

ANNUAL REPORT 2020

**The
place
to BE**



 **THE
Heber
Valley** UTAH



**WASATCH COUNTY WILL DEVELOP A
VIBRANT AND SUSTAINABLE ECONOMY
AND WILL BE RECOGNIZED AS A PREMIER
DESTINATION TO LIVE, WORK, AND PLAY.**



**THE
Heber
Valley** UTAH

OUR MISSION IS TO STRENGTHEN WASATCH COUNTY'S ECONOMY THROUGH THOUGHTFUL PLANNING, STRATEGIC PROGRAMS, AND MEANINGFUL PARTNERSHIPS.

On behalf of Wasatch County, we'd like to present the 2020 Annual report. The Heber Valley has show remarkable resilience as it has adapted to overcome the devastation of a worldwide pandemic. Our office has been truly inspired by the strength of this community. We saw business leaders, public officials, and non-profits all working together to address many growing needs. We saw businesses flex their creative muscles as they explored new ways to reach their customers in safe and socially distant ways. This combined effort showed us the true strength of our community. This strength became our guiding theme as we worked to climb out of the economic pit COVID presented.

Some of our most proud moments were helping to create a recovery plan for businesses, celebrating brave entrepreneurs as they opened new businesses in an uncertain climate, and creating plan to enhance our destination over the next 10 years. As you read on, you'll see more evidence of collaboration and working together that really makes us all "Heber Valley Strong."

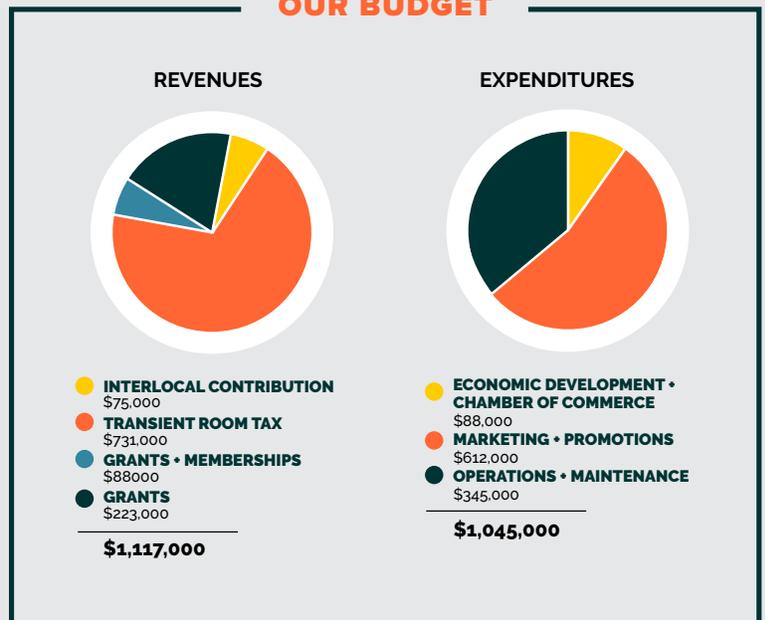
DALLIN KOECHER
Executive Director, Heber Valley Tourism and Economic Development

MARK NELSON
Chair, Heber Valley Tourism and Economic Development

ORGANIZATION



OUR BUDGET



TOURISM

DESTINATION DEVELOPMENT

2020 was a good year for us to slow down, refocus and reshape our efforts to maximize on our strengths. When COVID shut most things down it provided us a great opportunity to assess where Heber Valley tourism is headed. With a grant from the Utah Office of Tourism, our office partnered with two companies, Corragio Group and Hub Collective, to create a new 10-year strategy and new brand guidelines.

Our work with Corragio helped us identify our strengths and how we can maximize on those strengths. We created over 50 goals and objectives to complete in the next 10 years.

OUR AUDIENCE



**ELITE
OUTDOORS**



**THE 50/50
FAMILY**



**BACKCOUNTRY
ADVENTURER**



BRANDING

Heber Valley is unique in our offering and amenities. During our brand discussion with Hub Collective, we created three distinct brands to help us communicate different messages to different demographics.

THE VALLEY'S
EDGE

THIS IS OUR ELITE ADVENTURER WHO IS LOOKING FOR MORE HIGH-END LUXURY EXPERIENCES AND AMENITIES.

THE
**HEBER
Valley**

THESE ARE TRIED AND TRUE FAMILIES WHO LOVE THE OUTDOORS AND ALL THE ACTIVITIES OUR VALLEY HAS TO OFFER.

THE
**back
country**

THESE ARE OUR RUGGED OUTDOORSMAN FOLKS WHO LOVE THE EXTREME ACTIVITIES AND BEING "OFF GRID" IN THE FORESTS SURROUNDING THE VALLEY.

2020, A YEAR TO REMEMBER

2020 was a year for exploration, for community, and for enjoying the great outdoors. We closed out the year with just an eight percent decrease in transient room tax, a ten percent dip in hotel occupancy and website traffic. Throughout the summer many of our tourism related businesses reported having their busiest season yet. We saw guests from the Wasatch Front and most surrounding states.

