

# ANNUAL REPORT 2021



 THE  
**Heber**  
**Valley** UTAH

**WASATCH COUNTY IS DEVELOPING A  
VIBRANT AND SUSTAINABLE ECONOMY  
AND IS RECOGNIZED AS A PREMIER  
DESTINATION TO **LIVE, WORK, AND PLAY.****



**DEDICATED TO:**

- Increasing year-round tourism
- Promoting area activities, events, and amenities
- Recruiting quality businesses
- Local business retention and expansion



## Director's Letter

On behalf of Heber Valley Tourism, Economic Development, and the Chamber of Commerce, we would like to present the 2021 Annual Report. This past year has been a wave of emotions with strengths and struggles, and pinnacles and pitfalls.

We saw some amazing things happen. Businesses continued to open even in a competitive labor market. Transient room, sales, and restaurant taxes are all exceeding previous high-water mark years. Membership and revenues for the Chamber continued to grow. However, despite all 2021 could throw at us, the year finished strong with many indications as to why the future of our valley is bright.

Finally, no organization is successful without a great team that gives their all. As you read on, we hope you see how in 2021 our team was "All in!"



DALLIN KOECHER  
Executive Director, Heber Valley Tourism  
and Economic Development



MARK NELSON  
Chair, Heber Valley Tourism  
and Economic Development

## ORGANIZATION

MARK NELSON Wasatch County (Chairman)  
DANNY GOODE Wasatch County Council  
JOSH WRIGHT Chamber Advisory Committee  
CORBIN GORDON Member At Large

LISA ORME Midway City Council (Vice-Chair)  
RACHEL KAHLER Heber City Council  
CACHE FERGUSON Tax Advisory Board Chair  
BRITTANY COZENS Dept. Workforce Services

**DALLIN KOECHER**  
Executive Director, Heber Valley Tourism  
and Economic Development

**JESSICA BROADHEAD**  
Marketing  
Manager

**JESSICA TURNER**  
Public Relations  
Manager

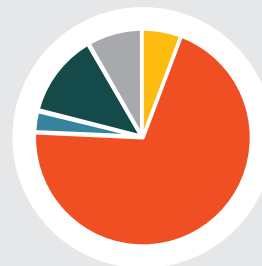
**JANA BROWN**  
Destination Sales  
Manager

**ALISON ROGERS**  
Office  
Manager

TAX ADVISORY BOARD | HEBER VALLEY CHAMBER  
TOURISM PARTNER ASSOCIATION | WASATCH ECONOMIC DEV. COUNCIL  
MIDWAY CITY ALLIANCE | WESTERN MUSIC & COWBOY POETRY  
WASATCH ARTS COUNCIL

## OUR BUDGET

### REVENUES



●	<b>INTERLOCAL CONTRIBUTION</b>	\$75,000
●	<b>TRANSIENT ROOM TAX</b>	\$917,000
●	<b>OTHER REVENUE</b>	\$43,000
●	<b>GRANTS</b>	\$165,000
●	<b>CHAMBER</b>	\$110,000
		<hr/>
		<b>\$1,310,000</b>

### EXPENSE



●	<b>ECONOMIC DEVELOPMENT</b>	\$88,000
●	<b>CHAMBER OF COMMERCE</b>	\$94,000
●	<b>TOURISM PROMOTION</b>	\$656,000
●	<b>OPERATIONS AND MAINTENANCE</b>	\$472,000
		<hr/>
		<b>\$1,310,000</b>

# TOURISM

## KEY TARGET AUDIENCES

Under the Heber Valley umbrella, we recently created and began marketing three distinct sub-brands to help us communicate specific messages to different audiences.



The elite adventurer who is looking for high-end luxury experiences and amenities. Typically a more affluent lifestyle and higher household income with a great propensity to spend more on travel and vacations.



Families who love the outdoors and all the activities our valley has to offer. May be a bit more price sensitive, but willing to splurge on an activity or two for their family vacation.



