

ANNUAL REPORT

2025



 **THE**
Heber
Valley UTAH

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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, Dedicated,
Solution-Oriented, 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 2025 Annual Report.

In 2025, our organization took an important step by realigning our guiding principles to support clearer, more consistent decision-making. As our valley continues to evolve, we recognize the need to anchor our work in values that reflect both who we are and where we are going.

At the heart of this realignment is a deep passion for building connections that help us explore, understand, and continually improve the Heber Valley. We also affirmed our role as thoughtful builders of the Heber Valley destination, ensuring growth honors our community's culture, heritage, and sense of place. Finally, we sharpened our focus on encouraging more local and visitor spending as a key economic driver that supports local businesses and long-term vitality.

These principles guide our work as we move forward—intentionally, collaboratively, and with purpose.



DALLIN KOECHER

Executive Director, Heber Valley Tourism and Economic Development



MARK NELSON

Chair, Heber Valley Tourism and Economic Development

ORGANIZATION

MARK NELSON Wasatch County (Chairman)

LISA ORME Midway City Council (Vice-Chair)

CORBIN GORDON Member At Large

D. SCOTT PHILLIPS Heber City Council

ERIK ROWLAND Wasatch County Council

ERICH SMITH Tax Advisory Board

SPENCER COLEMAN Chamber Advisory Board (Chairman)

HEBER VALLEY TOURISM AND ECONOMIC DEVELOPMENT

DALLIN KOECHER

Executive Director

JESSICA BROADHEAD

Deputy Director & Marketing Manager

JESSICA TURNER

Public Relations Manager

JANA BROWN

Destination Sales Manager

MISSY MAUGHAN

Membership Manager

ROB CANFIELD

Marketing Coordinator

NANCY OTOOLE

Grant Writer

KASEY GABEL

Office Manager

TAX ADVISORY BOARD

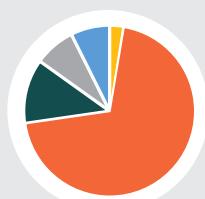
HEBER VALLEY CHAMBER

COMMUNITY ECONOMIC OPPORTUNITY ADVISORY BOARD

WASATCH ARTS COUNCIL

OUR BUDGET

REVENUES



TRANSIENT ROOM TAX

\$1,975,000

GRANTS

\$344,000

CHAMBER OF COMMERCE

\$218,000

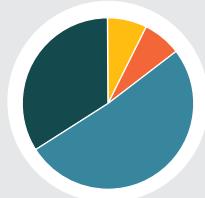
OTHER REVENUE

\$207,400

INTERLOCAL AGREEMENT

\$75,000

\$2,819,400



EXPENDITURES

TOURISM PROMOTION

\$1,410,068

OPERATIONS AND MAINTENANCE

\$936,000

ECONOMIC DEVELOPMENT

\$205,000

CHAMBER OF COMMERCE

\$197,775

\$2,748,843

2025 Tourism by the Numbers



WASATCH COUNTY

TRANSIENT ROOM TAX COLLECTION

2018	\$2,293,371
2019	\$2,424,364
2020	\$2,230,112
2021	\$2,879,973
2022	\$3,885,849
2023	\$3,971,091
2024	\$4,070,839
2025	\$4,133,057*

*Estimated

SALES TAX COLLECTION

2018	\$1,209,110
2019	\$1,343,794
2020	\$1,652,803
2021	\$2,102,875
2022	\$2,593,222
2023	\$2,467,556
2024	\$2,564,488
2025	\$2,662,569*

*Estimated

RESTAURANT TAX COLLECTION

2018	\$695,551
2019	\$707,488
2020	\$681,765
2021	\$944,742
2022	\$1,068,127
2023	\$1,195,321
2024	\$1,364,900
2025	\$1,484,079*

*Estimated

Heber Valley Tourism

CELEBRATING A YEAR OF GROWTH AND MILESTONES IN 2025

2,500,000^{}**

Visitors to Wasatch County's
3 State Parks



2,000,000^{}**

Visitors to Strawberry Reservoir

This year marked an exciting period of momentum for tourism in Heber Valley. With more than **2 MILLION** visitors to Strawberry Reservoir and nearly **304,000** attendees across **164** group events, our destination continued to attract travelers seeking authentic experiences and open space. Strong digital engagement—over **1.1 MILLION** website sessions and nearly **9,000** e-newsletter subscribers—paired with 86 group meeting RFPs, reflects growing awareness and demand for Heber Valley as a year-round destination.

