end family lodge, Silver Springs, was built to accommodate up to 50 people for family reunions, corporate retreats, and other large gatherings.



The new Mountain Valley RV Park was built and opened up to the public. This upscale RV Park is the only Ten/TenStar/Ten Good Sam rated resort in Utah and one of only a few in the Intermountain West.



## VISITOR CENTER

This year we decided to transform the Heber Valley Visitor Center into an attractive place where visitors could stop in for information and leave feeling inspired. We updated the inside of the building and replaced the doors, signs, and deck of the building’s exterior. The landscaping also received major improvements, including new trees, flowers, and cobble stones. These improvements helped welcome 7,690 visitors in 2013 alone.

# 2013 OUTREACH CAMPAIGN

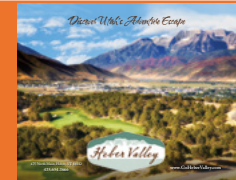
The 2013 Outreach Plan focused on attracting visitors from Utah and other surrounding states. To accomplish this, Heber Valley Tourism

and Economic Development (HVTED) produced a series of digital, radio, and print advertisements in key markets and media platforms, including

KSL Radio, KPCW Radio, ksl.com, sltrib.com, deseretnews.com, Utah.com, go-utah.com, skiutah.com, *Travel Host Magazine*, and *Arizona Golf Magazine*,

## Travel Guide.

To better tell the Heber Valley story, we also created a scenic travel guide that showcases local restaurants, hotels, activities, events, and of course, the surrounding beauty of the area. This fancy guide was distributed to roughly 15,000 people via tradeshows, direct mailings, and walk-in traffic.



## Website Makeover.

Visitors are constantly looking for breathtaking views in addition to fun activities and events. To help them visualize the beauty of the area, we redesigned our website with a focus on stunning images of the area, including pictures of families creating fun adventures.



## Tourism Blog.



In the SEO world, content is king. To that end, we launched a new tourism blog that spotlights various activities and events through the valley. This appealing blog tells our story while inviting visitors to create adventures of their own. [GoHeberValley.com/blog](http://GoHeberValley.com/blog)

## Newsletters.

Many people want to be in the know when it comes to things going on in Heber Valley. Our new newsletter accomplishes this and much more by highlighting the many activities and events that take place each month. This monthly newsletter is sent to approximately 2500 visitors each month.



## Social Media.



For the second year in a row, our social media channels have generated tremendous awareness and exposure for the Heber Valley. These include Facebook, Twitter, Instagram, YouTube, and LinkedIn.



## Fam Tours.

Hosting travel writers, bloggers, and other media members is a great way to promote our area in new and emerging markets. In 2013, we hosted several FAM tours that led to a series of quality news stories and articles.



## Trade Shows.



For the first time ever, our office participated in a number of tradeshows and traveled from Los Angeles to London promoting the Heber Valley. We had a presence at the International Pow Wow Trade Show in Las Vegas, the *LA Times* Consumer Show, and the *New York Times* Consumer Show. We also joined Utah Governor Gary Herbert and his staff on a trade mission to the United Kingdom.

The results of the campaign have increased website visitation, event attendance, destination awareness, and

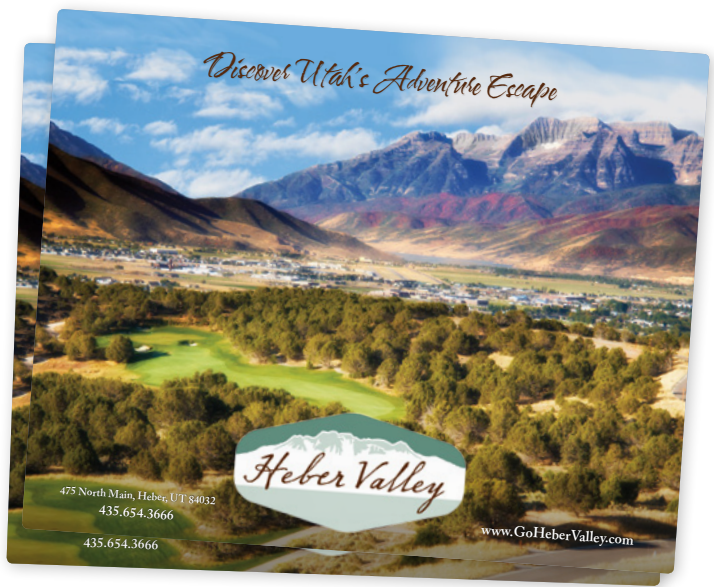
an overall increase in room nights in the Heber Valley. Additionally, the number of requests for information has risen

substantially, planting seeds for future visitors.

## FAM TOURS

Several important familiarization tours (FAM Tours) took place this year. Each tour was developed to put the Heber Valley product in front of writers and journalists who would later write about the area in blogs, newspapers, and magazines.

