

ANNUAL REPORT

# 2024



475 N MAIN, HEBER, UTAH 84032  
435-654-3666 • GOHEBERVALLEY.COM





## VISION & MISSION

The Heber Valley Chamber exists to build and be part of a community where residents, visitors, and businesses thrive. 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.

UNITE OUR COMMUNITY  
CONNECT BUSINESSES  
PROMOTE TOURISM

## CORE VALUES

Honest, Curious, Solution-Oriented,  
Dedicated, Professional, Intentional,  
and Inclusive.



## DIRECTOR'S LETTER

On behalf of Heber Valley Tourism, Economic Development, and the Chamber of Commerce, we would like to present the 2024 Annual Report.

As our valley continues to evolve and grow, it can be easy to forget the past. This year as we continued our work in tourism, economic development, and the Chamber of Commerce, we took a proactive approach toward sustainability and incorporating our heritage. What emerged was the "Way of the West" and the values, principles, and heart that come from our Western experience. As you read through the annual report, I hope you see these values shine through our decision-making and destination planning.

We are excited about the future of our community and know that, honoring the values and tenacity of what it means to be in the Rocky Mountain West, we'll climb higher peaks and achieve greater things together.



*Dallin Koehler*

DALLIN KOECHER

Executive Director, Heber Valley Tourism and Economic Development



*Mark Nelson*

MARK NELSON

Chair, Heber Valley Tourism and Economic Development

## ORGANIZATION

MARK NELSON Wasatch County (Chairman)

LISA ORME Midway City Council (Vice-Chair)

ERIK ROWLAND Wasatch County Council

SCOTT PHILLIPS Heber City Council

MELISSA DAYMONT Department of Workforce Services

CORBIN GORDON Member at Large

## HEBER VALLEY TOURISM AND ECONOMIC DEVELOPMENT

### DALLIN KOECHER

Executive Director, Heber Valley Tourism and Economic Development

### JESSICA BROADHEAD

Deputy Director

### JESSICA TURNER

Public Relations Manager

### JANA BROWN

Destination Sales Manager

### DESIRAE BROADHEAD

Membership Manager

### SHELBY GILES

Office Manager

### TAX ADVISORY BOARD

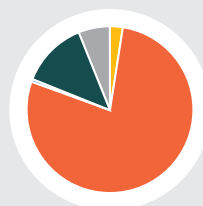
### HEBER VALLEY CHAMBER

### WASATCH ECONOMIC DEVELOPMENT COUNCIL

### WASATCH ARTS COUNCIL

## OUR BUDGET

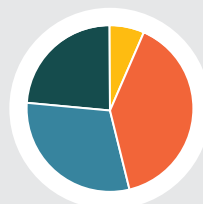
### REVENUES



● INTERLOCAL AGREEMENT	\$75,000
● TRANSIENT ROOM TAX	\$2,500,000
● OTHER REVENUE	\$6,000
● GRANTS	\$415,000
● CHAMBER OF COMMERCE	\$195,000

**\$3,191,000**

### EXPENDITURES



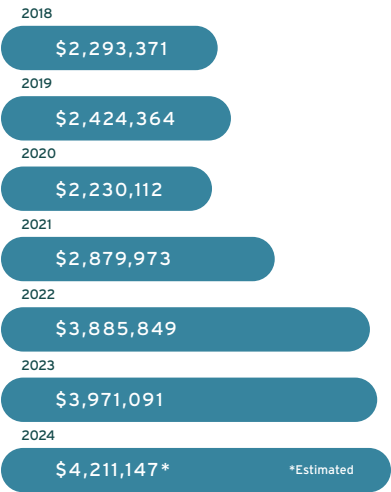
● ECONOMIC DEVELOPMENT	\$275,000
● CHAMBER OF COMMERCE	\$170,000
● TOURISM PROMOTION	\$1,300,000
● OPERATIONS AND MAINTENANCE	\$1,000,000

