

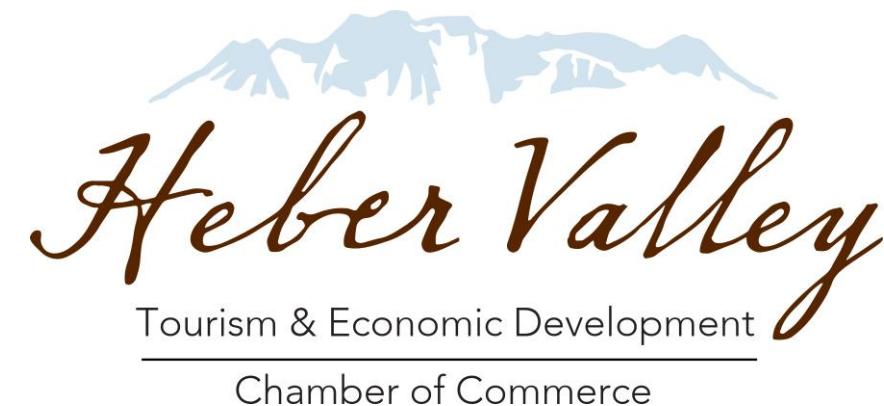
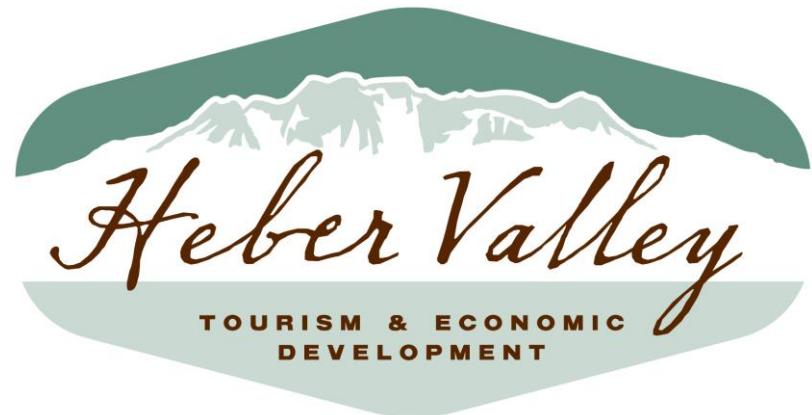


