



2015 ANNUAL REPORT


Heber Valley



› Mission

Heber Valley Tourism and Economic Development is dedicated to:

1. Recruiting quality businesses in high-paying industries.
2. Supporting local business retention and expansion.
3. Increasing year-round tourism by promoting the Heber Valley area's activities, events, and amenities.

› Vision

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

From the DIRECTOR

For the past several years, the Heber Valley has experienced an unprecedented growth in population, new visitors, sales tax revenue, and new job creation. This one-time small and relatively unknown valley has grown into a destination where people want to live, work, and play.

The year 2015 will go down in the history books as another successful year that saw growth, and that was highlighted by the re-formation of the Heber Valley Chamber of Commerce as an official membership organization. Additionally, the Heber Valley received more positive media coverage than ever before due to large events and national rankings.

The enclosed annual report highlights some of the key developments from 2015, including major events, new business openings, and national recognitions. Thanks be given to our local officials and business leaders for their unwavering support for tourism and business development in Heber Valley. The economic outlook of valley continues to look bright.

Best Regards,

Ryan Starks, Executive Director,
Heber Valley Tourism and Economic Development

From the CHAIRMAN

On behalf of Heber Valley Tourism and Economic Development – an interlocal partnership between Wasatch County, Heber City, Midway City, and the Heber Valley Chamber of Commerce – I am pleased to highlight some of the significant activities that have taken place in Wasatch County in 2015 in this annual report.

Overall, local economic development continues moving forward as new residents and businesses seek to make Heber Valley their home. With thoughtful planning and hard work, we have been able to help foster positive

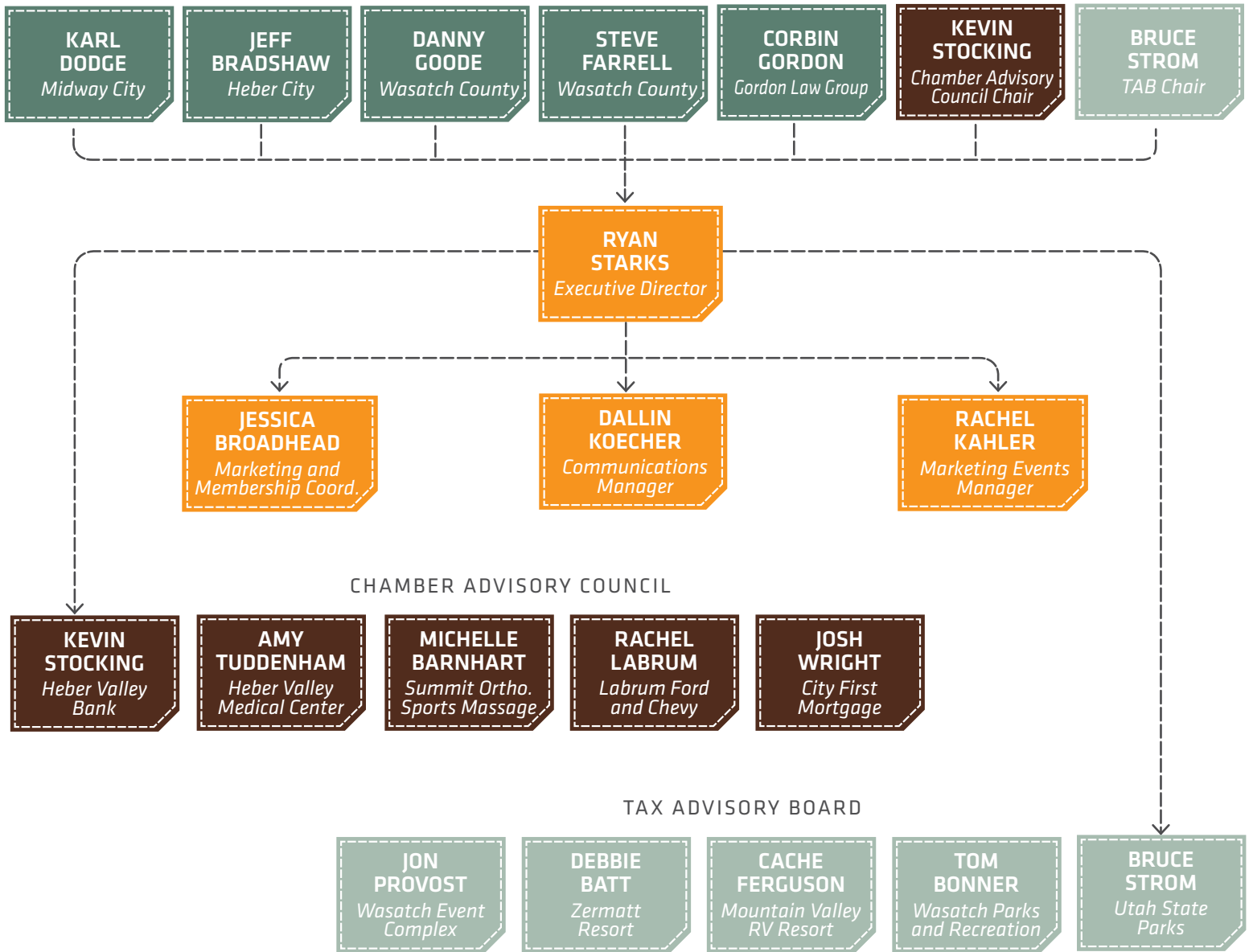
economic expansion while maintaining our unparalleled quality of life.

