



FOR IMMEDIATE RELEASE
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Heber Main to be a burst of Colors

Heber City Main Street will be getting a boost of color this summer as the first steps of a commitment to revitalize and beautify the downtown corridor.

On Wednesday, April 11, in conjunction with Heber City Mayor, Kelleen Potter, and the Heber Valley Chamber of Commerce, a group of business owners, concerned citizens and city staff gathered at the Heber Valley Chamber Office to launch the newly formed Main Street Beautification Committee.

In this inaugural meeting, the 16-member committee discussed the needs for such a group, past beautification efforts and what goals and plans they would like to see in the future. In the short term the group agreed that adding more flowers around the trees and in the planter boxes would be the most achievable goal before the summer season hits.

“Our initial focus is the low-lying fruit. Cleaning up and planting flowers at the city building and in the planters along Main Street is inexpensive and will help get some momentum to keep moving forward,” said Potter.

Adding flowers to Main Street is just one of the many short-term ideas that came from the group to begin this process. Ideas such as keeping the holiday tree lights on throughout the winter, a planter box adoption program, and incentivizing businesses to beautify their own shops through friendly competitions or awards could be done quickly.

As Main Street is a Utah Department of Transportation owned road, the mayor indicated that Heber City has limited say on the mechanics of the road but feels like creating a more inviting and beautiful downtown would add vibrancy and identity. Longer term visions of tree-lined medians down Main Street and working with UDOT on speed limit adjustments will take careful planning to achieve.

Ryan Starks, executive director of the Heber Valley Chamber also noted that over the coming months a new wayfinding system will be installed, with phase one to be completed this summer.

“We are excited to begin phase one of the valley-wide wayfinding sign system to help draw attention and direct visitors and residents to many of our wonderful amenities throughout the valley,” said Starks. “All this effort from beautification to signage is to create a welcoming atmosphere”

Phase one of the system will begin in Heber City and then move out to Midway and the County in subsequent phases. It will include a family of different sized signs, including larger “Welcome” signs at the entrances to the valley.

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This newly formed committee is reminiscent of the Community Alliance for Main Street (CAMS) group that existed for about seven years. The CAMS group had similar goals to help keep Main Street viable, safe and attractive.

Tom Stone, who works and owns two buildings on Main Street, was a member of the CAMS group and said he welcomes the efforts of the Mayor and the city to help Main Street thrive.

The mayor said this group will continue to meet, gather community input and work to raise funds to make Main Street a place where locals will want to be. Those interested in participating in the committee and volunteering can contact Jessica Broadhead at robin@gohebervalley.com. The next committee meeting will be May 9, at 12 pm at 475 N. Main. Follow the Chamber of Commerce and Heber City Facebook pages for updates and details.

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As Utah's Backyard Adventure, the Heber Valley office of Tourism, Economic Development and Chamber of Commerce (HVTED) works to promote the Heber Valley and Wasatch County as an excellent destination to live, learn, work, and play for travelers and businesses from Utah and beyond. By providing the local businesses with resources they need to succeed, HVTED helps to stimulate the local economy through tourism, partnerships, and proactive communication. Connect with the #HeberValley at www.gohebervalley.com.

