



vision

Wasatch County will develop a vibrant and sustainable economy and will be recognized as a premier destination to live, work, and play.

mission

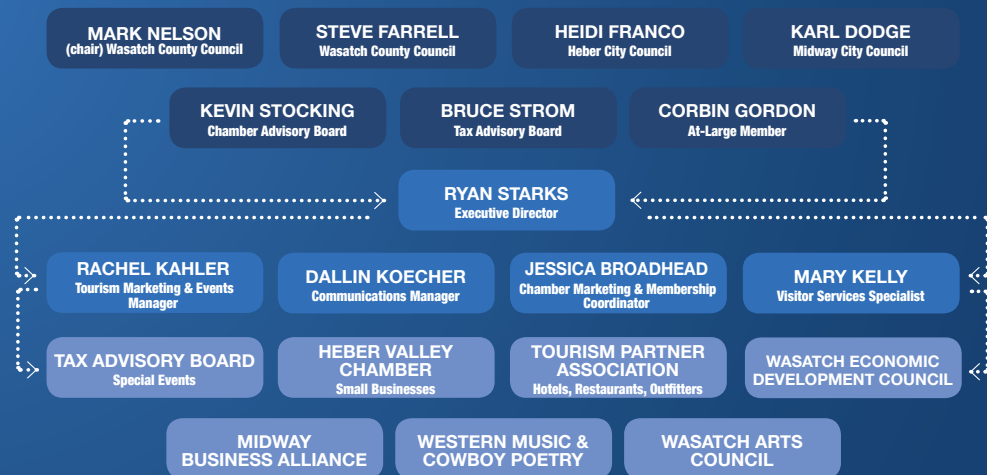
Heber Valley Tourism and Economic Development is dedicated to...

RECRUITING QUALITY BUSINESSES in high-paying industries.

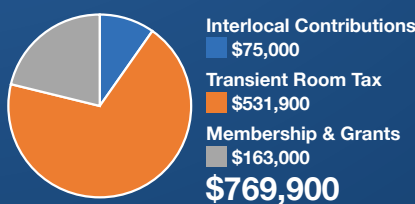
SUPPORTING LOCAL BUSINESS retention and expansion.

INCREASING YEAR-ROUND TOURISM by promoting the Heber Valley area's activities, events, and amenities.

