ANNUAL REPORT 2014

Celebrating a 125-Year History
Heber Valley Tourism and Economic Development (HVTED) embraces a 3-fold approach to strengthening business and community. As the official promotional office of Wasatch County, we also oversee the Heber Valley Chamber of Commerce.

The population of Wasatch County continues to climb as evidenced by a 2014 U.S. Census report which shows that Heber City is the third-fastest growing micropolitan city in the United States. While growth can often present challenges, the Heber City area was also ranked as Utah’s safest community and was listed as one of America’s top-ten small towns by livability.com. Perhaps now more than ever, the Heber Valley is being recognized for unparalleled quality of life which includes abundant outdoor recreational opportunities.

One of the key indicators to our economy’s vibrancy is the number of visitors staying in our lodging properties. With a good mix of leisure and business travelers seeking a memorable escape from the large cities, our Heber Valley lodging partners offer a wide-range of accommodations and services. To date, the transient room tax—which is generated from overnight stays—has increased approximately 18 percent since last year.

Overall, we are pleased with the direction our economy is going. With new business relocation and expansion occurring almost monthly, we believe we are creating a solid foundation for years to come. As economic development is a team-sport, we would like to thank our local elected officials and the business community for their tremendous contributions and support. We look forward to continuing exceptional partnerships moving forward.

Best Regards,

Ryan Starks, Executive Director

On behalf of the Heber Valley Tourism and Economic Development board of directors, I would like to thank the many partners who have helped make 2014 a great year in Wasatch County.

Having a strong economic base is paramount to sustaining our unique quality of life. With the support of many local businesses, community organizations, and committed city and county leaders, we have been able to weather difficult periods and take new steps towards increasing our economic prosperity.

The board and staff of Heber Valley Tourism and Economic Development is committed to supporting local businesses which are the lifeblood of our economy. As demonstrated in this report, we are taking thoughtful measures to enhance the quality of life we all enjoy.

Thanks for the support of so many partners in making 2014 another great year.

Sincerely,

Steve Farrell, Wasatch County Council
Chairman of Heber Valley Tourism and Economic Development
Rapid population growth has been a theme for the Heber Valley during the past several years. In fact, the Wasatch County population has grown by more than 65 percent since 2000. In 2014, Heber City was ranked as the third-fastest growing micropolitan city in the United States while Wasatch County continued to be the fastest growing county in Utah. Heber City was also ranked the eighth-best small town in the United State by livability.com. Wasatch County was ranked as Utah’s third-healthiest county in 2014.

2014 HIGHLIGHTS

- The Heber Valley was mentioned in over 250 news stories from news media all around the country.
- The Heber City area was ranked as Utah’s Safest Community by www.movoto.com and was listed as one of America’s Top Ten Small Towns by www.livability.com.

- Zion’s Bank built a new main street building to accommodate the growth of the Heber City area.
- Mountain Valley RV Park was built and opened up to the public. This upscale RV Park is the only Ten/TenStar/Ten Good Sam rated resort in Utah and one of only a few in the Intermountain West.

VISITOR CENTER

“During 2014 we had over 4,800 guests visit the Heber Valley Visitor’s Center. The most rewarding part of my job is to hear someone say ‘Wow, I never knew there was so much to do here. We are going to have to spend a few extra days in the Heber Valley.’”

- Jessica Broadhead, Office Manager
The Heber Valley brand is spreading throughout various parts of the world through unique tradeshows and strong partnerships! In 2014, HVTED staff participated in various domestic and international tradeshows to promote the Heber Valley as a premier family vacation experience.

01 Boston Ski Show
Connected with 100’s of ski enthusiasts from Boston, one of Utah’s hottest ski markets.

02 Met with more than 1,000 tourism & travel consumers at this Utah-based tradeshow.

03 Adventure and Gear Expos (Spring & Winter)
Promoted the Heber Valley to 100’s of outdoor and adventure enthusiasts who love hiking, biking, climbing, fishing, and all other outdoor activities.

