

2023



PROMOTE TOURISM CONNECT BUSINESSES UNITE OUR COMMUNITY



MISSION

Our mission is to promote tourism, connect businesses, and unite our community. Through our combined years of experience and proven performance, members receive access to professional networking, promotional opportunities, economic education, and community engagement.

PROMOTE TOURISM
CONNECT BUSINESSES
UNITE OUR COMMUNITY

CORE VALUES

Professional, Dedicated, Honest, Curious, Inclusive, Intentional, and Solution-Oriented



**THE HEBER VALLEY CHAMBER
EXISTS TO BUILD AND BE PART OF
A COMMUNITY WHERE RESIDENTS,
VISITORS, AND BUSINESSES THRIVE.**



Director's Letter

On behalf of Heber Valley Tourism, Economic Development, and the Chamber of Commerce, we would like to present the 2023 Annual Report.

As we look back at 2023 to reflect on where we were at the beginning of the year and where we ended the year, a common theme of investment seems to emerge. Investment connotes the idea of doing small and simple things in the present that yield large results or dividends in the future. Throughout the annual report, we hope you see how many different types of investment took place throughout Heber Valley.

We are excited about the future of our community and the many seemingly small and even large steps we are taking now that will yield wonderful results over the years to come.



Dallin Koehler

DALLIN KOECHER
Executive Director, Heber Valley Tourism
and Economic Development



Mark Nelson

MARK NELSON
Chair, Heber Valley Tourism
and Economic Development

ORGANIZATION

- MARK NELSON Wasatch County (Chairman)
- LISA ORME Midway City Council (Vice-Chair)
- ERIK ROWLAND Wasatch County Council
- SCOTT PHILLIPS Heber City Council
- JOSH WRIGHT Chamber Advisory Committee
- ED SHAUL Tax Advisory Board Chair
- CORBIN GORDON Member At Large
- MELISSA DAYMONT Dept. of 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

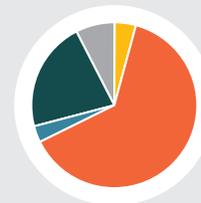
DESIRAE BROADHEAD
Membership Manager

JERRIE DUKE
Office Manager

- TAX ADVISORY BOARD
- HEBER VALLEY CHAMBER
- WASATCH ECONOMIC DEV. COUNCIL
- WASATCH ARTS COUNCIL

OUR BUDGET

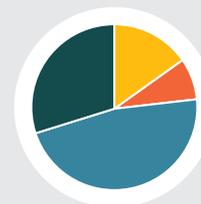
REVENUES



- **INTERLOCAL AGREEMENT**
\$75,000
- **TRANSIENT ROOM TAX**
\$1,875,000
- **OTHER REVENUE**
\$000
- **GRANTS**
\$450,000
- **CHAMBER**
\$175,000

\$2,575,000

EXPENDITURES



- **ECONOMIC DEVELOPMENT**
\$250,000
- **CHAMBER OF COMMERCE**
\$175,000
- **TOURISM PROMOTION**
\$1,542,000
- **OPERATIONS AND MAINTENANCE**
\$608,000

\$2,575,000



Tourism

BY THE NUMBERS FOR 2023

FOLLOWING A SIGNIFICANT SNOWFALL YEAR, WASATCH COUNTY ATTRACTED 2,083,093 VISITORS TO ITS THREE STATE PARKS, A 10.7% INCREASE.

Strawberry Reservoir drew a record two million visitors. The historic Heber Valley Railroad attracted 135,000 train passengers in 2023.

Hotel room rates increased to \$416.69 for average daily rates. Day trips accounted for half of the area visitors.

Gohebervalley.com had 636,827 website users, 652,592 unique users, and 41,374 e-newsletter subscribers. The 171 events throughout the year attracted approximately 272,440 total attendees.



