

# ANNUAL REPORT 2022



 **THE**  
**Heber**  
**Valley** UTAH

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

PROMOTE TOURISM | CONNECT BUSINESSES | UNITE OUR COMMUNITY



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. We invite you to become a member of the chamber and let us be an extension of your business and help you reach your goals.

**THE**  
**Heber**  
**Valley** UTAH

## Director's Letter

On behalf of Heber Valley Tourism, Economic Development, and the Chamber of Commerce, we would like to present the 2022 Annual Report.

This year as we worked with many different partners, businesses, and government officials our mission to "Unite, Connect, and Promote" the Heber Valley became ever more salient. As our valley continues to evolve and grow, we are working hard to find common values and ideas that meet our mission. We are proud of our work this year to "promote tourism, connect businesses, and unite our community" in responsible, wise, and meaningful ways.

Finally, no organization is successful without a wonderful team united in a great cause. As you read on, we hope you'll see how our team reached even greater heights in 2022.



DALLIN KOECHER  
Executive Director, Heber Valley Tourism  
and Economic Development



MARK NELSON  
Chair, Heber Valley Tourism  
and Economic Development

## ORGANIZATION

MARK NELSON Wasatch County (Chairman)	LISA ORME Midway City Council (Vice-Chair)
DANNY GOODE Wasatch County Council	RACHEL KAHLER Heber City Council
JOSH WRIGHT Chamber Advisory Committee	ED SHAUL Tax Advisory Board Chair
CORBIN GORDON Member At Large	BRITTANY COZENS Dept. Workforce Services

**DALLIN KOECHER**  
Executive Director, Heber Valley Tourism  
and Economic Development

**JESSICA BROADHEAD**  
Marketing  
Manager

**JESSICA TURNER**  
Public Relations  
Manager

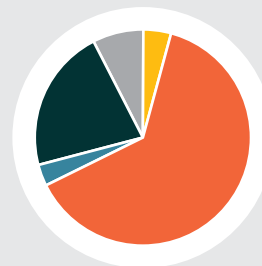
**JANA BROWN**  
Destination Sales  
Manager

**DESIRAE BROADHEAD**  
Membership  
Manager

TAX ADVISORY BOARD | HEBER VALLEY CHAMBER  
TOURISM PARTNER ASSOCIATION | WASATCH ECONOMIC DEV. COUNCIL  
WASATCH ARTS COUNCIL

## OUR BUDGET

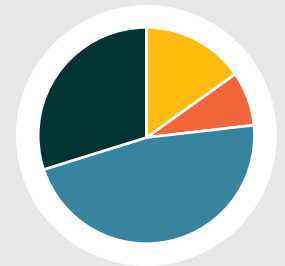
### REVENUES



- INTERLOCAL AGREEMENT  
\$75,000
- TRANSIENT ROOM TAX  
\$1,160,000
- OTHER REVENUE  
\$58,000
- GRANTS  
\$390,000
- CHAMBER  
\$139,000

**\$1,822,000**

### EXPENSES



- ECONOMIC DEVELOPMENT  
\$267,000
- CHAMBER OF COMMERCE  
\$139,000
- TOURISM PROMOTION  
\$829,000
- OPERATIONS AND MAINTENANCE  
\$522,000

**\$1,757,000**

# Tourism

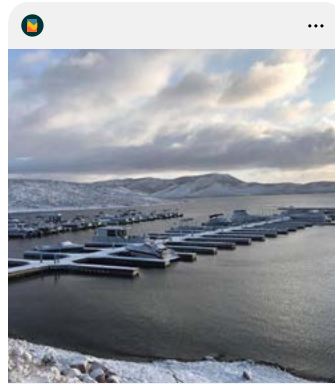
## BY THE NUMBERS

**THE HEBER VALLEY FARED WELL WITH QUALITY VISITORS IN 2022. WE ATTRIBUTE THIS SUCCESS TO THE ABUNDANCE OF OUTDOOR RECREATION IN THE HEBER VALLEY, FAMILY TRAVEL, AND VISITORS' PREFERENCE TO VISIT NEW DESTINATIONS.**

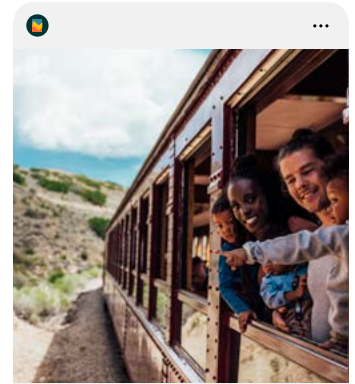
We saw a slight cooling of hotel occupancy rates late summer, which we attribute largely to the talks of recession and inflation that started in July of 2022. This is a common trend across the western US, as gas prices soar and prices continue to rise. Fortunately, we were able to keep the hotel ADR above prior years, which brought more quality visitors to the area. Despite the slight decrease in occupancy rates, we project transient room tax (TRT) to increase 30% or more compared to 2021.