**\$2,745,000**



TOURISM  
BY THE NUMBERS

WASATCH COUNTY  
TRANSIENT ROOM TAX COLLECTION



SALES TAX COLLECTION



RESTAURANT TAX COLLECTION

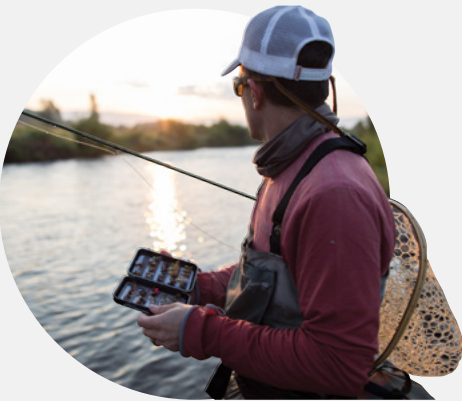


Heber Valley Tourism

CELEBRATING A YEAR OF GROWTH AND  
MILESTONES IN 2024

As we look back on 2024, we celebrate a transformative year marked by record achievements, strategic growth, and exciting new developments for Heber Valley Tourism. With a 6% year-over-year increase in Transient Room Tax and a remarkable 14% increase in Restaurant Tax, our community's tourism economy demonstrated resilience and momentum, especially in the latter part of the year.

Major milestones included the November opening of the Grand Hyatt Deer Valley, setting a new standard for luxury in the region, and the unveiling of extensive renovations at the Homestead Resort, which breathed new life into one of our community's cherished landmarks. These developments and our strategic marketing efforts significantly contributed to a strong finish for 2024.



**2,395,022\***  
Visitors to Wasatch County's  
3 State Parks

**2,500,000\***  
Visitors to Strawberry Reservoir



**125,000\***  
Passengers on  
538 Heber Valley  
Railroad Trains



**31,752**  
Total Heber Valley Tourism  
E-newsletter Subscribers

**843,169**  
Total Website Users

**839,699**  
Unique Website  
Users



**170\***  
Total Events



**342,828\***  
Attendance at  
Group Events



**133**  
Group Meeting RFPs



**\$371\***  
Avg. Daily Rate of Hotel Room

**48.18%\***  
Avg. Hotel Occupancy





# Chamber of Commerce

AWARDS 2024



BUSINESS OF THE YEAR

## LEE'S MARKETPLACE

Lee's Marketplace in Heber City has been a cornerstone of our community, exemplifying service and generosity under the leadership of Manager, Matt Wisner. The team has provided unwavering support for the Heber Valley Chamber and local events, from floral arrangements to catering, and has elevated our initiatives and fostered collaboration among other area businesses.

Beyond Chamber involvement, Lee's Marketplace supports the local youth, families, and various fundraiser events, hosting free community activities that bring people together and strengthen local bonds.

The team's dedication, generosity, and positive impact make this business a well-deserved recipient of the Business of the Year award.

watch  
video:



CHAMBER AMBASSADOR

## SI HUTT

The Heber Valley Chamber is proud to honor Si Hutt, President of Intermountain Health Heber Valley Hospital, as our Chamber Ambassador of the Year. Since joining the Chamber Advisory Board in 2020, Si has brought invaluable leadership, expertise, and a collaborative spirit to the Chamber, helping drive growth and success throughout the valley.

His deep knowledge of governance and dedication to uplifting the local business community shines through his involvement in discussions on key challenges and support at ribbon cuttings and Chamber events. Si's passion for service and commitment to Heber Valley makes this recognition well-deserved. Congratulations to Si! We thank you for your outstanding and ongoing contributions.

The Chamber Ambassador award goes to Chamber members who have gone above and beyond in promoting and serving the Chamber in the past year. For 2024, we are proud to recognize Si Hutt and Jose Armando Quinones.



CHAMBER AMBASSADOR

## JOSE ARMANDO QUINONES

The Heber Valley Chamber is proud to honor Armando Quinones, owner of Granny's Drive In, as a Chamber Ambassador of the Year. In his first year on the Chamber Advisory Board, Armando has become a vital advocate for Heber Valley's growing Latino business community, launching initiatives to foster engagement and provide resources.