2,083,093*

Visitors to Wasatch County's 3 State Parks



2,000,000* +

Visitors to Strawberry Reservoir



135,000

Passengers on Heber Valley Railroad



50%*

Overnight to Daytrip

51.16% Average Hotel Occupancy

\$416.69 Average Daily Rate of Hotel Room



41,374

Total Heber Valley Tourism E-newsletter Subscribers

637,000 Total Website Users

171*

Total Events

92 Group Meeting RFPs

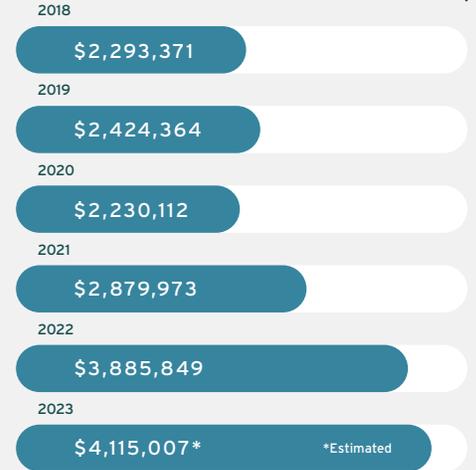
272,440* Approx. Attendance at Group Events



TOURISM BY THE NUMBERS

WASATCH COUNTY TRANSIENT ROOM TAX COLLECTION

4,500,000



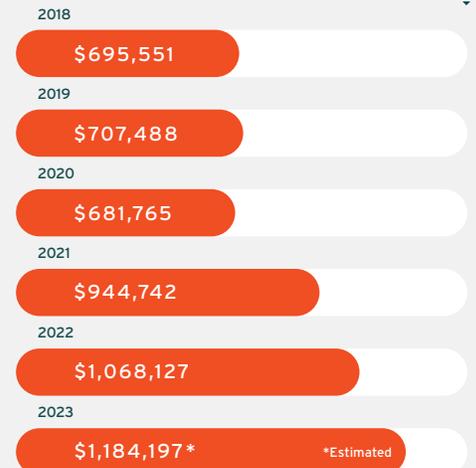
SALES TAX COLLECTION

6,000,000



RESTAURANT TAX COLLECTION

1,400,000



Chamber of Commerce

CHAMBER AWARDS



BUSINESS OF THE YEAR MOUNTAINLAND AUTO SALES

Mountainland Auto Sales was honored with the prestigious Business of the Year award for 2023, a recognition bestowed upon a business that exhibits exceptional dedication to the community through investment, community service, and fostering employee growth and retention. Under the leadership of Shane Clegg, Mountainland Auto Sales has become a cornerstone of the valley, serving the community in countless ways over the years. Shane and his team demonstrate unwavering support for local youth programs, extend helping hands to community members in need through generous donations, and play a pivotal role in advocating for strong business relations and support. Their commitment to service and community welfare, coupled with a genuine dedication to enhancing the overall well-being of Heber Valley, sets Mountainland Auto Sales apart. This award is a testament to Shane Clegg's and his team's outstanding contributions, making them the well-deserved recipients of the Heber Valley Business of the Year for 2023.



COMMUNITY PARTNER WASATCH COMMUNITY FOUNDATION

We are delighted to recognize Wasatch Community Foundation as our Community Partner of the Year. A group of dedicated volunteers established the Wasatch Community Foundation in 2000 to connect those looking to give with those in need, fostering a sense of unity and support within our community.

Today, the foundation is the largest all-volunteer, non-profit organization in Heber Valley and remains committed to building an extraordinary community. With a clear vision of promoting happiness and health among families, Wasatch Community Foundation continues to advance the well-being of our residents through its pillars of Human Services, Health, Education, Recreation, and Arts. We extend our heartfelt gratitude to Wasatch Community Foundation for the group's invaluable contributions to the betterment of Wasatch County.



2023

BUSINESS OF THE MONTH



CHAMBER AMBASSADORS

JUSTIN GOODRICH, EVELIA HASH, & JOSH WRIGHT

The Chamber Ambassador award goes to Chamber members who have gone above and beyond in promoting and serving the Chamber. For 2023, we are proud to recognize three amazing individuals as our Chamber Ambassadors of the Year: Justin Goodrich of America First Credit Union, Josh Wright of Global View Capital, and Evelia Hash of the Insurance Center. Goodrich has served on the board since 2018 and has helped grow our annual golf tournament into a profitable fundraising event. Wright has been with the board since 2017 and served as the Chamber Board President since 2020. Hash has volunteered with the Chamber at many of our events for several years. She joined the advisory board in 2023. We are proud to recognize Justin, Josh, and Evelia as our Chamber Ambassadors for 2023.

