## THE Heber Valley utah

## Why Heber Valley in Wasatch County





Heber Valley, located Wasatch County Utah is a fastgrowing rural community located along the back slope of the Wasatch mountain range. At just over 45 *minutes* from Salt Lake City metro area and 25 *minutes* from the Provo area, there is approximately 1.7 million people under an hour drive to Wasatch County.

Traditionally an agricultural community, today it is morphing into an outdoor recreation mecca for instate and out-of-state visitors. One of our major industries is tourism with nearly 1 in 5 private sector jobs in the industry.

Over the past several years Wasatch County has experienced tremendous growth. The county has had an average growth rate of 4% since 2002. Today, the population is just over 36,000.



<u>Total Population</u> - 36,000 (Current Population)

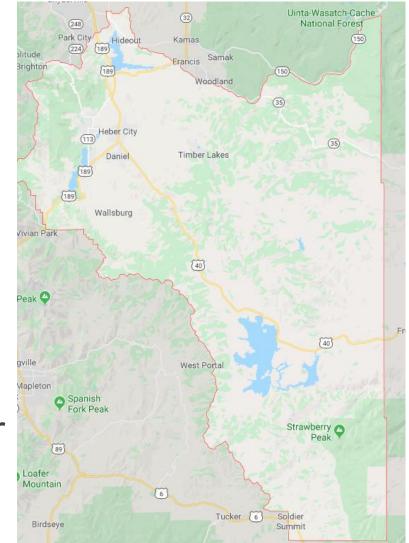
- <sup>4th</sup> Fastest growing County in the U.S.

**County Population Projections -**

37,859 by 2023

68,904 by 2050 (source - Kem C Gardner Institute)

Average Growth Rate since 2002 about 4% per year





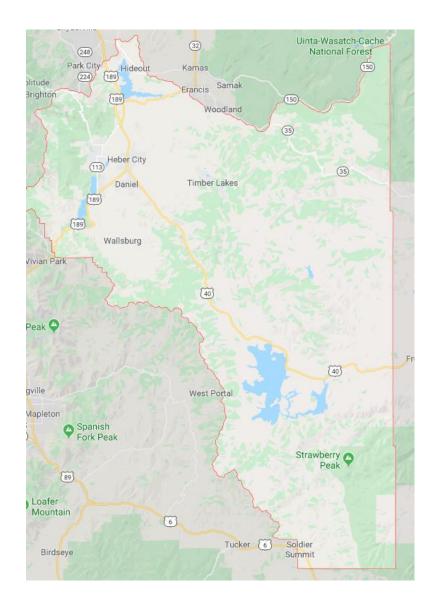
#### **Population Characteristics**

Millennials (20 - 34) - 5,619 (lower than National Average)

Retiring soon (55 or older) – 7,096 (lower than National Average)

Male - 51% Female - 49%





<u>Median Household Income</u> - \$92,000 <u>Median House Value</u> - \$589,000 <u>Total Worker Force</u> - 16,585

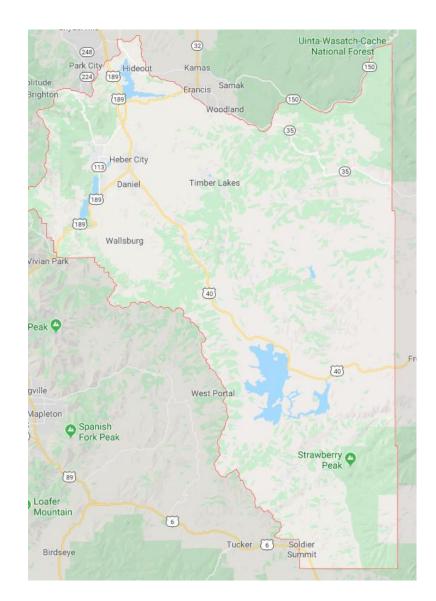
**Education Level** 

- 38% have bachelor degree or Higher

University and Trade Schools

- Utah Valley University, Wasatch Campus
- Mountainland Technical College





## **County Visitor Demographics**

#### Valley's Edge

- Primary Focus Elite Outdoor Adventurers, high end amenities
- Winter focus with Skiing and Luxury experiences
- Coming from California, North East, soon internationally

#### The Heber Valley

- Primary Focus Families looking for great activities
- Coming year-round with emphasis on summer travel
- Coming from California, Arizona, Texas

#### The Back Country

- Primary Focus self guided outdoor adventure
- Coming year-round for camping, biking, hiking, snowmobiling
- Coming from Utah, Texas, Arizona









