

SOLDIER HOLLOW BIKE FESTIVAL

MIDWAY, UT

Special Event Tool Kit

**YOUR NEXT EVENT IS
ABOUT TO GET REALLY
EXCITING**

The Heber Valley boasts endless views, majestic beauty, and recreational opportunities.

- » **Three State Parks**
- » **Three reservoirs**
Over 60 miles of hiking, biking, OHV and horseback riding trails just 5 minutes from downtown
- » **Fresh air and 360° mountain scenery**
- » **Endless recreational activities and shopping**
- » **Over 30 local eateries**



Popular Event Locations & Parks

Choosing the right venue for your event makes all the difference. Plan for parking, vendors, emergency vehicles, etc. Events that promote overnight stays typically draw larger crowds and more community support. Here is a list of popular event locations and parks around the valley.

- » **Heber City Main Street Park**
200 South Main Street, Heber
435.654.0757 | heberut.gov

- » **Midway City Parks**
Centennial Park: 100 N Center, Midway
Hamlet Park: 850 E Main, Midway
Valais Park: 240 E Burgi Lane, Midway
Town Square Park: 100 N Main, Midway
midwaycityut.org
- » **Rivers Edge**
7000 Old Hwy 40, Heber |
888.754.4049
riversedgeatdeerpark.com
- » **Wasatch County Events Center**
415 Southfield Road, Heber
435.657.3335 | wasatchcountyevents.com
- » **Wasatch County Southfield Park**
895 W 100 S, Heber | 435.657.3240
wasatchparksandrec.com

- » **Soldier Hollow Nordic Center**
2002 Soldier Hollow Lane, Midway
435.654.2002 | utaholympiclegacy.org
- » **Deer Creek State Park**
UT-314, Wallsburg | 435.654.0171
stateparks.utah.gov
- » **Jordanelle State Park**
515 UT-319, Heber | 435.649.9540
stateparks.utah.gov
- » **Wasatch Mountain State Park**
1281 Warm Springs Rd., Midway
435.654.1791 | stateparks.utah.gov
- » **River Bottoms Ranch**
1374 N River Rd, Midway
435.503.4379 | riverbottomsranch.com



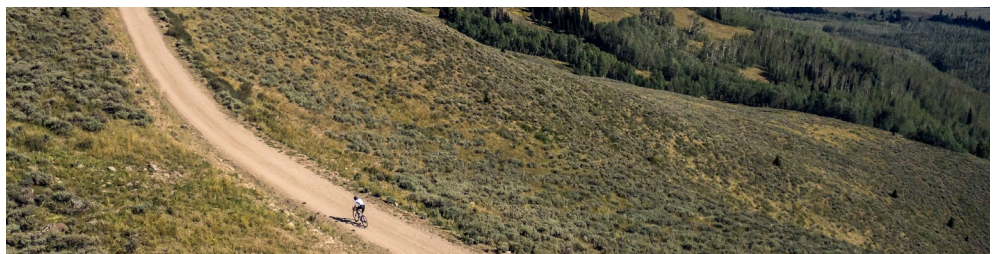
PLANNING

When planning an event in the Heber Valley, be sure to apply for the correct permit (city, county or state park). Multiple permits may be required. If needed, remember to obtain your business license 90-120 days before your event along with any necessary insurance and paperwork.

Major UDOT highways and road closures are difficult to coordinate for special events. Please check well in advance.

The timing of your event is also very important. Visit gohebervalley.com/events to see what other events happen during your requested event dates.

- » **WASATCH COUNTY**
Michelle Crook, 435.657.3190,
25 N Main Street, Heber
wasatch.utah.gov
- » **HEBER CITY**
Mindy Kohler, 435-654-0757,
75 N Main Street, Heber
heberut.gov
- » **MIDWAY CITY**
Melannie Egan, 435.654.3223,
75 N 100 W, Midway
midwaycityut.org
- » **JORDANELLE STATE PARK**
Jason Whittaker, 435.649.9540
stateparks.utah.gov
- » **WASATCH MOUNTAIN STATE PARK**
Jonathan Hunt, 435.654.1791
stateparks.utah.gov
- » **DEER CREEK STATE PARK**
Bruce Strom, 435.654.0171
stateparks.utah.gov
- » **UDOT**
Marshall Terry, 801.227.8017 or Jim
Winn, 801.222.3409
udot.utah.gov



KNOW YOUR LOCAL LODGING PARTNERS

Special group rates are available at our local hotels. Make sure to reserve well in advance to ensure availability.

- » **BEST WESTERN PLUS**
435-657-6500 | bestwestern.com
- » **BLACK ROCK MOUNTAIN RESORT**
435-575-1700 | blackrockmountainresort.com
- » **DANIELS SUMMIT LODGE**
800-519-9969 | danielssummit.com
- » **HOLIDAY INN EXPRESS**
435-654-9990 | ihg.com
- » **HOMESTEAD RESORT**
435-654-1102 | homesteadresort.com
- » **M STAR**
435-654-2150 | hotelsone.com
- » **MOUNTAIN VALLEY RV RESORT**
435-657-6100 | mountainvalleyrv.com
- » **RIVERS EDGE RESORT**
435-654-4049 | riversedgeatdeerpark.com
- » **SILVER SPRINGS LODGE**
435-503-7251 | silverspringslodge.com
- » **SWISS ALPS INN**
435-654-0722 | swissalpsinn.com
- » **ST. REGIS DEER VALLEY**
435-940-5700 | marriott.com
- » **TIMBER MOOSE LODGE**
801-574-3113 | timbermoose.com
- » **ZERMATT RESORT**
866-937-6288 | zermattresort.com



PROMOTE YOUR EVENT

Once you've received your permit for your event, share your event details:

gohebervalley.com/events

Other local promotional media outlets:

- » Facebook (groups)
- » Heber Valley Guide & Coupon Book
- » Heber Valley Life Magazine
- » irunutah.com
- » KTMP / KKUT (radio)
- » nowplayingutah.com
- » midwaycityut.org
- » utah.com
- » utahrunning.com
- » Wasatch Wave (newspaper)

Share your event details:

gohebervalley.com/events

