

# ANNUAL REPORT 2014

*Celebrating a 125-Year History*

  
*Heber Valley*  
Tourism & Economic Development  
Chamber of Commerce

# 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.

**H**eber Valley Tourism and Economic Development is excited to present the 2014 Annual Report which highlights some of the key developments over the past 12 month period of various milestones, including the 125th-year celebration of Heber City's founding, the 115th-year of the Heber Valley Rail Road's operation, and even the 20th-year celebration of the Heber Valley Cowboy Poetry gathering.

The population of Wasatch County continues to climb as evidenced by a 2014 U.S. Census report which shows that Heber City is the third-fastest growing micropolitan city in the United States. While growth can often present challenges, the Heber City area was also ranked as Utah's safest community and was listed as one of America's top-ten small towns by livability.com. Perhaps now more than ever, the Heber Valley is being recognized for unparalleled quality of life which includes abundant outdoor recreational opportunities.

One of the key indicators to our economy's vibrancy is the number of visitors staying in our lodging properties. With a good mix of leisure and business travelers seeking a memorable escape from the large cities, our Heber Valley lodging partners offer a wide-range of accommodations and services. To date, the transient room tax—which is generated from overnight stays—has increased approximately 18 percent since last year.

Overall, we are pleased with the direction our economy is going. With new business relocation and expansion occurring almost monthly, we believe we are creating a solid foundation for years to come. As economic development is a team-sport, we would like to thank our local elected officials and the business community for their tremendous contributions and support. We look forward to continuing exceptional partnerships moving forward.

Best Regards,



Ryan Starks, Executive Director

## OUR VISION

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

## OUR MISSION

The mission of Heber Valley Tourism and Economic Development is to:

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

**O**n behalf of the Heber Valley Tourism and Economic Development board of directors, I would like to thank the many partners who have helped make 2014 a great year in Wasatch County.

Having a strong economic base is paramount to sustaining our unique quality of life. With the support of many local businesses, community organizations, and committed city and county leaders, we have been able to weather difficult periods and take new steps towards increasing our economic prosperity.

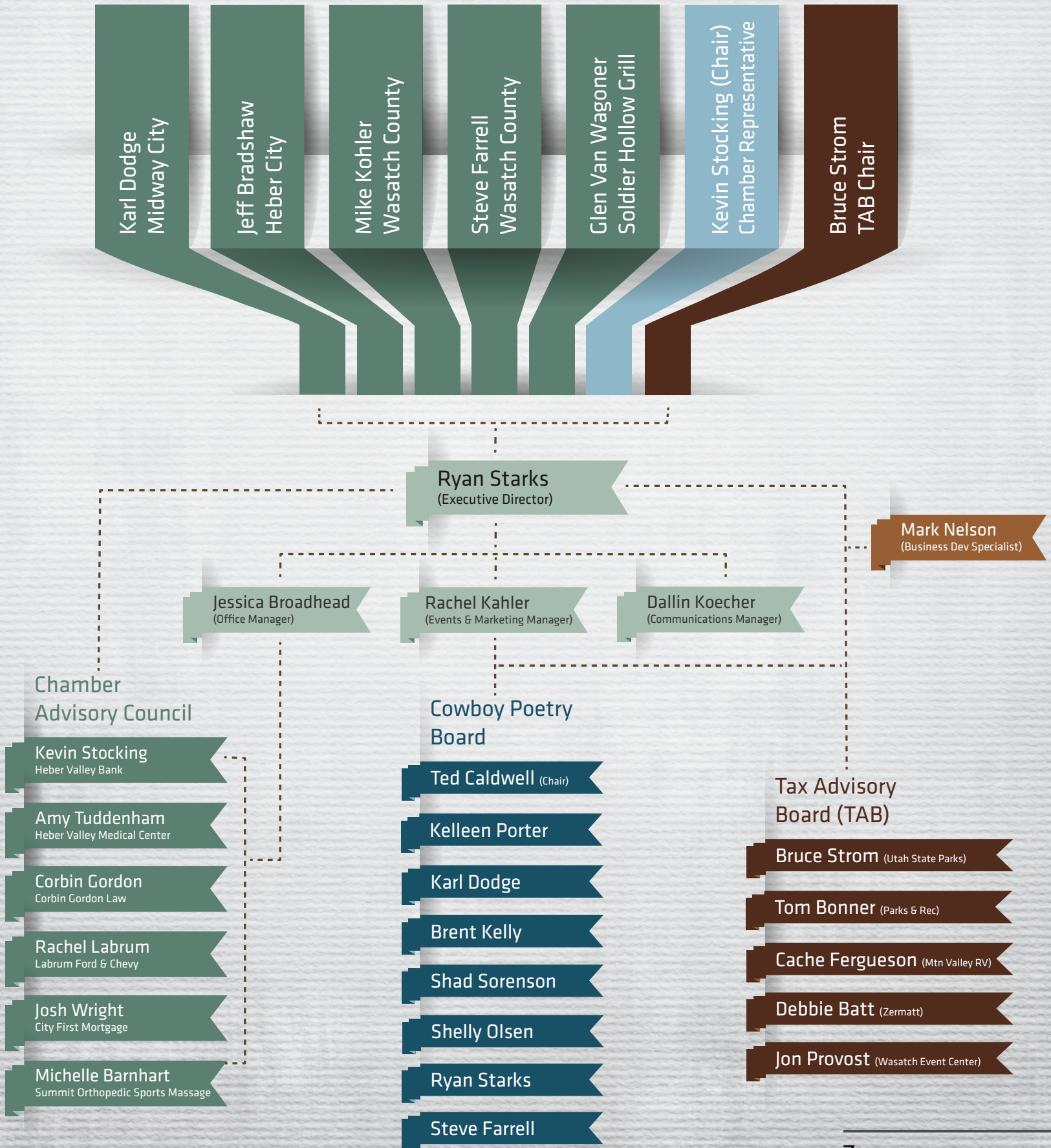
The board and staff of Heber Valley Tourism and Economic Development is committed to supporting local businesses which are the lifeblood of our economy. As demonstrated in this report, we are taking thoughtful measures to enhance the quality of life we all enjoy.