04 Presented the Heber Valley message to key influencers in the motor coach and United States travel industry.

05 Go West International Summit
Conducted one-on-one meetings with dozens of foreign tour operators to develop business and travel opportunities with international travelers.

06 Created Heber Valley's first-ever partnership with Ski Utah—the winter marketing arm for the State of Utah. Placed multiple online and print ads in various national platforms.

07 Travel Guides
Sent over 1,400 travel guides to people throughout the world.
FAM TOURS

The Heber Valley story is best told by experiencing it. To this end we hosted nine Familiarization tours with travel writers, bloggers, tour operators, and other members of the media to give them a first hand experience of our valley. This lead to several quality stories in local and national publications.

1. Family Vacation Critic
   Diana Meyer
   1/27-30

2. International Freelance Writer
   Alessandra Mattanza
   1/28

3. Twopeasandtheirpod Blogger
   Maria Lichty
   2/7

4. Park City Conceigers
   Tour of Heber Valley Railroad
   2/13

5. Scout Tours (European Tour Operator)
   Ludger Bracht
   4/2

6. Southern California Blogger
   Jill Parkin
   6/19

7. Utah Office of Tourism
   Heber Valley Fam Tour
   6/20

8. Female Travel Writers
   Girls Gone Utah
   6/27

9. Wild Rooster Tours
   (Chinese Tour Operator)
   Tokeyi Townsend
   10/9

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Over 1,400 Travel Guides sent Worldwide in 2014

Heber Valley Tourism Blog
unique views in 2014: 2,383

Art to Adventure
posts on a range of topics from creating entertaining and informative content on adventure & activities available in the Heber Valley

Monthly Tourism Newsletters sent in 2014: 3,800

Number of Facebook Likes:
2,304 in 2011
13,561 in 2012
20,919 in 2013

21,400 in 2014

with an additional 1,400 on our Keep it Local page

Number of followers on Twitter: 315
Filming in the Heber Valley continues to be attractive to local and national film directors for a variety of reasons including iconic western structures, beautiful mountain ranges, and unique pioneer era homes and buildings. In 2014, the following were filmed in the Wasatch County:

- Samsung Galaxy Commercial
- Let it Go - Alex Boye and One Voice Childrens Choir
- Let it Go - Frozen Piano Guys (The Piano Guys)
- Red Bull Promotional Shoot at Homestead Crater
- Park City TV

Make a Splash in the Heber Valley

In addition to these films, Heber Valley Film Commission continues to seek strengthen relationships with the Utah Film Commission in order to provide a quality experience for the productions that come to the Heber Valley.
BUSINESS OF THE YEAR

During the Business and Economic Summit, the Heber Valley Chamber honored the 2014 Business of the Year: Heber Valley Medical Center. This award came as the result of HVMC’s recent expansion in services and quality.

BUSINESS AND ECONOMIC SUMMIT

Local businesses had the opportunity to participate in the Heber Valley Business and Economic Summit in September. The summit provided useful breakout sessions on topics ranging from public relations, to trail development, to tourism development near Deer Valley Ski Resort. The summit feature two keynote speakers: Lt. Governor Spencer Cox and former NFL great Chad Lewis. The event culminated with a competitive golf tournament at Wasatch Mountain State Park.

MONTHLY LUNCHEES

Members of the Heber Valley Chamber gather for a monthly lunch to network, promote their businesses, and receive training from a variety of speakers and presenters. Some of presenters from 2014 include: Tom Stone, Guild Mortgage; Cory Edwards, Social Media Director at Adobe; Rocky Fischer, President of dentalmarketing.net; and time management expert “Cowboy” Jack Eckins.

CALENDAR

Members of the Heber Valley Chamber received an exclusive Heber Valley calendar featuring some of the area’s most scenic photos. These calendars helped drive awareness of local events while reminding people of the beautiful corners of the Heber Valley.

DAY OF GIVING

The Heber Valley Chamber co-sponsored a Day of Giving campaign with the Wasatch Community Foundation. This partnership raised enough money to provide two college scholarships to Wasatch High School students.