Who are we

Heber Valley Tourism, Economic Development, and Chamber of Commerce



Our Brand



The place to GO

Our Brand



TARGET AUDIENCES



ELITE ADVENTURER

Eastern edge of the Wasatch Mountains from Deer Valley to Sundance



50/50 FAMILY

The Valley proper from Jordanelle to Deer Creek Reservoir



BACKCOUNTRY ADVENTURER

The wilderness of Strawberry Reservoir and the Uinta Mountains



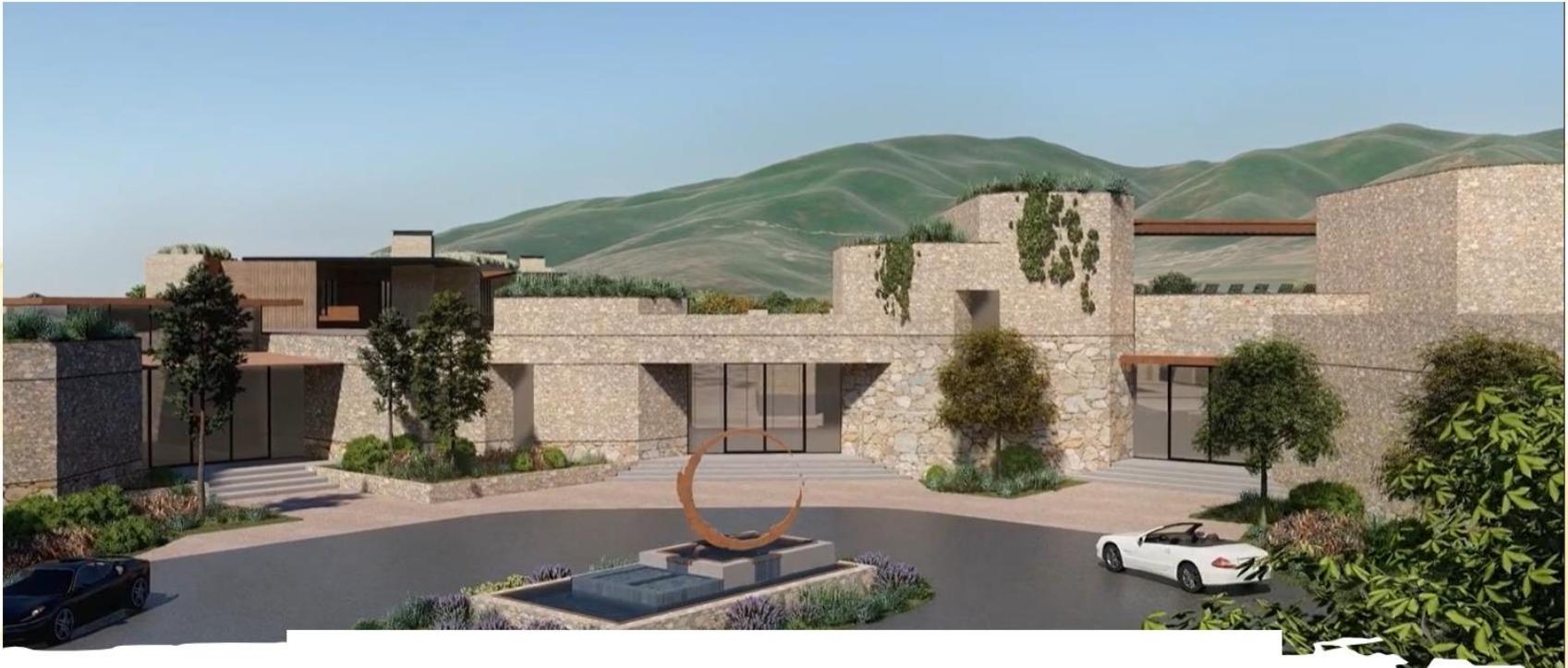
Mayflower



 **THE**
Heber
Valley UTAH

The place to GO

AMEYALLI – Midway



APRIL
2023

Construction of Residences
and Clubhouse commence

DECEMBER
2023

Completion of initial
Residences

MAY
2024

Completion of Clubhouse
and Amenities

**THE**
Heber
Valley UTAH

The place to GO

SUMMER MARKETS

Primary Markets

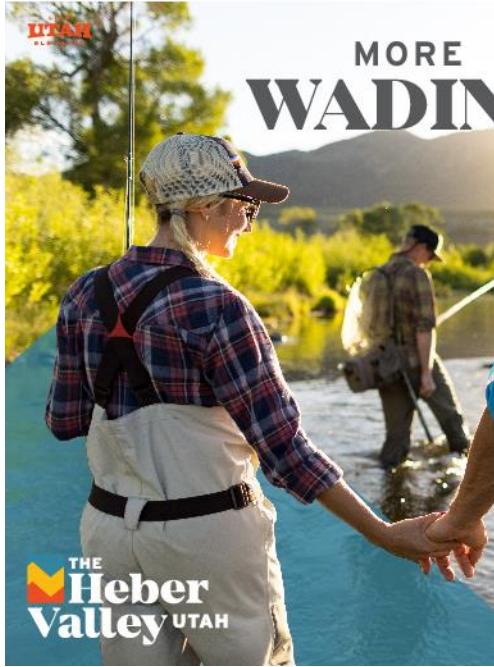
- Los Angeles
- Phoenix
- Las Vegas
- Denver
- Dallas