**1,795,177\***  
visitors to Wasatch County  
3 State Parks



**Over 1,000,000\***  
visitors to  
Strawberry Reservoir



**125,000**  
passengers on  
Heber Valley Railroad

The Heber Valley has traditionally been a great place for day trippers from the Wasatch Front. In 2022, 65 percent of our visitors stayed at least one night. Our out-of-state visitors contributed to 54 percent of our overnight visitation. Our top out-of-state visitors came from Phoenix, LA, Denver, and the Pocatello/Idaho Falls area. While our top out-of-state spenders came from Denver, LA, Phoenix, and Las Vegas.

With an abundance of outdoor recreation opportunities, great accessibility to an international airport, amazing ski resorts, and some of the best restaurants in the state, we are a great option for visitors seeking refuge from the Wasatch Front, and nearby states.



## TARGET AUDIENCES



### ELITE ADVENTURER

Eastern edge of the Wasatch Mountains from Deer Valley to Sundance



### 50/50 FAMILY

The Valley proper from Jordanelle to Deer Creek Reservoir



### BACKCOUNTRY ADVENTURER

The wilderness of Strawberry Reservoir and the Uinta Mountains



**54%** of visitors spent at least 1 night



**48.25%\***  
Average Hotel Occupancy



**\$358\***  
Average Daily Rate of Hotel Room



**467,632** Total Website Users in 2022



**458,944** Unique Website Users in 2022



**36,004** Total Heber Valley Tourism Newsletter Subscribers



**119** Group Meeting RFPs for 2022



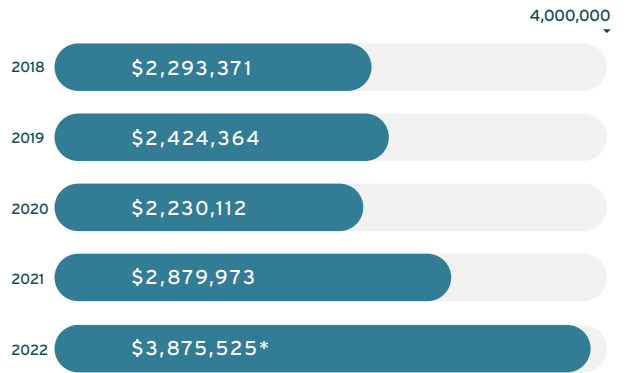
**166** Total Events in 2022

\*Estimated



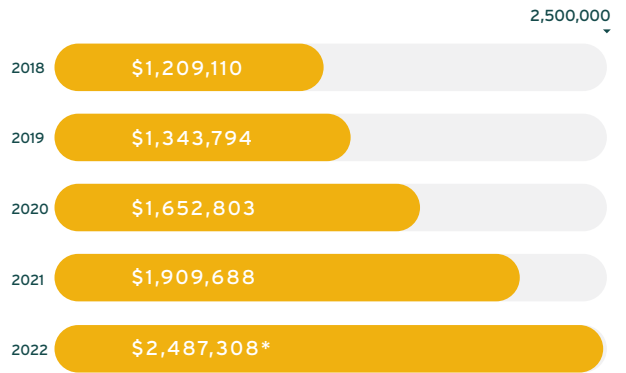
**315,960** Approximate Attendance at Group Events

**WASATCH COUNTY TRANSIENT ROOM TAX COLLECTION**



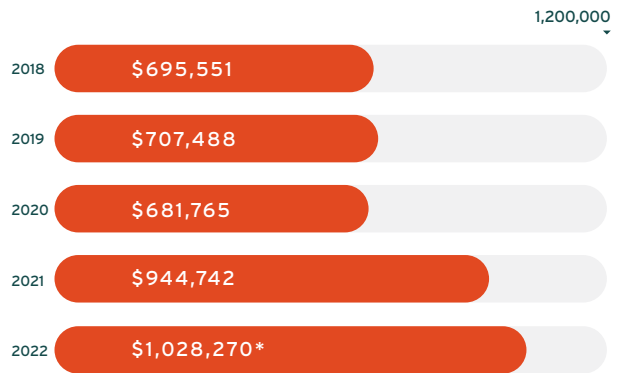
\*Estimated

**WASATCH COUNTY SALES TAX COLLECTION**



\*Estimated

**WASATCH COUNTY RESTAURANT TAX COLLECTION**



\*Estimated

# Chamber of Commerce

## CHAMBER AWARDS



### ★ BUSINESS OF THE YEAR MOUNTAINLAND ONE STOP






The Business of the Year award goes to a business that has shown significant commitment to the community through investment, community service, and employee growth and retention. This year's award and recognition goes to the beloved Mohammed Mohammed of Mountainland One Stop. His generosity and altruism are well-known throughout the valley. And this recognition is well-deserved for him and his business.