Thanks for the support of so many partners in making 2014 another great year.

Sincerely,

Steve Farrell, Wasatch County Council  
Chairman of Heber Valley Tourism and Economic Development

# HEBER VALLEY TOURISM & ECONOMIC DEVELOPMENT ORGANIZATIONAL STRUCTURE





# THEN

Rapid population growth has been a theme for the Heber Valley during the past several years. In fact, the Wasatch County population has grown by more than 65 percent since 2000. In 2014, Heber City was ranked as the third-fastest growing micropolitan city in the United States while Wasatch County continued to be the fastest growing county in Utah. Heber City was also ranked the eighth-best small town in the United State by livability.com. Wasatch County was ranked as Utah's third-healthiest county in 2014.

# and NOW

## 2014 HIGHLIGHTS

- ➔ The Heber Valley was mentioned in over 250 news stories from news media all around the country.
- ➔ The Heber City area was ranked as **Utah's Safest Community** by [www.movoto.com](http://www.movoto.com) and was listed as one of **America's Top Ten Small Towns** by [www.livability.com](http://www.livability.com).

- ➔ Zion's Bank built a new main street building to accommodate the growth of the Heber City area.
- ➔ 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

"During 2014 we had over 4,800 guests visit the Heber Valley Visitor's Center. The most rewarding part of my job is to hear someone say 'Wow, I never knew there was so much to do here. We are going to have to spend a few extra days in the Heber Valley.'"

- Jessica Broadhead, Office Manager

# EXPANDING OUR FOOTPRINT OF THE HEBER VALLEY

## TO THE COUNTRY AND THE WORLD

The Heber Valley brand is spreading throughout various parts of the world through unique tradeshows and strong partnerships! In 2014, HVTED staff participated in various domestic and international tradeshows to promote the Heber Valley as a premier family vacation experience.

01

Boston Ski Show



Connected with 100's of ski enthusiasts from Boston, one of Utah's hottest ski markets.

02

Met with more than 1,000 tourism & travel consumers at this Utah-based tradeshow.



Morris Murdock Trade Show

03

Adventure and Gear Expos  
(Spring & Winter)



Promoted the Heber Valley to 100's of outdoor and adventure enthusiasts who love hiking, biking, climbing, fishing, and all other outdoor activities.

04

Presented the Heber Valley message to key influencers in the motor coach and United States travel industry.



The National Tour Association

05

Go West International Summit



Conducted one-on-one meetings with dozens of foreign tour operators to develop business and travel opportunities with international travelers.

06

Created Heber Valley's first-ever partnership with Ski Utah—the winter marketing arm for the State of Utah. Placed multiple online and print ads in various national platforms.