Looking ahead, significant investment is shaping the future of tourism in the valley. Continued construction at Deer Valley East Village, the evolution of The Slopes development, and the Homestead's thoughtful renovation are elevating the visitor experience while honoring our roots. Alongside these developments, steady growth in transient room tax and restaurant tax collections—estimated at **\$4.13 MILLION** and **\$1.48 MILLION**—highlights tourism's increasing economic impact. Together, these wins reinforce a clear message: Heber Valley is growing with intention, strengthening our economy while preserving the character that makes this place unique.



133,000*

Passengers on Heber
Valley Railroad on

596*

Trains



45.7%*

Avg. Hotel Occupancy

\$476.68*

Avg. Daily Rate of
Hotel Room



8,923

Total Heber Valley
Tourism E-newsletter
Subscribers

1,148,273

Total Website Sessions

947,636

Unique Website Users



86

Group Meeting
RFPs

164

Total Events

303,948

Approx. Attendance at
Group Events

Chamber of Commerce

AWARDS 2025



BUSINESS OF THE YEAR THE INSURANCE CENTER

The Insurance Center has been named the Heber Valley Chamber's Business of the Year for its long-standing dedication to serving the community. As an independent agency representing more than 60 carriers, they've spent decades helping local families and businesses find the right coverage with professionalism and care.

Their commitment goes far beyond insurance. The Insurance Center is an active Chamber supporter, consistently investing in community events and local initiatives. Their sponsorships, including generous support for the Wasatch County School District programs, underscore their commitment to enhancing the Heber Valley and empowering the next generation.



2025 BUSINESS OF THE MONTH

JANUARY	UTAH VALLEY UNIVERSITY
FEBRUARY	Edward Jones® Edison Christofferson
MARCH	Timp Top
APRIL	Grannys Drive In
MAY	WASATCH CAPS
JULY	ART'S POOL & Spa Services
AUGUST	Growing Light Montessori School
SEPTEMBER	Heber FIT BODY BOOT CAMP
OCTOBER	MOUNTAIN ELITE MASSAGE SANCTUARY & WELLNESS
NOVEMBER	Folklore BOOKSHOP
DECEMBER	switchback SPORTS

COMMUNITY PARTNER WASATCH COUNTY LIBRARY

The Wasatch County Library has been named Community Partner of the Year for its exceptional dedication to learning, connection, and creativity in the Heber Valley. More than a traditional library, it serves as a vibrant community hub, offering an expansive collection alongside unique resources such as local history archives and innovative programs that inspire curiosity at every age. From early-literacy initiatives like 1,000 Books Before Kindergarten to hands-on STEAM workshops, teen activities, and adult learning opportunities, the library continually enriches life across the valley.

What truly sets the Wasatch County Library apart is its commitment to accessibility and community engagement. Through homebound delivery, Spanish-language resources, digital tools, and welcoming spaces for meetings and events, the library ensures every resident has a place to learn, gather, and grow. Its strong partnership with schools, civic organizations, and cultural programs reflects a team deeply invested in strengthening the Wasatch County community.





CHAMBER AMBASSADOR MINDY TURNER

Mindy Turner, outgoing General Manager of the Zermatt Resort in Midway, is being honored with this year's Chamber Ambassador Award for her outstanding leadership and professionalism. During her tenure, she elevated guest experiences, strengthened team culture, and helped position Zermatt Resort as one of the valley's premier hospitality destinations.

In addition to her professional accomplishments, Mindy has been a dedicated member of the Chamber Advisory Board, offering valuable insight and consistently supporting key initiatives. Her commitment to collaboration and her passion for strengthening local businesses make her a truly deserving recipient of this award.