We sincerely appreciate the contributions of so many talented people in making Heber Valley such a wonderful place. We look forward to another great year ahead.

Sincerely,

Steve Farrell, Chairman,
Heber Valley Tourism and Economic Development

ORGANIZATIONAL STRUCTURE



Tree Lighting Ceremony



Tour of Utah Stage 4 - 2015



Tour of Utah Stage 4 - 2015



Demolition Derby



Heber Valley Railroad

TOURISM OUTREACH

In our ongoing objective to promote the Heber Valley as “Utah’s Adventure Escape,” we are always looking to enhance our marketing efforts through new ideas and tried and tested methods. In 2015 we launched several new initiatives to help share the Heber Valley experience.

BILLBOARD CAMPAIGN

We raised awareness of the Heber Valley through a powerful six-month-long billboard campaign along the Wasatch front.



PRINT / WEB CAMPAIGN

We placed over \$146,000 in advertising in key markets through online, print, and other publications that drove traffic to our website and people to Heber Valley.



MEDIA TOURS

Hosting journalists continues to be one our more valuable initiatives in telling the Heber Valley story. 2015 had a 50 percent increase in media tours over 2014.

WEBSITE REDESIGN AND APP DEVELOPMENT

Heber Valley saw a digital expansion in 2015. A redesigned website and launch of a new mobile app modernized our digital footprint making it easier to discover and plan trips to the Heber Valley.



GOLF CAMPAIGN

Additionally, we partnered with City Wide Golf to create a centralized reservation and call center to book golf stay and play packages directly on our website. Along with a revitalized website our office developed a digital strategy using social media to help boost our reach to current and potential new followers.

Billboard Campaign

January – June

15 total locations

575 days posted

estimated number of people that saw our message 8 times

700,000

Golf Heber Valley Partnership



FAM Tours

15 hosted Familiarization Tours

50%

increase over 2014

eight

articles produced in 2015

number of stories on Heber Valley in 2015

200

CHAMBER / ECONOMIC DEVELOPMENT

To support local businesses, the Heber Valley Chamber of Commerce officially became part of Heber Valley Tourism and Economic Development in 2014. After feedback from interested businesses, and researching other chambers throughout Utah, the Chamber became a membership organization in January 2015. Membership dues range from \$100 to \$500 creating an accessible and valuable organization. Support for the chamber was well received with 146 businesses signing up throughout the year, with more continuing to sign up each month.

Economic growth in the Heber Valley has been tremendous throughout the year. The Chamber held a record amount of ribbon cuttings with a few major stores opening in Heber Valley.



TRACTOR SUPPLY CO.
opened in February



SPORTSMAN'S WAREHOUSE
opened in May

The creation of a new 40 acre industrial park in Heber City took extensive planning and work to secure. Now with space to attract and recruit new businesses to the valley, the industrial park represents a new stage of economic sustainability in the Heber Valley.

