



WHY WASATCH?

**STRATEGIC ECONOMIC DEVELOPMENT PLAN
2018-2023**




Heber Valley



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



WELCOME TO WASATCH COUNTY

As residents of Wasatch County, we are blessed with an unparalleled quality of life. We enjoy easy access to unlimited recreational opportunities, including Deer Creek, Wasatch Mountain, and Jordanelle State Parks. The air we breathe is clean and the views of the beautiful Heber Valley are second to none. We have much to be grateful for, and people are noticing—Wasatch County has been one of the fastest growing counties in the United States since the time of Utah's 2002 Olympic Games. Such growth presents certain challenges and opportunities in the areas of transportation planning, business development, and preserving open space. As the population of the Heber Valley continues to rise, the need for more businesses, jobs, and economic development is essential to the wellbeing of the area.

Because of the improved highway system, Wasatch County is easily accessible from larger markets, including Salt Lake City and the Provo/Orem area. Likewise, traveling outside of the valley is convenient and enticing to many people who value Heber Valley's quality of life but who work outside of the county. According to economic data from the Utah Department of Workforce Services, the mean travel time to work for Wasatch County residents is 25.6 minutes. Of the 15,799 jobs found in Wasatch County, approximately 20 percent of the jobs are filled with residents of the county. Nearly 29 percent of our jobs are filled by people commuting into the county, and 50 percent of our workforce commutes to another county for employment opportunities.

The great challenge and opportunity we face is to balance the rural character of Wasatch County with the demand for business development and employment opportunities. Our ultimate goal is to decrease the number of residents commuting to other counties for work. This can be done through thoughtful economic development planning. The following report showcases Wasatch County's short- and long-term plans to bolster our economy.



Mark Nelson

MARK NELSON
Chairman, Heber Valley
Tourism, Economic
Development and
Chamber of Commerce



Ryan Starks

RYAN STARKS
Executive Director,
Heber Valley Tourism,
Economic Development
and Chamber of
Commerce



Our mission is to strengthen Wasatch County's economy through thoughtful planning, strategic programs, and meaningful partnerships.

We will fulfill our mission by:

- Supporting the retention and expansion of local business.
- Recruiting businesses within targeted, high-paying industries.
- Encouraging local spending.
- Increasing year-round tourism by developing and promoting local activities, events, and amenities.



WHAT OTHERS ARE SAYING

ABOUT UTAH

Best State for Millenials

Realtor.com 2017

Utah is the #1 Best State for Business

CNBC 2016

Utah is the #1 Top State for Business

Bloomberg Business 2016

Utah is the #1 Top Pro-Business State

Pollina Corporate Real Estate 2016

Utah is Named #10 Among Best Places to Live in the U.S.

US News & World Report

Utah is the #3 Best Economy in the Nation

WalletHub 2016

Utah Tops the List of Happiest States in America

WalletHub 2016

Utah is the Best for Young Professionals

Forbes 2017

Utah is 8th in the Nation in Overall Well-Being

Utah has a 30% Growth Rate Through Immigration

UTAH BY THE NUMBERS

30.6	Utah's Median Age. Youngest State in Nation. (37.8 National)
2.9%	Utah's Job Growth (1.5% National)
3 M	Utah's Population
8.35%	Utah Population Growth (3.68% National)
40%	Percent of Budget Spent on Education in Utah (29% National)
5%	Utah Corporate Tax Rate (6.87% National)
1.9%	Utah GDP Growth (1.2% National)
91%	Utahns hold at least a high school degree
180	Languages are spoken fluently at Utah universities
33%	Utah's workforce speaks a second language

ABOUT WASATCH COUNTY





WHAT OUR BUSINESS COMMUNITY IS SAYING



**NATE
SARGENT**

President &
CEO of Miro
Industries

"We decided to relocate our business from Salt Lake City to the Heber Valley because we truly love this special community. The quality of life is second to none and the proximity to major markets is closer than people realize. We appreciate the local workforce and the work ethic we can find in Wasatch County."



**RUSS
KOHLER**

Kohler Dairy
& Heber
Valley Artisan
Cheese

"Growing up in Wasatch County was our family legacy. Being able to start and run an award-winning business in the Heber Valley has been wonderful. The support we've received from the community has made all of the difference."