Emerging Markets

- Boise
- San Jose
- Seattle
- San Diego
- Portland



SUMMER CAMPAIGN CREATIVE

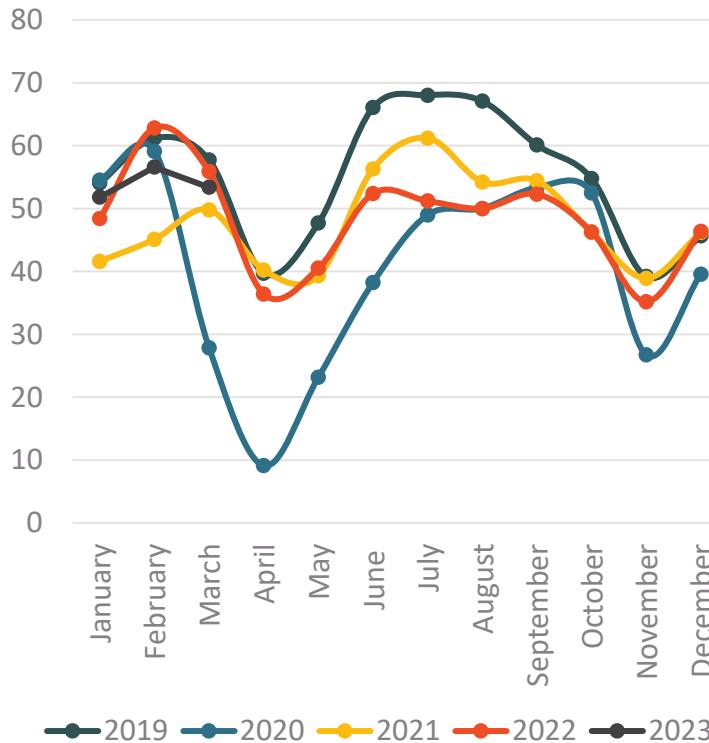


 **THE**
Heber
Valley UTAH

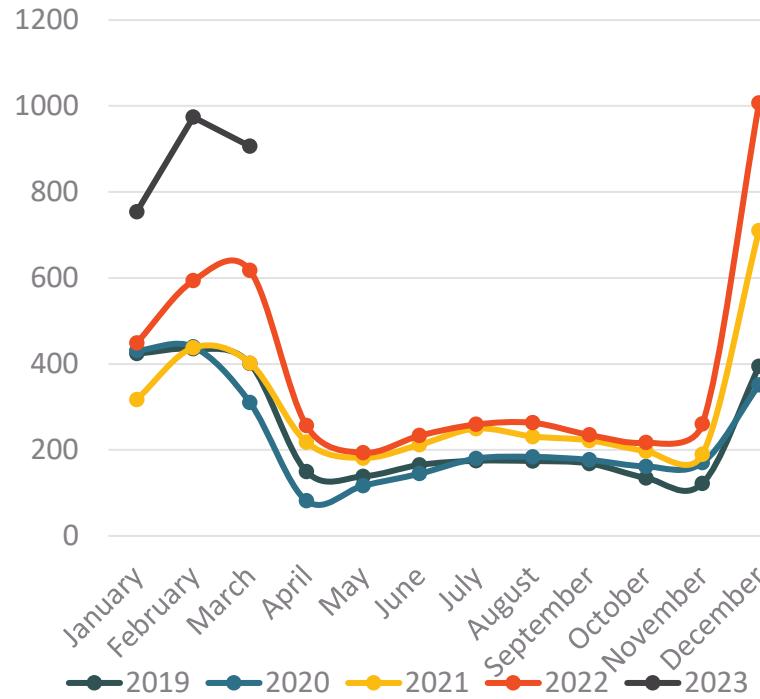
The place to GO

