



DRAFT TOURISM AND MARKET STUDY

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# Proposed Eagle Mountain City Hotel

EAGLE MOUNTAIN CITY, UTAH



**SUBMITTED TO:**

Mr. Evan Berrett  
Eagle Mountain City  
1650 East Stagecoach Run  
Eagle Mountain City, Utah 84005  
EBerrett@Emcity.org  
+1 (801) 789-6645

**PREPARED BY:**

HVS Convention, Sports & Entertainment  
Facilities Consulting  
1035 Keystone Ave.  
River Forest, IL 60305  
+1 (312) 587-9900



Convention, Sports & Entertainment  
Facilities Consulting  
Chicago, Illinois

June 6, 2024

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1035 Keystone Ave.  
River Forest, IL 60305  
+1 312-587-9900  
+1 312-488-3631 FAX  
www.hvs.com

Mr. Evan Berrett  
Eagle Mountain City  
1650 East Stagecoach Run  
Eagle Mountain City, Utah 84005  
EBerrett@Emcity.org

Re: Proposed Eagle Mountain City Hotel  
Eagle Mountain City, UT

Dear Mr. Berrett:

Attached you will find our DRAFT Tourism and Market Study for Eagle Mountain City, UT.

We certify that we have no undisclosed interest in the property, and our employment and compensation are not contingent upon our findings. This study is subject to the comments made throughout this report and to all assumptions and limiting conditions set forth herein.

It has been a pleasure working with you. We look forward to hearing your comments.

Sincerely,  
HVS Convention, Sports & Entertainment  
Facilities Consulting

**DRAFT**  
Thomas Hazinski  
Managing Director

**DRAFT**  
David Preiss  
Project Manager



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# 1. Methodology and Key findings

## Nature of the Assignment

HVS Convention, Sports & Entertainment Facilities Consulting (“HVS”) conducted an analysis of lodging and tourism needs in support of potential hotel development in Eagle Mountain City, Utah. The potential lodging property could enhance the demand potential of Eagle Mountain City as a destination and allow it to capture overnight visitation to Utah County.

## Methodology

In accordance with the Scope of Services, HVS performed the following tasks:

1. David Preiss and Lauren M. Reynolds, CHIA from HVS traveled to Eagle Mountain, UT on March 19-20, 2024, for a site visit and client meeting. During this visit, they toured the city, viewed the potential lodging sites, met with the Eagle Mountain Chamber of Commerce and other key industry participants, and gathered relevant data. Additional interviews with key stakeholders have been conducted remotely. Kasia M. Russell, MAI, and Thomas Hazinski, MPP, participated in the analysis and reviewed the findings.
2. Analyzed the economic and demographic data that indicate whether and the extent to which the local market area supports the Proposed Eagle Mountain City Hotel development.
3. Gathered visitor statistics, including historical and future trends.
4. Visited and gathered data on existing visitor assets in Eagle Mountain, including the Pony Express Memorial Park Arena, golf courses, specialty parks, outdoor recreation, festivals and events, and short-term rentals.
5. Identified comparable markets to Eagle Mountain City that are further along in their respective development cycles.
6. Assess potential site areas in Eagle Mountain City that may be appropriate for the recommended hotel development.

HVS collected and analyzed all information contained in this report. HVS sought out reliable sources and deemed information obtained from third parties to be accurate.

## Data Sources

HVS uses analytics platform data (Placer.ai) to track visitation trends for key venues and locations, including seasonality, length of stay, hourly trends, visitor journey (where visitors went before and after), and economic and demographic data. Placer.ai provides mobility and foot traffic data through partnerships with

over 500 mobile apps and access to over 30 million devices. Using a proprietary extrapolation algorithm that accounts for potential biases in the data, Placer.ai uses a representative sample to produce location and visitor attribution data for the US. Placer.ai depends on daily and weekly quality checks and benchmarks against public and validated data sources such as credit card transactions and store revenue to ensure accuracy.