**AMY
TUDDENHAM**

Director, Public
Relations at
Heber Valley
Hospital

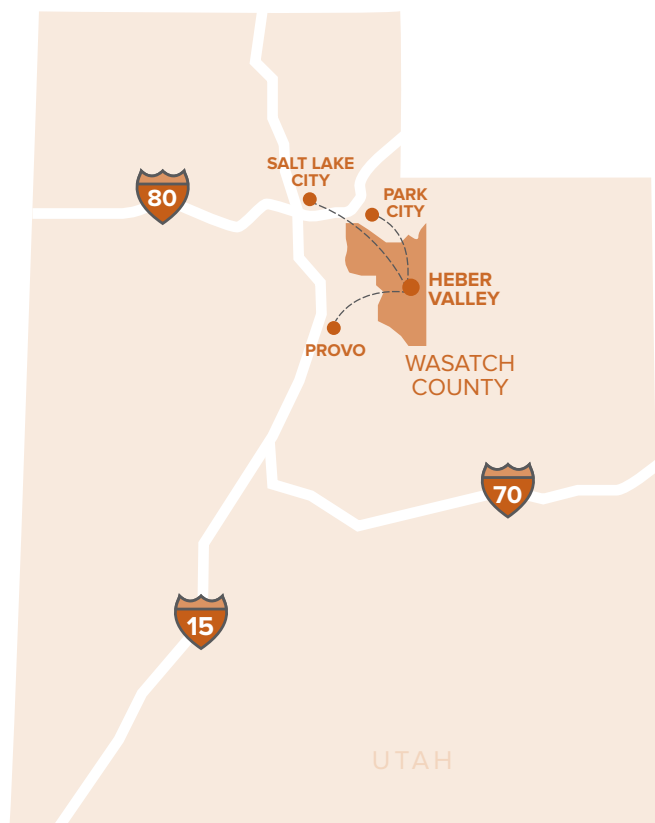
"Having a strong and reliable healthcare system is paramount to economic development, and Heber Valley is home to many wonderful caregivers. We are working hard to ensure the expansion of our services meets the needs of our growing community."



**REDGIE
PROBST**

President &
CEO of Probst
Electric

"Wasatch County is synonymous with the American dream. From a fledgling company that began in our garage, we have grown our business into a world-class company that employs hundreds of talented individuals. All of this happened within the Heber Valley."



**THE HEBER VALLEY IS
LOCATED ON THE EAST SIDE
OF THE WASATCH MOUNTAIN
RANGE IN NORTHERN UTAH.**

ELEVATION 5,600^{FT}

AREA: 1,206 mi²

PUBLICLY OWNED LAND: 68%

DRIVE TIME

PARK CITY: 15 MINUTES

PROVO: 30 MINUTES

SALT LAKE CITY: 45 MINUTES

LAS VEGAS: 5.5 HOURS

CHEYENNE: 6 HOURS

DENVER: 7.5 HOURS

PHOENIX: 10 HOURS

SAN FRANCISCO: 11 HOURS

EDUCATION

THE HEBER VALLEY IS LOCATED IN CLOSE PROXIMITY TO QUALITY EDUCATIONAL INSTITUTIONS

HOME TO UTAH VALLEY UNIVERSITY (UVU) WASATCH CAMPUS

30 MINUTES TO BRIGHAM YOUNG UNIVERSITY (BYU), & UTAH VALLEY UNIVERSITY (UVU) CAMPUS

45 MINUTES FROM THE UNIVERSITY OF UTAH (UofU) & SALT LAKE COMMUNITY COLLEGE (SLCC)

THE WASATCH SCHOOL DISTRICT IS AMONG THE TOP RATED IN UTAH



**ROBERT
HICKEN**

President of
Delta Stone
Products

“Our company produces a variety of products for customers located around the world, and access to major highways and transportation systems is crucial to our success. The logistics of living in the Heber Valley have served us well as we continue expanding into new markets.”



**NATE
HANSEN**

President of
Conductive
Group

“Running and growing a high-tech company requires a talented staff, solid infrastructure, access to important resources, and a healthy work ethic. The Heber Valley offers all of this and more.”



**BREEZE
WETZEL**

President of
Madyson's
Marshmallows

“When we decided to relocate from the Northwest, we could have chosen anywhere in the country, but Heber Valley was just too hard to resist due to the lifestyle and proximity to major markets. We couldn't be happier than we are in Heber Valley.”