- 1 Red Book Freelancer (Dallas)**  
 Lisa McElroy  
 2/23-2/25
- Resident Magazine (New York)** **2**  
 Bob Nesoff  
 2/22-2/25
- 3 Le Républicain Lorrain**  
 Marie Lebeau  
 4/5-4/6
- Texas Golf Magazine** **4**  
 Scott Talley  
 8/21
- 5 CyberGolf Magazine, Horns Illustrated**  
 Steve Habel  
 9/5
- RoadRunner Magazine** **6**  
 Melanie Merritt  
 8/16-8/22
- 7 Gernam Freelance Writer**  
 Guenter Reimann  
 9/12-9/13
- German Sports and Event Agency** **8**  
 Michael Veith  
 9/12-9/13
- 9 National Presswomen Association, Southwest Senior Publications, Desert Moon Communications, Explore! New Mexico Magazine**  
 Cheryl Fallstead | 8/20-8/21



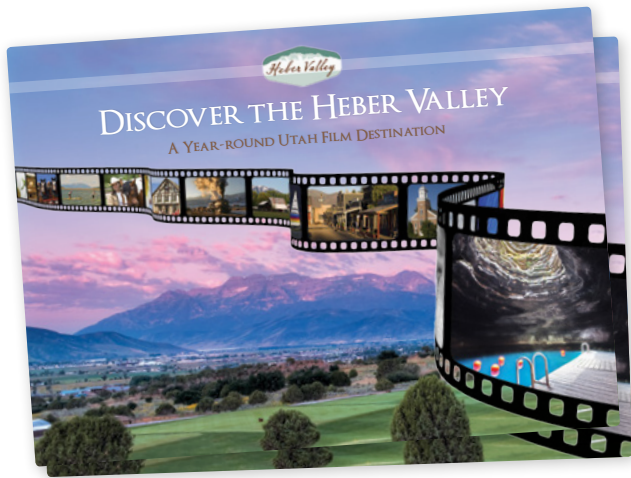
Number of  
**Travel Guides** sent in 2013: **1,692**

Monthly Tourism  
**Newsletters** sent in 2013: **2,481**

Number of  
**Facebook Likes:** 

**2,304** | **13,561** | **20,919**  
 in 2011 | in 2012 | in 2013

 Number of followers on  
**Twitter:** **293**



The Heber Valley continues to be an attractive destination for film productions. This year, several more films and commercials were created throughout Wasatch County, including:

- Chrysler Jeep Dodge Commercial
- K-9 Adventures: Legends of the Lost Gold
- Apple Iphone Commercial
- Exon Mobile Commercial
- Storm Rider
- Free Mason
- Granite Flats
- Searchers
- Root Beer Christmas

