



HEBER VALLEY TOURISM & ECONOMIC DEVELOPMENT **ANNUAL REPORT**



Director's Letter

On behalf of the Heber Valley Tourism and Economic Development Office, it is our great pleasure to present this inaugural 2012 Annual Report.

Many great things are happening in the Heber Valley, which continues to be Utah's fastest growing community. Over the past 10 years, Wasatch County's population has grown by 55%. Forbes Magazine recently listed Heber City as the "Fifth-fastest growing small town in America."

Such unprecedented growth brings new opportunities for businesses to expand and relocate to Wasatch County. The development of the Valley Station project alone created roughly 350 jobs and invested approximately \$35 million dollars into buildings and infrastructure. This and other developments are positive indicators that the local economy is picking up. Whereas in 2010 the unemployment rate was above 10%, the number has improved to 6.4% in 2012.

Tourism continues to be a pillar of our economic vibrancy. In 2012, dozens of large and small events brought hundreds of thousands of visitors to our beautiful Heber Valley. In the first quarter of 2012, Hotel or Transient Room Tax dollars are up nearly 6% from 2011 and 24% from 2010.

Our office is committed to enhancing local economic activity and to providing value to our local businesses and residents alike. We appreciate our relationship with so many great stakeholders and look forward to sharing this report with you.

Best Regards,



Ryan Starks

Heber Valley Tourism and Economic Development Board of Directors:

Steve Ashton (Chair)
Midway City Council

Steve Farrell (Vice-chair)
Wasatch County Council

Steve Capson
Wasatch County Council

Erik Rowland
Heber City Council

Lauren Doran
Chamber President

Stan Kaminski
St. Regis Resort,
Tax Advisory Board

Glen Van Wagoner
Soldier Hollow Grill,
At-large

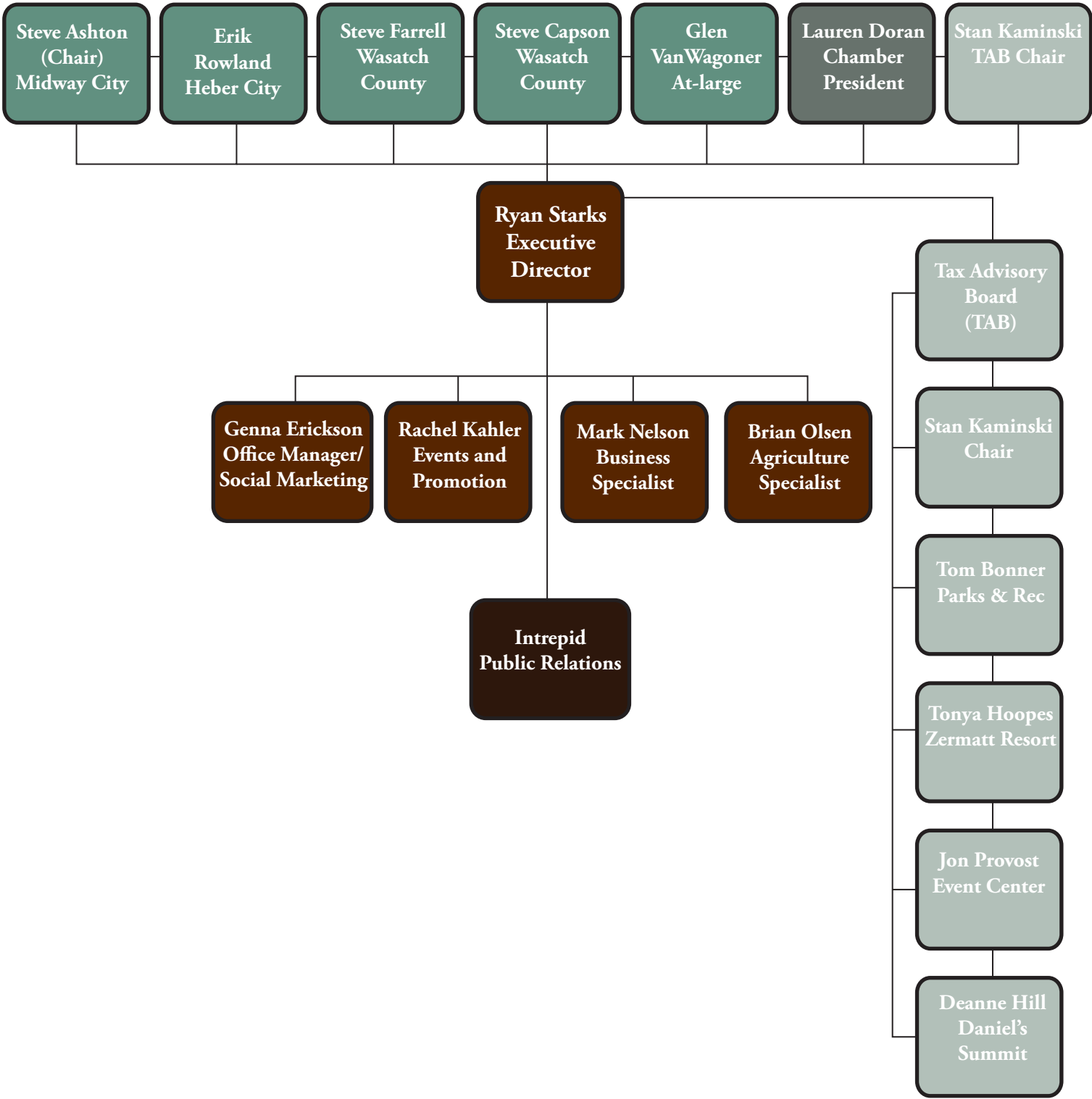


Mission Statement

The Heber Valley Tourism and Economic Development Office is an inter-local agency that is governed by a board of directors comprised of community leaders from both the public and private sectors. Its mission is to:

- 1 Recruit quality businesses
- 2 Retain local businesses
- 3 Expand local economy
- 4 Enhance tourism by promoting Heber Valley and Wasatch County as an excellent destination to live, learn, work, and play.

Heber Valley Tourism and Economic Development Organization Chart



Population Growth

Over the past ten years, Wasatch County's total population has increased by 55% and is currently Utah's fastest growing county. In addition to being ranked as the "Fifth-fastest growing small town in America" by Forbes Magazine, Heber City was recognized by the Salt Lake Tribune as the fastest growing town with 10,000 or more inhabitants in the State of Utah.

Entity	2000	2010	2011
Wasatch	15,433	23,682	24,456
Heber	7,291	11,362	11,795
Midway	2,121	3,845	NA
Charleston	378	415	NA
Daniel	770	938	NA
Wallsburg	274	250	NA
Hideout	NA	656	NA
Independence	NA	164	NA
Timber Lakes	289	607	NA

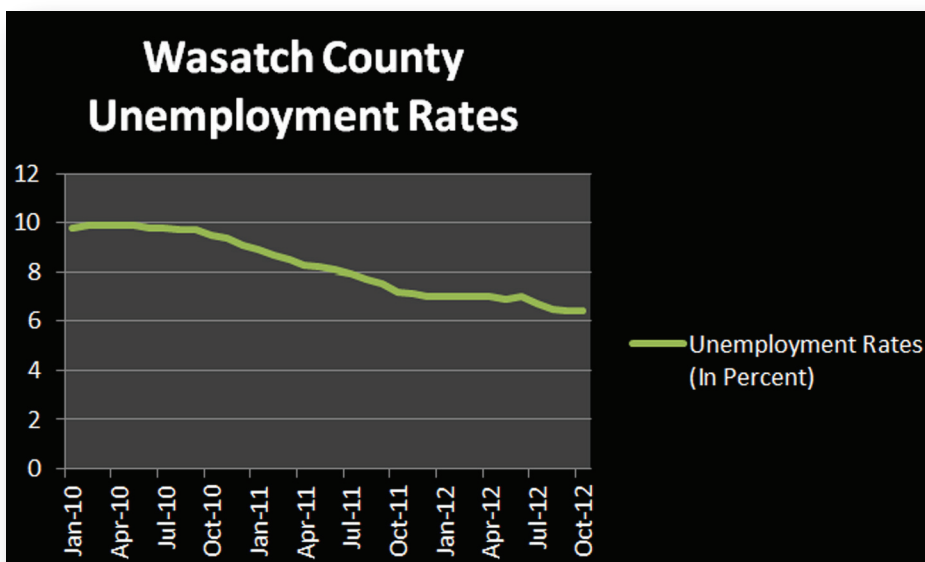
Source: U.S. Census

Heber City:
Fifth-fastest growing
small town in U.S.