NEWSLETTERS

The Heber Valley Chamber sends business updates and newsletters to more than 1,000 local businesses. These newsletters recap successful events and also provide the opportunity for businesses to make announcements to other businesses.
SHOP LOCAL SATURDAY AND TREE LIGHTING CEREMONY

The Chamber also sponsored Heber Valley’s second-annual shop local Saturday and tree lighting ceremony. This year, roughly 400 people gathered in Midway’s community center to celebrate the lighting of the town square and to enjoy various musical performances from talented local choirs and performing groups. A total of 35 local businesses participated in the shop local campaign and many saw a significant increase in traffic as a result of the campaign.

HEBER VALLEY UNPLUGGED

For the second year, the Heber Valley Chamber sponsored the Unplugged program and partnered with 101 community and business partners to promote an active summer lifestyle to local residents. Upon completing a fun activity, a family could receive a “brag badge” from a sponsoring business. Ultimately, thousands of brag tags were awarded to more than 1,200 participants.

RIBBON CUTTINGS

New and expanding businesses often celebrate by participating in ribbon cutting ceremonies. In 2014, the Heber Valley Chamber joined many businesses in opening new doors, including:

- Zion’s Bank
- Ignition Graphix
- Dottie’s Kolache Co.
- Bobby Lawrence Karate
- Duke Brothers Horses
- McDonald’s
- Good Life Pet Center
- Bring Your Own Pet
- GDA Engineers
- Heber Valley Medical Center Dialysis Center
- Abbington Assisted Living Center

HEBER VALLEY BUSINESS SPOTLIGHTS:

MRS. CALL’S CANDY CO.

Mrs. Call’s Candy Co. decided to expand its facilities, and in 2014, finished a new state-of-the-art manufacturing facility to increase the production of chocolates, caramels, and other sweets. Utah Governor Gary Herbert toured the new facility and was impressed with the innovation of owners Devin Bybee and Scott Maxfield.

HEBER VALLEY MEDICAL CENTER

In addition to adding new programs such as the outpatient physical therapy office, the aquatics rehab program, and the Dayspring Medical Detox service, the Heber Valley Medical Center organized a community fundraiser to provide dialysis services to the Wasatch Back community. The hospital now offers dialysis services for up to eight full-time patients.

UVU SOUNDSTAGE

Utah Valley University has expanded its digital media program to the Wasatch Campus and has invested into a world-class sound stage for digital productions. This equipment and program has attracted students from across the state and from China to be trained in this growing industry.
NEW BUSINESSES AND JOBS

The business sector in the Heber Valley continues to grow each year. With more new businesses coming to the area, shopping dollars are staying local and more jobs are being created. In 2014, several new businesses opened doors or broke ground, including the Heber Valley Medical Center’s new aquatics & physical therapy center, Ignition Graphix, Zion’s Bank, Dottie’s Kolache Co., Mountain Valley RV, and many more. In 2015, more business expansion and job creation is expected as Wasatch County continues to attract new and expanding businesses.

BUSINESS EXPANSION AND RETENTION

Heber Valley Tourism and Economic Development was the recipient of a business development grant from the Utah Governor’s Office of Economic Development. This grant helped support 200 visits to local businesses to assess needs and opportunities for businesses to thrive.

ECONOMIC DEVELOPMENT

The Heber Valley continues to be one of the nation’s fastest growing communities. Such growth brings new opportunities for businesses to relocate and expand into “one of the nation’s hottest boomtowns.”
POPULATION GROWTH

In 2014, the U.S. Census Bureau ranked Heber City as the third-fastest growing micropolitan city in the United States. The population continues to grow at a rapid pace and is expected to nearly double within the next 25 years.

SALES TAX

Sales tax in Wasatch County increased 2.92 percent in 2014 from 2013 totals.

LOCAL TAXES

To gauge the level of economic activity in Wasatch County, we track local transient room, restaurant, and sales tax numbers in Wasatch County. Each of these indicators provides a measure of our economy’s sustainability. The tax numbers are gathered and reported quarterly in some instances, so a final collection for 2014 won’t be reported until March of 2015.