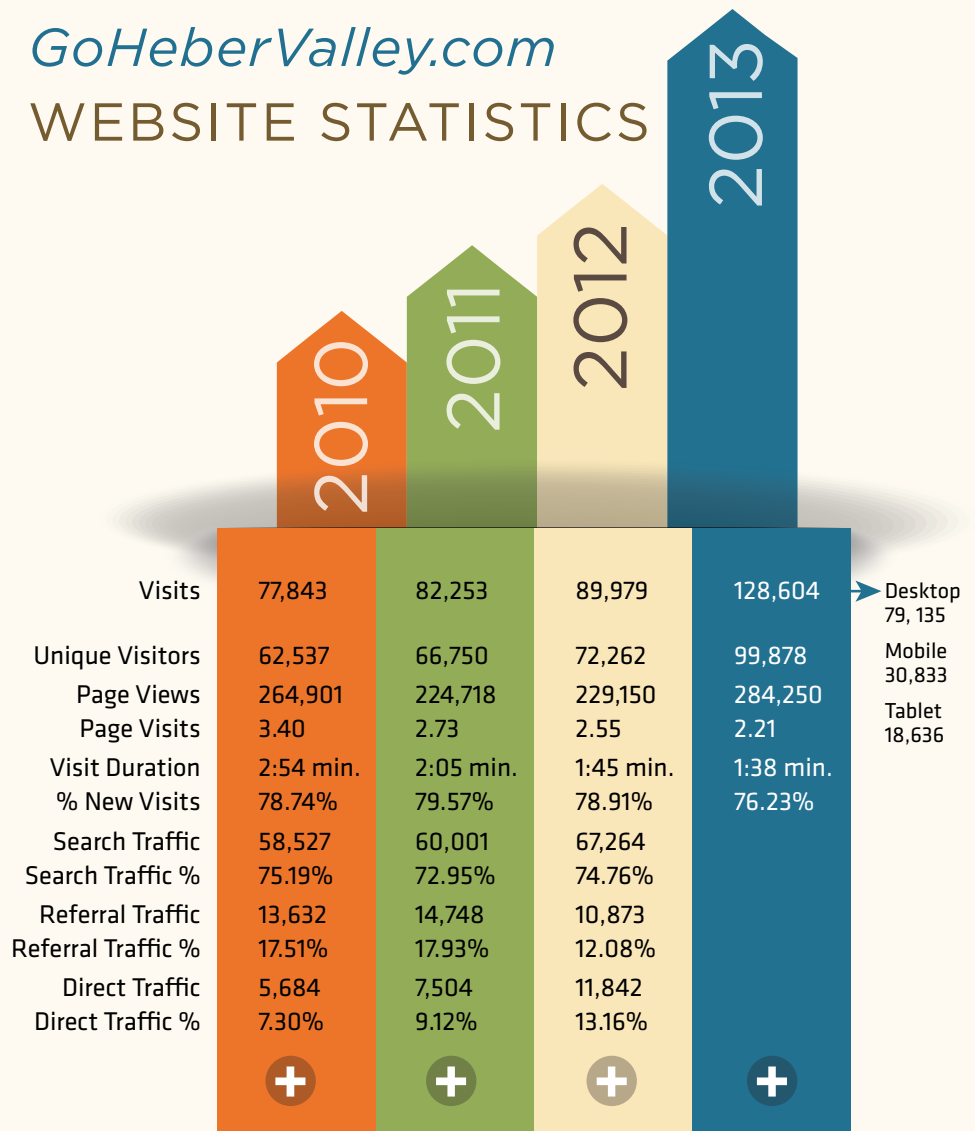


To help promote the film industry, we created a new film commission brochure which lists film opportunities, incentives, and other resources. This brochure is distributed to film producers and to our partners at the Utah Film Commission.



Each week, Rachel Kahler, from our staff, joins the Randy Barton show on KPCW to discuss events and activities in the Heber Valley. This is another way we are promoting the area in new markets.

## GoHeberValley.com WEBSITE STATISTICS



### TOP FIVE FOREIGN WEBSITE VIEWS

1. United States | 2. Canada | 3. United Kingdom | 4. Germany | 5. France



### TOP TEN U.S. CITIES

- |                |              |                 |
|----------------|--------------|-----------------|
| 1. Salt Lake   | 3. Denver    | 7. Sandy        |
| 2. West Jordan | 4. Heber     | 8. South Jordan |
|                | 5. Park City | 9. Los Angeles  |
|                | 6. Provo     | 10. Orem        |



Heber Valley Business Summit - Shawn Morrow, Josh Romney, Corbin Gordon

# CHAMBER OF COMMERCE

The Heber Valley Chamber is the vehicle through which local businesses can connect and network. To make this possible, the Chamber has created programs for businesses to get involved with the community. Anyone doing business in Wasatch County may join the Chamber at no cost.

**A**fter working hand in hand for the past several years, the Heber Valley Chamber of Commerce merged with Heber Valley Tourism and Economic Development in 2013 to become a unified voice for local businesses. A new advisory council was appointed to provide insight into the needs of the business community.

The merger required a lot of work from all parties and the transition was seamless. The newly created Chamber continues to serve local businesses by offering monthly lunches, workshops, and seminars. This year, we expanded the scope of the Chamber by creating the first ever shop local campaign in conjunction with national small business Saturday. More than 35

businesses participated in this initiative which culminated with a new favorite tradition: the Tree Lighting Ceremony in Heber's city square, where approximately 250 came to sing, ride a horse-drawn carriage, and enjoy the special time of year.

#### TREE LIGHTING

- 250+ in attendance
- 2000 lights
- Bell tower and music
- Horse drawn wagon rides
- Pictures with Santa
- Children's choir

#### SHOP LOCAL

- 35 businesses in 1 day
- Success for small business owners



New website - [www.HeberValleyBusiness.com](http://www.HeberValleyBusiness.com)

## THE HEBER VALLEY BUSINESS SUMMIT

This year's business summit (previously known as the economic summit) took place at the UVU Wasatch Campus and focused on the needs of small and medium businesses. The event drew a large crowd that participated in various workshops and breakout sessions. Mr. Josh Romney was the keynote speaker and left the audience feeling excited about doing business in the State of Utah. The day ended with great golfing and prizes at Soldier Hollow.



UVU Wasatch Campus



## CHAMBER OUTREACH

To better communicate with local businesses, the Heber Valley Chamber launched a “Business Blog” that highlights a different business each week. This helps introduce local businesses to the community and provides a platform for the business to showcase its goods and services.

A new newsletter was also created to communicate new developments, business opportunities, and other information to local businesses. Also, a new Facebook page and a new LinkedIn page were created to promote local businesses. In just their first year, the Chamber Facebook page already has 1130 likes while the LinkedIn page already has 450 followers.