- Forbes Magazine, 2012

Unemployment Rates

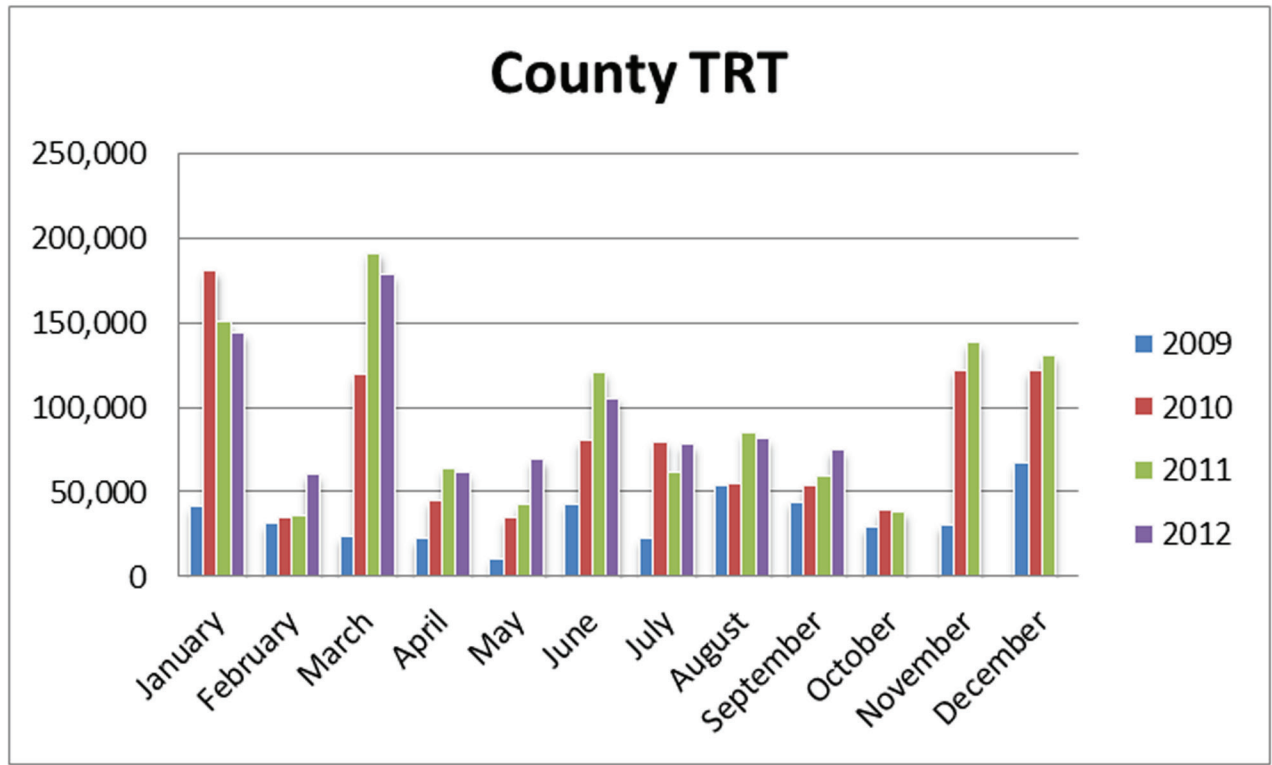
Unemployment rates in Wasatch County continue to decrease. Two years ago Wasatch County saw the worst of the "Great Recession" when unemployment reached 10.6 percent. This was the first time that the unemployment rate reached double digits in nearly twenty years. Since that point, however, unemployment rates have dropped as low as 6.4 percent. It has also remained significantly lower than the national unemployment rate.