Data Comparison

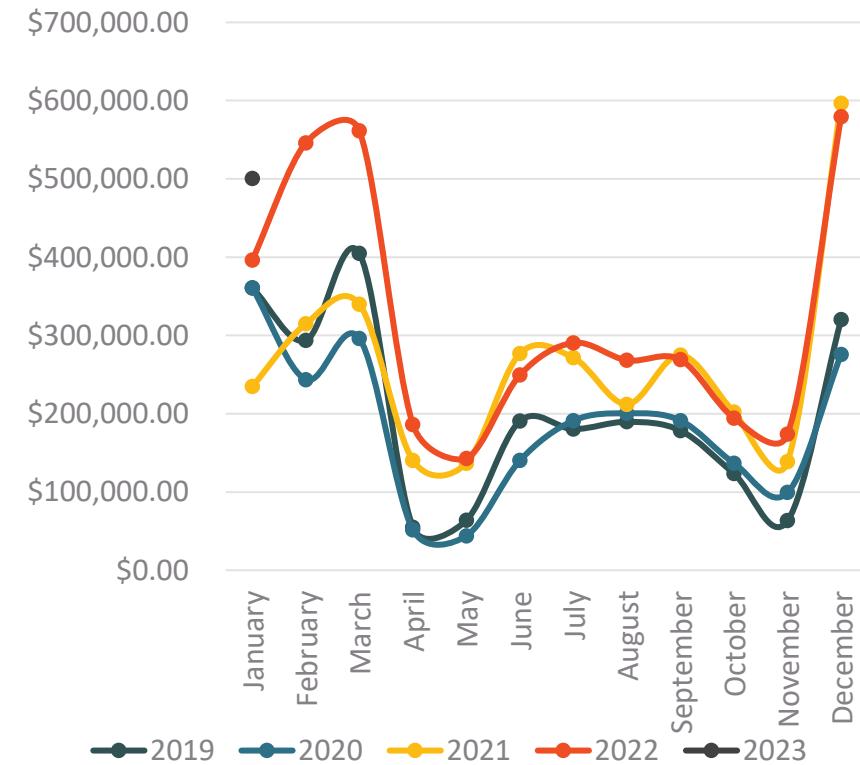
Occupancy Rate



Average Daily Room Rate



Transient Room Tax



Visitor Spending

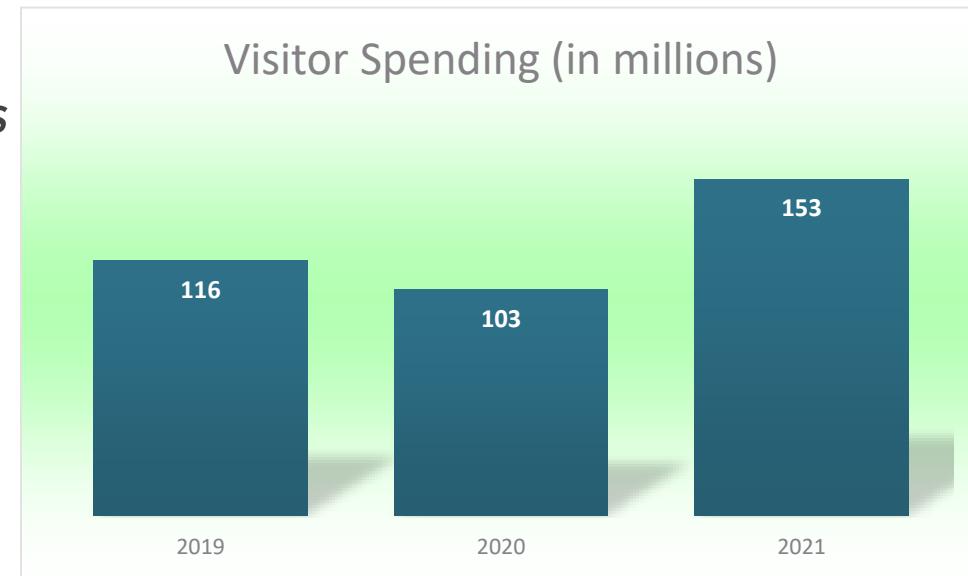
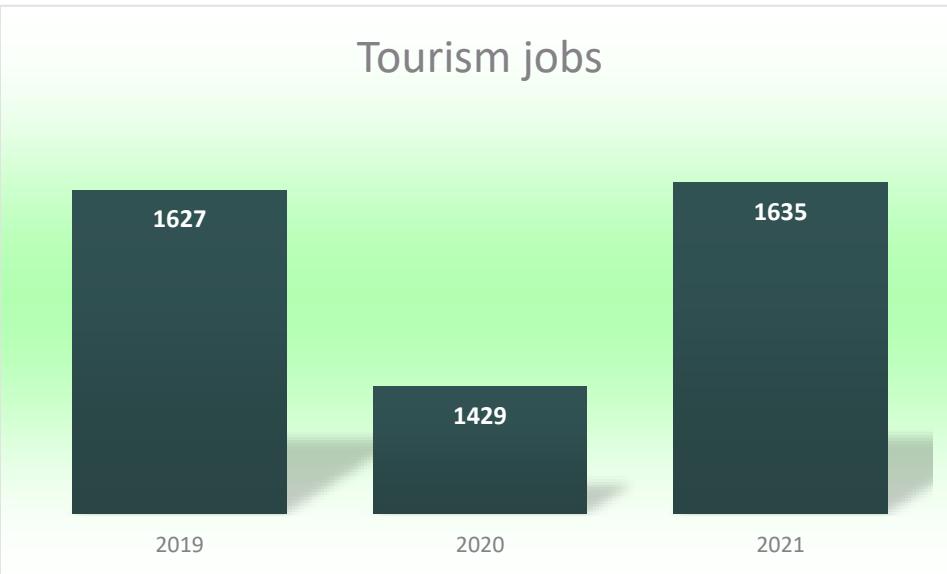
Visitation -