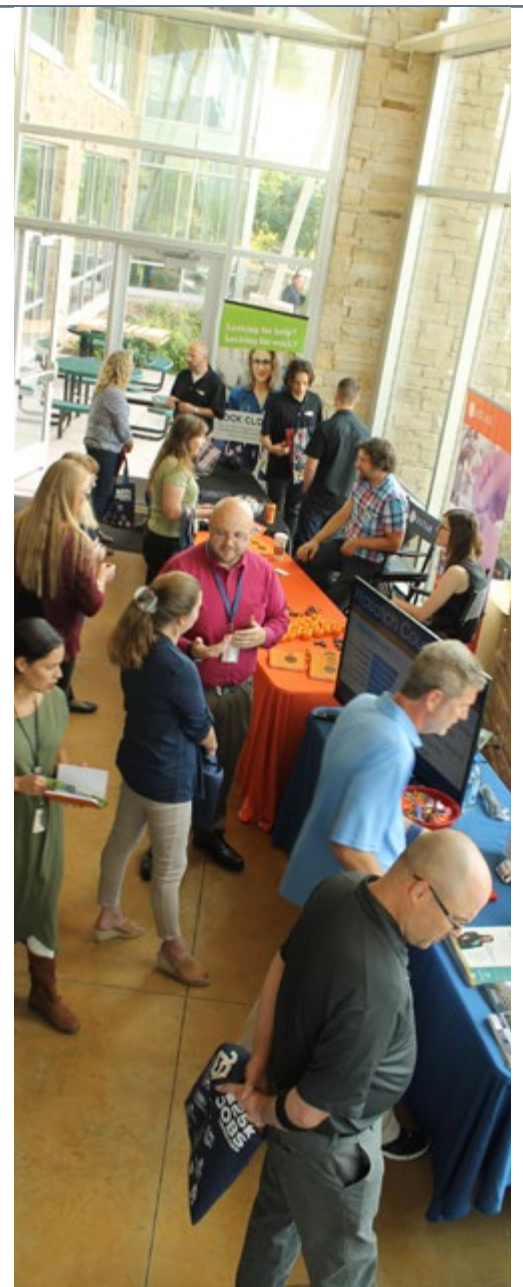


**JEREMY
MCALISTER**

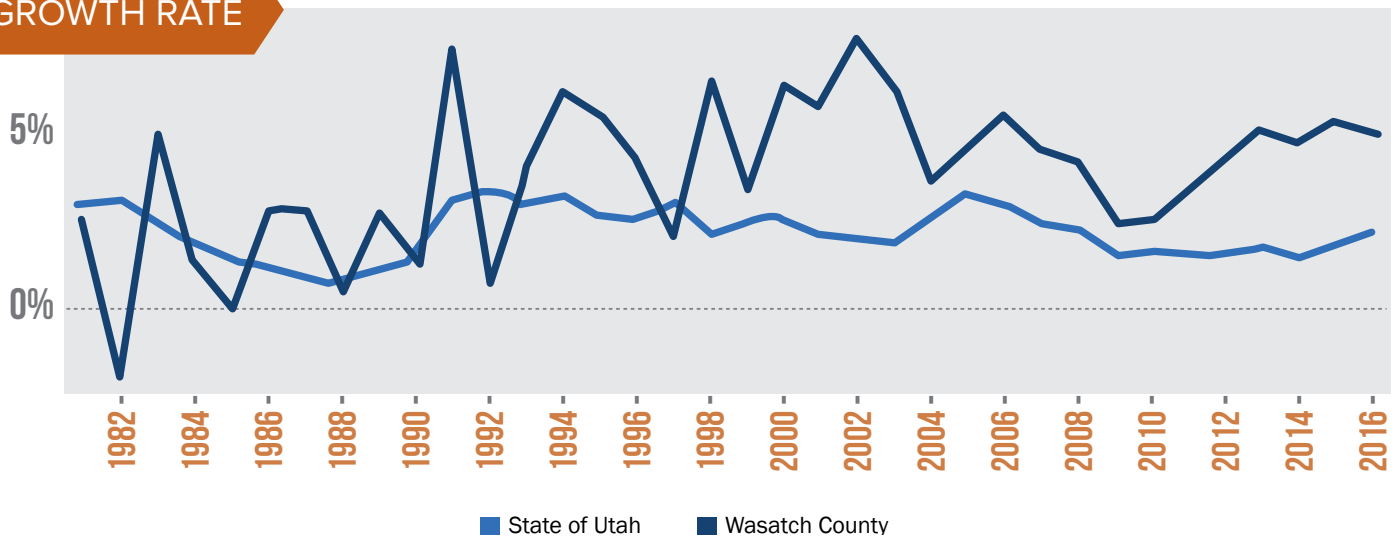
Principal,
GDA
Engineers

“When looking to expand our business into Utah, we considered a few great communities. Ultimately, our decision came down to convenient location of Wasatch County and the quality of life we all enjoy.”





GROWTH RATE



TOTALS

Wasatch
County
Population
31,500
(2017)

Utah
Population
3,000,000
(2017)



photo courtesy of Deer Valley

RECREATIONAL HIGHLIGHTS

Home to Soldier Hollow, the site of the 2002 Winter Olympic sports (biathlon, cross-country skiing)

Three State Parks

90 holes of public golf

Endless hiking/biking trails

Deer Valley Resort and Sundance Resort (year-round)

Provo River blue-ribbon flyfishing

Clean air and stunning scenery

Featuring more than 30 non-chain restaurants

Home to Utah's only historic tourism railroad

Arts, music and cultural scene





TOP 10 GOALS AND STRATEGIES

GOAL #1

QUALITY OF LIFE

Preserve and expand Heber Valley's resources that contribute to an unparalleled quality of life.

- » Create a Wasatch Open Land Board and identify ways to preserve critical open space.
- » Support the creation and expansion of trail systems throughout Wasatch County.
- » Support the creation of a bike park at Soldier Hollow.
- » Support the creation and expansion of city, county, and state parks, recreational, and cultural facilities.



GOAL #2

BUSINESS RETENTION AND EXPANSION

Provide the necessary tools, resources, and networking to foster business retention and expansion.

- » Visit key business owners annually; identify their needs through BEAR surveys.
- » Connect local businesses to resource providers, including the UVU Business Resource Center, the Small Business Development Center, the Heber Valley Chamber of Commerce, the Governor's Office of Economic Development, the Department of Workforce Services, etc.
- » Construct a Heber Valley Business Resource Center building in partnership with UVU Wasatch.
- » Assist qualifying businesses with their application for state tax credit programs (e.g., enterprise zone, rural fast track program, recycling tax credit program, high-cost infrastructure tax credits, etc.)
- » Work with the World Trade Center Utah to develop a strategy to support the international expansion of local businesses and to attract foreign investment to Wasatch County.
- » Ensure that businesses have adequate access to capital by connecting them to funding partners such as MAG's revolving loan fund, Mountain West Small Business Financing, the U.S. Department of Agriculture, local bankers, etc.
- » Create an economic development council made up of local business leaders; meet quarterly to discuss challenges and opportunities.