Source: Utah Department of Workforce Services

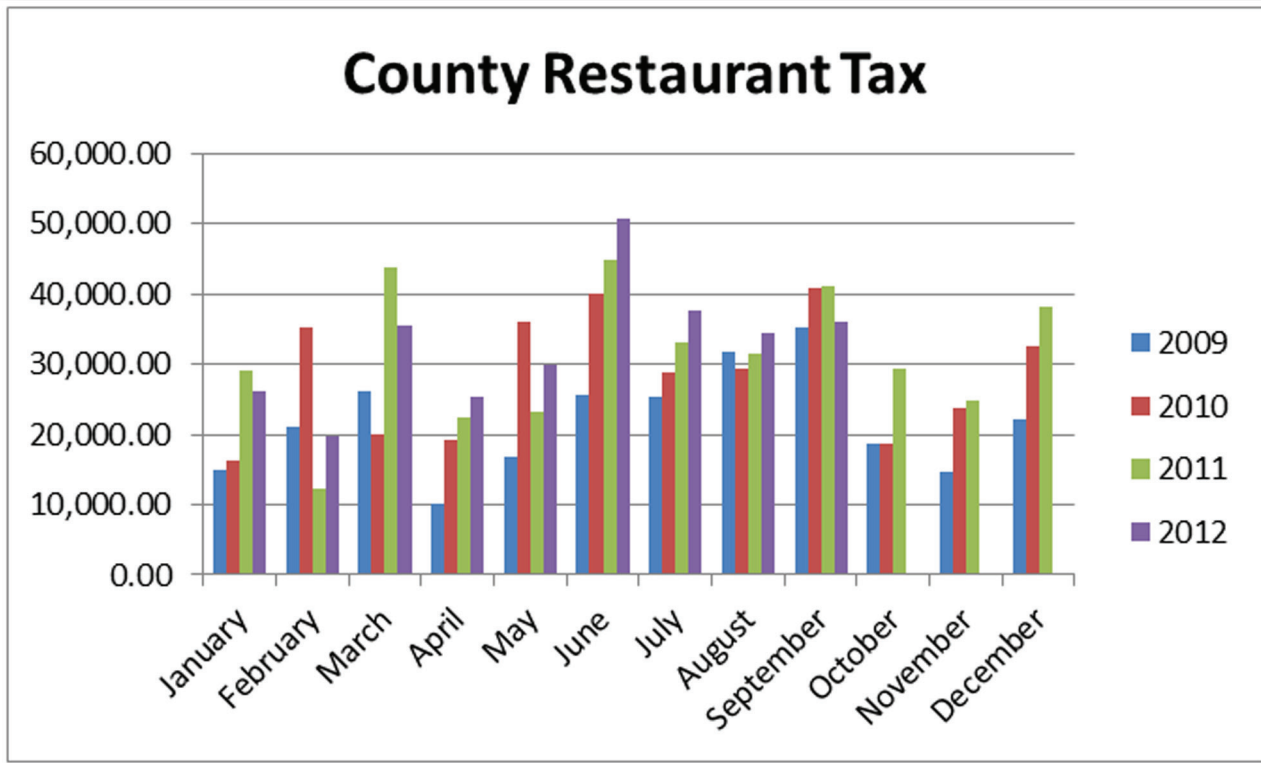
Transient Room and Restaurant Tax

The Transient Room Tax (TRT) is collected from all lodging and hotel properties (including camping) within Wasatch County. The TRT is collected from the Utah State Tax Commission and remitted back to the county two months after being collected. As of September of 2012, Wasatch County TRT is up 5.19 percent from 2011.



WASATCH COUNTY										
Transient Room Tax										
(Note - Tax deposits are for the tax collected two months prior. Example: March deposits are for January's collections)										
(This report reflects the collection period, not the deposit period)										
	2009	2009 YTD	2010	2010 YTD	2011	2011 YTD	2012	2012 YTD	2011/2012 % Change	YTD 2011/2012 % Change
January	41,121	41,121.19	180,076.33	180,076.33	150,445.76	150,445.76	143,705.73	143,705.73	-4.48%	-4.48%
February	30,990	72,111.01	34,160.05	214,236.38	35,996.81	186,442.57	60,146.15	203,851.88	67.09%	9.34%
March	23,283	95,394.39	119,119.46	333,355.84	190,860.34	377,302.91	177,886.58	381,738.46	-6.80%	1.18%
April	21,995	117,389.67	44,862.37	378,218.21	63,453.78	440,756.69	60,944.80	442,683.26	-3.95%	0.44%
May	10,075	127,464.71	34,318.48	412,536.69	42,004.49	482,761.18	68,651.17	511,334.43	63.44%	5.92%
June	42,951	170,415.68	79,940.18	492,476.87	120,499.61	603,260.79	105,220.02	616,554.45	-12.68%	2.20%
July	22,143	192,558.73	79,702.69	572,179.56	61,370.21	664,631.00	77,682.43	694,236.88	26.58%	4.45%
August	53,631	246,190.10	54,624.55	626,804.11	84,589.54	749,220.54	81,218.80	775,455.68	-3.98%	3.50%
September	44,130	290,319.96	54,061.11	680,865.22	58,655.41	807,875.95	74,334.72	849,790.40	26.73%	5.19%
October	28,943	319,263.26	38,715.87	719,581.09	38,117.84	845,993.79	0.00	849,790.40	-100.00%	0.45%
November	30,187	349,449.84	121,957.26	841,538.35	137,693.67	983,687.46	0.00	849,790.40	-100.00%	-13.61%
December	66,866	416,315.80	121,524.64	963,062.99	130,189.18	1,113,876.64	0.00	849,790.40	-100.00%	-23.71%
Total Transient Room Tax	416,315.80	416,315.80	963,062.99	963,062.99	1,113,876.64	1,113,876.64	849,790.40	849,790.40	-23.71%	-23.71%
Some units report monthly and others only quarterly causing inconsistencies in the amount reported each month.										

Like the Transient Room Tax, the County Restaurant Tax is remitted to Wasatch County two months after being collected from the Utah State Tax Commission. As of September 2012, Wasatch County's Restaurant Tax was up 4.94 percent from 2011.



WASATCH COUNTY										
Restaurant Tax										
(Note - Tax deposits are for the tax collected two months prior. Example: March deposits are for January's collections)										
(This report reflects the collection period, not the deposit period)										
	2009	2009 YTD	2010	2010 YTD	2011	2011 YTD	2012	2012 YTD	2011/2012 % Change	YTD 2011/2012 % Change
January	14,913.43	14,913.43	16,331.15	16,331.15	29,119.55	29,119.55	26,194.45	26,194.45	-10.05%	-10.05%
February	21,042.93	35,956.36	35,204.28	51,535.43	12,254.26	41,373.81	19,642.61	45,837.06	60.29%	10.79%
March	26,174.01	62,130.37	19,891.73	71,427.16	43,844.12	85,217.93	35,598.03	81,435.09	-18.81%	-4.44%
April	10,229.27	72,359.64	19,152.40	90,579.56	22,509.10	107,727.03	25,438.98	106,874.07	13.02%	-0.79%
May	16,837.92	89,197.56	36,138.26	126,717.82	23,246.94	130,973.97	29,764.53	136,638.60	28.04%	4.33%
June	25,582.91	114,780.47	40,146.10	166,863.92	44,726.34	175,700.31	50,659.56	187,298.16	13.27%	6.60%
July	25,408.40	140,188.87	28,806.25	195,670.17	33,141.07	208,841.38	37,660.09	224,958.25	13.64%	7.72%
August	31,678.32	171,867.19	29,440.47	225,110.64	31,599.54	240,440.92	34,425.94	259,384.19	8.94%	7.88%
September	35,185.15	207,052.34	40,781.30	265,891.94	40,997.12	281,438.04	35,968.25	295,352.44	-12.27%	4.94%
October	18,743.58	225,795.92	18,645.44	284,537.38	29,464.96	310,903.00	0.00	295,352.44	-100.00%	-5.00%
November	14,698.53	240,494.45	23,734.26	308,271.64	24,731.54	335,634.54	0.00	295,352.44	-100.00%	-12.00%
December	22,189.38	262,683.83	32,494.15	340,765.79	38,188.20	373,822.74	0.00	295,352.44	-100.00%	-20.99%
Total Restaurant Tax	262,683.83	262,683.83	340,765.79	340,765.79	373,822.74	373,822.74	295,352.44	295,352.44	-20.99%	-20.99%