COLEMAN-KOHLER LIFETIME ACHIEVEMENT AWARD:

CLAY COLEMAN, GRANT KOHLER

This year Heber Valley lost two great pillars of the community, Clay Coleman of Midway and owner of Signarama, and Grant Kohler of Midway and owner of Heber Valley Artisan Milk & Cheese. Both of these men tirelessly served this community, were strong supporters of Heber Valley Chamber, and were advocates for local business development and growth. The Coleman-Kohler Lifetime Achievement Award was created to memorialize the amazing contributions by these two men. This will be an ongoing Heber Valley Chamber annual award that will recognize key pillars in the business community. We are proud to honor Clay Coleman and Grant Kohler. They are missed, but will not be forgotten.

CHAMBER BY THE NUMBERS



20 Ribbon Cuttings in 2023



320 Total Chamber Members



70 New Chamber Members in 2023



\$51,000 Funds from Sponsorship Packages



1,100 Total Attendees at the Ask Heber Community Expo



\$4,205 Total Proceeds Earned at the Golf Tournament



144 Golfers at the Tournament



\$1,002 Total Proceeds Donated from the Heber Valley Main-to-Main Run



226 Runners at the Race



300 Attendees at the Gala

Chamber of Commerce

LUNCHEONS & MIXERS RECAP 2023

Monthly Luncheons	Luncheon Topics
January	Annual Report
February	State of the County
March	Networking BINGO
April	Entrepreneurial Hustle
May	Wasatch Back Economic Summit
June	What's Happening in Wasatch
July	Networking Scavenger Hunt
August	Lunch with Congressman John Curtis
September	Unite through Service
October	Meet the Candidates
November	Speed Networking
December	---

Monthly After-Hours Mixers	Mixer Hosts
January	The Insurance Center
February	The Heber Senator Bed & Breakfast
March	Soldier Hollow Charter School
April	Homestead Resort
May	River's Edge RV Resort & Campground
June	Hook'd IT Up & ACE Rescue Computer Solutions
July	Zermatt Utah Resort & Spa
August	Mountainland Auto Sales
September	Heber Valley Brewing Company
October	Faded Rose Salon & Barbershop
November	Mountain View Fellowship
December	Heber Valley Chamber

2023 CHAMBER SPONSORS

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



CHAMBER COMMUNITY EXPO RECAP

The inaugural Ask Heber Valley Community Expo held in April was a resounding success, bringing together the community for a day filled with vibrancy and engagement. With an impressive turnout of over 70 local vendors, live demonstrations, delightful food offerings, entertainment, and exciting giveaways, the event provided a diverse range of experiences for attendees. Over 1,000 community members participated, expressing their appreciation for the valuable insights gained and the discovery of local businesses and organizations in the valley previously unknown to them. The Expo served as a platform for fostering connections, supporting local enterprises, and showcasing the talents of artisans.



CHAMBER ICE CREAM SOCIAL

The Heber Valley Chamber held its annual Ice Cream Social during the July Market on Main at Heber City Park. A total of 15 Chamber member businesses participated to provide the community FREE Ronnies Ice Cream cups and toppings. The turnout was a huge success with 1,000 complimentary ice cream cups served. Local residents learned about area businesses and made connections with local business owners.



CHAMBER GOLF TOURNAMENT RECAP

Each year, the Chamber hosts an exciting golf tournament at one of the local, 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 2023, the Chamber golf tournament saw 144 golfers at Homestead Resort & Golf Club. Thank you to all our sponsors and golfers for helping make the golf tournament such a huge success! Proceeds raised from this year's tournament were donated to the new Wasatch Works scholarship program.



CHAMBER HOLIDAY GALA RECAP

The Chamber loves to end the year on a high note with its annual holiday gala. In 2023, the holiday gala was "Winter Wonderland" themed and included performances by talented local aerialist artists. The opulent evening featured a beautifully adorned entry and balloon arch. The event impressed all guests with a fully catered dinner and an evening of casino games at the splendid Zermatt Utah Resort & Spa. Event attendees raved about the décor, food, entertainment, and fun-filled casino games. This spectacular evening was made possible largely due to our Chamber sponsors. We thank all our sponsors and all our guests for helping us create such a wonderful and memorable evening.