Ski Utah Partnership

07

Travel Guides

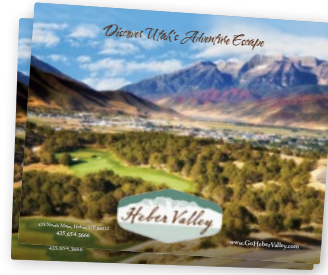


Sent over 1,400 travel guides to people throughout the world

## FAM TOURS

The Heber Valley story is best told by experiencing it. To this end we hosted nine Familiarization tours with travel writers, bloggers, tour operators, and other members of the media to give them a first hand experience of our valley. This led to several quality stories in local and national publications.

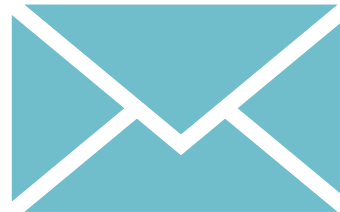
- 1 Family Vacation Critic**  
 Diana Meyer  
 1/27-30
- International Freelance Writer**  
 Alessandra Mattanza  
 1/28
- 2**
- 3 Twopeasandtheirpod Blogger**  
 Maria Lichty  
 2/7
- 4**
- Park City Conceigers**  
 Tour of Heber Valley Railroad  
 2/13
- 5 Scout Tours (European Tour Operator)**  
 Ludger Bracht  
 4/2
- Southern California Blogger**  
 Jill Parkin  
 6/19
- 6**
- 7 Utah Office of Tourism**  
 Heber Valley Fam Tour  
 6/20
- 8**
- Female Travel Writers**  
 Girls Gone Utah  
 6/27
- 9 Wild Rooster Tours (Chinese Tour Operator)**  
 Tokeyi Townsend | 10/9



Over  
**1,400**  
 Travel Guides  
 sent Worldwide in 2014

Heber Valley  
**Tourism Blog**  
 unique views in 2014:  
**2,383**

**25** posts on a range  
 of topics from  
**Art to Adventure**  
 creating entertaining and  
 informative content on adventure &  
 activities available in the Heber Valley



Monthly Tourism  
**Newsletters**  
 sent in 2014:  
**3,800**

Number of  
**Facebook**  
 Likes:

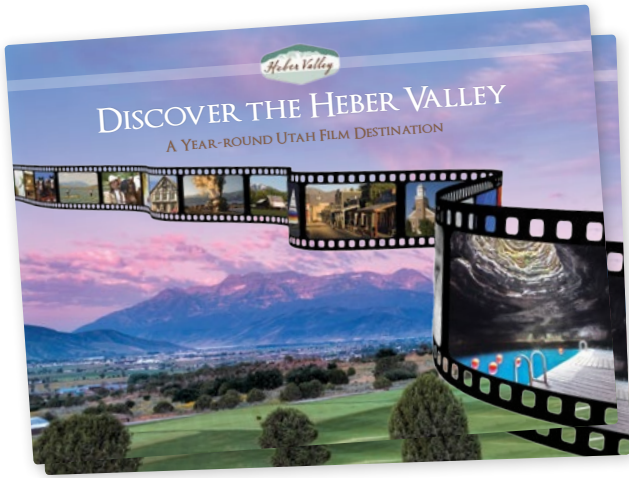


**2,304** | **13,561** | **20,919**  
 in 2011 | in 2012 | in 2013

**21,400** in 2014 | with an additional **1,400**  
 on our Keep it Local page



Number of followers on  
**Twitter:** | **315**



GoHeberValley.com

WEBSITE STATISTICS

Filming in the Heber Valley continues to be attractive to local and national film directors for a variety of reasons including iconic western structures, beautiful mountain ranges, and unique pioneer era homes and buildings. In 2014, the following were filmed in the Wasatch County: :

- Samsung Galaxy Commercial
- Let it Go - Alex Boye and One Voice Childrens Choir
- Let it Go - Frozen Piano Guys  
(The Piano Guys)
- Red Bull Promotional Shoot at Homestead Crater
- Park City TV

Make a Splash in the Heber Valley

In addition to these films, Heber Valley Film Commission continues to seek strengthen relationships with the Utah Film Commission in order to provide a quality experience for the productions that come to the Heber Valley.



Ryan Starks, on the set of ABC 4's midday news broadcast.

	2010	2011	2012	2013	2014
Visits	77,843	82,253	89,979	128,604	154,598
Unique Visitors	62,537	66,750	72,262	99,878	121,888
Page Views	264,901	224,718	229,150	284,250	325,262
Page Visits	3.40	2.73	2.55	2.21	2.10
Visit Duration	2:54 min.	2:05 min.	1:45 min.	1:38 min.	1:34 min.
% New Visits	78.74%	79.57%	78.91%	76.23%	77.01%

TOP FIVE FOREIGN WEBSITE VIEWS

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



TOP TEN U.S. CITIES

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



Heber Valley Business Summit - Shawn Morrow and Corbin Gordon

# CHAMBER OF COMMERCE

To support local businesses, the Heber Valley Chamber of Commerce officially became part of Heber Valley Tourism and Economic Development. Since this merger, the Chamber has become an active organization that benefits local businesses.