Some locations report monthly and others report quarterly causing an inconsistency in the amount reported each month.

Targeted Industries

With an ever-growing population, the demand for local jobs has never been greater. In surveying Wasatch County's landscape for job opportunities, the following industries will be targeted based on the potential for job creation and growth:

- 1 Outdoor Products & Recreation
- 2 Software Development and Information Technology
- 3 Aviation Services and Development
- 4 Light Manufacturing
- 5 Healthcare





Outdoor Products & Recreation

Due to its proximity to the Wasatch front and because of the surrounding mountains, valleys, rivers, lakes, trails, and countless other outdoor recreational opportunities, this industry is a natural fit for Wasatch County. One competitive advantage is the abundance of outdoor lifestyle enthusiasts in the area, which lends itself to a ready and able workforce.

Software Development & Information Technology

This industry continues to thrive in areas where higher education institutions have a strong presence. With the growth of Utah Valley University and the development of the Wasatch Campus, strong partnerships create opportunities for the development of software, including digital media products, and the enhancement and utilization of information technology throughout Wasatch County.

Aviation Services & Development

With the presence of the Heber City Airport (the sixth-most utilized airport in Utah) opportunities exist to recruit and create aviation related jobs that support the increased demand for airport services.

Light Manufacturing

Wasatch County and Heber City already have a strong base of light manufacturers. These include existing businesses such as Mrs. Calls Chocolates, BC Fine Foods, Conductive Composites, Mountain Cabinetry, Log Works, and Delta Stone. Additional manufacturers should be sought after to complement existing businesses and fill voids in the market.

Health Care

With the expansion of the IHC hospital in Heber, there are opportunities to expand other health care related businesses and services, including dental and orthodontia, dialysis treatment, medical training and medical device development.

In addition, retail businesses and agricultural development are key priorities in growing and sustaining the Heber Valley's local economy.

New Businesses & Jobs



Figure 1 Grand Opening of Maurices at Valley Station - June 22. In 2012, the Valley Station invested \$35 million in infrastructure, opened 9 new businesses, and created 350 jobs



The recent economic downturn has created numerous challenges for Wasatch County businesses. Over the past few years, job creation and business expansion have been sluggish. In 2012, the Valley Station project in Heber City provided a boost for our economy and some momentum moving forward. In the first phase of Valley Station's development, roughly \$35 million was invested into infrastructure and buildings alone which created an economic multiplier throughout the valley. Once businesses such as Wal-Mart, Petco, Rue 21, Maurices, Dollar Tree, Sports Clips, GNC, Kneaders, and Famous Footware opened their doors, approximately 350 jobs were instantly created.

Other retail stores that opened in 2012 include Auto Zone, Ever Bella, and Bella Ella. These new stores also play an important role in keeping sales tax revenue in the county rather than having it distributed to neighboring counties. The stores will also help further establish Wasatch County as a desirable place to live by providing more services and amenities.

Overall, more development occurred in 2012 than in any previous year to date. Phase two of the Valley Station project is already underway and will open in 2013.

Business Resource Center

The Heber Valley Business Resource Center (BRC), created in early 2012, is a partnership between several state and local entities, including the Utah Governor's Office of Economic Development, Utah Department of Workforce Services, Utah Valley University, and the Heber Valley Tourism and Economic Development office.

Through state and local grants, the Heber Valley BRC hired two business specialists to provide no-cost consulting services to small and medium businesses throughout the Heber Valley area. These services include, but are not limited to the following:

- Business management
- Accounting and budgeting
- Business plan development
- Marketing
- Website development
- Operations management
- Social media strategy
- Workforce development
- Business finance

The results of the BRC have been positive as 212 Heber Valley businesses were consulted at no charge. Additionally, 42 of jobs were directly created as a result of the meeting with, consultation, and recommendations of the business specialist.