GOAL #3

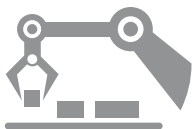
BUSINESS RECRUITMENT AND ATTRACTION

Position Wasatch County as a viable and attractive place for businesses to relocate and expand.

- » Create an economic development promotional brochure and share with state recruiting partners, site selectors, etc.
- » Leverage Public Relations to position Wasatch County as a desirable place to do business.
- » Produce economic development promotional video called Why Wasatch?
- » List available commercial properties on Wasatch County's economic development website and on EDCUtah's Sure Sites.
- » Build out an economic development web page on gohebervalley.com.
- » List relevant programs and information on locate.utah.gov
- » Provide annual familiarization tours to GOED and EDCUtah staff.
- » Participate regularly in tradeshows, trade missions, and other recruitment efforts.
- » Continue fostering zoning and land-use policies that are business friendly.

TARGETED INDUSTRIES

Wasatch County has a strong cluster of businesses within diverse industries. To capitalize on the strength of these industries, and to create high-paying jobs throughout the county, we will focus on further developing the following industries:



LIGHT AND
ADVANCED
MANUFACTURING



SOFTWARE
DEVELOPMENT
AND INFORMATION
TECHNOLOGY



TOURISM AND
OUTDOOR
RECREATION



HEALTHCARE
AND MEDICAL
SERVICES

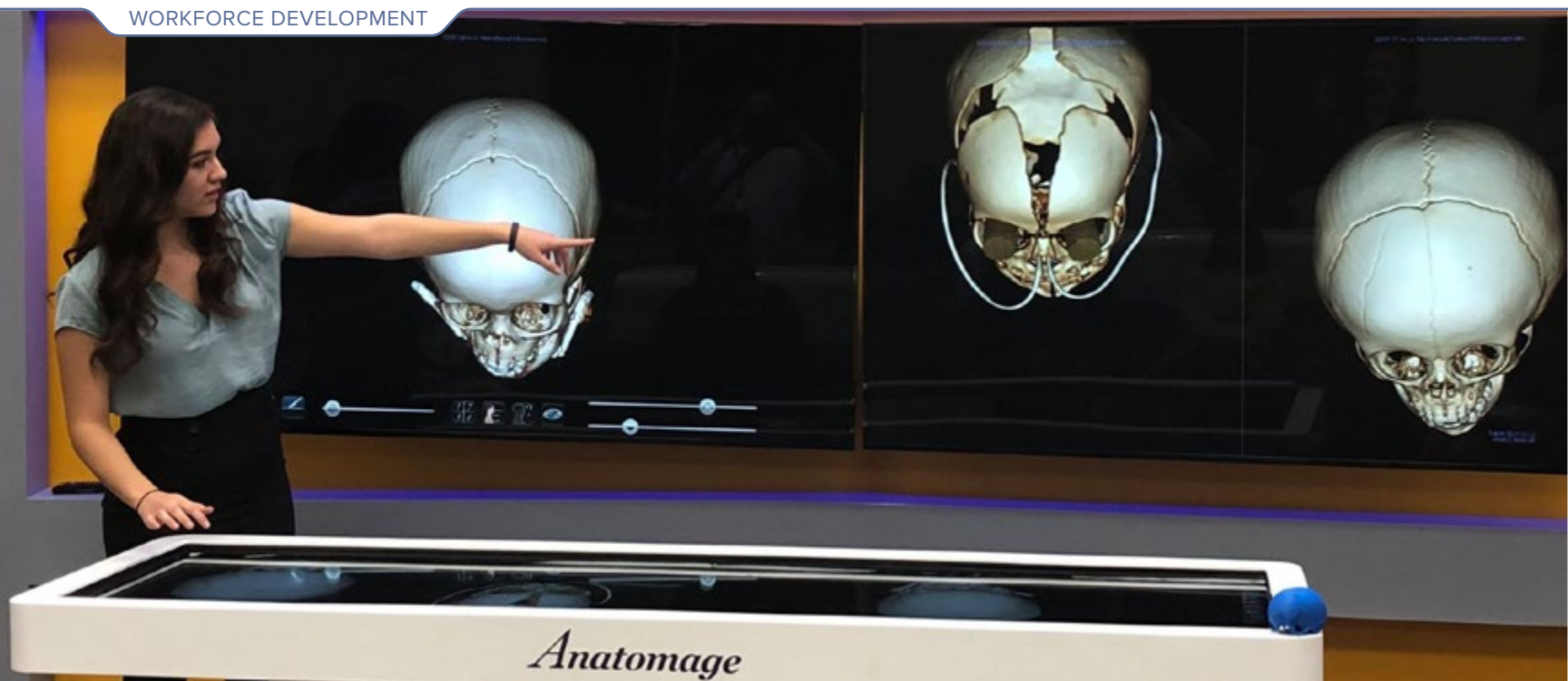


PROFESSIONAL
SERVICES



RETAIL
SALES





GOAL #4

WORKFORCE DEVELOPMENT

Develop a well-trained workforce to meet the needs of local employers.