## HEBER VALLEY CHAMBER OUTREACH

### BUSINESS OF THE YEAR

During the Business and Economic Summit, the Heber Valley Chamber honored the 2014 Business of the Year: Heber Valley Medical Center. This award came as the result of HVMC's recent expansion in services and quality.

### BUSINESS AND ECONOMIC SUMMIT

Local businesses had the opportunity to participate in the Heber Valley Business and Economic Summit in September. The summit provided useful breakout sessions on topics ranging from public relations, to trail development, to tourism development near Deer Valley Ski Resort. The summit feature two keynote speakers: Lt. Governor Spencer Cox and former NFL great Chad Lewis. The event culminated with a competitive golf tournament at Wasatch Mountain State Park.

### MONTHLY LUNCHES

Members of the Heber Valley Chamber gather for a monthly lunch to network, promote their businesses, and receive training from a variety of speakers and presenters. Some of presenters from 2014 include: Tom Stone, Guild Mortgage; Cory Edwards, Social Media Director at Adobe; Rocky Fischer, President of dentalmarketing.net; and time management expert "Cowboy" Jack Eckins.

### CALENDAR

Members of the Heber Valley Chamber received an exclusive Heber Valley calendar featuring some of the area's most scenic photos. These calendars helped drive awareness of local events while reminding people of the beautiful corners of the Heber Valley.



Wasatch Community Foundation's Day of Giving

### DAY OF GIVING

The Heber Valley Chamber co-sponsored a Day of Giving campaign with the Wasatch Community Foundation. This partnership raised enough money to provide two college scholarships to Wasatch High School students.

### NEWSLETTERS

The Heber Valley Chamber sends business updates and newsletters to more than 1,000 local businesses. These newsletters recap successful events and also provide the opportunity for businesses to make announcements to other businesses.



## SHOP LOCAL SATURDAY AND TREE LIGHTING CEREMONY

The Chamber also sponsored Heber Valley's second-annual shop local Saturday and tree lighting ceremony. This year, roughly 400 people gathered in Midway's community center to celebrate the lighting of the town square and to enjoy various musical performances from talented local choirs and performing groups. A total of 35 local businesses participated in the shop local campaign and many saw a significant increase in traffic as a result of the campaign.

## HEBER VALLEY UNPLUGGED

For the second year, the Heber Valley Chamber sponsored the Unplugged program and partnered with 101 community and business partners to promote an active summer lifestyle to local residents. Upon completing a fun activity, a family could receive a "brag badge" from a sponsoring business. Ultimately, thousands of brag tags were awarded to more than 1,200 participants.



## RIBBON CUTTINGS

New and expanding businesses often celebrate by participating in ribbon cutting ceremonies. In 2014, the Heber Valley Chamber joined many businesses in opening new doors, including:

- Zion's Bank
- Ignition Graphix
- Dottie's Kolache Co.
- Bobby Lawrence Karate
- Duke Brothers Horses
- McDonald's
- Good Life Pet Center
- Bring Your Own Pet
- GDA Engineers
- Heber Valley Medical Center Dialysis Center
- Abbingtion Assisted Living Center



## HEBER VALLEY BUSINESS SPOTLIGHTS:

### MRS. CALL'S CANDY CO.

Mrs. Call's Candy Co. decided to expand its facilities, and in 2014, finished a new state-of-the-art manufacturing facility to increase the production of chocolates, caramels, and other sweets. Utah Governor Gary Herbert toured the new facility and was impressed with the innovation of owners Devin Bybee and Scott Maxfield.

### HEBER VALLEY MEDICAL CENTER

In addition to adding new programs such as the outpatient physical therapy office, the aquatics rehab program, and the Dayspring Medical Detox service, the Heber Valley Medical Center organized a community fundraiser to provide dialysis services to the Wasatch Back community. The hospital now offers dialysis services for up to eight full-time patients.

### UVU SOUNDSTAGE

Utah Valley University has expanded its digital media program to the Wasatch Campus and has invested into a world-class sound stage for digital productions. This equipment and program has attracted students from across the state and from China to be trained in this growing industry.