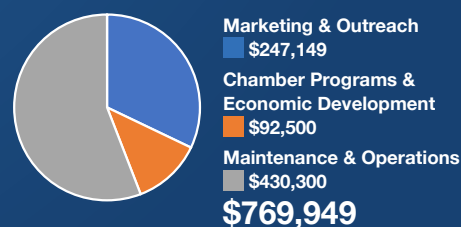
organization



incomes



expenditures



CHAMBER MEMBERSHIP 87 LAVENDER LANE • A GOOD SPA DAY • ABBINGTON SENIOR LIVING COMMUNITY • ACE RESCUE COMPUTER SOLUTIONS • ADVENTURE HAUS • ADVENTURE UTAH MEDIA • ALL THAT STUFF IN THE BARN • ALL WEST COMMUNICATIONS • ALLSTAR REALTY • ALTITUDE EQUIPMENT RENTAL • AMBANK • AMERICA FIRST CREDIT UNION • AMERICAN NATIONAL • AMPLIFIED MINDS • ASANA STATION • ASPIRE SURGICAL • BACK 40 RANCH HOUSE GRILL • BAD DOG COMPUTING • BALANCE WELLNESS CENTER • BARRY FULK INSURANCE AGENCY • BASINGER CPA • BECKY SUTTON REAL ESTATE • BELLE'S BAKERY • BEST WESTERN PLUS • BLAIN BROWN INSURANCE • BLUEBIRD CROSSING • BRIAN LEE INSURANCE • BRIDGE STREET PROPERTY MANAGEMENT • BUDGET BLINDS • BUDVAR USA • BURTON LUMBER • CAFE GALLERIA • CAMERON BOYD WITH EXP REALTY • CANTON CITY • CENTURY 21 • CHICKS CAFE • CHUCK ZUERCHER WITH BERKSHIRE HATHAWAY • COCOA PRODUCTIONS • COMMEMORATIVE AIRFORCE MUSEUM • COMMUNITY HEALTH AND WELLNESS • COSTCO WHOLESALE OF OREM • CRATER SPRINGS GOLF COURSE • CRITTER BUDDIES • CUCINA RUSTICO • DAIRY KEEN • DANIELS ROAD SELF STORAGE • DANIELS SUMMIT LODGE • DAYTRIPS • DAYTRIPS.COM • DB BUILDING INC • DEER CREEK CHILDRENS DENTISTRY • DEER CREEK ISLAND RESORT • DEER CREEK STATE PARK • DEER VALLEY RESORT • DEPARTMENT OF WORKFORCE SERVICES • DEX MEDIA • DICKMAN LEGACY RANCH • DIGIPAY SOLUTIONS • DISCOVERY MAP • DON PEDROS • DOTTIES KOLACHES • DURHAM, JONES & PINEGAR • ELISE ST. JOHN • FANNY'S GRILL • FERNWEH • FILLERUP COFFEE STATION • FRIENDS OF WASATCH MOUNTAIN STATE PARK • GDA ENGINEERS • GO RENTALS • GORDON LAW GROUP • GRAND VALLEY BANK • GROWING LIGHT MONTESSORI SCHOOL • GUILD MORTGAGE COMPANY • HEBER BEAUTY STUDIOS • HEBER CITY • HEBER CITY CAFE • HEBER CITY COMPUTER REPAIR • HEBER CITY DENTAL • HEBER CITY THEATRE • HEBER LIGHT & POWER • HEBER VALLEY ARTISAN CHEESE • HEBER VALLEY HOSPITAL • HEBER VALLEY RAILROAD • HEWLETT INSURANCE • HIGH VALLEY ARTS • HOLIDAY INN EXPRESS • HOMESTEAD RESORT • HOMETECH PROPERTY INSPECTIONS • HORROCKS ACCOUNTING • HORROCKS ENGINEERS • HOUSE AND HOME BOUTIQUE • HUB CAFE • ICHIBAN ASIAN SUSHI • IGNITION CREATIVE GROUP • INNOVATIVE REAL ESTATE • JEFFERY BRADSHAW CPA • JORDANELLE STATE PARK • KARL MALONE AUTO • KB HORSES • KELLER WILLIAMS - MIDWAY • KNEADERS BAKERY • KPCW • KTMP • KYLE WEBB WITH EXIT REALTY LEGACY • LA DRESDENS • LABRUM CHEVY & FORD • LANDON BONNER WITH COLDWELL BANKER • LATIMER DO IT BEST HARDWARE • LEE'S MARKETPLACE • LES SCHWAB • LOFTY PEAKS ADVENTURES • LOLA'S STREET KITCHEN • MADYSON'S MARSHMALLOWS • MAIN STREET SOCIAL • MANDY BONNER WITH EQUITY REAL ESTATE • MARK HAROLDSEN CUSHMAN & WAKEFIELD • MERIANN BOXAL WITH INNOVATIVE REAL ESTATE • MIDWAY CITY • MIDWAY MERCANTILE • MINE GEOLOGIST SERVICES • MIRO INDUSTRIES • MOUNTAIN AMERI CA CREDIT UNION • MOUNTAIN ELECTRIC • MOUNTAIN VALLEY RV RESORT • MOUNTAIN VIEW FELLOWSHIP EVENTS • MOUNTAIN WEST TRAILERS, LLC • MOUNTAINLAND AUTO SALES • MRS. CALLS CANDY • MY GIRLFRIENDS QUILT SHOPPE • NATURE'S BALANCE PEST CONTROL • NEW HEIGHTS RENTALS • NEWMARK • GRUBB ACRES • NRGY HOMES • OK 3 AIR • ON TOP SOLAR AND ELECTRIC • PAIGE DOUGLAS WITH REALTY PATH • PEPPERLANE PRODUCTS • PROBST ELECTRIC • PROBST FAMILY FUNERALS • PROMO INK • PROVO CANYON ADVENTURES • PURPLE SKY COUNSELING • REBOOK • RED LEDGES • RISING SUN RENEWAL • RIVERS EDGE AT DEER PARK • ROBARGE COLLISION • ROCKY MOUNTAIN CARE CENTER • ROCKY MOUNTAIN OUTFITTERS • ROCKY MOUNTAIN POWER • SCOTT JAMES JEWELRY • SECURITY NATIONAL MORTGAGE WASATCH • SIGNARAMA • SIMON'S RESTAURANT • SLEEP WELLNESS • SLIM AND KNOBBY'S • SNAKE CREEK GRILL • SOLDIER HOLLOW GOLF COURSE • SOLDIER HOLLOW GRILL • SOLDIER HOLLOW LEGACY • SORENSEN INSURANCE AGENCY • SPARKS FURNITURE • SPIN CAFE • STEPHANIE NEAL PHOTOGRAPHY • STRAWBERRY BAY MARINA • SUMMIT ENGINEERING GROUP, INC • SUMMIT ORTHOPEDIC SPORTS MASSAGE • SUSS COOKIE COMPANY • SWISS ALPS INN • TARAHUMARA • TAYLOR AUDIO VISUAL • THE HIKING INN • THE INSURANCE CENTER • THE SHOP IN HEBER • THE SWAG LOUNGE • THOMAS P KESTLER • THREE LAKES DEVELOPMENT • TIMPANOGOS MEDIA • UINTA RECREATION • UPS STORE • UPWARD PERSONAL FINANCE • UTAH VALLEY UNIVERSITY • UTAH WARBIRD ADVENTURES • VACUUM VILLA AND SEWING • VOLTI • WASATCH BACK GRILL & DELI • WASATCH COUNTY • WASATCH EXCURSIONS • WASATCH MOUNTAIN STATE PARK • WASATCH MOUNTAIN STATE PARK GOLF COURSE • WASATCH TRAVEL • WHITNEY • WIGGLISH • WILDERNESS ACCESS OUTFITTERS • WILDFIRE RESTAURANT • WRIGHT MOVING COMPANY • WRIGHT ORTHODONTICS • WYNDHAM WORLDMARK MIDWAY • ZERMATT RESORT • ZIONS BANK • ZIPLINE UTAH • Z'S STEAK AND CHOP HAUS