Highlights at a glance

> CHAMBER MOVES TO MEMBERSHIP STRUCTURE

146 Chamber New Members
Money Raised **over \$21,000**

> GOLF TOURNAMENT SUCCESS

80 participants (doubled from 2014)
Thousands of dollars in prize donations
Raised \$4,000 for Shop Local Campaign

> NEW BUSINESSES OPENED THEIR DOORS

22 Ribbon Cuttings

> CHARLESTON BUSINESS PLAZA

- Opened in Spring of 2015
- Businesses include: Madyson's Marshmallows, Proven Moto, GDA Engineers, and Copper Top Storage

> NEW ACCOLADES

- Heber Valley is **#1 FOR MOVERS** - *HomeInsurance.com*
- Heber City **3RD FASTEST GROWING MICROPOLITAN AREA** - *US Census*
- **#1 FOR INCOMING INVESTMENT** - *SmartAsset.com*
- **TOP 50 MOST BEAUTIFUL SMALL TOWNS IN AMERICA** - *CountryLiving.com*
- Soldier Hollow **#12 on GOLF WEEKS TOP MUNICIPAL COURSES IN THE COUNTRY** - *Golf Week*
- Soldier Hollow **# 6 on TOP 10 REAL MUNICIPALS YOU CAN PLAY** - *Links Magazine*

> FILMED IN THE HEBER VALLEY



• **BLOOD AND OIL** filmed several exterior scenes in the Heber Valley throughout the summer months. Locations include Chicks Café, Swiss Alps Inn, and various other outdoor locations.



• **THE WEST** - Discovery Channel filmed a documentary called "The West" at the Heber Old Town business area.

JANUARY

- » NATIONAL TOUR ASSOCIATION Trade Show
- » Heber Valley Chamber becomes a membership organization
- » Launch of the new HEBER VALLEY APP
- » *GoHeberValley.com* website redesigned
- » Heber Valley billboard campaign begins

FEBRUARY

- » Annual TOURISM ROUND TABLE
- » Media Tour with Paul Marshall from Ski UTAH
- » GO WEST SUMMIT Trade Show
- » **50 BUSINESSES** sign up for Chamber Membership

MARCH

- » First time attending the WASATCH GOLF EXPO
- » INTERNATIONAL SPORTSMAN EXPO - 150 people entered the Heber Valley contest giveaway
- » Heber City recognized as the **3RD FASTEST GROWING COMMUNITY IN US**

APRIL

- » Media tour with CITY WIDE GOLF
- » Launch of *GolfHeberValley.com*

EVENTS

Events in the Heber Valley continue to serve a vital role in the overall success of the tourism office.

Throughout the year these events draw in thousands of visitors from all over the country and even the world. Heber Valley Cowboy Poetry, Midway Swiss Days, and the Soldier Hollow Sheepdog Classic bring in the most visitors—roughly 110,000 to the valley alone. In partnership with the Soldier Hollow Legacy Foundation, Heber Valley hosted stage 4 of the Tour of Utah on August 6th, heralded as “America’s Toughest Stage Race.” This one event alone brought in international race teams, media, and brought millions of viewers to the Heber Valley via the aerial and on the ground TV coverage of the race.

Additionally, our office achieved great success in our events for locals. The Chamber Golf Tournament held in September at Crater Springs Golf Course doubled in registered players, and raised thousands of dollars for chamber programs. Finally, the third annual Shop Local and Tree Lighting Ceremony expanded to offer food, discounted ice skating, free sleigh rides, choir and dance performances, pictures with Santa, and even hot chocolate and cookies drawing over 500 locals out to this event.



Swiss Days



Sheepdog Classic



Stage 4 Tour of Utah



Golf Tournament



Shop Local Saturday



Cowboy Poetry

114 Total number of events in Heber Valley in 2015

Total number of people attending **300k**

500 Shop Local and Tree Lighting Festival attendees

16 Professional teams from all over the world

158 Countries represented

\$14-22 m earned media for the whole tour

127 Heber Valley Stage 4 mileage

8,173 elevation gain (ft.)

