



# HEBER VALLEY

TOURISM | ECONOMIC DEVELOPMENT  
CHAMBER OF COMMERCE

Tourism Tax Advisory Board  
Meeting Presentation  
*August 20, 2019*

# Soldier Hollow Updates

- Soldier Hollow recently hired Luke Bodensteiner as the new GM
- He is a two-time Olympian and came from the U.S. Ski and Snowboard Association
- Soldier Hollow has large plans to enhance its facilities and add new amenities



# Sales Manager Position



- As the Heber Valley grows, the need for a dedicated sales manager has never been greater—especially with the development in the Jordanelle Basin.
- The Tourism Advisory Board fully supports hiring this position.
- The sales manager will attend various tradeshows, develop new business opportunities for our lodging partners, conduct FAM tours, and other assigned duties.
- This is a professional position with high expectations and travel demands. The recommended salary range is between \$42,000 - \$56,000 (\$20.20/hour to \$26.92/hour).

September 2-20

September 27-October 4

October 11

October 28

January 2020

Post Job Description

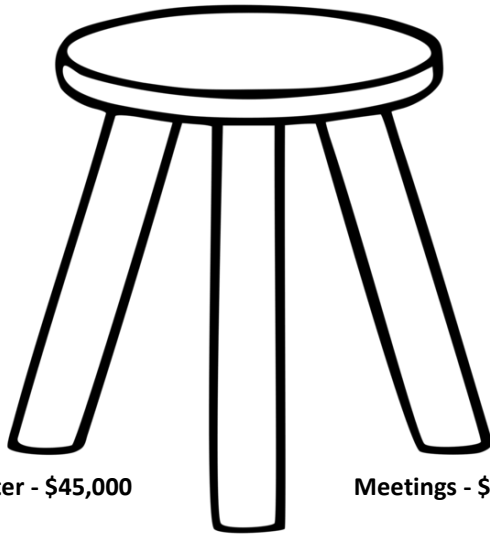
Conduct Interviews

Finalize Offer

Begin Work

Trade Shows

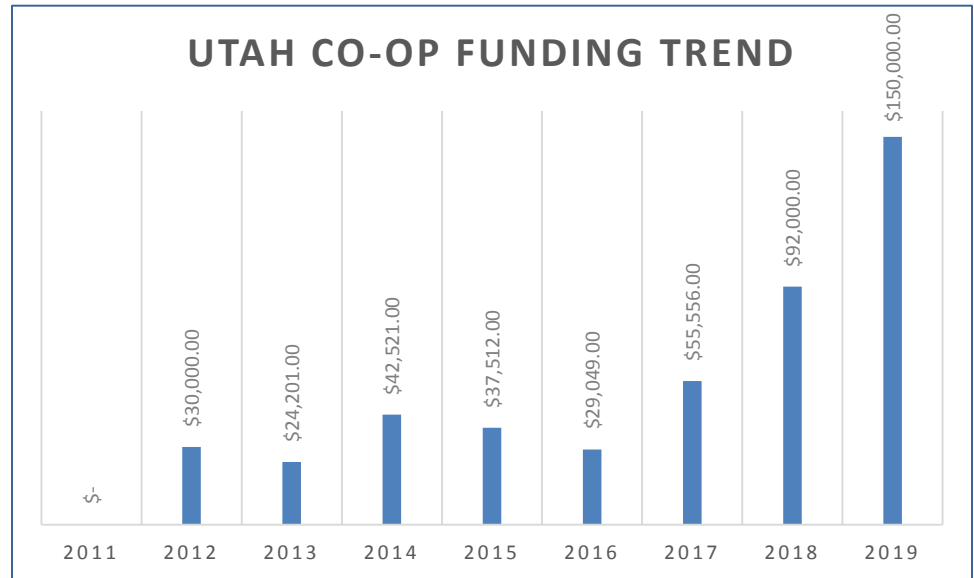
# Utah Office of Tourism Grant



Winter - \$45,000

Meetings - \$45,000

Three-season - \$60,000



# 2020 Budget Review

<b>Tourism Marketing</b>	Fox 13	\$ 16,000.00
<i>Winter Marketing</i>	Pandora	\$ 3,000.00
\$70,000 UOT Commitment	Ski Utah Full-page Ad*	\$ 9,800.00
	Ski Utah Web Listing	\$ 2,500.00
	Ski Utah Custom Story	\$ 2,500.00
	Ski Utah Holiday Email	\$ 800.00
	Ski Utah Digital Ads	\$ 1,400.00
	Utah.com	\$ 7,000.00
	Relic SEO/SEM	\$ 5,000.00
	Social Media Ads and Video	\$ 61,000.00
	Sunset Magazine	\$ 10,000.00
	Trip Advisor	\$ 3,000.00
	Digital Television	\$ 8,000.00
	Marketing Automation and Retargeting	\$ 10,000.00
		<b>\$ 140,000.00</b>