475 NORTH MAIN, HEBER, UTAH 84032 | 435.654.3666 | WWW.GOHEBERVALLEY.COM



it keeps getting better

2017 ANNUAL REPORT



chairman's letter

On behalf of Heber Valley's tourism and economic development board, I'm pleased to present the 2017 annual report which highlights many of the positive things happening throughout Wasatch County.

Again, this year, Wasatch County has continued its trend of creating positive economic growth. In 2017, Wasatch County was listed as Utah's fastest growing county which presents unique challenges and opportunities for our community. As the chairman of the economic development board, I believe we are making important strides to support our local businesses while attracting new investment to the area.

In Wasatch County economic development is a team sport, and due to the terrific support of our many great businesses and partners, 2017 has been another successful year. Looking to the future, our county is poised to expand its economic footprint throughout the Heber Valley and Jordanelle areas. We are committed to balancing the quality of life we all enjoy while growing in a thoughtful, strategic way. Please enjoy the 2017 annual report.

Sincerely,

Mark Nelson

MARK NELSON

director's letter

The past 12 months have been an exciting time for the Heber Valley, and the year 2017 will be remembered as a time of steady economic growth. Dozens of businesses opened their doors to new opportunities in the Heber Valley, and others are taking note. Wasatch County was again listed as one of America's fastest growing counties and was ranked as the fastest growing county in Utah with a 4.2 percent growth rate. This provides unique opportunities for businesses to grow and expand in new ways.

The Heber Valley Chamber of Commerce staff is committed to advancing tourism and economic development in this new era of growth. In fact, we have recently completed a 10-point economic development plan that will guide us moving forward. The enclosed annual report highlights many of the new developments and activities from 2017. We are grateful for the support of our Chamber membership, our local officials, and other community partners. While 2017 was a momentous year, we believe economic opportunities will be even more plentiful moving forward.

Best Regards,

Ryan Starks

RYAN STARKS

CHAMBER OF COMMERCE

CHRISTMAS GALA

For the first time ever, the Chamber's annual Christmas gathering was held in the evening as a black-tie event for Chamber members and their spouses. This Chamber Gala, held at the Soldier Hollow Grill, turned out to be the most well-attended event to date which resulted from the heroic efforts of our planning committee. The fabulous evening included dinner, entertainment, and awards to recognize various individuals and businesses within our community. Miro Industries received the 2017 Business of the Year Award, Jessica Egnew and Rachel Labrum received the Chamber Ambassador Award, and Lee's Marketplace received the 2017 Chamber Award for Excellence.