Economic Development

ECONOMIC SNAPSHOT

In 2023, Wasatch County experienced a resurgence of economic activity in many forms. Several parts of our valley saw unprecedented investment. In Midway, new stores opened or began construction bringing improved walkability and more job opportunities to the area. Additionally, Ameyalli Resort hosted a groundbreaking ceremony and then launched construction for its new wellness and spa property. In Heber City, the new Smith's Marketplace has taken shape and looks to be ready for its grand opening in summer 2024. The announcement of Deer Valley's "Expanded Excellence" at the Mayflower exit, the naming of the Grand Hyatt as the hotel operator, and the hotel construction entering into a new phase have all been victories for the valley. Much has been accomplished to bring new jobs and opportunities to the valley. Challenges still remain with home affordability, however, community leadership looks to more formally address this issue moving forward.



WASATCH BACK ECONOMIC SUMMIT

The 2023 Zions Bank Wasatch Back Economic Summit, held at the Grand Summit Hotel, was a comprehensive regional event in collaboration with Heber City, Wasatch County, Summit County, and Park City Municipal. Attendees engaged in informational presentations, breakout sessions, and updates from industry leaders, regional experts, and elected officials, exploring key issues and opportunities facing the Wasatch Back. Highlights included morning keynote speaker Robert Spendlove providing insights into current economic conditions and future prospects, and lunch keynote speaker Sam Beard discussing collaboration and the impactful zero-to-five initiative. Breakout sessions covered crucial topics such as workforce development, water conservation, transportation, affordable housing, and the changing economic landscape. The event fostered a dynamic exchange of ideas, contributing to the region's economic growth and development.

ECONOMIC DEVELOPMENT BY THE NUMBERS



36,619
Population



5.3%
Population Growth



3.1%
Unemployment Rate



\$94,000*
Median Household Income



\$985,000
Median Home Sales Price



11.7%
Spanish Speaking Population



3.1%
Job Growth

Noteworthy Projects OF 2023



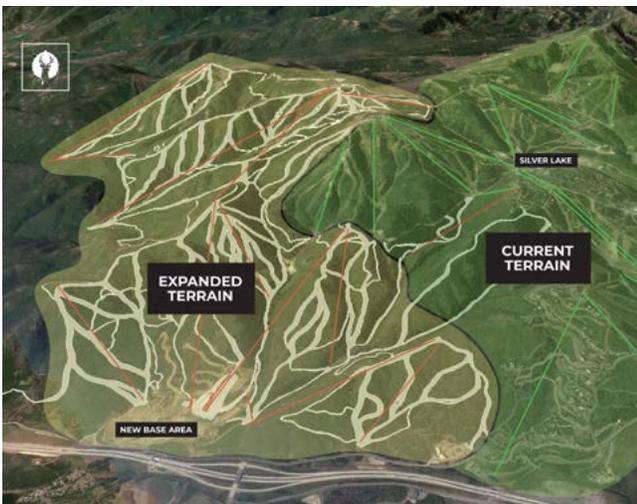
WASATCH WORKS

After several years of planning and developing partnerships, we were able to successfully launch Wasatch Works. This program is designed to encourage youth to get back into the workforce. As students meet certain academic and work requirements, they are eligible for up to \$2,000 in scholarship funds for post-secondary education. This past spring, we were able to award \$60,000 in scholarships to 30 deserving students. This partnership wouldn't be possible without the help of local businesses, the Governor's Office of Economic Opportunity, and the Wasatch Education Foundation.



HEBER CITY DOWNTOWN PLAZA

In an effort to reach our goals of revitalizing the Heber City downtown area, we partnered with Heber City to study what could be done. We worked together to bring in a downtown and destination development expert, Roger Brooks, to help identify how we might create an environment to bring locals and visitors to the downtown area. Through our work, we learned that creating a downtown plaza at the Heber City Main Street Park will become a catalyst for economic growth. As we move into 2024, we look forward to taking the next steps to put these plans into action.



DEER VALLEY "EXPANDED EXCELLENCE"

Deer Valley Resort took a monumental step forward with the introduction of "Expanded Excellence," a collection of transformative resort projects that includes a major expansion of the resort's legendary ski experience. While Deer Valley will continue to unveil additional projects in the coming future, the first phase of "Expanded Excellence" will see Deer Valley develop and operate 3,700 acres of new skiable terrain to be completely integrated into the existing resort and add substantial new skier services as part of a new village and portal accessed via U.S. Highway 40. In its entirety, "Expanded Excellence" more than doubles the skiable terrain of the resort with the majority of resort land being in Wasatch County.



 **THE**
Heber
Valley UTAH

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