# THEN *and* NOW

# ECONOMIC DEVELOPMENT

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 2014, several new businesses opened doors or broke ground, including the Heber Valley Medical Center's new aquatics & physical therapy center, Ignition Graphix, Zion's Bank, Dottie's Kolache Co., Mountain Valley RV, and many more. In 2015, more business expansion and job creation is expected as Wasatch County continues to attract new and expanding businesses.

## BUSINESS EXPANSION AND RETENTION

Heber Valley Tourism and Economic Development was the recipient of a business development grant from the Utah Governor's Office of Economic Development. This grant helped support 200 visits to local businesses to assess needs and opportunities for businesses to thrive.



**ZIONS BANK**

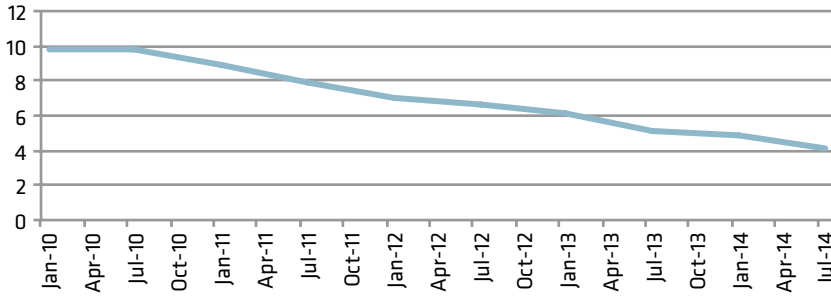


Zions Bank - grand opening ribbon cutting, Heber (top)

Zions Bank new Main Street building, Heber (bottom)



## Wasatch County Unemployment Rates (2010-2014)



Unemployment Rates (in percent)	Jan-10	9.8%	Jan-12	7%	Jan-14	4.9%
	Jul-10	9.8%	Jul-12	6.7%	Jul-14	4.1%
	Jan-11	8.9%	Jan-13	6.2%		
	Jul-11	7.9%	Jul-13	5.1%		

### UNEMPLOYMENT RATES

The economic base in the Heber Valley has seen a steady increase of business growth and consumer spending. A large portion of the growth is in the retail sector. New businesses have enhanced

the tax base and have created new jobs, resulting in unemployment rates in Wasatch County nearing all-time lows. In 2014, the unemployment rate in Wasatch County dipped as low as 3.4 percent as compared to 9.8 percent just four years ago.



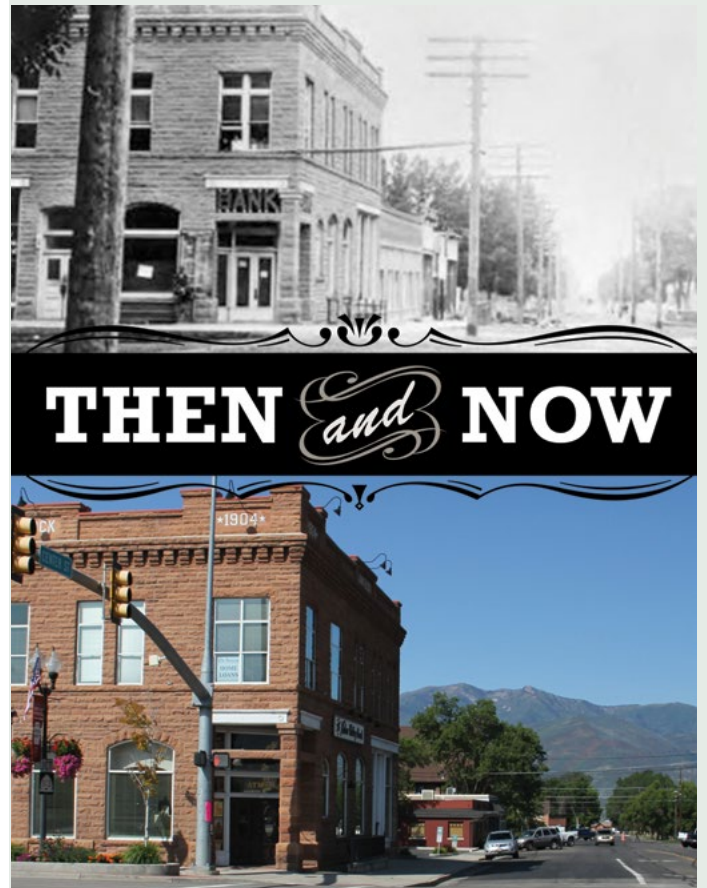
Ever Bella - grand opening ribbon cutting

### LOCAL TAXES

To gauge the level of economic activity in Wasatch County, we track local transient room, restaurant, and sales tax numbers in Wasatch County. Each of these indicators provides a measure of our economy's sustainability. The tax numbers are gathered and reported quarterly in some instances, so a final collection for 2014 won't be reported until March of 2015.