His dedication extends to supporting Chamber events, attending ribbon cuttings, offering donations, and even sharing his business space. Armando's commitment to unity, collaboration, and uplifting local businesses exemplifies the true spirit of a Chamber Ambassador. Congratulations to Armando on this well-deserved recognition!



COMMUNITY PARTNER



## HEBER VALLEY ROTARY CLUB

We are proud to honor the Heber Valley Rotary Club as our Community Partner of the Year. Their dedication to "Service Above Self" has enriched Wasatch County through initiatives like sponsoring the Chuckwagon Breakfast at the Red, White, and Blue Festival, organizing winter coat drives, and funding a literacy program for first graders in local area schools.

The Heber Valley Rotary Club also recognizes high-achieving high school seniors, supports youth through the Wasatch High School Interact Club, and fosters unity and education throughout the community. We thank them for their invaluable contributions and congratulate them on these noteworthy achievements.



## ★ COLEMAN-KOHLER LIFETIME ACHIEVEMENT AWARD KRISTY BOND

The Coleman-Kohler Lifetime Achievement Award was created to memorialize the amazing contributions of Clay Coleman and Grant Kohler. Both tirelessly served this community, were strong supporters of the Heber Valley Chamber, and advocated for local business development and growth. This annual Heber Valley Chamber award will recognize these key pillars in the community. We are proud to honor Kristy Bond this year.

Kristy Bond has been a lifelong resident of the Heber Valley. Over the years, she has served on many different community committees and boards. Whether it has been her work in health care with the Heber Valley Hospital, or her service on the Wasatch Education Foundation, her efforts have helped make the lives of Heber Valley residents healthier and stronger.

watch  
video:



## ★ 2024 BUSINESS OF THE MONTH

JANUARY	FEBRUARY	MARCH
HOMESTEAD RESORT	MVF CHURCH	OSTMANN'S HOMETOWN HEATING & AIR <small>Where Every Customer is Family!</small>
APRIL	MAY	JUNE
Casago Heber City	Signarama <small>The way to grow your business.</small>	US-TITLE HEBER VALLEY
JULY	AUGUST	SEPTEMBER
Hook'd Up	DAIRY KEEK <small>HOME OF THE TRAIN</small>	MOUNTAINSIDE REAL ESTATE
OCTOBER	NOVEMBER	DECEMBER
Water from the Moon	WASATCH COUNTY SCHOOL DISTRICT	THE HUB SINCE 1933

## CHAMBER BY THE NUMBERS

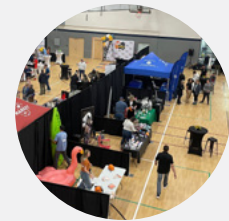


**19**  
Ribbon Cuttings

**324**  
Total Chamber Members

**78**  
New Chamber Members

**\$58,000**  
Funds from Annual Sponsorship  
Packages



**2,500**  
Total Attendees at the Ask Heber  
Community Expo

**\$2,500**  
Total Proceeds Earned at the Golf  
Tournament

**144**  
Number of Golfers at the Tournament

**7,000**  
Total Proceeds Donated from the  
Main-To-Main Race



**321**  
Number of Runners at the Race

**270**  
Number of Attendees at the Gala

# Chamber of Commerce

## LUNCHEONS & MIXERS 2024

Month	Chamber Luncheons	After-Hours Mixers Hosted By
JANUARY	Annual Report	Rocky Mountain Chocolate Factory
FEBRUARY	State of the Valley	The Golf Lodge
MARCH	Networking Game	Casago
APRIL	UDOT Updates	Heber Valley Catering Co.
MAY	Wasatch Back Economic Summit	Midway Must-Haves Souvenir Shoppe
JUNE	What's Happening in Wasatch	MTECH
JULY	Networking Game	Adventure Elevated
AUGUST	Lunch with Congressman John Curtis	Wasatch Community Foundation
SEPTEMBER	Unite Through Service	Black Rock Mountain Resort
OCTOBER	Heber City Downtown Revitalization	Faded Rose Salon & Barbershop
NOVEMBER	Networking Game	The Lakehouse at Deer Creek
DECEMBER	---	Heber Valley Chamber