### COMMUNITY PARTNER ★ SOLDIER HOLLOW NORDIC CENTER

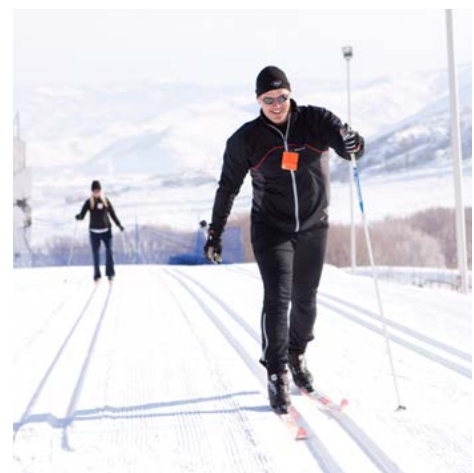
The Community Partner of the Year award is typically for a nonprofit, government organization, or municipality. This partner has put forth great efforts into bettering our community through public outreach, delivering unique experiences, and cultivating outdoor recreational opportunities.

In 2022, the Chamber awarded Soldier Hollow Nordic Center as our Community Partner of the Year. As part of the Utah Olympic Legacy Foundation, Soldier Hollow celebrates the spirit of the Olympic Games to inspire active, healthy lifestyles and increase community uses of Utah's Olympic venues. Soldier Hollow is a cherished place of inspiration and accomplishment where outdoor recreation enthusiasts train alongside young athletes and even world champions.

### 2022 ★ BUSINESS OF THE MONTH

MTECH, Zions Bank, Heber Valley Hospital, Dreams Fiesta Designs, Global View Capital Advisors, Wright Orthodontics, Boutique 1921 LLC, Uinta Recreation, Wasatch Community Foundation, Red Ledges, Lee's Marketplace, Heber Valley Brewing Company.





**JARED WRIGHT & SPENCER COLEMAN**

**CHAMBER AMBASSADORS**

**★ JARED WRIGHT & SPENCER COLEMAN**

The Chamber Ambassador award goes to someone who has gone above and beyond in promoting and serving the Chamber. For 2022, we are proud to recognize two amazing individuals as our Chamber Ambassadors of the Year: Jared Wright and Spencer Coleman. Both individuals have been instrumental in much of the Chamber's success this year. They have volunteered time, donated money, and championed the cause of the Chamber all year long. Spencer is co-owner of Signarama in Heber City; and Jared is the Customer and Community Relations Manager at Heber Light & Power. Each has served for and alongside the Chamber for several years with such focus and dedication to the greater good for our community. We are proud to recognize their efforts for the Chamber and throughout the valley.



**CHAMBER BY THE NUMBERS**



**11 Ribbon Cuttings in 2022**



**290 Total Chamber Members**



**80 New Chamber Members in 2022**



**\$36,500 Funds from Sponsorship Packages**



**\$26,478 Total Revenue Earned at the Golf Tournament**



**144 Golfers at the Tournament**



**\$7,071 Total Earned Revenue from the Heber Valley Main-to-Main Run**



**100 Runners at the Race**



**300 Attendees at the Gala**

# CHAMBER LUNCHEONS & MIXERS RECAP

2022	Luncheon Topics	Mixers
January	Annual Meeting	Red Ledges
February	State of the Valley	Mountain Refined, Innovative Real Estate, Hook'd It Up Marketing
March	Getting Involved in the Community	Soldier Hollow Nordic Center
April	Marketing Panel Discussion	Heber Valley Railroad
May	Economic Summit	Michael Thorwegen, State Farm Insurance
June	Networking Elevator Pitch	Midway Mercantile
July	Ice Cream Social	---
August	---	Red Ledges
September	Small Business Administration	Boutique 1921 LLC
October	Workplace Culture & Employee Retention	US Title
November	Affordable Housing	All Hours Plumbing & Uintah Fireplace
December	---	Heber Valley Chamber

## Chamber 2022

### SPONSORS

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS





## 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 2022, the Chamber golf tournament saw 144 golfers at Soldier Hollow Golf Course on the Gold Course. The tournament raised a total of \$26,478 in proceeds. These dollars are reinvested in the local community and economy to further support and promote economic development and local business sustainability. Thank you to all our sponsors and golfers for helping make the golf tournament such a huge success!