### SALES TAX

Sales tax in Wasatch County increased 2.92 percent in 2014 from 2013 totals.



From a small town of 2,927 in 1880, to over 25,000 in 2014, Heber continues to grow.

### POPULATION GROWTH

In 2014, the U.S. Census Bureau ranked Heber City as the **third-fastest growing micropolitan city** in the United States. The population continues to grow at a rapid pace and is expected to **nearly double** within the next 25 years.

	2000	2010	2011	2012	2013
Wasatch	15,433	23,682	24,456	25,273	26,437
Heber	7,291	11,362	11,795	12,260	12,911
Midway	2,121	3,845	—	—	—
Charleston	378	415	—	—	—
Daniel	770	938	—	—	—
Wallsburg	274	250	—	—	—
Hideout	NA	656	—	—	—
Independence	NA	164	—	—	—
Timber Lakes	289	607	—	—	—

Source: U.S. Census

\*Only cities with population over 5,000 are reported annually.



Simon's Restaurant at Homestead Resort, Midway

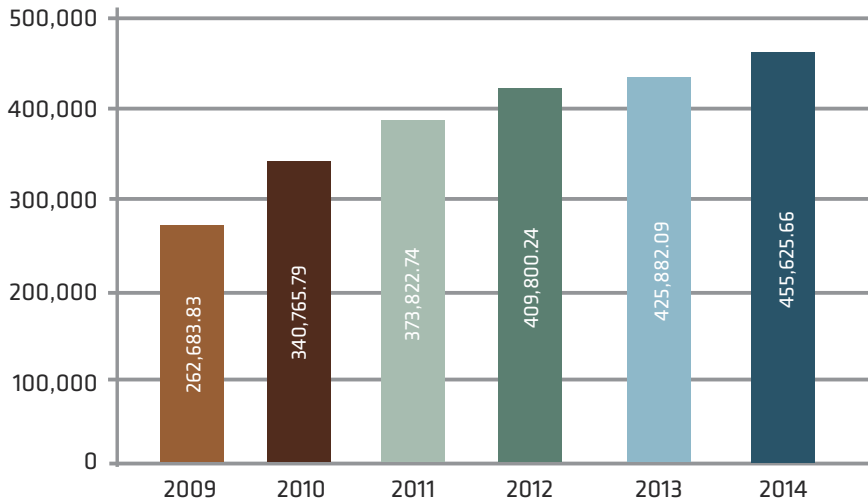
### RESTAURANT TAX

The County Restaurant Tax is remitted to Wasatch County two months after being collected from the Utah State Tax Commission. The tax collected during the first three quarters of 2014 represents an increase of 9.28 percent from 2013.

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>													2013/2014	2013/2014
<i>(This report reflects the collection period, not the deposit period)</i>														
	2009	2009 YTD	2010	2010 YTD	2011	2011 YTD	2012	2012 YTD	2013	2013 YTD	2014	2014 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	46,714.63	46,714.63	54.21%	<b>54.21%</b>
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	34,719.92	81,434.55	96.43%	<b>69.76%</b>
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	47,704.01	129,138.56	-7.44%	<b>29.78%</b>
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	26,243.31	155,381.87	35.26%	<b>30.67%</b>
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	25,219.23	180,601.10	21.03%	<b>29.24%</b>
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	49,784.50	230,385.60	-24.79%	<b>11.87%</b>
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	44,237.22	274,622.82	11.34%	<b>11.78%</b>
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	40,834.96	315,457.78	-17.13%	<b>6.95%</b>
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	52,339.19	367,796.97	25.77%	<b>9.28%</b>
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	26,045.42	393,842.39	-5.40%	<b>8.17%</b>
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	20,519.98	384,618.80	20,519.98	414,362.37	0.00%	<b>7.73%</b>
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	41,263.29	425,882.09	41,263.29	455,625.66	0.00%	<b>6.98%</b>
<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>425,882.09</b>	<b>425,882.09</b>	<b>455,625.66</b>	<b>455,625.66</b>	<b>25.77%</b>	<b>9.28%</b>

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

### Wasatch County Restaurant Tax



Truffle Pub at The Blue Boar Inn, Midway

### 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 the first three quarters of 2014, the transient room tax increased by 18.75 percent from 2013.