212

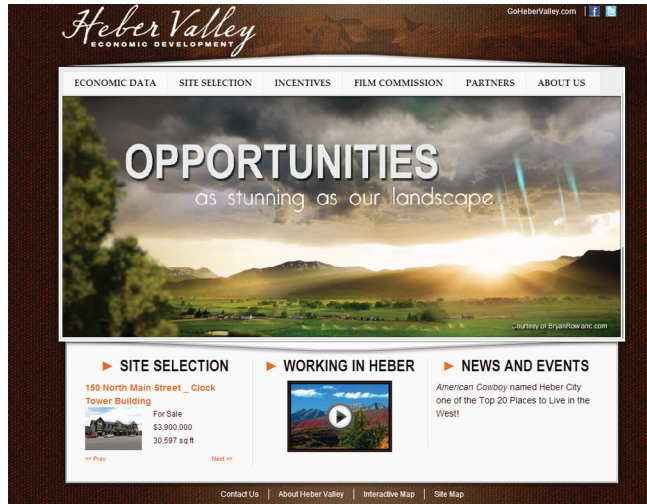
first visits made by the
BRC to local businesses.

42

jobs created as a
result of BRC visits.



Business Website



In August, our office launched a new business website to complement our current tourism website, GoHeberValley.com. Our new website is devoted entirely to supporting economic development in Heber Valley. The website provides information related to economic data, the mission of the office, who are partners are, and what incentives are available to businesses.

We have also added two sections that will assist with business recruitment:

- 1 Heber Valley Film Commission
- 2 Site Selection

Film Commission Page

The Heber Valley Film Commission's purpose is to attract more films to the area. This section of the website highlights the many services that are available to film crews in Heber Valley such as caterers, extras, and outfitters. There is also an application available that clearly explains to prospective film crews everything they need to know before filming in Heber, such as who to contact and what permits are required. Finally, there is also an extensive photo gallery of more than 700 pictures that highlight potential filming locations throughout Heber Valley.

Site Selection Page

This section lists all of the available commercial property in Heber Valley in one centralized location and provides general information and pictures for each property. Each listing also has the contact information for the agent representing the property. By providing one place that lists all of the commercial property in Heber Valley it will be easier for new and existing businesses to find the available properties.

Economic Summit

The sixth-annual What's IN OUT Back economic summit and golf tournament was hosted at the Zermatt Resort and featured a tremendous lineup of business and community leaders. The focus of the summit was to teach businesses how to take their operations to the next level of success. The event's keynote speakers were Mr. Alan E. Hall and Mr. Alex Lawrence. Both possess a wealth of business experience and knowledge and were able to educate and inspire roughly 175 attendees.

For the second straight year, the economic summit featured a business competition and allowed the audience to vote for the business with the most potential to execute a specific marketing plan. Dr. Ryan Taylor, a local podiatrist from Timpanogos Foot and Ankle, was awarded a cash prize for presenting the best overall business marketing plan.

Between a networking gathering that featured local Heber Valley delicacies, two keynote presentations, nine breakout sessions, and a golf tournament, the What's IN OUT Back summit participants enjoyed this annual gathering of business and industry leaders.

Presentations can be found at www.gohebervalley.com/economicsummit



Objective: Promote activities, events, meetings, conventions, and other tourism draws to increase local economic activity and overnight stays.

The 2012 outreach campaign included new marketing and advertising venues in both Utah and the Western United States. The success of the 2012 campaign is tied in large part to a \$100,000 grant received from the Utah Office of Tourism. This grant enabled us to fulfill traditional print advertising needs while being able to attract new visitors from the Denver, Colorado, and Phoenix, Arizona, markets.

During prime television times on several major channels, a 35-second commercial promoting Heber Valley appeared over a three-month period. Our www.gohebervalley.com URL appeared on the last portion of the video. Website analytics proved the success of the campaign as visits to the site from the two targeted markets increased more than 400%.

2012 Highlights



HGTV Dream Home

The 2011-2012 Home and Garden TV Dream Home was built in Midway and received roughly 80,000,000 million votes for the giveaway. This popular TV program showcased both the extravagant home and the surrounding area.



St. Regis: “Best Hotel for Families” by Travel and Leisure Magazine

One of the most prestigious awards given to a hotel, Travel and Leisure Magazine ranked the St. Regis at Deer Valley as the “Best Hotel for Families” in the United States. The St. Regis outperformed other high profile hotels, including all Disney Land and Disney World hotels.

Trails Map

In a partnership with the Wasatch Trails Alliance, the Heber Valley Tourism and Economic Development Office helped fund and produce the most complete trails map in Wasatch County. This guide is available to visitors and will be used to promote the countless hiking and biking opportunities throughout the area.