- Approximately 300,000 event visitors annually
- 1.7 million visitors to the state parks
- 1.0 million visitors to Strawberry Reservoir

Average Daily Rate - \$358

Year-Round Hotel Occupancy - 48.25%

- 46% of all Sales Tax Revenue comes from Visitors*



New Initiatives

1. Expanded Role of the Tourism Tax Advisory Board
2. Overhaul of Gohebervalley.com
3. Downtown Destination Development
4. Using VR In meetings promotion



Destination Development and Partner Relations Team



Camille Johnson

Celina Sinclair

Grant Specialist

Destination Lead

DAY 56

- Partner Engagement
- Zoom and Zooming
- Coverage
 - Connecting Utah Tour
 - UAC Building Utah
 - UAC Spring Conference
 - One Utah Summit
 - Westo
 - Manila HS Presentation
- Internal Comms (within State)



State Agencies

Partnership Focus: Collaboration

- Division of Outdoor Recreation
 - Grants and Committees
- Public Lands Policy Coordinating Office
 - Zion VUMP
 - Arches Timed Entry
- UDOT
 - State Scenic Byway Committee
- Governor's Office of Economic Opportunity- Outreach Managers



DESTINATION DEVELOPMENT

- EDA Grants
- Community Surveys
- Develop Resources
- Share non-UOT Resources
 - Action Plan Assistance
 - Community Education



EDA- ARPA Funds

Feasibility/Economic Impact Studies - Grant awardees will receive technical assistance from a qualified consultant to study and analyze the feasibility and/or current or projected impact of a tourism asset or type of tourism. **Up to \$50,000**

Product Development Studios - supports new product development by providing applicants with training opportunities and consulting services focused on a specific type of tourism product. Recipients of the grant will receive technical assistance from a qualified consultant(s) to focus regional and local efforts on product development and management. This grant will convene stakeholders to create a shared vision, organization, and strategy for the development, marketing, and management of specific products, amenities, or activities. **Up to \$50,000**

Implementation Grants - supports local tourism investment by providing eligible applicants to \$25,000 in grant funding to implement non-construction action items found in strategic plans to increase a destination's management, marketing, and development abilities. **Up to \$25,000**

Current Opportunities

- Community Assessment- \$12,500 *partner match*
- Strategic Destination Planning- \$20,000 *partner match*
- Destination Branding - \$12,500 *partner match*