HVS used Esri Business Analyst Online (“Esri”) for local economic and demographic data. Esri is a well-regarded forecasting service that applies geographic information system technology (“GIS”) to produce extensive demographic, consumer spending, and business data analyses. Esri employs a sophisticated location-based model to forecast economic and demographic trends. Esri models rely on U.S. census data, the American Community Survey, and other primary research.

## Key Findings

### Market Area Overview

The Eagle Mountain City market is growing rapidly with a significant population increase. The economy of Eagle Mountain City and its employment have mostly focused on support services for the city’s residents and small business entrepreneurship. The city’s economy has begun to diversify, with its expansive vacant land now hosting data centers for large technology companies and significant growth in retail. Moreover, residential construction continues with multiple large-scale developments in progress. Eagle Mountain’s lodging supply is currently limited to short-term rentals with no hotels within the city limits. This creates an opportunity for hotel development, with retail and commercial developments currently in the planning stages.

### Tourism and Visitor Assessment

Eagle Mountain City is located in the Utah County regional tourism market. Within this market, Eagle Mountain City will compete primarily with the city of Saratoga Springs City based on a variety of factors, such as location, product offerings, and price point. It is important to note that tourism attractions within a region are more often complementary with various assets forming parts of a whole destination that attract visitors.

Eagle Mountain City has several primary tourism attractions and notable prospective tourism developments. The Lake Mountains surrounding Eagle Mountain City contain 86 miles of trails for mountain biking and hiking, as maintained by the local trail association. The Cory Wride Memorial Park is the recreational centerpiece of Eagle Mountain City’s recreation offerings and features a festival field that hosts large events such as Shopfest, baseball diamonds, tennis and pickleball courts, pavilions, a splashpad, and a playground. Pony Express Memorial Park’s arena is the home of the Eagle Mountain City rodeo ground.

Moreover, Wasatch Wing and Clay in nearby Cedar Fort is a popular hunting club that offers a variety of outdoor activities along with event space for social and corporate events. The Ranches Golf Club is a public 18-hole course that opened an event space named the Venues in December 2023.

Prospective venues are a part of housing developments under construction within the city limits as of the date of this study. Candlelight Homes is constructing an 8,970-home master-planned community that will feature multiple grass and turf soccer fields, enabling the city to host youth tournaments. A pump track for skateboarding and bikes is also under construction. In addition, the development will link up 31 miles of mountain biking trails, and outdoor gathering spaces will be constructed for social activities.

### **Comparable Market Analysis**

HVS studied tourism and commercial assets for cities in Utah that are further along in their lodging market development. The markets in our benchmark analysis are further in their respective development stages. As such, these markets have experienced superior growth relative to Eagle Mountain City. Development in these cities benefits from superior highway and interstate proximity.

### **Site Analysis**

HVS assessed potential sites for lodging development in Eagle Mountain City. Four site areas were assessed as part of this project, all of which are suitable for the development of a hotel site. Based on our criteria, we rated the downtown development the highest among the sites.