The rugged outdoors is a true calling for these folks. They love the extreme adventures and being "off the grid" in the less populated areas surrounding the valley.



# TOURISM BY THE NUMBERS

2021 was a stellar year for tourism in the Heber Valley. We saw record numbers at many of our mainstream events. Many of our outfitters, restaurants, and activities reported that they had "their best year yet". And our lodging partners had months of significantly higher revenues than previous years.

Our transient room tax (TRT) collections have been increasing since 2018, with a small decline in 2020. The average increase in

TRT collection across the state is 6%. In 2021, Wasatch County's TRT collection increased by 29% over 2020 and 18% over 2019.

We are very fortunate to call this amazing valley home. With an abundance of outdoor recreation opportunities, the accessibility, and the best restaurants in the state, we are a great option for visitors seeking refuge from the Wasatch Front, and nearby states.



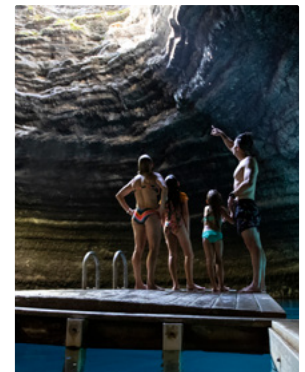
**2,039,840 VISITORS** to Wasatch County 3 State Parks



**2,000,000+ VISITORS** to Strawberry Reservoir



**127,000 PASSENGERS** on Heber Valley Railroad



**1 MILLIONTH VISITOR** to the Crater at Homestead Resort

(December is estimated based on December of 2020)