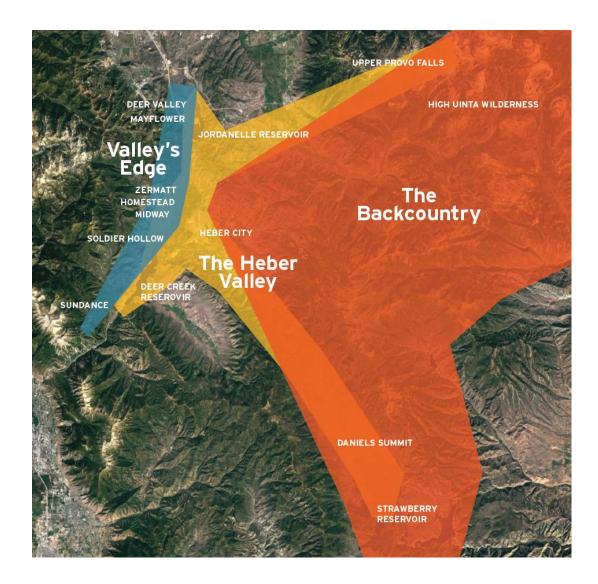
## **County Visitor Demographics**

#### Top Performing Markets -

- Southern California LA
- Phoenix, Arizona
- Denver, Colorado

#### **Emerging Markets**

- Dallas, Texas
- San Francisco, California





## Visitor Spending

#### <u>Visitation</u> -

Approximately 300,000 event visitors annually

1.7 million visitors to the state parks

2.2 million visitors to Strawberry Reservoir

#### Average Daily Rate - \$241

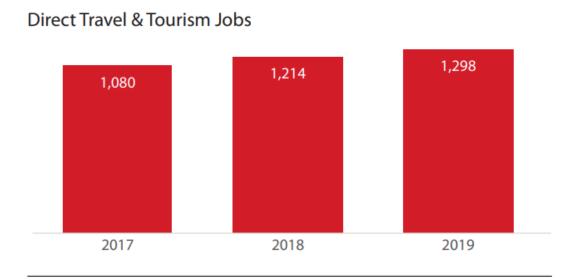
#### Year-Round Hotel Occupancy - 55.6%

#### Top Visitor Spending allocations

- Accommodations \$43.5 Million
- Restaurant \$19.4 Million
- Recreation Spending \$5.1 Million

#### Direct Spending Estimates (millions of dollars)







## **Visitor Spending**

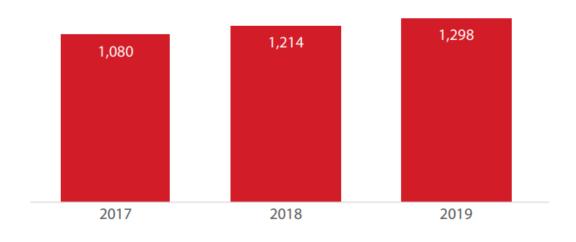
#### Total Spending per Market in Wasatch County -

- Utah \$45 Million
- California \$3.1 Million
- Arizona \$1.5 Million
- Colorado \$1.2 Million
- Texas \$1.1 Million

#### Direct Spending Estimates (millions of dollars)

**Direct Travel & Tourism Jobs** 







# **Quality of Life and New Projects**



## Quality Of Life

- Three State Parks
- Amazing outdoor recreation
- ATV, Hiking, Biking and Equestrian Trails
- Community Events
- Burgeoning fine dining experiences
- Boutique shopping







## Quality Of Life

- Three Large Reservoirs
- Blue Ribbon Fishing
- Olympic Venues
- Excellent School System
- Many public amenities parks, rec center, aquatic center



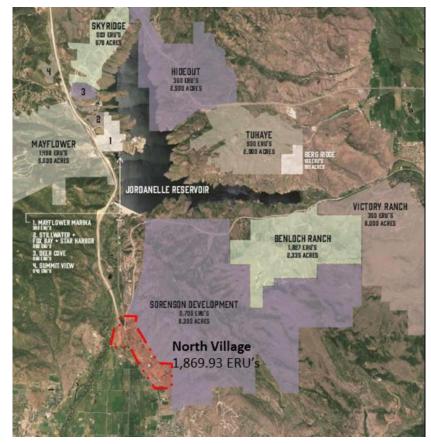




## Planned development in Wasatch County

#### Potential ERU - Equivalent Residential Units (Future Development

Sky Ridge:	503
Hideout:	360
Mayflower:	1,498
Tuhaye:	900
Victory Ranch:	350
Benloch:	1,827
Sorenson:	5,770
SUBTOTAL:	11,208
North Village:	1,869.93
TOTAL:	13,077.93





Est. Population: 30 to 35k

# **Data Sources**



## **Data Sources**

#### Tourism Data

https://travel.utah.gov/research-planning/utah-tourism-industry-metrics

**Population Data** 

https://jobs.utah.gov/wi/data/library/demographic/annualpopprofile.html

https://gardner.utah.edu/wp-content/uploads/Projections-Brief-Final-Updated-Feb2019.pdf

https://gardner.utah.edu/wp-content/uploads/StateCountyPopEst-Dec2019.pdf

<u>Employment Data</u> <u>https://jobs.utah.gov/wi/data/library/firm/majoremployers.html</u>



Additional Resources

https://www.gohebervalley.com/Economic-Development

## Contact info

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