TRANSIENT ROOM TAX
COLLECTION



Tourism

BY THE NUMBERS



90,000 PASSENGERS
ON THE HEBER VALLEY RAILROAD



2,147,000 VISITORS
TO WASATCH COUNTY STATE PARKS

2,000,000 VISITORS
TO STRAWBERRY
RESERVOIR



37 REQUESTS
GROUP MEETINGS
AND CONVENTION PROPOSAL
FOR 2021 AND BEYOND



75 EVENTS
WITH AN ESTIMATED
ATTENDANCE OF
37,050 VISITORS

HOTEL AVERAGE
OCCUPANCY
40.32%



AVERAGE DAILY RATE OF
HOTEL ROOM
\$229



3,856
TRIP PLAN
USERS ON
HEBER VALLEY
TRIP PLANNER

AVERAGE TRIP
PLANNER
DURATION
4.3
DAYS



WEBSITE VISITORS

SALT LAKE CITY • LOS ANGELES
HEBER VALLEY • MURRAY • WEST JORDAN • LEHI
SO. JORDAN • PROVO • DENVER

11,000 NEW HEBER VALLEY
NEWSLETTER
SIGNUPS



374,347
WEBSITE USERS
IN 2020



POPULAR PAGE VISITS

SOLDIER HOLLOW TUBING
HOMESTEAD CRATER
HOMEPAGE
SPECIAL EVENTS
WINTER WONDERLAND
CASCADE SPRINGS
ATTRACTIONS
LODGING
HAILSTONE CAMPGROUND
HEBER VALLEY RAILROAD



ECONOMIC DEVELOPMENT



COVID ECONOMIC RECOVERY

In 2020, our office took an active role in helping our businesses community adjust to and help recover from COVID. Working with Wasatch County Emergency Management and the Health Department we helped personal protective equipment to our businesses so they could reopen safely. We held three drive through distribution days at the Wasatch County Recreation Center and throughout the year we helped to hand out over \$45,000 worth of PPE.

RECOVERY PLAN

In partnership with Wasatch County, Mountainland Association of Governments, and the state of Utah, we planned to use funds from the CARES Act to create an economic recovery plan that encouraged residents to support local businesses. We developed grant programs to help businesses remain afloat. Heber Valley was fortunate to see the vast majority of businesses reopen after the shutdown in early spring.

Wasatch County started 2020 at just over 3% unemployment. During the peak of the COVID-19 shutdown, unemployment numbers spiked at 17.5%. Towards the end of 2020, the unemployment rate steadily declined to 5.5% in December 2020. We are optimistic headed into 2021 that we will see the numbers stabilize.

ECONOMIC SNAPSHOT

Total Grants Awarded

IN WASATCH COUNTY

\$1,785,235



MOUNTAINLAND ASSOCIATION
OF GOVERNMENTS FUNDS
\$437,500



BUSINESS EXPANSION AND
RETENTION FUNDS
\$34,000



SHOP IN HEBER VALLEY
GRANTS
\$133,735



NUMBER OF BUSINESSES
RECEIVING GRANTS
120



WASATCH CARES GRANTS
(WASATCH COUNTY,
HEBER CITY, MIDWAY)
\$1,180,000

CHAMBER OF COMMERCE



Chamber of Commerce

BY THE NUMBERS



7 NEW RIBBON CUTTINGS FOR NEW BUSINESSES



278 MEMBERS



\$7,500 DONATED TO HUNGRY HEARTS UNITED FROM GOLF TOURNAMENT PROCEEDS



144 GOLFERS AT THE TOURNAMENT

As we have always said the strength of our chamber lies in our members. The chamber experienced great challenges in 2020, such as navigating closures, event limitations, social distancing, and helping struggling businesses. Though we had to scale back much of what we typically do, we still were about to celebrate and push our #HVStrong message. #HVStrong is about working together, focusing on what could be controlled and celebrate business ingenuity. With help from our partners we created social messaging, print messaging, T-shirts, and more to share the stories of strong businesses.

COMMUNITY AWARDS

★ BUSINESS OF THE YEAR HEBER VALLEY HOSPITAL

The Business of the year award goes to a business that has shown significant commitment to the community through investment, community service and/or employee growth and retention. Heber Valley Hospital has risen to the occasion as they completed a major remodel of the hospital, and actively responded to community and patient needs during COVID.

★ COMMUNITY PARTNERS WASATCH COUNTY HEALTH DEPARTMENT & EMERGENCY MANAGEMENT

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. Wasatch Emergency Management and the Wasatch County Health Department have both been outstanding to work with and have taken great strides to help get personal protective equipment to our businesses, organized testing, vaccine clinics, and organized an incident command council of public and private leaders to help coordinate COVID efforts.

★ CHAMBER AMBASSADORS JOSH WRIGHT

The Chamber Ambassador is someone who has gone above and beyond in promoting and serving the chamber. For 2020 we are proud to recognize Josh Wright as our chamber ambassador of the year. Before serving as the president of the chamber, Josh has served on the Advisory Board for several years. Josh is always willing to take on tasks, help serve the business community, and willing to give a helping hand. Not only does he find time to serve the chamber, but he runs a successful financial planning business with Global View Capital.

Businesses OF THE MONTH





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