## CHAMBER HOLIDAY GALA

The Chamber loves to end the year on a high note with its annual holiday gala. In 2022, the holiday gala was "Casino Royal Masquerade" themed and included performances by the talented dueling piano players from Keys on Main out of Salt Lake City. The opulent evening also featured a beautifully adorned entry and balloon wall for the photo booth - both completed by Yarasen Garcia of Dreams Fiesta Designs. The event impressed all guests with a fully catered dinner and an evening of casino games at the luxurious Zermatt Utah Resort & Spa. Guests raved about the décor, food, musical entertainment, and fun-filled casino games. This event 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.

## COWBOY POETRY CHAMBER VIP NIGHT

New this year, Heber Valley Chamber hosted a Chamber Member VIP event night at the annual Heber Valley Western Music & Cowboy Poetry Gathering. Complimentary dinner and a concert were included, along with a welcome gift bag that included a poster and commemorative pin. Members who participated were regaled by the musical performance of Paul Overstreet. As a top performer out of Nashville, his singing and songwriting experience translated into an entertaining night on the stage. We are so pleased with the interest and support from our Chamber members at this event. We look forward to doing more Chamber member events in 2023.



# ECONOMIC DEVELOPMENT

## ECONOMIC SUCCESS & GROWTH

**GRANTS:** State and local grants continue to be major sources of economic development activity in Wasatch County. In 2022, we received over \$262,000 from state grants and, combined with local funds, we spent over \$350,000 on trail projects, parking structures, and labor programs.

**HIGH VALLEY TRANSIT:** Working with county officials and local businesses, we helped advocate, promote, and market the launch of public transportation in Wasatch County. In November of 2022, High Valley Transit launched a bus service along the Wasatch Back (Heber to Park City) and a micro-area transit program throughout Wasatch County. These services help residents and visitors move throughout the valley and connect to Park City.

## ECONOMIC SNAPSHOT

Even with historically low unemployment in Wasatch County at 2.3%, job growth in the county was strong with 4.7% growth. Nearly every labor sector added more jobs in 2022. The major hindrance to economic success moving forward will be high costs in labor, land acquisition for new businesses, and housing for employees. It will take continued efforts from both the public and private sectors to address these ongoing concerns.



## ECONOMIC DEVELOPMENT BY THE NUMBERS



**36,173**  
Population



**4.5%** Population  
Growth



**2.3%**  
Unemployment Rate



**\$92,044**  
Median Household  
Income



**\$1,000,000**  
Median Home  
Sales Price



**13.9%**  
Spanish Speaking  
Population



**4.7%**  
Job Growth

# Noteworthy Projects

OF 2022



## TAP TAX:

This last November, Wasatch County added a Trails, Arts, and Parks initiative (TAP or Proposition 3) to the ballot to help support and enhance many of the features we all love about living here. Our office is a big advocate for this initiative and we strongly support this program. With widespread support from the community, Proposition 3 passed. This will have a great positive impact in our community and we appreciate those of you who voted in support of the TAP program.



## MIDWAY INFRASTRUCTURE:

Seeing the growing population and growth in tourism, Heber Valley Chamber recognizes the increased need for public parking in downtown areas and popularly visited locations throughout the valley. The Chamber was able to use grant funds to help Midway purchase a lot of land that will ensure the city can provide parking for its downtown visitors.



## WASATCH TRAILS FOUNDATION:

Heber Valley Chamber is happy to support the ongoing efforts of Wasatch Trails Foundation, including making a sizable contribution toward trail building and maintenance in 2022. We look forward to continuing our support for this local non-profit.



## DESTINATION DEVELOPMENT:

Continuing with the progressive 2031 Destination Development Plan for Heber Valley, the Chamber staff outlined key goals and deliverables to complete in 2022. Among these tasks and projects, the team made notable advancements for new branding and web presence, cross-promoting local attractions, itinerary development, a community gathering space, support for retail and dining, identifying future needs and determining an action plan, and working with local governments to collaborate and plan.



## GOHEBERVALLEY.COM WEBSITE:

With a budgetary investment in 2022, the Heber Valley Chamber and Tourism team was able to update and upgrade the gohebervalley.com website to better align with the new branding and to more keenly speak to primary website audiences and users. The dedicated team spent countless hours working on the new site and the outcome is something to really be proud of.



## TOURISM TAX ADVISORY BOARD:

As the Board continues to evolve, the staff at Heber Valley Chamber saw the need to increase Board member integration with tourism planning. In 2022, the staff worked diligently to increase the Board's role in tourism planning. This year, the staff and board worked with the county council to secure additional funds for tourism promotion and funds for reinvesting in tourism related businesses.





 **THE**  
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