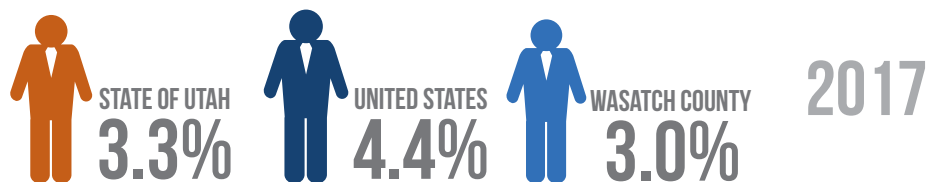
» Launch a workforce development committee called Wasatch Works! The committee will be made up of public and higher educational partners, the Department of Workforce Services, economic development staff, and key business partners.

» Provide training opportunities for local businesses through meetings, monthly lunches, annual economic summits, quarterly seminars, etc.

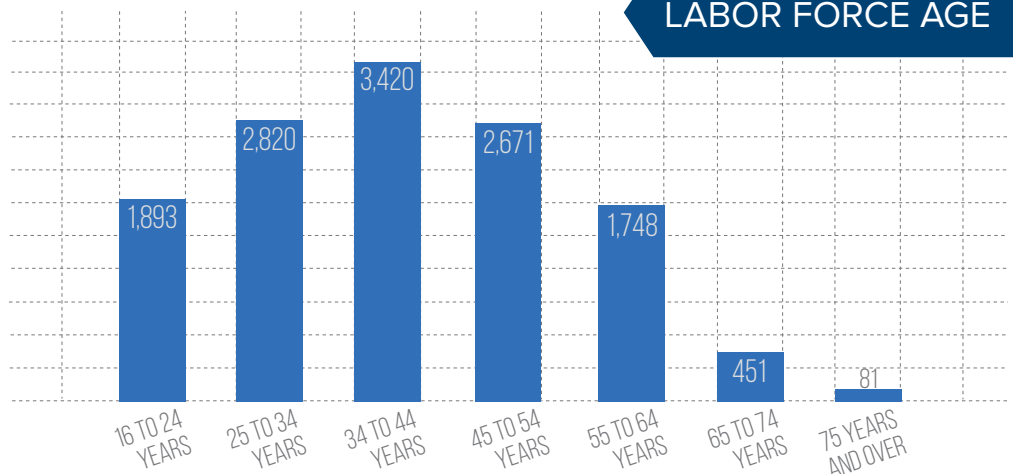
» Develop a talented workforce through the Wasatch Center for Advanced Professional Studies (CAPS) program.

» Collaborate with other governmental and business entities to solve affordable housing issues.

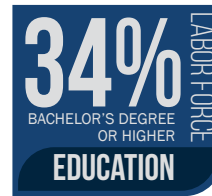
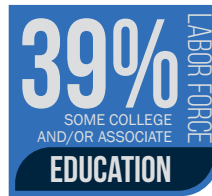
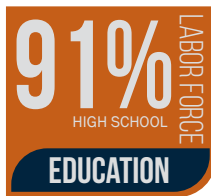
UNEMPLOYMENT RATE



LABOR FORCE AGE



EDUCATION

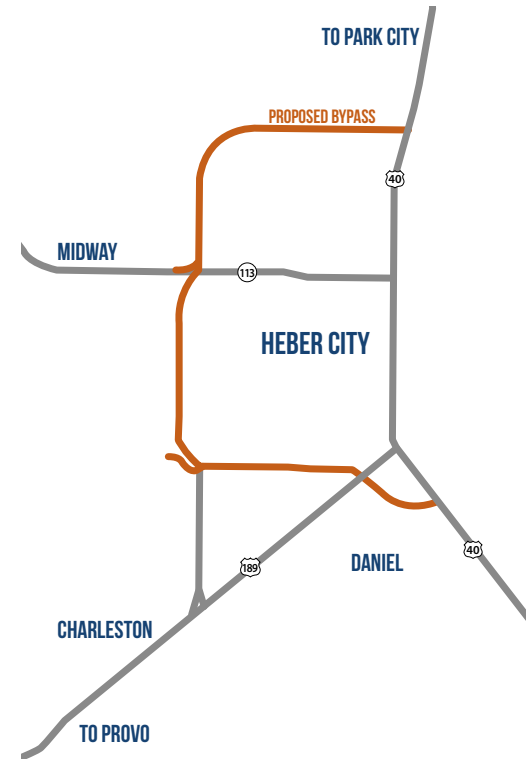


GOAL #5

TRANSPORTATION AND INFRASTRUCTURE PLANNING

Plan for population and business growth.

- » Support and encourage the development of the western bypass corridor.
- » Support the development of alternate oil distribution methods along Highway 40.
- » Evaluate and improve parking conditions along major traffic centers, including Heber and Midway Cities' main streets.
- » Identify ways to increase bicycle routes throughout Heber and Midway City.
- » Support the public and private sectors' efforts to install fiber optics.
- » Work with the Heber City airport to find ways to expand its economic output (e.g., expanding aviation jobs, attracting new events, building restaurants, additional hangars, etc.)



GOAL #6

BUSINESS AND INDUSTRIAL SITES

Expand the availability of commercial real estate.