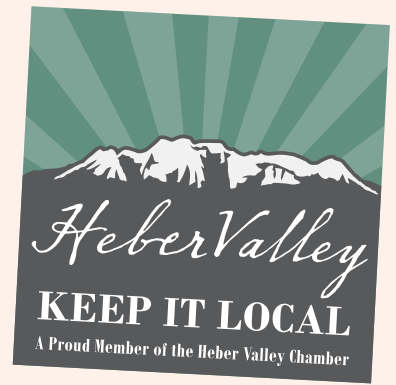
We also created a new website for the Chamber ([hebervalleybusiness.com](http://hebervalleybusiness.com)) that captures local business and economic information and serves as resource for businesses that are looking to relocate or expand into the area.

## BUSINESS LISTINGS

We have devoted a page on our website to Heber Valley business listings ([www.hebervalleybusiness.com/business-listings](http://www.hebervalleybusiness.com/business-listings)). Pictures, contact information, and other information are included in this free listing.

## SHOPPING GUIDE

Wasatch County boasts an amazing array of small and large businesses. To help people learn about these businesses, we create and maintain a comprehensive “Shop Local” guide. Contact our office to learn more about advertising opportunities or to receive a copy of this guide.



*SUPPORT HEBER VALLEY LOCAL BUSINESSES. Pick up a sticker today and place it in your window to show your support!*

**KEEP IT LOCAL** This initiative focuses on keeping shopping dollars in Wasatch County. The Chamber has created a “Keep it Local” sticker for businesses to place in their windows which may be picked up at our office. Additionally, Chamber members may join the “Heber Valley: Keep it Local” Facebook and LinkedIn pages where they can promote local business activity.



## UNPLUGGED

Perhaps one of the best things to happen to our community was the creation of the Heber Unplugged program, founded by Heber City Councilman Erik Rowland and sponsored and executed by the Heber Valley Chamber. This program gave school-aged children the opportunity to earn “Brag Tags” by completing various activities

and attending various events throughout the summer. Upon completing a specific activity (sponsored by a local business), the child would redeem one of 101 brag tags and be entered into a weekly drawing for cash prizes. The Unplugged program help increase foot traffic to local businesses by roughly 450 percent as 60,000 brag tags were awarded to children and families.

# ECONOMIC DEVELOPMENT



*Fireside - grand opening ribbon cutting*

The Heber Valley continues to be one of the nation's fastest growing communities. Such growth brings new opportunities for businesses to relocate and expand into "one of the nation's hottest boomtowns."

## NEW BUSINESSES AND JOBS

The business sector in the Heber Valley continues to grow each year. With more new businesses coming to the area, shopping dollars are staying local and more jobs are being created. In 2013, several new businesses opened doors or broke ground, including the Heber Valley Medical Center's new dialysis center, Wasatch Orthodontics, Café Rio, Anytime Fitness, and many more. In 2014, more business expansion and job creation are expected as Wasatch County continues to attract new and expanding businesses.



## BUSINESS RESOURCE CENTER

For the third year, the Heber Valley Business Resource Center (BRC) has provided free consultation services to local businesses. The BRC is a partnership between Heber Valley Economic Development, the Governor's Office of Economic Development, and Utah Valley University.

This year, 100 businesses were interviewed to assess the needs of the business community in Wasatch County. From the initial interviews,

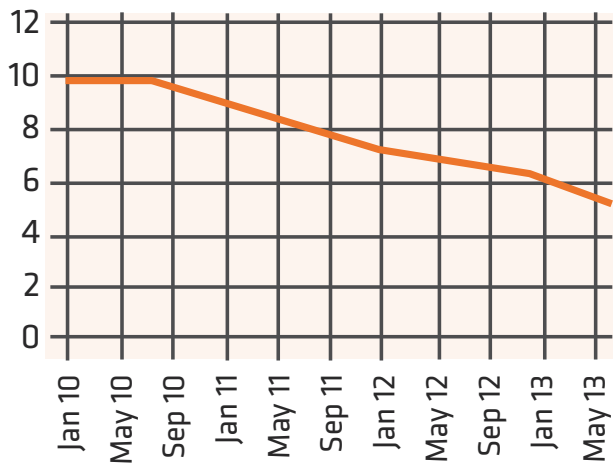


*City First Mortgage Services - grand opening ribbon cutting (top)*

*Anytime Fitness (bottom)*



## Wasatch County Unemployment Rates (2010-2013)



### Unemployment Rates (in percent)

Jan-10	9.8%
Jul-10	9.8%
Jan-11	8.9%
Jul-11	7.9%
Jan-12	7%
Jul-12	6.7%
Jan-13	6.2%
Jul-13	5.1%

## UNEMPLOYMENT RATES

As the nation continues to recover from the “Great Recession,” Wasatch County also continues to rebound from historically high unemployment rates and remains stronger

than national unemployment averages. For the first time in the past several years, unemployment rates dipped into the 5 percent range with the current unemployment rate hovering around 5.1 percent compared to 6.5 percent in 2012 and 7.1 percent in 2011.