**2,815**  
TRIPS PLANNED  
Using the Trip  
Planner Tool



**4.5 DAYS**  
Average Trip  
Duration



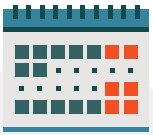
**45.5%**  
Average Hotel  
Occupancy



**\$304**  
Average Daily Rate  
of Hotel Room



**6,280**  
NEW Heber Valley  
NEWSLETTER  
SIGNUPS



**427,418**  
TOTAL WEBSITE  
USERS in 2021



**424,707**  
Unique WEBSITE  
USERS in 2021



**108** Group  
Meeting RFPs  
for 2021

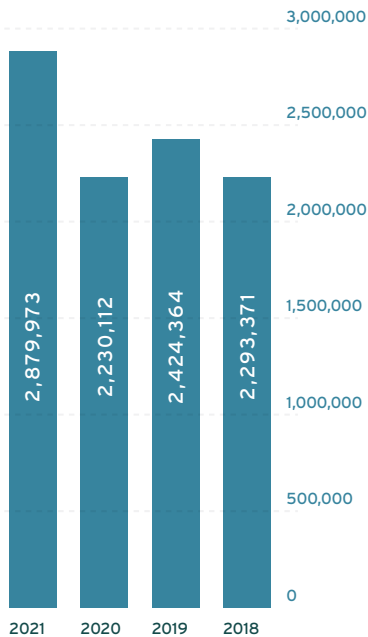


**130** TOTAL  
EVENTS in  
2021

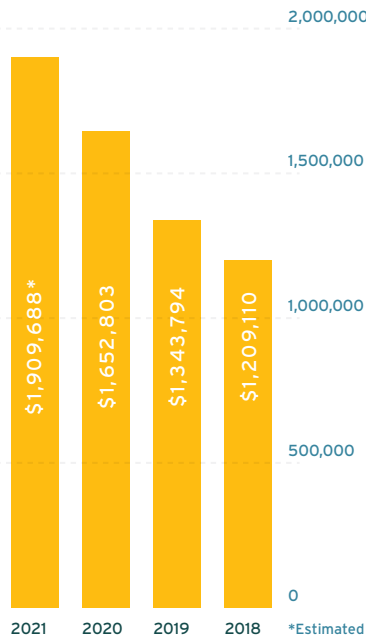


**296,150**  
Approximate  
ATTENDANCE  
at Group Events  
in 2021

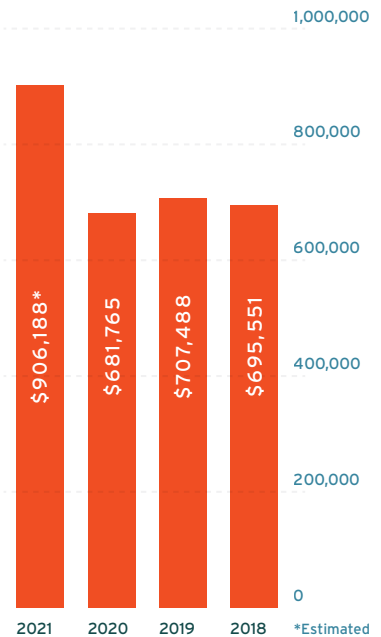
TRANSIENT ROOM TAX  
COLLECTION



SALES TAX COLLECTION



RESTAURANT TAX COLLECTION





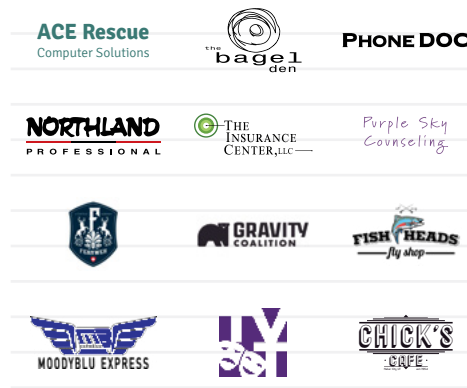
# CHAMBER OF COMMERCE

## CHAMBER AWARDS

### ★ BUSINESS OF THE YEAR ROONIE'S ICE CREAM

The Business of the year award goes to a business that has shown significant commitment to the community through investment, community service, and employee growth and retention. Roonie's Ice Cream is a newer Heber Valley business that started in 2020 during the height of the COVID-19 pandemic. The owner has been such an advocate for small-town business growth and an excellent partner in the local community.

### ★ 2021 BUSINESS OF THE MONTH



### COMMUNITY PARTNER

### ★ COMMUNITY ALLIANCE FOR MAIN STREET (CAMS)

The Community Partner of the Year award is typically for a nonprofit, government organization or municipality. This partner has put forth great efforts into bettering our community through public outreach, unifying projects, and social good. In 2021, the Chamber awarded the Community Alliance for Main Street (CAMS) as our Community Partner of the Year. The mission of CAMS is to create a vibrant and healthy downtown where residents and visitors want to be. This year was a banner year for CAMS as they hosted several community events from the inaugural Adventure Fest on Main to the Halloween Trick-or-Treat Carnival to the Heber City Old Fashioned Christmas Celebration. Many thousands of people gathered in our downtown because of the ongoing efforts by CAMS.

### ★ CHAMBER AMBASSADORS REGGAN JASTRAM AND NICOLE FERGUSON

The Chamber Ambassador award goes to someone who has gone above and beyond in promoting and serving the chamber. For 2021, we are proud to recognize two amazing individuals as our Chamber Ambassador of the Year - Reggan Jastram and Nicole Ferguson. Reggan and Nicole have been instrumental in much of the Chamber's success this year. They have willingly volunteered time, donated money, and championed the cause of the Chamber all year long. This year we introduced Member Mixers and, for the first ever, the Main-to-Main 10K. With Reggan's and Nicole's leadership, both of these events have been highly successful and will be carried on in the future. Reggan is the owner of Innovative Real Estate and Nicole owns Mountain Refined Furnishing. Each has served at the Chamber for several years. We are proud to recognize their efforts for the Chamber and in the community.