- » Work with Heber City to fill its new industrial park by 2023.
- » Work with city and county leaders to determine best location of future commercial and industrial areas; make necessary zoning adjustments as needed.
- » Ensure that the development of the North Village and other future developments have a blend of quality residential, commercial, and public facilities.
- » Work with Heber City leaders to identify creative funding and zoning policies to strengthen its downtown as a place where businesses can thrive.

GOAL #7

JORDANELLE AND DEER VALLEY DEVELOPMENT

Support the development of Wasatch County's Jordanelle recreational area.

- » Work with Military Installation Development Authority (MIDA) to facilitate partnership with Wasatch County.
- » Promote and support creative funding mechanisms to develop necessary infrastructure in designated areas.
- » Support Deer Valley's resort expansion into Wasatch County.





GOAL #8

WELCOME AND BEAUTIFY

Enhance the appearance and branding of major corridors and gathering places throughout Heber Valley.

- » Place welcome signs at three major entrances to the Heber Valley.
- » Improve way-finding signage throughout the Heber Valley.
- » Create a beautification committee to promote positive community identity (i.e., rural, Western, and Swiss heritages, walkable main streets, attractive buildings and signage, and an overall cleanliness of roads, sidewalks, etc.).
- » Identify and support the development of public gathering places (e.g., plazas).

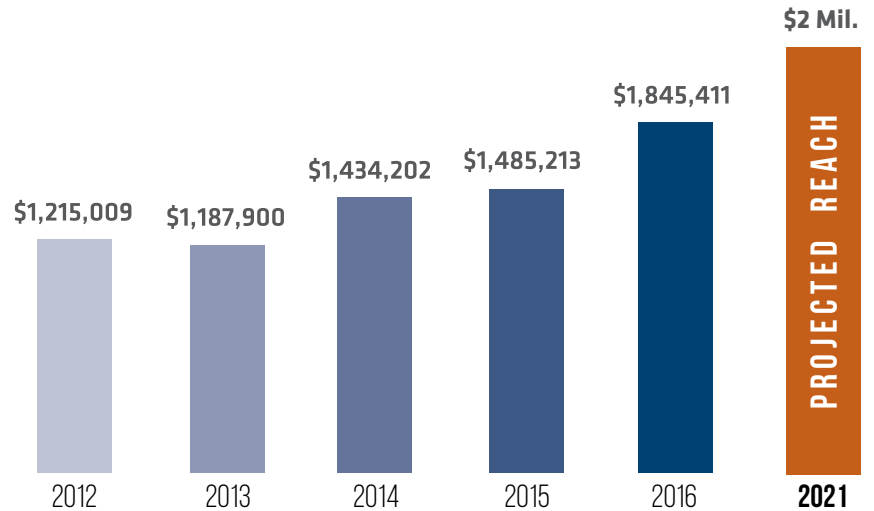


GOAL #9

TOURISM AND HOSPITALITY

Strengthen and expand the local tourism and hospitality economy.

- » Support the Heber Valley Railroad's efforts to preserve and maintain its assets and facilities.
- » Support the development of new hotels and meeting spaces.
- » Attract new conferences and events to the Heber Valley.
- » Create robust marketing and public relations campaigns to attract overnight visitors.
- » Reach \$2 million in Transient Room Tax revenues by 2021.
- » Work with legislative leaders to preserve and maintain Midway City's resort tax.



TRANSIENT ROOM TAX

GOAL #10

SUPPORTING LOCAL BUSINESSES

Encourage local spending to support local businesses and to increase local sales tax revenues.

- » Utilize a leakage study to determine which industries need additional local support.
- » Educate the community of the benefits of shopping local during the Chamber of Commerce lunches and other community gatherings.
- » Host an annual Shop Local event in conjunction with Shop Local Saturday.
- » Build a Shop Local page on gohebertvalley.com



HEBER VALLEY MASTER ZONING MAP



Wasatch Mountain
State Park

INTERLAKEN

32 to Kamas

to Park City 40

MIDWAY

River Rd.

100 S/Hwy. 113

Center St.