Midway Nominated As “Prettiest Painted Place”

Midway was selected as one of the top ten finalist from the Southwest Region as one of the most attractive towns and neighborhoods this summer in the Paint Quality national contest to find the “Prettiest Painted Places in America.” The competition was sponsored by the Paint Quality Institute. Throughout the summer, cities, towns, historical districts, and neighborhoods were permitted to enter the competition. In September, a panel of judges selected 60 places as finalists, 10 each from six geographic regions of the United States.

Heber Valley Film Commission



For years Heber Valley has been a popular location for filming. This year brought several film projects including:

- The 12 Dogs of Christmas: Great Puppy Rescue
- K-9 Adventures: A Christmas Tale
- Nite Light
- HGTV Dream Home Giveaway
- Piano Guys Music Video: Bourne Vivaldi
- Red Machine – Grizzly Bear
- Kings of Crash
- Discovery Channel Gold Rush Documentary
- Nice Quiet Dinner Commercial at Days Market

The film industry has become an important part of our valley's economy because of the money it brings to our hotels, restaurants, and local services. Filming in Heber Valley also increases the visibility of the valley as a tourist destination, which will only continue to bolster the economy.

With the help of our partners, especially the Utah Film Commission, we developed an independent film commission similar to those in other local communities such as Park City and Moab. The purpose of the film commission is to actively recruit films to Heber Valley by highlighting all that we have to offer by way of scenery and services and make the process of filming as simple as possible.

Outreach Strategy

Website Statistics			
	2010	2011	2012
Visits	77,843	82,253	89,979
Unique Visitors	62,537	66,750	72,262
Pageviews	264,901	224,718	229,150
Page Visits	3.40	2.73	2.55
Visit Duration (min)	2:54	2:05	1:45
% New Visits	78.74%	79.57%	78.91%
Search Traffic	58,527	60,001	67,264
Search Traffic %	75.19%	72.95%	74.76%
Referral Traffic	13,632	14,748	10,873
Referral Traffic%	17.51%	17.93%	12.08%
Direct Traffic	5,684	7,504	11,842
Direct Traffic %	7.30%	9.12%	13.16%



PAGE LIKES

2011: 2,304
2012: 13,561



FOLLOWERS

2012: 138



CREATED

Nov 13, 2012

[Facebook.com/hebervalley](https://www.facebook.com/hebervalley)

[Twitter.com/hebervalley](https://twitter.com/hebervalley)

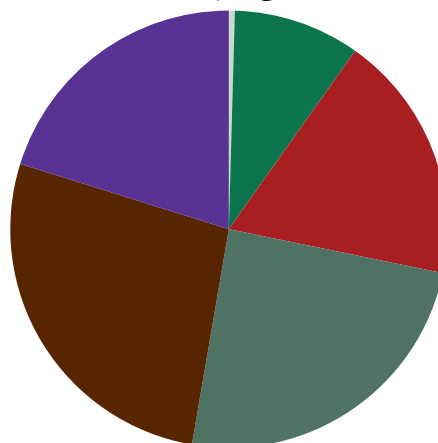
[Youtube.com/gohebervalley](https://www.youtube.com/gohebervalley)

2,025

engaged users on our
most popular FB post

Facebook Fans by age

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64

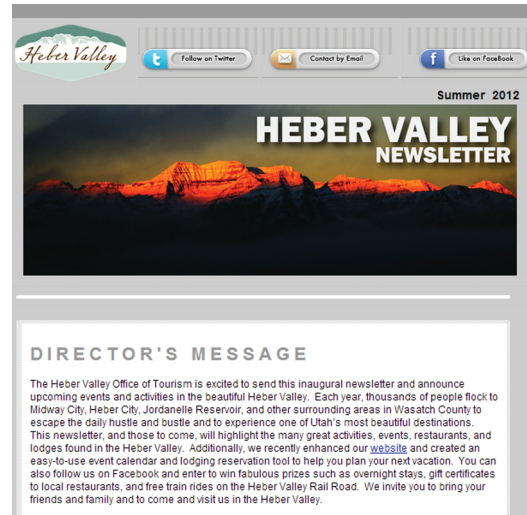


20

number of countries
our FB fans live in
(including Iran,
Philippines, and
Netherlands)

Newsletters

In July we sent via email our inaugural Heber Valley newsletter to roughly 2500 tourists who have visited the area during the past two years. This newsletter highlights current and upcoming events and activities to entice tourists to return. The newsletter's popularity was greater than originally anticipated so it evolved from a quarterly letter to a monthly letter.



Mobile Phone

With more than 50 percent of a traveler's web traffic coming from smart phones, our office created a mobile phone website to capture this growing market of phone users researching destinations and planning vacations. The new mobile site (mobile.gohebervalley.com) is simple and easy to navigate.