3,500 spectators at the finish

30 artists and musicians

\$1.8m economic impact

10,000 attendees

MAY

- » Jim Fosgate Award Luncheon
- » Media Tour with Gabby Cullen Freelancer for *Red Trike Blog*

JUNE

- » First Time attending INTNL. NETWORK OF GOLF TRADE SHOW
- » HEBER VALLEY UNPLUGGED begins - 2,000 lanyards given out
- » 40TH ANNIVERSARY of the High School Rodeo finals in Heber
- » Sale of the 40 acre industrial park

JULY

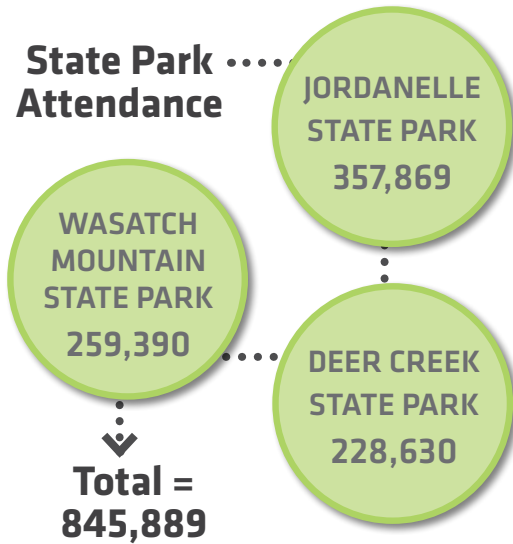
- » Hosted Austen Diamond with *Big Life Magazine*
- » Wasatch County Fair Days
- » Website traffic peaks at a record 31,000 visits for the month

AUGUST

- » TOUR OF UTAH, STAGE 4 - millions of fans across the world watch the Tour of Utah
- » Hosted journalist Christina Delorme with popular travel experts *FODORS*

HEBER VALLEY BY THE NUMBERS

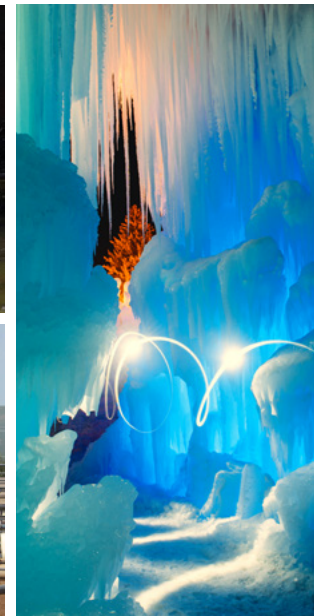
State Park Attendance



	2011	2012	2013	2014	2015
TRT	1,113,876	1,215,009	1,187,900	1,382,202	1,482,046
Restaurant Tax	373,822	409,800	425,882	455,625	526,148
Sales Tax					930,162
Unemployment	7.9%	6.7%	5.1%	4.1%	3.5%
Population Wasatch County	24,456	25,273	26,437	27,714	-
Population Growth Rate					4.3%
WEB Visits	82,253	89,979	128,604	154,598	189,962
WEB Unique Visitors	66,750	72,262	99,878	121,888	145,600
WEB Page Views	224,718	229,150	284,250	325,262	415,982
Heber City Building Permits	168	153	221	237	-
Twitter Followers				315	528
Heber Valley FB	2,304	13,561	20,919	21,400	21,581
Keep it Local FB					1,543
Instagram				150	1,036
YouTube Views					6,283

22

Blog Posts



Soldier Hollow Classic (top), Wasatch County Events Center (bottom), Ice Castles (right)

SEPTEMBER

- » Soldier Hollow Sheepdog Festival
- » Swiss Days
- » Heber Valley Chamber Golf Tournament - Shop Local fundraiser
- » Hosted Rick Stedman with *RV Life*, and *Golfer Blogger*
- » Filming episode of the *Traveling Golfer*

OCTOBER

- » 21st Annual Heber Valley Cowboy Poetry Gathering
- » Hosted freelance journalist Kristi Valentini
- » Visitor Center roofing remodel
- » Eagle Scout completes new display sign for the Visitor Center

NOVEMBER

- » Wilderness Circuit Rodeo Finals
- » SHOP LOCAL Saturday
- » 3rd Annual TREE LIGHTING CELEBRATION

DECEMBER

- » Chamber enters COTTAGES FOR THE CHILDREN gingerbread house fund raiser
- » CHRISTMAS CHAMBER LUNCHEON featuring Crowd Source Comedy
- » Chamber membership reaches 146