## 2024 CHAMBER SPONSORS

### PLATINUM SPONSORS



### GOLD SPONSORS



### SILVER SPONSORS





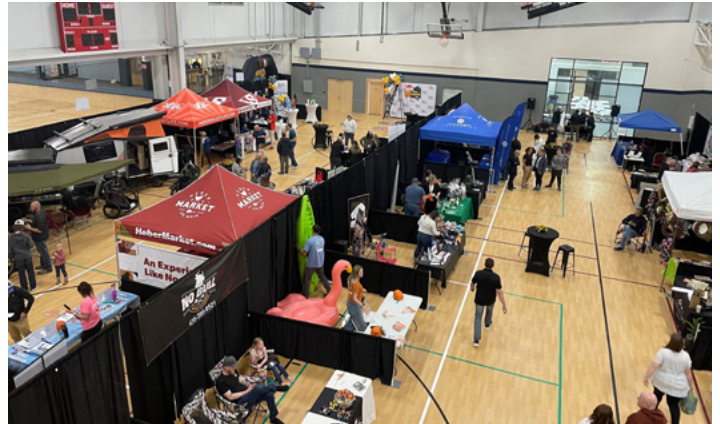
# Chamber of Commerce

## EVENTS 2024

### ASK HEBER VALLEY COMMUNITY EXPO RECAP

The second annual Ask Heber Valley Community Expo was a great success, showcasing over 70 local businesses and organizations and drawing hundreds of attendees. This year's event featured a custom bingo card that encouraged sponsor booth visitation, branded tote bags for early entrants, and an increased turnout of younger attendees.

A highlight was our partnership with Community Action Services and Food Bank, where generous donations were gathered to support local needs. We are thrilled with the community's enthusiasm and excited to grow the Expo event in 2025.



### CHAMBER ICE CREAM SOCIAL

This year's Ice Cream Social was a sweet success, uniting the community and highlighting local Heber Valley businesses. Seventeen area businesses participated with booths at the Heber Market on Main, each offering unique ice cream toppings. The event created a fun and engaging atmosphere where businesses connected directly with community members, gaining valuable exposure. In total, we served 1,000 individual cups of local Roonie's Ice Cream.



### CHAMBER GOLF TOURNAMENT RECAP

The 12th annual Heber Valley Chamber Golf Tournament lived up to its reputation as the "most fun" golf event in the valley! Held at the beautiful Homestead Golf Club, players enjoyed perfect weather and engaging activities hosted by local businesses at each of the 18 holes. With a delicious lunch provided by the Homestead team and fantastic raffle prizes from local sponsors, the day was filled with fun, networking, and community spirit. Thank you to everyone who participated, sponsored, or volunteered to make this year's tournament a memorable success.



### CHAMBER HOLIDAY GALA

The 2024 Heber Valley Chamber of Commerce Gala was an extraordinary evening, held at Zermatt Utah's Bernese Ballroom, celebrating the vibrant spirit of the local business community. The highlight of the night included honoring Lee's Marketplace as Business of the Year and presenting the prestigious Coleman-Kohler Lifetime Achievement Award to Kristy Bond for her remarkable contributions to the Heber Valley. Guests enjoyed a gourmet dinner before transitioning into a lively casino-themed game night, where attendees competed for exciting prizes. The event was a perfect blend of elegance, recognition, and fun, leaving all who attended inspired by the achievements and camaraderie that define the Heber Valley.