# BY THE NUMBERS



**277 TOTAL CHAMBER MEMBERS**



**\$30,000 FUNDS** from Sponsorship Packages



**17 RIBBON CUTTINGS** in 2021



**53 NEW Chamber Members** in 2021



**\$12,000 Total Proceeds Earned** at the GOLF TOURNAMENT



**144 GOLFERS** at the Tournament



**\$4,000 TOTAL PROCEEDS DONATED** from the Main-To-Main Race



**102 RUNNERS** at the Race



**220 ATTENDEES** at the Gala

## CHAMBER LUNCHEONS & MIXERS RECAP

2021	Luncheon Topics	Mixers
January	Annual Meeting	---
February	State of the Valley	Midway Mercantile
March	Heber Restaurant Roundup	Michael Thorwegen Insurance
April	The Future of Remote Work in Heber Valley	Soldier Hollow Nordic Center
May	Small Business Resources	Black Rock Mountain Resort
June	Restaurant Roundup	The Insurance Center
July	Restaurant Roundup	Red Ledges
August	---	Heber Valley Guide
September	Business Leadership	Innovative Real Estate & Mountain Refined
October	Meet the Candidates	The Lakehouse at Deer Creek
November	Diversity, Equality & Inclusion	Holiday Inn Express

### CHAMBER 2021 SPONSORS

#### ★ PLATINUM SPONSOR

Intermountain  
Heber Valley Hospital

#### ★ GOLD SPONSORS

America First Credit Union  
Hamlet Homes  
Heber Light & Power  
The Insurance Center  
Midway Mercantile  
Signarama  
Wright Orthodontics

#### ★ SILVER SPONSORS

Innovative Real Estate  
Mountain Refined  
Zermatt Utah Resort & Spa  
Zions Bank



## CHAMBER GOLF TOURNAMENT

Each year, the Chamber hosts an exciting golf tournament at one of the local and world-renowned golf courses in the valley. This annual event features 18 holes of golf with lunch included, plus prizes, networking opportunities, and lots of fun playing golf with other business representatives in our community. In 2021, the Chamber golf tournament saw 144 golfers at Wasatch Mountain State Park on the mountain course. The tournament raised a total of \$12,000 in proceeds from players. These dollars are reinvested in the local community and economy to further support and promote economic development and local business sustainability. Thank you to all our sponsors and golfers for helping make the golf tournament such a huge success!



## CHAMBER HOLIDAY GALA

The Chamber loves to end the year on a high note with its annual holiday gala. In 2021, the holiday gala was 1920s themed and included performances by the talented and local Heber Valley Orchestra, including songs performed by our very own Executive Director, Dallin Koecher. The opulent evening also featured live dancing performances by the amazing BYU Ballroom Dance Team, a themed photo booth, an era-appropriate Model A Duesenberg, and a fully catered dinner with casino games throughout the evening. The event was held at the luxurious Zermatt Utah Resort & Spa. Guests raved about the décor, the food, the music, and the wonderful evening of entertainment. This event was made possible largely due to our Chamber sponsors. We thank all our sponsors and all our guests for helping us create such a fun-filled evening.

## ECONOMIC DEVELOPMENT

### ECONOMIC SUCCESS & GROWTH

**Business Forum:** This was a listening event for the Chamber staff. We learned about many struggles our businesses are facing. From this event, we were able to adjust our plans to better meet our community's needs.

**Rural County Grant:** Wasatch County received just over \$95,000 to go towards economic development and business retention. These funds helped finance the Community Reinvestment Act (CRA) planning for Heber City, some downtown development for Midway, and destination development activities for Heber Valley.

### ECONOMIC SNAPSHOT

2021 was a strong year for Wasatch County. Unemployment started at 4.4% and declined throughout the year finishing at 1.9%. Job growth in the county was strong with 6.4% growth in non-farm jobs. The major hindrance to economic success in 2021 and into 2022 will continue to be high demand for employees and ongoing tightening of the labor force.

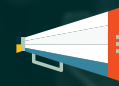
### ECONOMIC DEVELOPMENT BY THE NUMBERS



36,000  
POPULATION



4.5% Population  
GROWTH



1.9%  
UNEMPLOYMENT  
RATE



\$92,000  
Median Household  
INCOME



\$975,000  
Median Home  
SALES PRICE



13.7%  
SPANISH SPEAKING  
Population



6.4%  
JOB GROWTH



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