FAM Tours

Several important familiarization tours (FAM Tours) took place this year. Each tour was developed to put the Heber Valley product in front of writers and journalists who would later write about the area in blogs, newspapers, and magazines. The following guests came to the Heber Valley as part of official FAM tours:

Writer	Company
Susan Campbell	Freelance writer; Montreal Luxury Report
Elena Rusinas	Freelance and blogger
Ben Starr	Freelance and blogger
Lisa McElroy	Freelance; Huffington Post
Susan Tucker	Blogger; Travelingmama.com
Caroline Corfield-Rose	Director; Core Communications Europe Limited
Dana Brockway	Director; Adventure Media International
Chelsey Lutz	Account Representative; Lou Hammond PR - New York
Alicia Rainbolt	Vice-President, Utah Account; Lou Hammond PR - San Francisco

Events

One of the most significant tourism draws to the Heber Valley is special events. This year, like others, brought thousands of visitors to the area for fun and entertainment. The Heber Valley Tourism and Economic Development office was involved in planning or promoting the following events:

Event Description	Date	# of Visitors
HVRR Day Out with Thomas	May 24 - 28	9231
The Dirty Dash at Soldier Hollow	June 2	8300
State High School Rodeo Finals	June 6 - 9	2017
The Ragnar Relay Series	June 15 - 16	13800
Extreme Barrel Racing	June 28 - 30	1243
Soldier Hollow Spartan Race	June 30	9000
USGA Public Amateur Links National Championship	July 9 - 14	927
Crossroads of the West Sheep Show	July 19 -21	135
Rockwell Relay Pamperfest Cycling	July 21	300
Wasatch County Demolition Derby	July 28	5966
Small Town Fair Days	July 30 - August 4	7600
Mt. Valley Stampede Rodeo	August 3 - 4	10659
Tour of Utah & Ultimate Challenge Bike Race	August 11 - 12	835
Jordanelle TriUtah Triathlon at Rock Cliff	August 18	656
Earthwell Festival	August 25 -26	1072
Swiss Days	August 31 - Sept 1	90000
Soldier Hollow Classic Sheep Dog Festival	August 31 -Sept 3	25600
Soldier Hollow Fall Dirty Dash	September 22	7200
Wasatch County Home Improvement Show & Civil War Weekend	Sept 28 - 29	168
Region 5 Dressage Championship	October 5 - 7	350
PRCA Wilderness Circuit Rodeo	October 25 - 27	2650
Cowboy Poetry & Buckaroo Fair	October 31 - Nov 4	8500
		206,209

25,300
people who attended the
Soldier Hollow Classic
Sheepdog Championship

Brazil 2012 was the
first year the
Soldier Hollow
Classic had
competitors
from South
America

64 | **30**
number of | number of
dogs that | media stories
competed | written about
in the event | the event



Two noteworthy events are Cowboy Poetry & Buckaroo Fair, and the USGA Public Amateur Links National Championship.

Cowboy Poetry

After 17 years of being one of Heber Valley's most popular events, Cowboy Poetry and Buckaroo Fair partnered with the Heber Valley Tourism and Economic office to put on the 18th annual gathering. Roughly 10,000 visitors came to the Heber Valley over a four-day period to be entertained by popular western performers. The event quickly filled hotel rooms and local restaurant with visitors traveling as far as Florida.



Public Links

- 327 volunteers were recruited and trained
- Over 600 out of town guests (players, caddies, families, USGA staff)
- 1129 room nights at the Zermatt Resort in Midway
- \$1,500 spent in gas for the rental vans
- 18,000 bottles of water consumed

Visitor Center

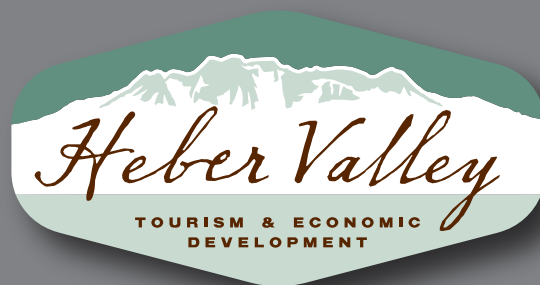


During the past 12 months, the Heber Valley Visitors Center was significantly remodeled and has transformed into a true visitors center with couches and chairs, free brochures and information, and a flat screen television to highlight Heber Valley and its beauty. The center will be used more aggressively to educate the public about community and tourism activities and events and should be a major part of Heber Valley's identity.

Heber Valley Tourism and Economic Development Office participates in the following community organizations:

Wasatch Community Foundation • Wasatch County Events Center • Heber Valley 2020 Vision Committee
 Mountainland Associations of Govt Revolving Loan Fund Board • Soldier Hollow Legacy Foundation Board
 Heber Valley Rotary • Heber Valley Chamber of Commerce • Heber Valley Railroad • Heber Valley Jobs Council
 Heber Valley Arts Council • Wasatch Tax Advisory Board (TAB) • Heber Valley Lodging Association
 Economic Development Corporation of Utah (EDCUtah) • Utah Alliance for Economic Development
 Utah Association of Destination Marketing Organizations (UADMO) • Utah Tourism Coalition (UTIC)

Utah's Adventure Escape



www.gohebervalley.com | 475 N Main Street, Heber | 435-654-3666