Red Ledges Groundbreaking - Mitchell Burns, Mayor Dave Phillips, Tony Burns, Ryan Starks, Mark Anderson

## POPULATION GROWTH

Over the past ten years, Wasatch County’s total population has increased by 55% and is currently Utah’s fastest growing county. In addition to being recognized as “One of America’s Hottest Boom Towns,” Heber City was singled out as the “Fifth-Fastest Growing Town in America” by *Forbes Magazine*



Tracy’s Auto Repair - grand opening ribbon cutting

to expand. In the 2013 legislative session, Heber Representative Kraig Powell amended statute to enable local businesses to qualify for the state’s Rural Enterprise Zone incentive. Now Wasatch County, Heber City, Midway City, and Daniel’s Town are all eligible locations for businesses to receive this state incentive.

the BRC staff conducted approximately 75 follow-up visits to local businesses and provided consultation and assistance in preparing business plans, securing financing, developing social media strategies, and providing other services.

Our office also worked with the Governor’s Office of Economic Development to amend the state’s code to allow Heber City to qualify as a location that offers the state’s Rural Fast Track grant to qualifying businesses.

## STATE INCENTIVES

One takeaway from meeting with local businesses is the need to provide state incentives for companies that are looking

We also renewed the recycling zone incentive program with Wasatch County, Heber City, and Midway City to help businesses receive tax credits for utilizing recyclable materials.

	2000	2010	2011	2012
Wasatch	15,433	23,682	24,456	25,273
Heber	7,291	11,362	11,795	12,260
Midway	2,121	3,845	NA	NA
Charleston	378	415	NA	NA
Daniel	770	938	NA	NA
Wallsburg	274	250	NA	NA
Hideout	NA	656	NA	NA
Independence	NA	164	NA	NA
Timber Lakes	289	607	NA	NA

Source: U.S. Census



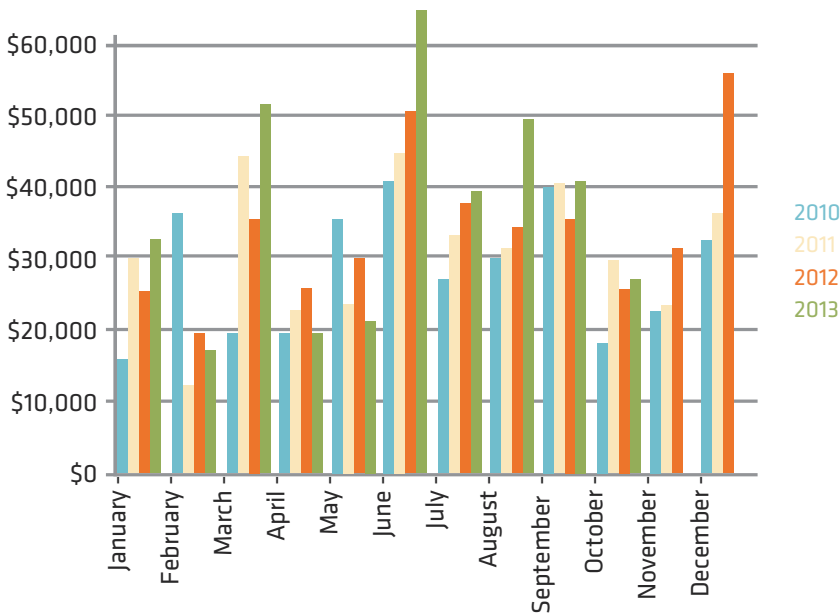
Simon's Restaurant at Homestead Resort

### RESTAURANT TAX

The County Restaurant Tax is remitted to Wasatch County two months after being collected from the Utah State Tax Commission. As of October 2013, Wasatch County's Restaurant Tax was up 13.10 percent from 2012.