UNEMPLOYMENT RATES

The economic base in the Heber Valley has seen a steady increase of business growth and consumer spending. A large portion of the growth is in the retail sector. New businesses have enhanced the tax base and have created new jobs, resulting in unemployment rates in Wasatch County nearing all-time lows. In 2014, the unemployment rate in Wasatch County dipped as low as 3.4 percent as compared to 9.8 percent just four years ago.

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RESTAURANT TAX

The County Restaurant Tax is remitted to Wasatch County two months after being collected from the Utah State Tax Commission. The tax collected during the first three quarters of 2014 represents an increase of 9.28 percent from 2013.

<table>
<thead>
<tr>
<th>WASATCH COUNTY - Restaurant Tax</th>
<th>2013/2014</th>
<th>2013/2014</th>
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<tbody>
<tr>
<td>(Note - Tax deposits are for the tax collected two months prior. Example: March deposits are for January’s collections)</td>
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<tr>
<td>(This report reflects the collection period, not the deposit period)</td>
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<td></td>
<td>2013/2014</td>
<td>2013/2014</td>
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<td>% Change</td>
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<td>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 30,293.65 30,293.65 46,714.63 46,714.63</td>
<td>54.21%</td>
<td>54.21%</td>
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<tr>
<td>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 17,675.60 47,369.25 34,719.92 81,434.55</td>
<td>69.76%</td>
<td>69.76%</td>
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<tr>
<td>MARCH 26,174.01 62,130.37 19,891.73 71,427.16 43,844.12 85,217.93 35,598.03 81,434.55 51,535.43 99,505.46 47,704.01 129,338.56</td>
<td>81.76%</td>
<td>81.76%</td>
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<tr>
<td>APRIL 10,229.27 72,359.64 19,152.40 90,579.56 22,509.10 107,727.03 25,438.94 106,874.07 17,675.60 47,969.25 34,719.92 81,434.55</td>
<td>30.67%</td>
<td>30.67%</td>
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<td>MAY 25,582.91 114,780.47 40,146.10 166,863.92 44,726.34 126,717.82 71,427.16 126,717.82 43,844.12 126,717.82 71,427.16 126,717.82</td>
<td>29.78%</td>
<td>29.78%</td>
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<td>JUNE 25,408.40 140,888.57 28,802.65 195,670.17 33,141.07 224,958.25 37,660.09 224,958.25 35,968.03 224,958.25 37,660.09 224,958.25</td>
<td>11.34%</td>
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<td>JULY 31,678.31 171,867.19 29,440.47 125,110.64 31,599.54 240,440.92 34,425.94 240,440.92 35,968.03 240,440.92 34,425.94 240,440.92</td>
<td>11.87%</td>
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<td>AUGUST 35,185.15 207,052.34 40,781.30 265,190.34 40,997.12 281,438.04 35,968.03 281,438.04 35,968.03 281,438.04 35,968.03 281,438.04</td>
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<td>SEPTEMBER 18,743.58 225,795.92 18,645.44 284,537.38 25,438.94 284,537.38 25,438.94 284,537.38 25,438.94 284,537.38 25,438.94 284,537.38</td>
<td>8.17%</td>
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<td>OCTOBER 14,638.53 240,194.45 23,734.26 308,271.64 24,731.54 335,634.54 31,601.00 335,634.54 31,601.00 335,634.54 31,601.00 335,634.54</td>
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<td>0.00%</td>
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</table>

Some locations report monthly and others report quarterly causing an inconsistency in the amount reported each month.
TRANSPORT ROOM TAX (TRT)

Heber Valley is becoming one of Utah’s favorite tourist destinations. With a limited staff and an ever-growing lodging market, Heber Valley is doing more with less to generate room-night revenue for Wasatch County. As of 2012, Wasatch County ranked 7th out of 29 counties for transient room revenues collected. These revenues continue to support our local economy. As of the first three quarters of 2014, the transient room tax increased by 18.75 percent from 2013.