HEBER CITY

1200 S

to Orem/Provo

189

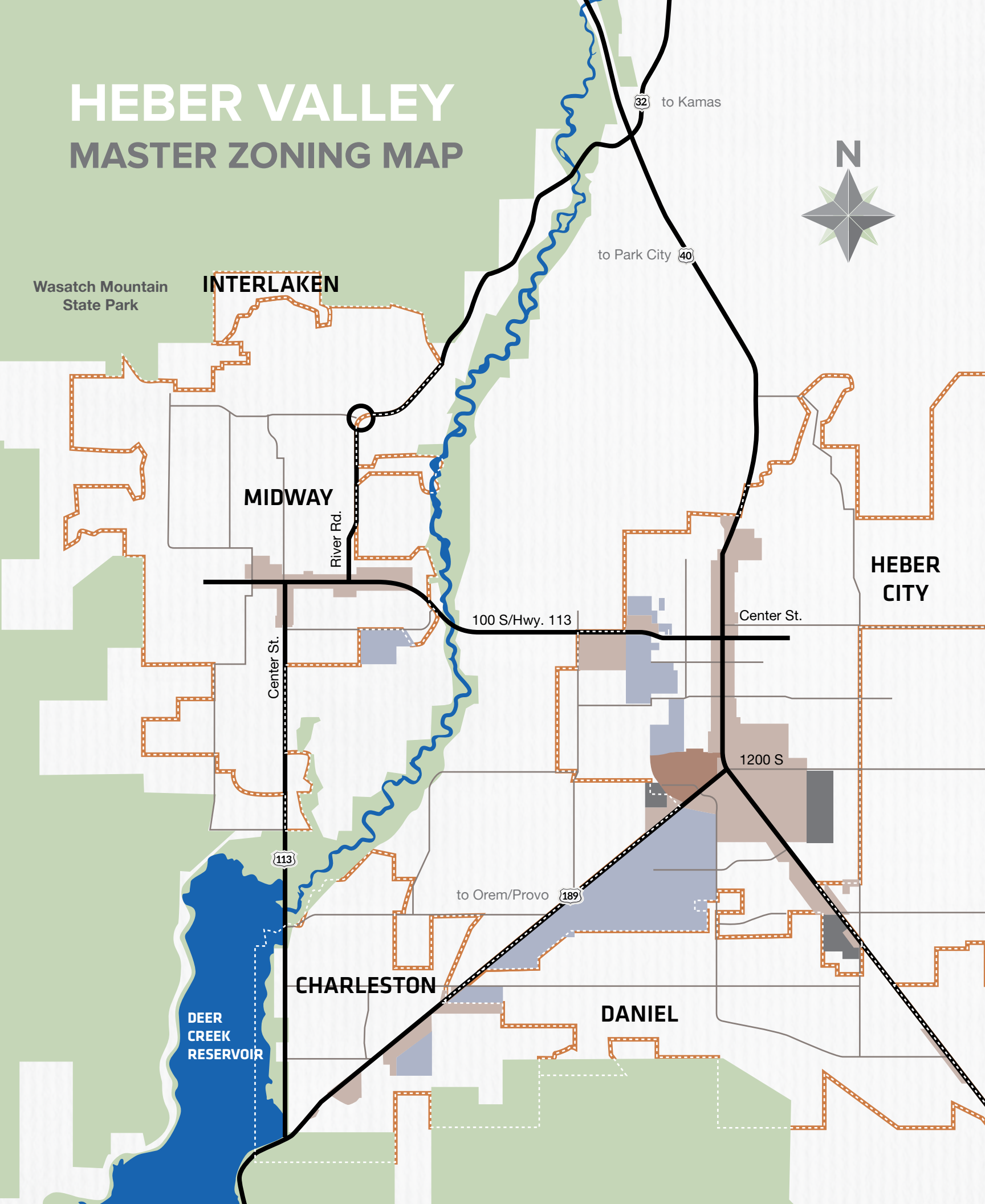
113

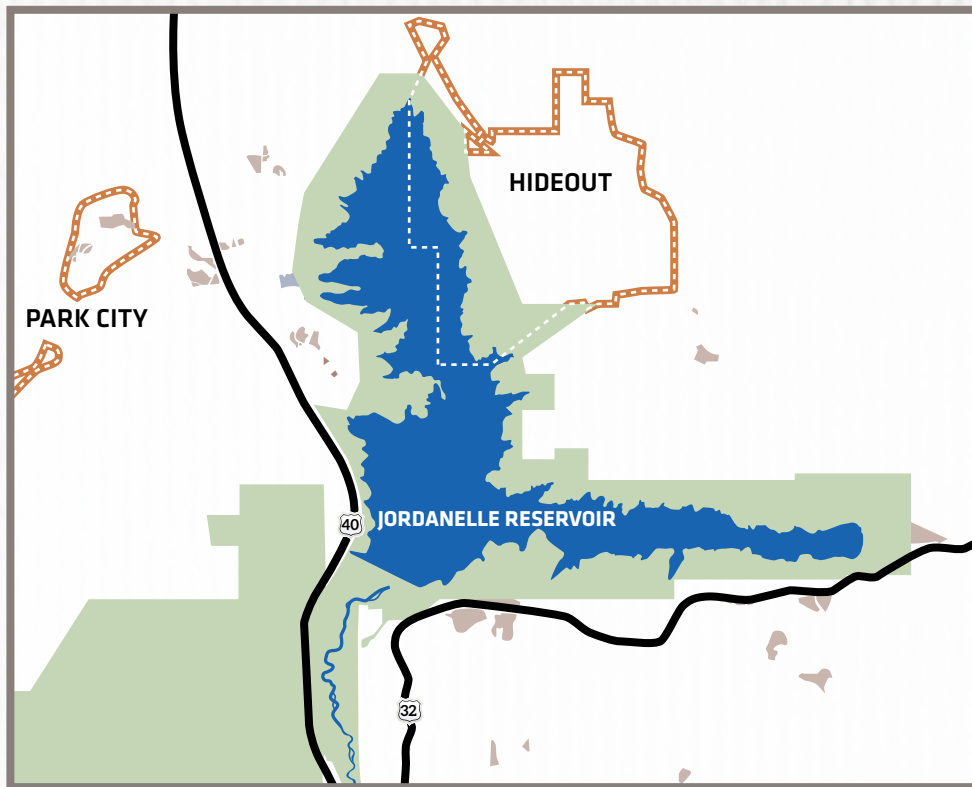
Center St.