WASATCH COUNTY - Restaurant Tax											YTD	
<i>(Note - Tax deposits are for the tax collected two months prior. Example: March deposits are for January's collections)</i>											2012/2013	2012/2013
<i>(This report reflects the collection period, not the deposit period)</i>											2012/2013	2012/2013
	2009	2009 YTD	2010	2010 YTD	2011	2011 YTD	2012	2012 YTD	2013	2013 YTD	% Change	% Change
JANUARY	14,913.43	14,913.43	16,331.15	16,331.15	29,119.55	29,119.55	26,194.45	26,194.45	30,293.65	30,293.65	15.65%	15.65%
FEBRUARY	21,042.93	35,956.36	35,204.28	51,535.43	12,254.26	41,373.81	19,642.61	45,837.06	17,675.60	47,969.25	-10.01%	4.65%
MARCH	26,174.01	62,130.37	19,891.73	71,427.16	43,844.12	85,217.93	35,598.03	81,435.09	51,536.21	99,505.46	44.77%	22.19%
APRIL	10,229.27	72,359.64	19,152.40	90,579.56	22,509.10	107,727.03	25,438.98	106,874.07	19,402.45	118,907.91	-23.73%	11.26%
MAY	16,837.92	89,197.56	36,138.26	126,717.82	23,246.94	130,973.97	29,764.53	136,638.60	20,837.91	139,745.82	-29.99%	2.27%
JUNE	25,582.91	114,780.47	40,146.10	166,863.92	44,726.34	175,700.31	50,659.56	187,298.16	66,196.98	205,942.80	30.67%	9.95%
JULY	25,408.40	140,188.87	28,806.25	195,670.17	33,141.07	208,841.38	37,660.09	224,958.25	39,733.06	245,675.86	5.50%	9.21%
AUGUST	31,678.32	171,867.19	29,440.47	225,110.64	31,599.54	240,440.92	34,425.94	259,384.19	49,276.92	294,952.78	43.14%	13.71%
SEPTEMBER	35,185.15	207,052.34	40,781.30	265,891.94	40,997.12	281,438.04	35,968.25	295,352.44	41,614.77	336,567.55	15.70%	13.95%
OCTOBER	18,743.58	225,795.92	18,645.44	284,537.38	29,464.96	310,903.00	26,580.00	321,932.44	27,531.27	364,098.82	3.58%	13.10%
NOVEMBER	14,698.53	240,494.45	23,734.26	308,271.64	24,731.54	335,634.54	31,601.00	353,533.44		364,098.82	-100.00%	2.99%
DECEMBER	22,189.38	262,683.83	32,494.15	340,765.79	38,188.20	373,822.74	56,266.80	409,800.24		364,098.82	-100.00%	-11.15%
<b>Total Restaurant Tax</b>	<b>262,683.83</b>	<b>262,683.83</b>	<b>340,765.79</b>	<b>340,765.79</b>	<b>373,822.74</b>	<b>373,822.74</b>	<b>409,800.24</b>	<b>409,800.24</b>	<b>364,098.82</b>	<b>364,098.82</b>	<b>-11.15%</b>	<b>-11.15%</b>

Some locations report monthly and others report quarterly causing an inconsistency in the amount reported each month.



Spin Cafe

## TRANSIENT ROOM TAX (TRT)

Heber Valley is becoming one of Utah's favorite tourist destinations. With a limited staff and an ever-growing lodging market, Heber Valley is doing more with less to generate room-night revenue for Wasatch County. As of 2012, Wasatch County ranked 7th out of 29 counties for transient room revenues collected. These revenues continue to support our local economy. As of October of 2013, Wasatch County TRT is up 13.42 percent from 2012.



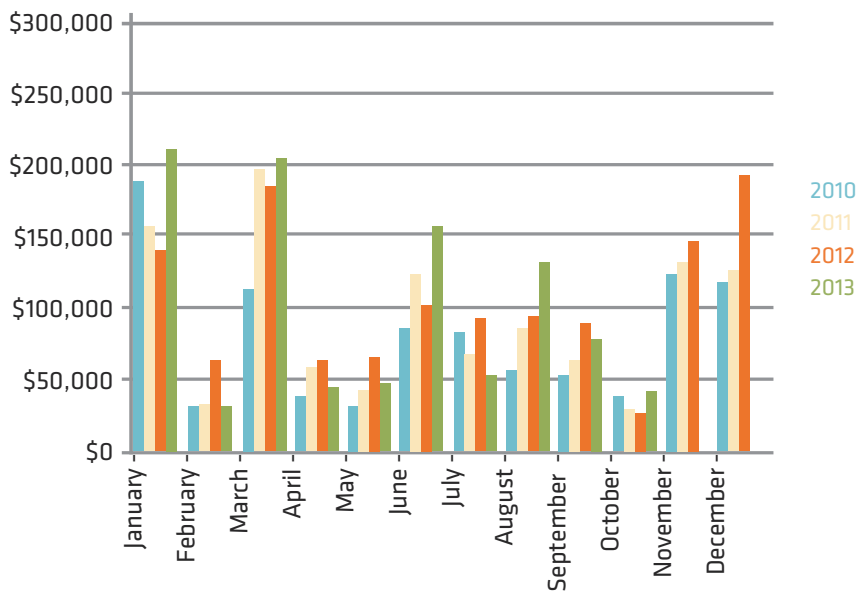
Johnson Mill Bed & Breakfast

### WASATCH COUNTY - Transient Room Tax

(Note - Tax deposits are for the tax collected two months prior. Example: March deposits are for January's collections)  
 (This report reflects the collection period, not the deposit period)