Contracts end this fall and in Coraggio, HUB and Roger Brooks

EDA GRANTED \$3.7M TO UTAH

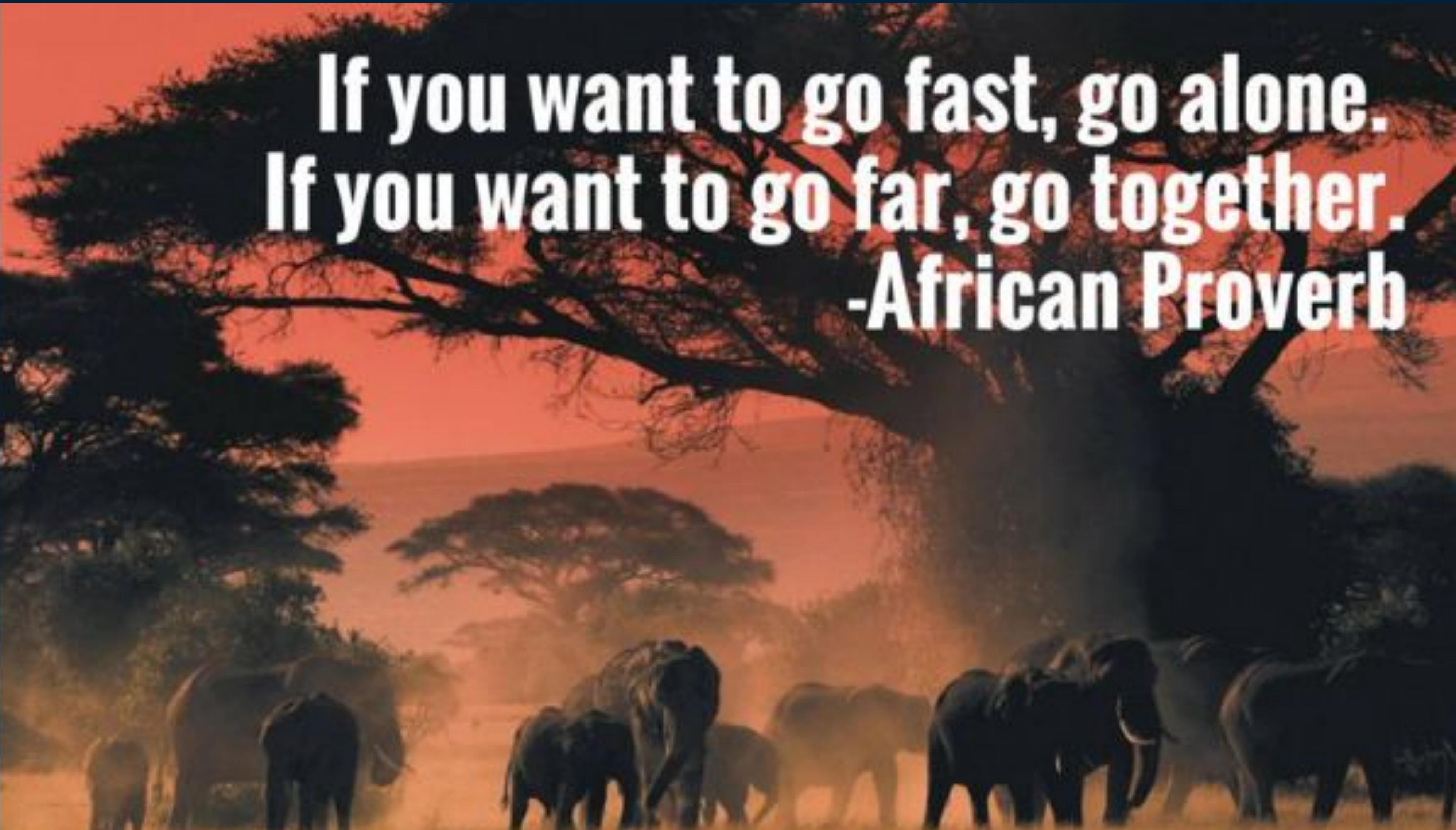
EDA awarded \$510 million in non-competitive grant funding directly to states and territories based on levels of economic injury, defined as employment loss and share of state GDP in the Leisure and Hospitality sectors (NAICS 71&72)