# Economic Development

## ECONOMIC SNAPSHOT

In 2024, Heber Valley's economy remained relatively stable. Some of the growth factors we saw in previous years were much more limited. Tax collections from consumer spending such as sales, restaurant, and transient room taxes saw modest single-digit growth. Our experience in Wasatch County is reflective of the state of Utah. Most counties reported similar findings. Additionally, unemployment remains relatively low at 3.5% despite a small 2.7 percent reduction in the number of jobs in the county. The tourism sector saw the largest loss in jobs at some 350, while trades and construction added more positions over the past 12 months. Efforts to stimulate the economy, especially in the Heber City downtown, stalled. However, in Midway City, we saw more growth around the Town Square with the addition of new stores surrounding the area. In 2024, the Deer Valley East Village was finally named, and the Grand Hyatt Deer Valley opened its doors to guests in November. Construction in that area is still on track to have a full opening of ski lifts and runs for the winter of 2025/2026.



## WASATCH BACK ECONOMIC SUMMIT

The 2024 Zions Bank Wasatch Back Economic Summit, held at the Grand Summit Hotel, was a comprehensive regional event in collaboration with Heber Valley Chamber, Park City Chamber, Heber City, Park City Municipal, Wasatch County, and Summit County. The Summit brought together experts, leaders, and community stakeholders to explore critical topics shaping the region's future. With keynote speaker Robert Spendlove from Zions Bank, the event featured diverse breakout sessions on transportation, affordable housing, economic growth, workforce development, and tourism marketing, highlighting challenges and opportunities for the Wasatch Back. Attendees gained insights into leveraging AI, understanding legislative impacts, and fostering sustainable economic practices. The summit provides a collaborative platform to address the evolving needs of the community, economy, and workforce, ensuring a vibrant and thriving Wasatch Back region.



## ECONOMIC DEVELOPMENT BY THE NUMBERS



**38,661**  
Population Estimated

**5.6%**  
Population Growth



**3.5%**  
Unemployment Rate

**\$104,853**  
Median Household Income



**\$902,000**  
Median Home Sales Price

**11.4%**  
Spanish Speaking Population



**-2.7%**  
Job Growth



# Noteworthy Projects

2024

## MINORITY INCLUSION

The Heber Valley Chamber advanced initiatives to support minority business owners and professionals. The new *Growing Together Mixers*, held three times this year, saw increasing attendance and fostered meaningful connections with Latino entrepreneurs. These events featured translators and Spanish-language website access to promote inclusivity. Partnering with the Utah Hispanic Chamber, we aim to expand these efforts further. Additionally, we collaborated with the Utah LGBTQ+ Chamber and Park City Chamber to host a *Wind Down Wednesday Mixer* at Encircle Heber, bringing together a great mix of professionals. The event's success has inspired plans for another collaboration in the spring of 2025, underscoring our dedication to inclusion and community development.

## HEBER CITY PLAZA DESIGN

In 2024, Heber City continued to roll out the city's Envision 2050 plan. Partnering with Heber City, we helped study ideas and opportunities to revitalize the downtown. Our office secured grant funding from the state to bring in Roger Brooks, a destination development expert, to help us design and plan a community gathering area within Main Street Park. Additionally, we studied the downtown business mix, including ways to attract local shops to the downtown area. We also studied downtown parking overlays to create a cohesive parking strategy for the entire downtown area. From the plans created, we'll be able to continue to attract new and existing businesses to the downtown.

## WASATCH BACK BUSINESS UNIVERSITY

New this year, we partnered with the Park City Chamber and Visitors Bureau to offer the first-ever Wasatch Back Business University (WBBU). This is a free benefit for members from either chamber to get quality business education and training. WBBU provides networking opportunities and insightful information to help businesses succeed. This program represents a growing partnership between our chambers as we strive to help Wasatch Back businesses thrive. Classes are monthly and alternate between Summit and Wasatch Counties making them convenient to attend.





**CHAMBER OF COMMERCE**  
**UNITE | CONNECT | PROMOTE**

475 N MAIN, HEBER, UTAH 84032  
435-654-3666 • [GOHEBERVALLEY.COM](http://GOHEBERVALLEY.COM)