COLEMAN- KOHLER LIFETIME ACHIEVEMENT AWARD **DANNY LABRUM**

We are honored to recognize Danny Labrum as this year's Coleman-Kohler Lifetime Achievement Awardee, celebrating his decades of leadership, service, and generosity in the Heber Valley. As president of Labrum Auto Group, Danny has built more than a successful dealership. He has built a legacy rooted in uplifting others, consistently investing his time and resources to strengthen the community he loves.

Danny's impact is evident in his commitment to empowering local youth and educators, particularly through his signature Cool2Care initiatives. For more than a decade, he has awarded vehicles to deserving Wasatch High School students who demonstrate kindness, determination, and strong character. The program expanded to honor outstanding teachers with a year-long vehicle lease, complete with fuel and insurance, recognizing the vital role educators play. Danny serves on the Wasatch Education Foundation board and supports student entrepreneurship as a director for Invest Nest, a CAPS program funding high school startups. Through these efforts and countless quiet acts of service, Danny's influence reaches far beyond his business, uplifting families and strengthening the heart of the Heber Valley.



Chamber BY THE NUMBERS



11

Ribbon Cuttings

363

Total Chamber Members

97

New Chamber Members

\$70,000

Funds from Annual Sponsorship
Packages



500

Total Attendees at the Ask Heber
Community Expo

\$9,900

Total Proceeds Earned at the Golf
Tournament

140

Number of Golfers at the Tournament

\$9,118

Total Proceeds from the
Main-to-Main Race



399

Number of Runners at the Race

Chamber of Commerce

LUNCHEONS & MIXERS 2025



Month	Chamber Luncheons	Business Mixers Hosted By
JANUARY	Annual Report & State of the Valley	Rocky Mountain Chocolate Factory
FEBRUARY	-	Mountain Elite Massage
MARCH	Networking Game	Neighbors of Heber Valley Magazine & Granny's Drive In
APRIL	-	Black Rock Mountain Resort
MAY	What's Happening in Wasatch	Spruce Personalized Decor
JUNE	-	Edward Jones by Edison Christofferson
JULY	Service Project	-
AUGUST	-	Heber Valley Railroad
SEPTEMBER	Meet the Candidates	Wasatch Back Beauty Lab
OCTOBER	-	Black Rock Event Center & Utah Outliers
NOVEMBER	Networking & Planning for 2026	The Pretzel Connection & Hungry Bunny Bakery
DECEMBER	-	Midway Mercantile & Heber Valley Chamber

2025 CHAMBER SPONSORS

PLATINUM SPONSORS		
GOLD SPONSORS		
GOLD SPONSORS		
GOLD SPONSORS		
GOLD SPONSORS		
GOLD SPONSORS		
SILVER SPONSORS		
SILVER SPONSORS		
SILVER SPONSORS		
SILVER SPONSORS		

Chamber of Commerce

EVENTS 2025

ASK HEBER VALLEY COMMUNITY EXPO RECAP

The third annual Ask Heber Valley Community Expo was a strong success, further establishing the event as a meaningful connection point between local businesses and residents. Held at the Wasatch County Recreation Center, the Expo welcomed hundreds of community members and nearly 80 booth vendors representing local businesses, nonprofits, and community organizations.

The purpose of the Expo is simple but powerful—to bring people closer to the businesses that serve them and encourage residents to “try local first.” Feedback from both vendors and attendees reinforced the value of having so many services and products showcased in one place, helping residents better understand the depth and diversity of Heber Valley’s local economy.

This year’s event expanded its offerings with increased vendor capacity, enhanced food options, and family-friendly amenities, creating an engaging and welcoming atmosphere for all ages. The Expo’s success was made possible through strong partnerships, dedicated volunteers, and a committed Chamber team working together to strengthen community connection and support local business growth.



CHAMBER GOLF TOURNAMENT RECAP

The 13th annual Heber Valley Chamber Golf Tournament once again lived up to its reputation as the valley’s most fun golf event! Held at the stunning Wasatch Mountain State Park Lake Course, players were treated to beautiful scenery, perfect summer weather, and lively activities hosted by local businesses at each hole. With a delicious lunch, great company, and generous raffle prizes from our sponsors, the tournament was a rewarding day of fun, networking, and community spirit. Thank you to all who participated, sponsored, or volunteered to make the 2025 tournament another memorable success.