EDA GRANTED \$3.7M TO UTAH

To accelerate the recovery of the nation's tourism sector, the Economic Development Administration developed the **Travel, Tourism, and Outdoor Recreation** grants, providing \$750 million to government and non-profit partners



A photograph of a sunset over a savanna landscape. The sky is a warm orange and red, with silhouettes of acacia trees against the horizon. In the foreground, a herd of elephants is walking across the dry, golden grass. The scene conveys a sense of natural beauty and the importance of community.

If you want to go fast, go alone.
If you want to go far, go together.
-African Proverb



GUTS AND GLORY

2023 Pioneer Partner
Utah Tourism





2022 At A Glance

Payout & Charitable contributions

Rodeo:	\$812,850
Young Guns:	\$105,000
Scholarships:	\$20,000
Fan Prizes:	\$18,500
Other:	\$15,000
Total:	\$970,000

All New KSL Expo
30,000 sqft Pavilion
for interactive exhibits, vendors and the Heritage Club

Fan Rating 9/10



Tickets

46,456
Tickets Issued
↑ 0%

Broadcast

729,000 59%

Viewers 

Utah's economic impact

\$2.55 M
Economic Impact on the Region
* \$285K Lodging
* \$2.27M Non-Residents



THE STRATEGY

This is Utah

THE CAMPAIGN

Utah: The Untamed West

The image shows three vertical posters for the Utah Days of '47 Rodeo, part of the "Utah: The Untamed West" campaign. The posters are set against a light gray background with a red vertical border on the right.

- PUT YOUR BOOTS ON**: Features a cowboy on a bucking horse. Text at the bottom: "JULY 20-23 & 25 UTAH STATE FAIRPARK UTAHDAYSOF47RODEO.COM". Logos: QR code, "GET TICKETS", and "UTAH DAYS '47 RODEO PRESENTED BY ZION'S BANK".
- THE AUTHENTIC WEST**: Features a cowboy on a horse in a desert landscape. Text at the bottom: "JULY 20-23 & 25 UTAH STATE FAIRPARK UTAHDAYSOF47RODEO.COM". Logos: QR code, "GET TICKETS", and "UTAH DAYS '47 RODEO PRESENTED BY ZION'S BANK".
- GUTS AND GLORY**: Features a cowboy on a horse in a desert landscape. Text at the bottom: "JULY 20-23 & 25 UTAH STATE FAIRPARK UTAHDAYSOF47RODEO.COM". Logos: QR code, "GET TICKETS", and "UTAH DAYS '47 RODEO PRESENTED BY ZION'S BANK".

91% Attendance

Thank you
to Utah,
the fans
& partners!