	2009	2009 YTD	2010	2010 YTD	2011	2011 YTD	2012	2012 YTD	2013	2013 YTD	% Change	2012/2013	2012/2013
JANUARY	41,121	41,121.19	180,076.33	180,076.33	150,445.76	150,445.76	143,705.73	143,705.73	216,707.57	216,707.57	50.80%	50.80%	
FEBRUARY	30,990	72,111.01	34,160.05	214,236.38	35,996.81	186,442.57	60,146.15	203,851.88	36,287.98	252,995.55	67.09%	24.11%	
MARCH	23,283	95,394.39	119,119.46	333,355.84	190,860.34	377,302.91	177,886.58	381,738.46	205,036.26	458,031.81	-6.80%	19.99%	
APRIL	21,995	117,389.67	44,862.37	378,218.21	63,453.78	440,756.69	60,944.80	442,683.26	40,238.53	498,270.34	-3.95%	12.56%	
MAY	10,075	127,464.71	34,318.48	412,536.69	42,004.49	482,761.18	68,651.17	511,334.43	47,610.86	545,881.20	63.44%	6.76%	
JUNE	42,951	170,415.68	79,940.18	492,476.87	120,499.61	603,260.79	105,220.02	616,554.45	153,420.89	699,302.09	-12.68%	13.42%	
JULY	22,143	192,558.73	79,702.69	572,179.56	61,370.21	664,631.00	77,682.43	694,236.88	59,783.46	759,085.55	26.58%	9.34%	
AUGUST	53,631	246,190.10	54,624.55	626,804.11	84,589.54	749,220.54	81,218.80	775,455.68	130,866.39	889,951.94	-3.98%	14.77%	
SEPTEMBER	44,130	290,319.96	54,061.11	680,865.22	58,655.41	807,875.95	74,334.72	849,790.40	75,849.19	965,801.13	26.73%	13.65%	
OCTOBER	28,943	319,263.26	38,715.87	719,581.09	38,117.84	845,993.79	37,161.90	886,952.30	40,184.91	1,005,986.04	-2.51%	13.42%	
NOVEMBER	30,187	349,449.84	121,957.26	841,538.35	137,693.67	983,687.46	140,301.33	1,027,253.63		1,005,986.04	1.89%	-2.07%	
DECEMBER	66,866	416,315.80	121,524.64	963,062.99	130,189.18	1,113,876.64	187,756.06	1,215,009.69		1,005,986.04	44.22%	-17.20%	
<b>Total Transient Room Tax</b>	<b>416,315.80</b>	<b>416,315.80</b>	<b>963,062.99</b>	<b>963,062.99</b>	<b>1,113,876.64</b>	<b>1,113,876.64</b>	<b>1,215,009.69</b>	<b>1,215,009.69</b>	<b>1,005,986.04</b>	<b>8,303,985.30</b>	<b>-17.20%</b>	<b>-17.20%</b>	

Some units report monthly and others only quarterly causing inconsistencies in the amount reported each month.



Zermatt Resort

**WASATCH COUNTY**  
 Transient Room Tax (by County)

COUNTY	FY 2012 TOTAL TRT REVENUE
Salt Lake County	\$12,417,770
Summit County	\$5,405,296
Washington County	\$3,636,334
Utah County*	\$1,596,441
Grand County*	\$1,270,180
Kane County	\$1,241,408
<b>Wasatch County</b>	<b>\$1,115,803</b>
Weber County	\$968,828
Davis County*	\$879,434
Iron County	\$868,886
Garfield County*	\$836,189
Uintah County	\$754,940
San Juan County	\$523,458
Sevier County	\$383,833
Cache County	\$368,482
Carbon County	\$280,200
Tooele County	\$267,990
Wayne County	\$218,334
Emery County*	\$217,763
Box Elder County	\$194,184
Beaver County	\$192,073
Rich County	\$114,806
Millard County	\$112,797
Duchesne County*	\$82,822
Sanpete County	\$78,103
Juab County	\$68,986
Daggett County	\$63,103
Piute County	\$15,222
Morgan County	\$4,843

**NEW LODGING SPOTLIGHT**



[www.SilverSpringsLodge.com](http://www.SilverSpringsLodge.com)

Silver Springs Lodge, new to the Heber Valley in 2013 and is designed for hosting large family reunions, couples retreats, corporate events, or destination weddings in the Heber Valley.

The Lodge provides upscale accommodations and is spacious enough to comfortably handle groups of up to 45 guests. Features include: ten private bedrooms, thirteen bathrooms, large gathering areas, theater, game room, media areas, and endless activities – such as a heated pool and spa.