CHAMBER ICE CREAM SOCIAL

The Heber Valley Chamber’s 2025 Ice Cream Social was a joyful celebration of community and local business at the Heber Market on Main, where 20 Chamber businesses hosted booths with creative toppings and treats. With plenty of smiles, great conversations, and delicious Roonies Ice Cream, the event served 800 cups throughout the evening, offering a fun and flavorful reminder of the strong connections that make the Heber Valley such a special place.

Economic Development

ECONOMIC SNAPSHOT

Wasatch County's economy continued to show steady and encouraging momentum in 2025, marked by job growth, wage increases, and sustained visitor activity. The county's workforce remains diverse, with the top five industries by employment being Government (2,083 jobs, 17% of the labor force), Leisure and Hospitality (2,008 jobs, 17%), Construction (1,906 jobs, 16%), Trades (1,831 jobs, 15%), and Education (1,482 jobs, 14%). Together, these sectors reflect both the service-oriented and infrastructure-driven nature of our local economy.

Overall, employment grew by 2.7% in 2025, outpacing statewide job growth and signaling strong local economic resilience. Wages increased by 6.3% over the same period, though average household wages in Wasatch County remain below the state average—highlighting ongoing opportunities to support higher-paying jobs and local career pathways.

Commuting patterns continue to present a challenge, with more than 14,000 residents commuting out of the county daily, compared to approximately 5,900 commuting in. At the same time, tax collections showed modest growth, led by increases in sales and restaurant taxes, while transient room tax remained flat despite visitation growth. In 2025, Heber Valley welcomed more than 868,000 destination visitors—an increase of roughly 20,000 over the previous year—underscoring the importance of aligning tourism growth with broader economic development goals.

Sources: DWS, Placer.AI

WASATCH BACK ECONOMIC SUMMIT

The Wasatch Back Economic Summit hosted at the Grand Hyatt Deer Valley was a successful and impactful event, bringing over 300 business leaders, community members, and regional stakeholders together to better understand the economic forces shaping our future. Presented by Zions Bank, the Summit was centered on the theme "*Embracing Understanding, Empowering Our Future*," with a focus on providing high-quality information to support better decision-making.

Through keynote presentations and breakout sessions, attendees gained insight into economic trends, historical context, and current political and economic strategies affecting the Wasatch Back region. While some of the data highlighted real challenges, the Summit emphasized human ingenuity, collaboration, and innovation as key drivers for navigating change.

The event reinforced the importance of information as a foundation for inspiration and action, equipping attendees to prepare for what lies ahead and identify new opportunities for growth. The success of the Summit was made possible through strong sponsorship support and the dedicated efforts of the planning team, helping position the Chamber as a trusted convener of insight and dialogue. The Summit continues to be a key partnership bringing the Park City Chamber of Commerce and the Heber Valley Chamber together.

ECONOMIC DEVELOPMENT BY THE NUMBERS



39,000

Population Estimated

3.1%

Unemployment Rate



\$115,000

Median Household Income





\$1,200,000
Median Home Sales Price

12%
Spanish Speaking Population



2.9%
Job Growth



Noteworthy Project

2025



MEMBER PORTAL

The Heber Valley Chamber Member Portal is a new centralized online space that helps members stay connected, informed, and engaged throughout the year. Created exclusively for current Chamber members, the portal adds value to membership by making it easier to communicate, share updates, and promote businesses.

One of the portal's primary roles is improving communication between the Chamber and its members. It serves as a reliable channel for sharing Chamber news, updates, and initiatives.

The Member Portal also gives businesses an easy way to share their own news. Members can post announcements, promote special offers, and highlight important updates with fellow Chamber members.

Key features of the Member Portal include business posting tools, member-exclusive deal submissions, announcement sharing, and access to support resources to help members make the most of the platform. The portal is designed to be simple and accessible, making it useful for businesses of all sizes and industries.





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