<i>Three-Season Marketing</i>	Pandora	\$ 6,000.00
\$160,000 UOT Commitment	KSL Media	\$ 20,000.00
	Fox 13	\$ 20,000.00
	Travel Guide Brochures	\$ 10,000.00
	Social Media Ads and Video	\$ 100,000.00
	Digital Television	\$ 8,000.00
	Sunset Magazine	\$ 17,000.00
	Relic SEO/SEM	\$ 10,000.00
	Discover Utah Magazine	\$ 5,000.00
	Utah.com	\$ 12,000.00
	Mountain Express Guide	\$ 4,000.00
	Trip Advisor	\$ 9,000.00
	Heber Valley Guide	\$ 4,000.00
	Branded Billboards	\$ 25,000.00
	Three-season video	\$ 25,000.00
	Marketing Automation and Retargeting	\$ 20,000.00
	In-market advertising	\$ 25,000.00
		<b>\$ 320,000.00</b>

<i>Meetings Marketing</i>	FAM Tours	\$ 20,000.00
\$70,000 UOT Commitment	FAM Reimbursement	\$ 15,000.00
	Trade Shows	\$ 60,000.00
	Trade Show Brochures	\$ 3,000.00
	Smart Meetings Meeting Sponsorship	\$ 10,000.00
	Smart Meetings Marketing Ads	\$ 15,000.00
	Social Media Meeting Advertising	\$ 17,000.00
		<b>\$ 140,000.00</b>
<i>Other Tourism Marketing</i>	Epic 90 Golf Marketing	\$ 10,000.00
	Photography	\$ 8,000.00
	Heber Valley Life Magazine	\$ 8,000.00
	Website Maintenance	\$ 4,000.00
	KPCW Radio	\$ 6,200.00
	KKUT Sponsorship	\$ 5,000.00
	Design Costs	\$ 5,000.00
	Meltwater Media Tool	\$ 4,000.00
	Arts Council Grants	\$ 10,000.00
	Annual Reports	\$ 5,000.00
	DMA West Membership and Meetings	\$ 5,000.00
	Utah Tourism Industry	\$ 700.00
	Ski Utah Association Dues	\$ 600.00
	Other Promotion	\$ 8,500.00
		<b>\$ 80,000.00</b>
<i>Special Events Marketing</i>	Marketing Grants	\$ 50,000.00
	Cowboy Poetry	\$ 25,000.00
	Unplugged Program	\$ 5,000.00
	Event Promotion	\$ 15,000.00
		<b>\$ 95,000.00</b>

**Total Tourism Marketing Budget:**

Winter Marketing: \$140,000

Three-Season Marketing: \$320,000

Meetings Marketing: \$140,000

Other Marketing: \$80,000

Special Event Marketing: \$95,000

**Total Tourism Marketing Budget: \$775,000**

# 2020 Budget Analysis

**Budget Breakdown:**

Total Revenues: \$1,375,000

Proposed Marketing Budget: \$775,000

Marketing Budget Percent of Total: 56%

Economic Development: \$50,000

Economic Development Percent of Total: 3.6 %

Chamber of Commerce Programs: \$35,000

Chamber of Commerce Percent of Total: 2.5%

Maintenance and Operations: \$515,000

Maintenance and Operations Percent of Total: 37%

**Total Revenues – Total Expenses:**

**\$1,375,000 - \$1,375,000 = 0**

2020 Budget Proposal	2020 Budget Proposal	
<b>Interlocal Contributions</b>		
	Heber City	\$25,000
	Midway City	\$25,000
	Wasatch County	\$25,000
		<b>\$75,000</b>
<b>Transient Room Tax</b>		
	Wasatch County	\$985,000
	TAB Marketing Grants	\$50,000
	Arts Council Grants	\$10,000
	Cowboy Poetry Contribution from county	\$10,000
		<b>\$1,055,000</b>
<b>Other Revenues</b>		
	Utah Office of Tourism Co-op	\$150,000
	Chamber Membership Revenue	\$30,000
	Golf Tournament	\$20,000
	Chamber Lunches	\$10,000
	BEAR Grant	\$35,000
		<b>\$245,000</b>
<b>Total Revenues</b>		<b>\$1,375,000</b>

Thank You for Being Part of  
Team Heber Valley