SHOP LOCAL SATURDAY AND TREE LIGHTING CEREMONY

In an effort to support local businesses, the Chamber partnered with 30 businesses to offer discounts between November 20-25 to Heber Valley residents. The discounts were listed on bingo cards which were sent to 10,000 households. The Chamber encouraged the community to visit the participating businesses, and those who participated received a stamp on their bingo card. The push to support local businesses concluded at the fifth-annual tree lighting ceremony in Midway City where nearly 600 people gathered to celebrate the season. Those who participated in the bingo contest were eligible to have their name selected from a drawing for great prizes. The Chamber staff rewarded the participants by drawing names for \$1,250 in gifts cards, and the grand prize winner received a \$500 shopping spree to Heber Valley businesses.

CHAMBER BUSINESS OF THE MONTH

To recognize the many outstanding businesses in the Heber Valley, the Chamber launched a Business of the Month program. The business of the month, selected by the Heber Valley Chamber advisory board, received a certificate and a video spotlight on HeberValleyNewsroom.com. Additionally, each business of the month was featured in the Chamber's monthly newsletter and on the KTMP and KKUT radio stations. The following businesses were recognized as the Business of the Month in 2017:

JANUARY: Midway Ice Castles	MAY: Wasatch Mountain State Park	SEPTEMBER: Les Schwab
FEBRUARY: Lee's Marketplace	JUNE: Mountain Valley RV Resort	OCTOBER: Suss Cookie Company
MARCH: Sign-O-Rama	JULY: Labrum Auto	NOVEMBER: Uintah Recreation
APRIL: Probst Electric	AUGUST: Dairy Keen	DECEMBER: Wright Orthodontics