**NEW LODGING SPOTLIGHT**



[www.MountainValleyRV.com](http://www.MountainValleyRV.com)

Mountain Valley RV Resort has been carefully designed to welcome and serve all who enjoy the wonderful RV lifestyle. They are big rig friendly and offer 85' X 30' pull through sites. Cabins and tent sites are also available. Guests can take advantage of the resort amenities including: game room, heated pool, pavillion, basketball court, putting green, outdoor fireplace, dog park, playground and swing set, shuffle board, bocce ball, and pickle ball.



Heber Valley Western Music and Cowboy Gathering - performers, Joey + Rory

# EVENT CALENDAR

There is always something to do in Heber Valley including many annual events like rodeos, car or livestock shows, Heber Valley Western Music and Cowboy Gathering, the Heber Valley Pow Wow, Swiss Days and the Soldier Hollow Sheepdog Classic. Railroad excursions, theater performances, live music and cultural events are scheduled throughout the year.

## 2013 Calendar of Events - Be sure to visit [GoHeberValley.com](http://GoHeberValley.com) for updated listings.

2013 EVENTS	DATE	ATTENDANCE
U.S. Cross Country Championships	January 2 - 8	5,000
Jordan World Circus	January 31	1,500
Junior Super Q Cross Country Skiing	February 1 - 2	1,756
NCAA Cross Country Championships	February 8 - 9	2,250
Timpanogos Archery Competition	March 9 - 10	280
Junior High Rodeo Wasatch Front & CVJH	March 22 - 23	260
Utah Valley University Rodeo	March 29 - 30	350
Tumbling & Trampoline Competition	April 12 - 13	3,150
Ultimate Outdoor Expo in Wasatch County	April 19 - 20	2,800
Utah Barrel Racing Association Competition	April 26 - 28	460
Heber Valley Railroad Day Out with Thomas	May 25 - 27	9,400
Heber Valley Horse Sales	May 17 - 18	1,000
PCSUP CUP, Stand Up Paddle Board Race	June 1	245
Utah Junior High School State Rodeo Finals	June 7 - 8	500
Utah High School State Rodeo Finals	June 12 - 15	3,200
Dirty Dash 5K Spring Run	June 8	8,000
Heber Valley Pow Wow	June 14 - 16	3,500
Ragnar Relay Running Series	June 21 - 22	13,000
Heber Car Show "Back to the 50's"	June 22	650
Utah Spartan Race Competition	June 29	5,500
Old Town 4th of July & Plein Air Art Competition	June 29 - July 4	450
Rock Cliff Triathlon	June 29	676
Music Man by High Valley Arts	July 3 - July 20	1,900
Star Party, Salt Lake Astronomical Society	July 5	120
Double Dollar Livestock World Series Team Roping Events	July 12 - 13	300

2013 EVENTS	DATE	ATTENDANCE
Swiss Miss All Women Bike Ride	July 13	180
Fire on the Water	July 13	2,500
Rockwell Relay Cycling Pamperfest	July 20	3,200
Crossroads of the West Sheep & Rambouillet Show	July 20	390
Wasatch County Demolition Derby	July 27	6,000
Wasatch County Fair Days	July 29 - August 3	3,500
Mt. Valley Stampede Rodeo	August 2 - 3	8,527
Ultimate Challenge Triathlon Relay	August 2	550
Tour of Utah	August 10	4,500
Lyceum Music Festival	August	1,750
Double Dollar Livestock World Series Team Roping Events	August 16 - 17	300
TriUtah Triathlon at Rock Cliff	August 17	550
PCSUP Paddle Paddle Paddle Challenge	August 14	250
Midway Swiss Days	August 30 - 31	80,000
Soldier Hollow Classic Sheep Dog Championship & Festival	August 30 - September 2	28,100
Dirty Dash 5K Fall Run	September 14	7,200
ManGames	September 6	625
Tour of Heber Road Bike Ride	September 21	310
Double Dollar Livestock World Series Team Roping Events	September 13 - 14	280
PRCA Wilderness Circuit Rodeo Finals	October 24 - 26	2,221
Heber Valley Cowboy Poetry Gathering & Buckaroo Fair	October 30 - November 3	9,985
Midway Boosters Swiss Christmas	December	3,500
Interfaith Creche Exhibit	December	7,200
North Pole Express	November - December	18,150
<b>APPROXIMATE TOTALS OF ATTENDEES &amp; PARTICIPATION</b>		<b>256,015</b>



Day Out with Thomas the Train Heber Valley Railroad



Midway Boosters Swiss Days



Soldier Hollow Cross Country Skiing



Soldier Hollow Sheepdog Championship



475 N. Main Street, Heber City, Utah 84032 | 435-654-3666

*GoHeberValley.com*