THANK YOU! 2015 CHAMBER MEMBERS

Abbingdon Senior Living Community
 Ace Rescue Computer Solutions
 Adventure Haus
 Adventure Zipline
 All That Stuff in the Barn
 All West Communications
 Altitude Equipment Rental
 America First Credit Union
 American Family Insurance
 American National
 Ameritrue Real Estate & Management
 Anderson Plumbing Systems
 Aspen Appraisal Group
 Balance Wellness Center
 Brian Lee Insurance
 Budget Blinds
 Burton Lumber
 C & S Creative
 Cafe Galleria
 Canton City
 Christy Ford Mary Kay Consultant
 Chuck Zuercher with Berkshire Hathaway
 Cocoa Productions
 Contagious Boutique
 Copper Top Storage
 CRC Designs
 Creekside Kids Academy
 Critter Buddies
 Dairy Keen

Daniels Road Self Storage
 Daniels Summit Lodge
 Days Market
 Debbie Whiting with Berkshire Hathaway
 Deer Creek State Park
 Deer Valley Resort
 Department of Workforce Services
 Dickey's BBQ Pit
 Discovery Map
 Ecology Bridge
 Edge Homes
 Elise St. John
 FillerUp Coffee Station
 Fish Heads Fly Shop
 Fit Stop Health Club & Physical Therapy
 Friends of Wasatch Mountain State Park
 Fun Stuff, LLC
 GDA Engineers
 Growing Light Montessori School
 Guild Mortgage Company
 Heber City Cafe
 Heber City Computer Repair
 Heber City Theatre
 Heber City
 Heber Light & Power
 Heber Valley Bank
 Heber Valley Guide
 Heber Valley Mechanical
 Heber Valley Medical Center
 Heber Valley Railroad

Hewlett Insurance
 High Valley Arts
 Homestead Resort
 Ignition Graphix
 Innovative Real Estate
 Jeffery Bradshaw CPA
 Jill Tuttle with Berkshire Hathaway
 Jordanelle State Park
 Karl Malone Auto
 KB Horses
 KPCW
 Kyle Webb with Exit Realty Legacy
 Labrum Chevy & Ford
 Latimer Do it Best Hardware
 Legacy Financial Planning
 Lofty Peaks Adventures
 Lola's Street Kitchen
 Lythgoe Design
 Madyson's Marshmallows
 Mark Haroldsen Cushman & Wakefield
 Mattressezzz
 Midway Adventure Company
 Midway City
 Midway Country Corner
 Mind UR Beeswax Salon
 Mine Geologist Services
 Miro Industries
 Mountain America Credit Union
 Mountain Crest Realty Group
 Mountain Electric

Mountain Lodge Furnishings
 Mountain Valley RV Resort
 Mounteer Home Management Plus, LLC
 Nature's Balance Pest Control
 Paige Douglas with EXIT Realty
 Pepperlane Products
 Phone Doc
 Pinto Pony Designs
 Red Ledges
 Rene Wood with Allstar Realty
 Rivers Edge at Deer Park
 Rocky Mountain Outfitters
 Salus Healthcare
 Sears Hometown Store
 Security National Mortgage Company
 Security National Mortgage Wasatch
 Snake Creek Grill
 SOC Probert - It's about Gratitude
 Soldier Hollow Legacy
 Sophie's Planner
 Sorensen Insurance Agency
 Spin Cafe
 Sport Clips of Heber
 Sportsman's Warehouse
 Strengthen Yourself Therapeutic Massage
 Studio Body Shop
 Summit Engineering Group, Inc

Summit Orthopedic Sports Massage
 Swiss Alps Inn
 The Boss SEO
 The Hiking Inn
 Thomas P Kestler
 Timber Moose Lodge
 TimberRidge Dental
 Timpanogos Valley Theatre
 Tractor Supply Company
 Tunex of Heber
 Twyla Dawn Photography
 UCCU
 Utah Charm Real Estate
 Utah Media Group
 Utah Microenterprise Loan Fund
 Utah Valley University
 Utah Warbird Adventures
 Vacuum Villa and Sewing
 Vintage Airstream Restorations
 Volti
 Walmart
 Wasatch Back Grill & Deli
 Wasatch Mountain State Park
 Wasatch Trails Alliance
 We Play Unplugged
 Whimzy Lane
 Wyndham Worldmark Midway
 Zermatt Resort
 Zipline Utah



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