CHAMBER GOLF TOURNAMENT

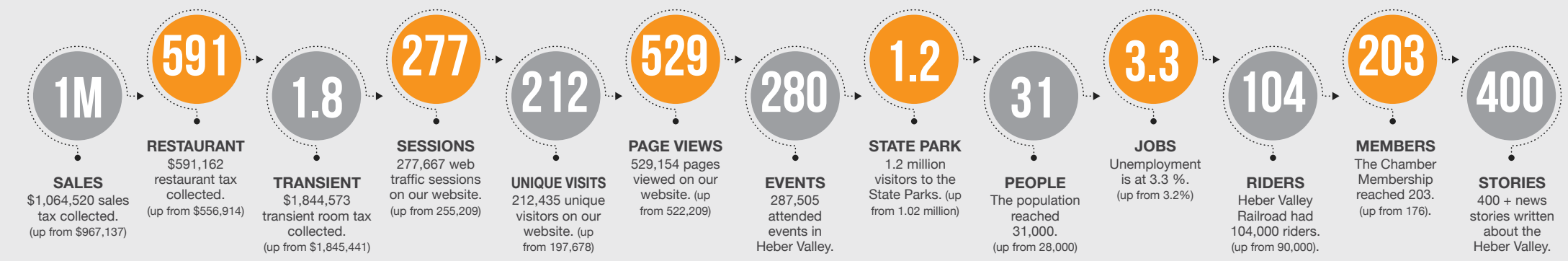
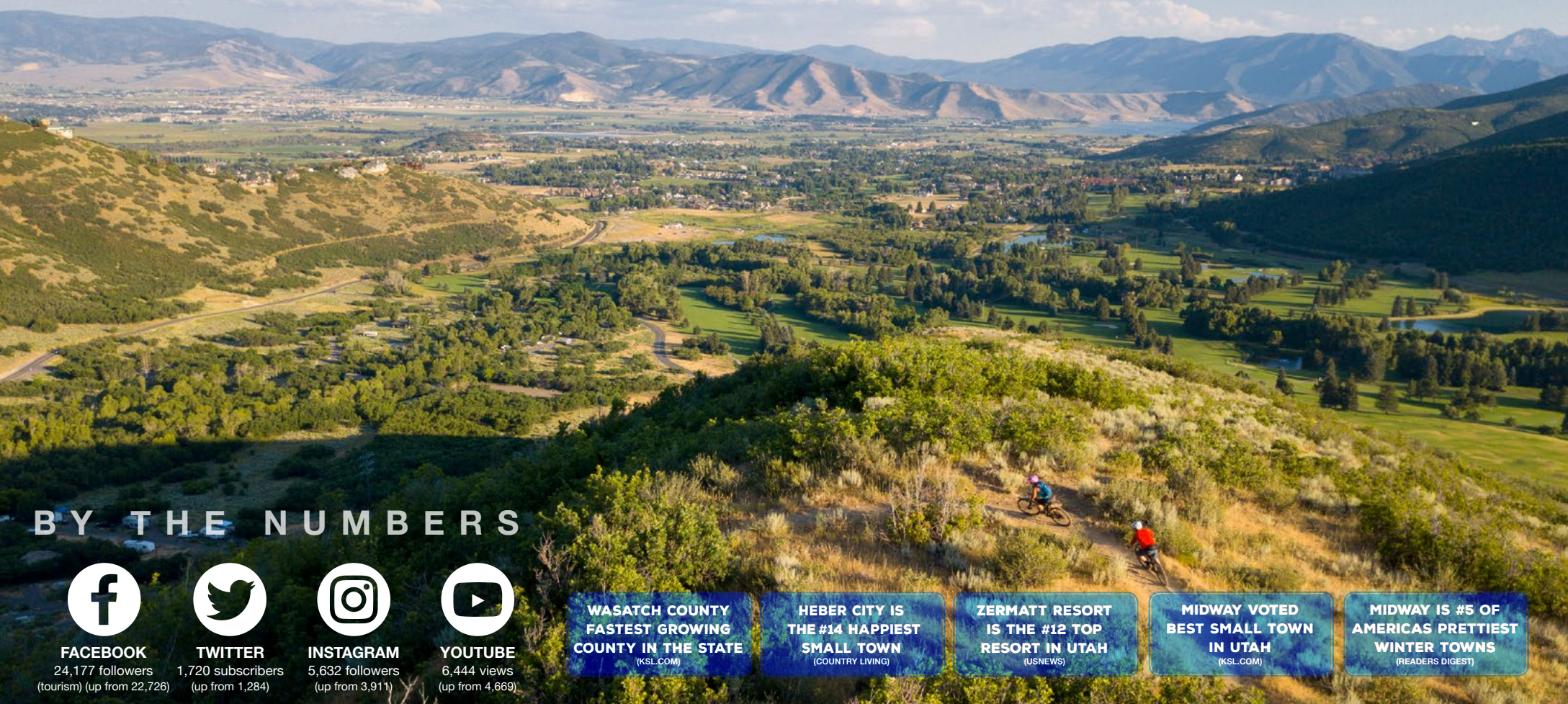
The Heber Valley Chamber continued its tradition of sponsoring the "most fun" golf tournament in Utah by hosting another successful golf outing at the Homestead Resort's Crater Springs Golf Course. Due to the great planning of our golf committee, this year's tournament featured 140 golfers, \$5,000 in prizes, and \$8,000 in fundraising to support community beautification projects in Midway and Heber City.

HEBER VALLEY DINE ABOUT

From March 27 to April 1, the Heber Valley Chamber sponsored another exciting Dine About program where 23 non-chain restaurants offered deep discounts to the community. The discounted deals included low-cost lunch and dinner specials to encourage people to become more familiar with our excellent dining establishments. By the end of the week, we had 3,200 visits to our website and 42,000 social media impressions which led our restaurants to report an increase in new and repeat customers.

BEAUTIFICATION INITIATIVES

In early 2017, Roger Brooks, an international branding expert, secret shopped the Heber Valley and presented his findings to nearly 100 community and business leaders. One of his most poignant recommendations was the need to beautify Heber City and Midway's main streets—an effort that would attract new visitors and rejuvenate Main Street businesses. Between the money raised at the Chamber's golf tournament and the support of local governments, the Heber Valley Chamber is creating a county-wide wayfinding sign program that will be implemented in 2018. Additionally, the Chamber is investing several-thousand dollars to help local businesses improve their signs, building facades, and overall appearance.