St. Regis at Deer Valley

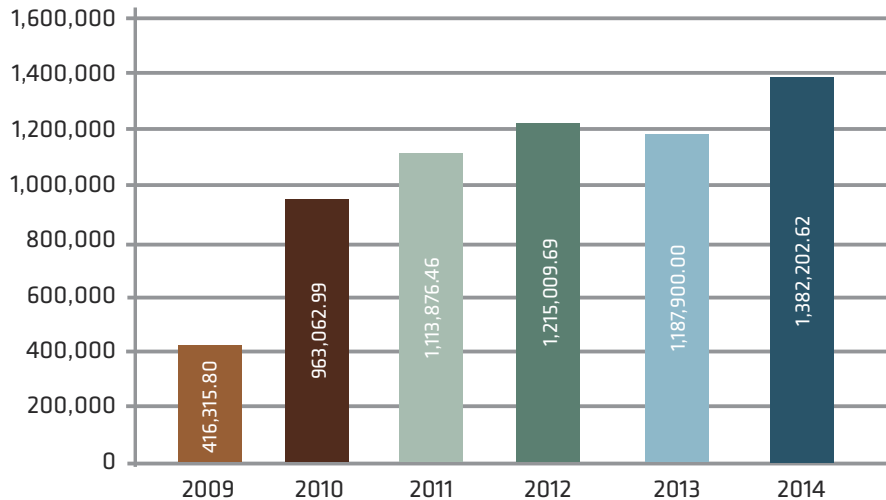
### WASATCH COUNTY - Transient Room Tax

(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	2014	2014 YTD	2013/2014	2013/2014
													% Change	% Change
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	241,790.54	241,790.54	11.57%	<b>11.57%</b>
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	196,429.61	438,220.15	441.31%	<b>73.21%</b>
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	217,990.85	656,211.00	6.32%	<b>43.27%</b>
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	55,964.03	712,175.03	39.08%	<b>42.93%</b>
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	29,691.71	741,866.74	-37.64%	<b>35.90%</b>
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	90,016.31	831,883.05	-41.33%	<b>18.96%</b>
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	123,155.78	955,038.83	106.00%	<b>25.81%</b>
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	104,802.42	1,059,841.25	-19.92%	<b>19.09%</b>
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	87,028.96	1,146,870.21	14.74%	<b>18.75%</b>
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	53,418.45	1,200,288.66	32.93%	<b>19.31%</b>
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	122,973.11	1,128,959.15	122,973.11	1,323,261.77	0.00%	<b>18.88%</b>
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	158,940.85	1,287,900.00	158,940.85	1,482,202.62	0.00%	<b>16.36%</b>
<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>1,287,900.00</b>	<b>1,287,900.00</b>	<b>1,382,202.62</b>	<b>1,482,202.62</b>	<b>14.74%</b>	<b>19.31%</b>