### WASATCH COUNTY - Transient Room Tax

(Note - Tax deposits are for the tax collected two months prior. Example: March deposits are for January’s collections)

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<tbody>
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<td>41,121</td>
<td>180,076</td>
<td>150,445</td>
<td>143,705</td>
<td>216,707</td>
<td>11.57%</td>
<td>11.57%</td>
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<tr>
<td>FEBRUARY</td>
<td>30,990</td>
<td>72,111</td>
<td>34,160</td>
<td>214,236</td>
<td>186,442</td>
<td>203,851</td>
<td>6.32%</td>
<td>438,220</td>
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<tr>
<td>MARCH</td>
<td>23,283</td>
<td>95,394</td>
<td>119,119</td>
<td>333,356</td>
<td>150,439</td>
<td>186,442</td>
<td>21.57%</td>
<td>252,995</td>
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<td>APRIL</td>
<td>3,895</td>
<td>44,862</td>
<td>38,052</td>
<td>377,302</td>
<td>177,886</td>
<td>205,036</td>
<td>11.57%</td>
<td>217,990</td>
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<tr>
<td>MAY</td>
<td>10,072</td>
<td>127,464</td>
<td>34,160</td>
<td>333,356</td>
<td>177,886</td>
<td>205,036</td>
<td>11.57%</td>
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<td>79,940</td>
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<td>412,536</td>
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<td>251,995</td>
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<tr>
<td>JULY</td>
<td>22,143</td>
<td>192,558</td>
<td>79,702</td>
<td>626,804</td>
<td>105,220</td>
<td>686,559</td>
<td>10.00%</td>
<td>831,883</td>
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<td>53,631</td>
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<td>78,674</td>
<td>842,761</td>
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<td>SEPTEMBER</td>
<td>44,130</td>
<td>290,319</td>
<td>54,061</td>
<td>680,865</td>
<td>105,220</td>
<td>626,804</td>
<td>11.57%</td>
<td>90,016</td>
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<td>OCTOBER</td>
<td>28,943</td>
<td>319,263</td>
<td>38,715</td>
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<td>105,220</td>
<td>626,804</td>
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<td>30,187</td>
<td>364,494</td>
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<td>923,678</td>
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<td>626,804</td>
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<td>127,995</td>
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<tr>
<td>DECEMBER</td>
<td>66,866</td>
<td>416,315</td>
<td>120,534</td>
<td>923,678</td>
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<td>626,804</td>
<td>11.57%</td>
<td>127,995</td>
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ECONOMIC DEVELOPMENT

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<td>APRIL</td>
<td>3,895</td>
<td>44,862</td>
<td>38,052</td>
<td>377,302</td>
<td>177,886</td>
<td>205,036</td>
<td>11.57%</td>
<td>217,990</td>
</tr>
<tr>
<td>MAY</td>
<td>10,072</td>
<td>127,464</td>
<td>34,160</td>
<td>333,356</td>
<td>177,886</td>
<td>205,036</td>
<td>11.57%</td>
<td>55,964</td>
</tr>
<tr>
<td>JUNE</td>
<td>42,951</td>
<td>170,415</td>
<td>79,940</td>
<td>492,476</td>
<td>120,499</td>
<td>412,536</td>
<td>6.32%</td>
<td>251,995</td>
</tr>
<tr>
<td>JULY</td>
<td>22,143</td>
<td>192,558</td>
<td>79,702</td>
<td>626,804</td>
<td>105,220</td>
<td>686,559</td>
<td>10.00%</td>
<td>831,883</td>
</tr>
<tr>
<td>AUGUST</td>
<td>53,631</td>
<td>246,190</td>
<td>54,624</td>
<td>626,804</td>
<td>78,674</td>
<td>842,761</td>
<td>11.57%</td>
<td>775,488</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>44,130</td>
<td>290,319</td>
<td>54,061</td>
<td>680,865</td>
<td>105,220</td>
<td>626,804</td>
<td>11.57%</td>
<td>90,016</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>28,943</td>
<td>319,263</td>
<td>38,715</td>
<td>719,581</td>
<td>105,220</td>
<td>626,804</td>
<td>11.57%</td>
<td>123,155</td>
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<tr>
<td>NOVEMBER</td>
<td>30,187</td>
<td>364,494</td>
<td>82,157</td>
<td>923,678</td>
<td>120,499</td>
<td>626,804</td>
<td>11.57%</td>
<td>127,995</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>66,866</td>
<td>416,315</td>
<td>120,534</td>
<td>923,678</td>
<td>120,499</td>
<td>626,804</td>
<td>11.57%</td>
<td>127,995</td>
</tr>
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</table>