Exciting Changes for 2023 bringing more fans to Utah

➤ Official PRCA & WPRA Approved Event

- Over 2,000 contestants

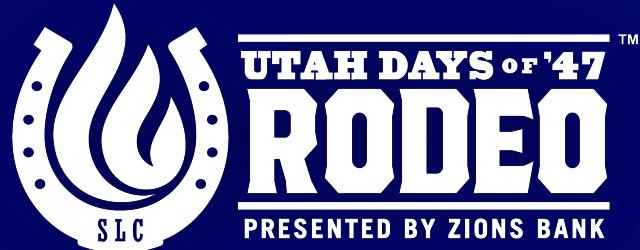
➤ Utah Rodeo Pioneer Week

- 2M in Prize Money

➤ Utah Team Penning Cup

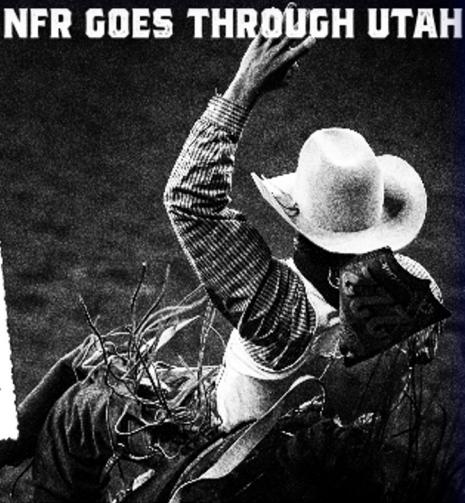
- 900 additional competitors





THE ROAD TO THE NFR GOES THROUGH UTAH

UTAH
PIONEER
RODEO
WEEK
JULY 19-24



• THREE RODEOS • FIVE DAYS •
• WITHIN 100 MILES •
ESTIMATED \$2 MILLION PAYOUT •



PLAYOFF
SERIES



WPRA

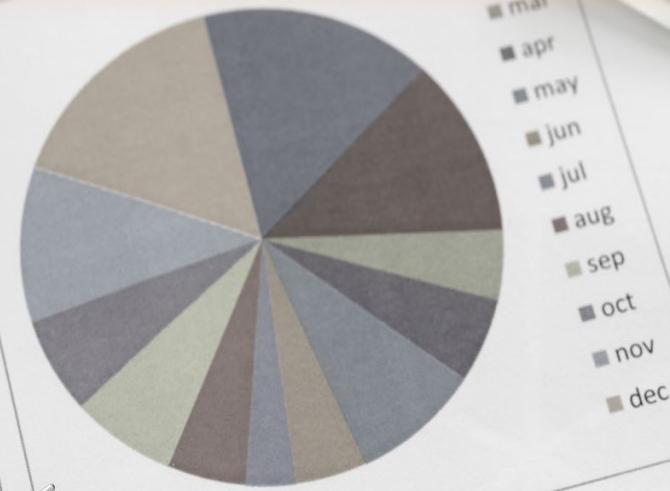
Team Penning



- Horseback teams of three sort cattle by numbers into a pen. Fastest time wins
- July 19–22, 2023
- Tooele will host event daily from 9–3
- Top three teams compete in evening UDO47 Event
- Expect 300 Teams
- Projected economic impact \$250,000



Economic and Fiscal Impact Analysis



Methodological Approach – 4 Phases

Dr. Patrick Riske

Director, Sports Business Program, Washington University in St. Louis

Founder/CEO, Sportsimpacts
Sports Business Contributor, FORBES.com





Straight shoot'in Real Economic Impact

- According to the theory behind Economic Impact assessments:
 - We should exclude spending by local residents.
 - Because these residents would more than likely spend their money elsewhere, locally, if Utah Days of '47 Rodeo did not happen.
- In short, because we must exclude spending by locals when calculating economic impact to avoid overestimating the impact of the event, we need to decipher what percentage of the audience was "local".

Fiscal TAX Impact Estimates

- Based on the estimated spending levels:
 - Total Fiscal Impact.....\$328,259
- Of this impact:
 - \$141,284 accrues to Salt Lake County
 - \$186,975 accrues to the state of Utah.

FISCAL IMPACTS			
Tax	Salt Lake County	State of Utah	Total
State Sales Tax	n/a	\$186,975	\$186,975
SLC County Tax	\$53,706	n/a	\$53,706
SLC Restaur Tax	\$10,792	n/a	\$10,792
SLC Hotel Tax	\$73,604	n/a	\$73,604
SLC Options Tax	\$3,183	n/a	\$3,183
Total	\$141,284	\$186,975	\$328,259



Direct and Total Impacts

Spending and Income

- **\$3.98 million Direct Spending**

FROM DIRECT TO TOTAL IMPACTS

IMPACT	Direct	Total
Spending	\$3,978,191	\$6,086,632
Income	\$3,182,553	\$4,869,306

- **\$6.09 million Total Spending**
 - The sum of Direct Spending + Multiplier Effects

- **\$4.87 million Total Income**

- The amount of Total Spending which will be retained in Salt Lake County as local income for workers, businesses, and local



GUTS AND GLORY



Thank You for supporting
Utah, Our heritage
And the western way of life!