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

### Wasatch County Transient Room Tax



Zermatt Resort, Midway

2014 Calendar of Events - Be sure to visit [GoHeberValley.com](http://GoHeberValley.com) for updated listings.

2014 EVENTS	DATE	NUMBERS
Midway Ice Castles	Dec- Feb 17	60,000
U.S. Cross Country Skiing Championships	January 4 - 10	850
Salt Lake Slam Wrestling Tournament	January 3 - 4	2,200
Utah State Tumbling & Trampoline Competition	January 18	1,800
Wasatch Citizen Series Cross Country	January 25	400
Jordan World Circus	January 30	958
Junior Super Q Cross Country Skiing	February 7 - 8	350
Youth Super State Wrestling Tournament	February 7 - 8	2,300
Wasatch Back Quad-fishalon at Deer Creek	February 8	120
NCAA Cross Country Skiing Championships	March 6-8	350
Timpanogos Archery Competition	March 7 - 9	280
Utah Valley University Rodeo	March 28 - 29	450
World Series Team Roping	April 4-5	180
Utah Barrel Racing Association	April 19	135
Zermatt/Homestead Easter Brunch & Egg Hunts	April 19 - 20	145
The Ultimate Outdoor Expo	April 25 - 27	500
Heber Valley Horse Sales & Poker Ride	May 15 - 17	650
Crawfish Festival	May 24	881
Veterans Memorial Program	May 26	1,800
Homestead Summer Concert Series (17 weeks-average 175 people)	Summer	2,975
Heber City Farmer's Market (12 weeks- average 750 people)	Summer	9,000
Heber Valley Railroad	Year Round	80,000
Homestead Crawfish Festival	May 24	881
Utah Junior High School State Rodeo Finals	May 29 - 30	5,500
Homestead Golden Fun Run	May 31	89
Utah High School State Rodeo Finals	June 4 - 7	10,000
Dirty Dash 5K Spring Run	June 7	10,000
Wasatch 50 Trail Bike Race	June 7	320
Commemorative Air Force B-25 Bomber	June 9-14	450
Race Tri Rock Cliff Triathlon	June 14	623
Utah Valley Marathon	June 14	1,800
Heber Valley Pow Wow	June 13 - 15	2,800
Utah State Amateur Qualifying - Crater Springs	June 17	108
Ardura Relay Women's Cycling	June 21	210
HERO Century Bike Ride	June 21	130
Wallsburg Music Festival/ Erickson Antique Show	June 21	500
Wasatch Chevy's Car Show "Back to the 50's"	June 28	670
Utah Spartan Race Competition	June 28	9,000
EXTERRA Jordanelle Trail Run 21km/10km/5km	June 28	7,500
Ragnar Relay Running Series	June 27 - 28	325
Old Town 4th of July & Plein Air Art Competition	June 27 - July 5	300
Fire Cracker Baseball Tournament	July 3-5	2,250
Homestead Resort Old Fashion 4th of July	July 4	300
Double Dollar Livestock World Series Team Roping Events	July	750
Solstice Writing Retreat at the Homestead	July 10-12	42
2014 UGA Senior Amateur Championship	July 17 - 19	72
Tournament of Champions Baseball Tournament	July 17-19	1,650
Fire on the Water	July 19	6,000
Tournament of Champions Baseball Tournament	July 24 - 26	3,000

2014 EVENTS	DATE	NUMBERS
Wasatch County Demolition Derby	July 26	8,200
7 mile Circuit Bike Race	July 26,	60
Wasatch County Fair Days	July 28 - August 2	3,500
Mt. Valley Stampede Rodeo	August 1 - 2	6,791
Keetley Music Festival	August	325
Tour of Utah	August 7 - 10	460
Heber Valley Fly Fishing Festival	August 9	160
Double Dollar Livestock World Series Team Roping Events	August	320
2014 UGA Women's Senior Amateur Championship	August 18 - 19	82
DOXA ThreeLay	August 22	75
Summit Challenge Bicycle Ride	August 23	120
Midway Swiss Days	August 29 - 30	78,000
Soldier Hollow Classic Sheep Dog Championship & Festival	August 29 - September 1	28,000
Dirty Dash 5K Fall Run	September 13	8,500
Tour of Heber Road Bike Ride	September 20	135
Double Dollar Livestock World Series Team Roping Events	September	115
Homestead Harvest Moon Hootenanny	September	221
Woman of Steel Relay	September 26-27	125
Provo River Watershed Festival	September 27, 2014	350
PCSA Fall Regatta, No Coast Championship	Sept	120
Dressage Region 5 Championship	Sept	175
PRCA Wilderness Circuit Rodeo Finals	October 23 - 25	2,628
Heber Valley Western Music & Cowboy Poetry Gathering	October 30 - November 2	10,535
Turkey Trot Fun Run/Walk 5K throughout Midway	November 27	1,115
Midway Boosters Swiss Christmas	December 5 - 6	3,500
Cottages for the Children	December 5 - 6	2,500
North Pole Express	November 28 - December 24	21,500
<b>APPROXIMATE TOTALS OF ATTENDEES &amp; PARTICIPATION</b>	<b>349,206</b>	





# EVENT CALENDAR

Special Events: The Heber Valley is home to dozens of small and large events that attract visitors from all corners of the earth. Some of the popular events include 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.

Heber Valley Western Music and Cowboy Gathering - performer, Michael Martin Murphy

## EVENT SPOTLIGHT



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

This year marks the 20th anniversary of the Heber Valley Western Music and Cowboy Poetry gathering which featured dozens of performances from popular groups such as Home Free and the Bar J Wranglers. This year, 10,502 tickets were sold which helped the event organizers provide programs, scholarships, and support to 4,100 elementary school students.



## EVENT SPOTLIGHT




# ICE CASTLES

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

More than 60,000 visitors came to admire the rare ice castles at Soldier Hollow, located in Midway, during a two-month period. Musical groups such as the Piano Guys, Alex Boye, and Lexi Walker and the One Voice Children's Choir created viral music videos from within the walls. Among the hundreds of press stories generated from the ice castles were feature write-ups in USA today.





*Heber Valley*  
Tourism & Economic Development  
Chamber of Commerce

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