ECONOMIC DEVELOPMENT

MAJOR BUSINESS EXPANSIONS

Business retention and expansion is a main tenant of our mission. By connecting our local businesses with available resources through grants and other tax incentives available through the state, five businesses in Heber Valley completed major expansion projects – Probst Electric, Miro Industries, Rooftop Anchor, Mrs. Calls Chocolates, and Mountain Valley RV Resort. Each of these businesses nearly doubled the footprint of its facilities allowing them to serve more people,

increase production, hire new employees, or develop new products.

RIBBON CUTTINGS

2017 saw a rapid rise in ribbon cuttings and groundbreakings for emerging businesses. Rocky Mountain Care broke ground on a new 90 room, state-of-the-art senior care facility. Additionally, the Gateway Plaza, an 18,000 square-foot medical and office facility began construction. In total, 17 new businesses opened or broke ground in the Heber Valley.

25K JOBS TOUR

Governor Gary Herbert issued a challenge as part of his economic plan in 2017 to create 25,000 jobs in rural Utah over the next four years. In September, the Lieutenant Governor Spencer Cox spoke to chamber members, business leaders, and city and county officials at UVU Wasatch Campus to launch the initiative in Heber Valley. To reach this goal, we have created a 10-point economic development plan that targets growth in key industries. We are confident Heber Valley will be a large contributor to the governor's initiative.

WOMEN'S BUSINESS CENTER LAUNCH

On March 14, in partnership with the Salt Lake Chamber of Commerce, nearly 40 women business owners came to the launch of the Heber Valley Virtual Women's Business Center – a resource that equips women business owners and aspiring entrepreneurs with the resources and training they need to start and grow their businesses. All resources are available online at gohebervalley.com/wbc.

TOURISM

FAMILIARIZATION TOURS

Hosting tour operators, journalists, bloggers, and other travel industry professionals in the Heber Valley helps us develop one-on-one relationships with key industry partners. This year we hosted over 80 tourism professionals from China, Germany, the United Kingdom, Canada and the United States during 12 different events throughout in 2017. These tours yielded thousands of dollars in bookings, media coverage, and social exposure to our valley.

VIDEO PRODUCTION

Video allows us to inspire potential visitors. 2017 saw a rapid increase in video production. This year we produced 30 YouTube videos and 17 Facebook Live or social media interviews. We also partnered with the Utah Office of Tourism to produce six 30-second to one-minute videos about fly fishing, mountain biking, Deer Creek State Park, and Ziplining. In 2017 Heber Valley video content reached over 41,000 viewers, our largest viewership to date.

RADIO PROMOTION

In 2017, we explored new options to increase overnight stays. This year we ran a total of 2,272 radio promotions along the Wasatch Front, Wyoming and Southeast Idaho. Additionally, Heber Valley Tourism has weekly guest appearances on Park City's KPCW and on KTMP in Heber Valley to promote local chamber events and tourism activities.

SOCIAL MEDIA PROMOTIONS

Through Facebook and Instagram, we have been able to solidify our Heber Valley brand as a beautiful outdoor recreation hub perfect for adventurers and families. In 2017, we moved a bulk of our advertising and promotional efforts to social media which generated over 3 million impressions, allowing us to engage with our followers directly.

ROGER BROOKS PRESENTATION

In a partnership program with the Utah Office of Tourism, we hired tourism branding expert Roger Brooks to provide a community assessment of Heber Valley. From his candid assessment, we created goals to beautify our downtown areas, develop a valley-wide wayfinding system, and make improvements to the visitor center. Foot traffic to the visitor center increased dramatically, and implementation of the beautification programs and wayfinding system will take place in 2018.

TOURISM ROUNDTABLES

To improve our results and reach a new level of participation in tourism in the valley, we began hosting tourism roundtables on a quarterly basis. Local tourism partners are able to collaborate, network, form partnerships, and keep our office informed on upcoming events, changes, or media opportunities. Based on feedback these meetings will move to a monthly basis in 2018.

BEST WESTERN PLUS

The Best Western Plus Heber Valley Hotel completed construction in 2017 with 82 rooms and suites. This facility will generate new taxes, provide more jobs, and give visitors further lodging options in the valley. The Best Western is the first hotel completed in Heber City in 17 years, and now Heber Valley has over 900 nightly rooms.

FOR MORE INFORMATION VISIT

GOHEBERVALLEY.COM