Total Transient Room Tax 416,315.80

2013/2014 416,315.80

2014/2014 963,062.99

1,113,876.46

1,215,009.69

1,287,900.00

1,382,202.62

14.74%
## 2014 Calendar of Events

- **Wasatch County Demolition Derby**: July 26, 8,200
- **7 mile Circuit Bike Race**: July 26, 60
- **Wasatch County Fair Days**: July 28 - August 2, 3,500
- **Mt. Valley Stampede Rodeo**: August 1 - 2, 6,791
- **Keetley Music Festival**: August, 325
- **Tour of Utah**: August 7 - 10, 460
- **Heber Valley Fly Fishing Festival**: August 9, 160
- **Double Dollar Livestock World Series Team Roping Events**: August, 320
- **2014 UGA Women’s Senior Amateur Championship**: August 18 - 19, 82
- **DOXA ThreeLay**: August 22, 75
- **Summit Challenge Bicycle Ride**: August 23, 120
- **Midway Swiss Days**: August 29 - 30, 78,000
- **Soldier Hollow Classic Sheep Dog Championship & Festival**: August 29 - September 1, 28,000
- **Dirty Dash 5K Fall Run**: September 13, 8,500
- **Tour of Heber Road Bike Ride**: September 20, 135
- **Double Dollar Livestock World Series Team Roping Events**: September, 115
- **Homestead Harvest Moon Hootenanny**: September, 221
- **Woman of Steel Relay**: September 26 - 27, 125
- **Provo River Watershed Festival**: September 27, 2014, 350
- **PCSA Fall Regatta, No Coast Championship**: Sept, 120
- **Dressage Region 5 Championship**: Sept, 175
- **PRCA Wilderness Circuit Rodeo Finals**: October 23 - 25, 2,628
- **Heber Valley Western Music & Cowboy Poetry Gathering**: October 30 - November 2, 10,535
- **Turkey Trot Fun Run/Walk 5K throughout Midway**: November 27, 1,115
- **Midway Boosters Swiss Christmas**: December 5 - 6, 3,500
- **Cottages for the Children**: December 5 - 6, 2,500
- **North Pole Express**: November 28 - December 24, 21,500

### APPROXIMATE TOTALS OF ATTENDEES & PARTICIPATION

349,206
**EVENT CALENDAR**

Special Events: The Heber Valley is home to dozens of small and large events that attract visitors from all corners of the earth. Some of the popular events include annual events like rodeos, car or livestock shows, Heber Valley Western Music and Cowboy Gathering, the Heber Valley Pow Wow, Swiss Days and the Soldier Hollow Sheepdog Classic.

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**EVENT SPOTLIGHT**

**HEBER VALLEY WESTERN MUSIC & COWBOY POETRY GATHERING**

This year marks the 20th anniversary of the Heber Valley Western Music and Cowboy Poetry gathering which featured dozens of performances from popular groups such as Home Free and the Bar J Wranglers. This year, 10,502 tickets were sold which helped the event organizers provide programs, scholarships, and support to 4,100 elementary school students.

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**EVENT SPOTLIGHT**

**ICE CASTLES**

More than 60,000 visitors came to admire the rare ice castles at Soldier Hollow, located in Midway, during a two-month period. Musical groups such as the Piano Guys, Alex Boye, and Lexi Walker and the One Voice Children’s Choir created viral music videos from within the walls. Among the hundreds of press stories generated from the ice castles were feature write-ups in USA today.