CHARLESTON









DANIEL

**DEER CREEK
RESERVOIR**





LEGEND

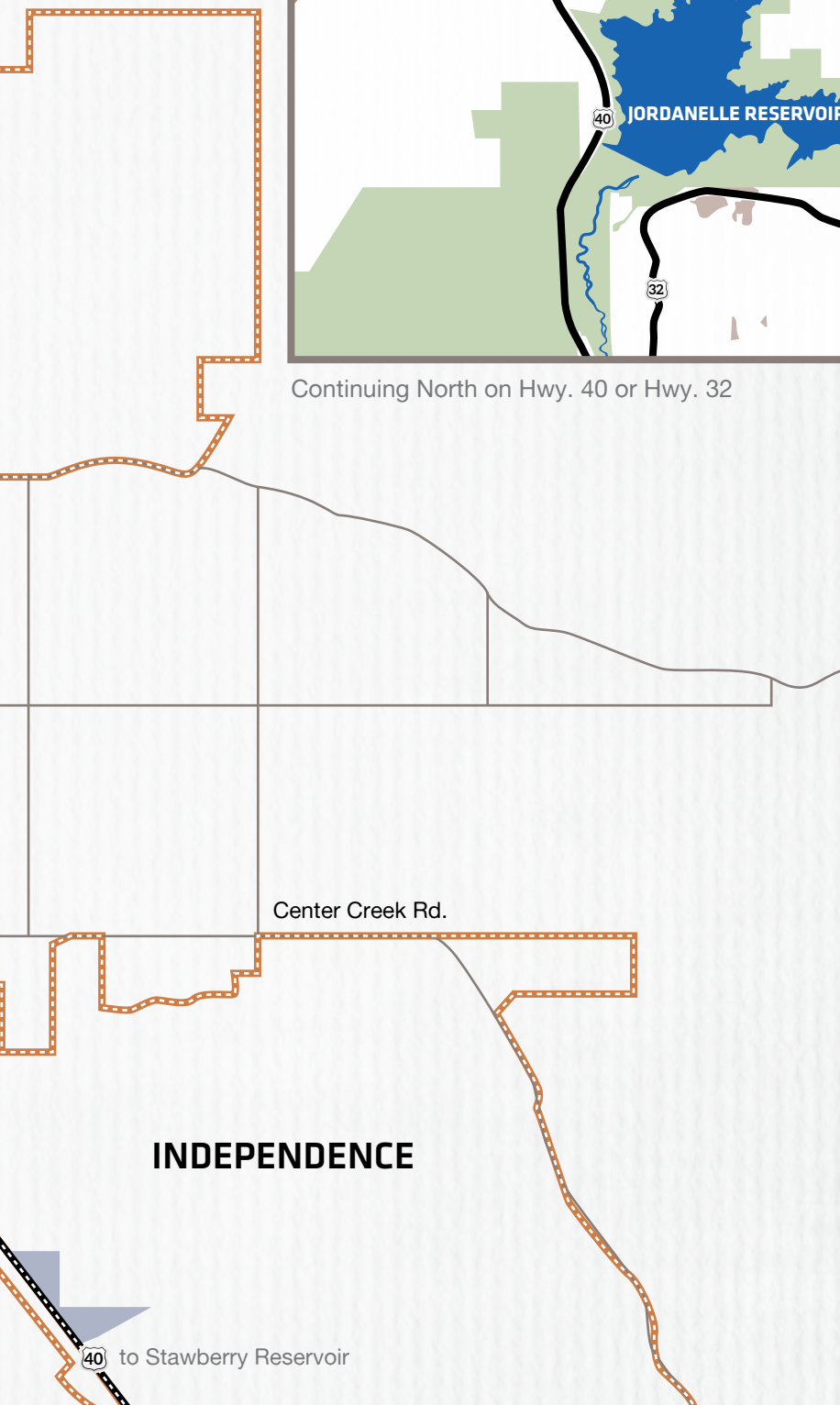
-  MUNICIPALITY BOUNDARY
-  ROADWAYS (PRIMARY)
-  ROADWAYS (SECONDARY)
-  INDUSTRIAL
-  COMMERCIAL
-  RESIDENTIAL COMMERCIAL
-  BUSINESS
-  PUBLIC LANDS

Continuing North on Hwy. 40 or Hwy. 32

MASTER ZONING MAP

Strategic planning and zoning will facilitate appropriate development throughout Wasatch County. City and county leaders should identify not only what types of businesses are permitted in commercial zones, but also which specific companies should be sought after within each zone.

Paramount to the zoning maps are designated state incentive programs, including the Utah Enterprise Zone Program, the Rural Fast Track Program, and the Recycling Market Development Zones Program. These programs tie into the various commercial zones throughout Wasatch County and should be leveraged whenever possible to support economic growth. Visit www.gohebertvalley.com/economic-incentives for more information about zoning and incentive programs.



INDEPENDENCE

 to Strawberry Reservoir




Heber Valley

475 N Main Street, Heber City, Utah 84032 • 435.654.3666 • GoHeberValley.com