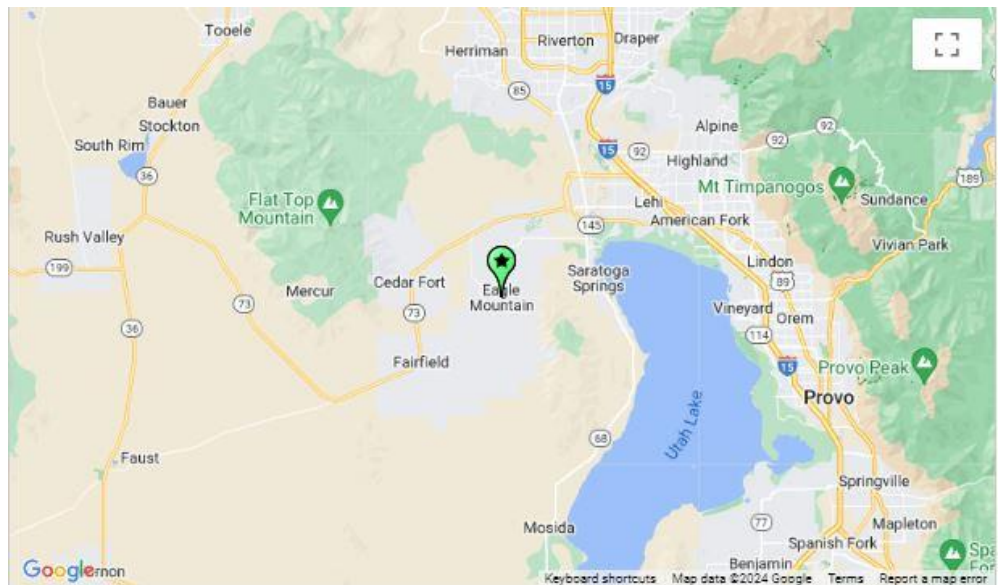
## 2. Market Area Overview

This market area analysis reviews economic and demographic data that describes the overall condition of the local economy in Eagle Mountain City, Utah. The economic trends indicate whether the growth of room night demand in the Eagle Mountain City lodging and tourism visitation will occur. We analyzed the following economic indicators: population, income, sales, workforce characteristics, employment levels, major businesses, airport access, driving access, and tourism attractions.

### Market Area Definition

The market area for a hotel consists of the geographical region that offers facility users transportation access, lodging, and other amenities. For this study, HVS defined the market area as the Metropolitan Statistical Area of Provo-Orem, UT, which includes the Utah counties of Juab and Utah. The following map shows the market area.

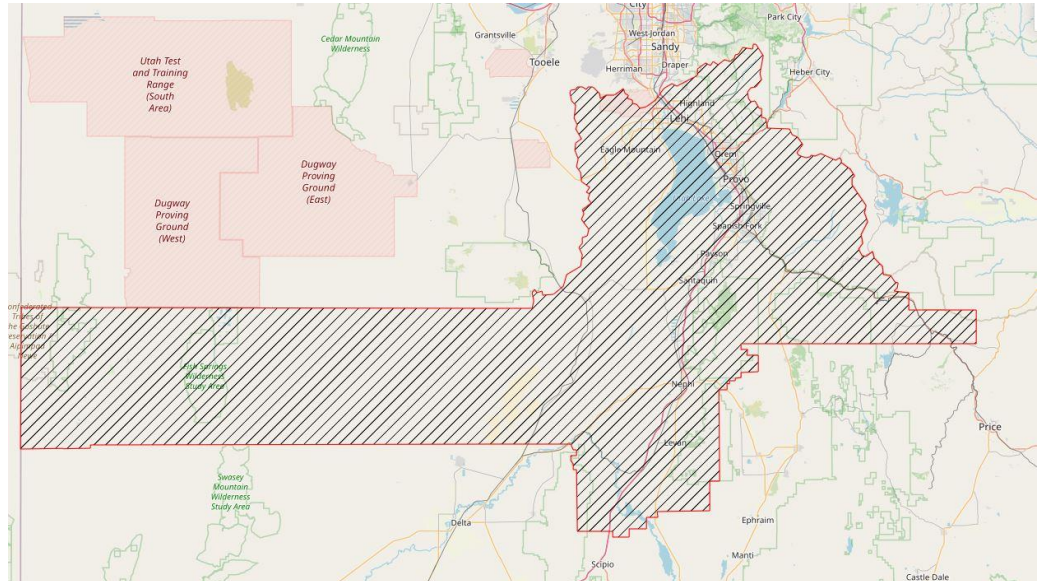
**MAP OF REGIONAL ACCESS ROUTES**



Source: Google Maps



### MAP OF THE MARKET AREA



Source: Esri

Eagle Mountain City is in the western part of Utah County. The city is bordered by the city of Saratoga Springs to the east, the Lake Mountains to the east and south, Cedar Fort to the west, and the Traverse Mountains to the north.

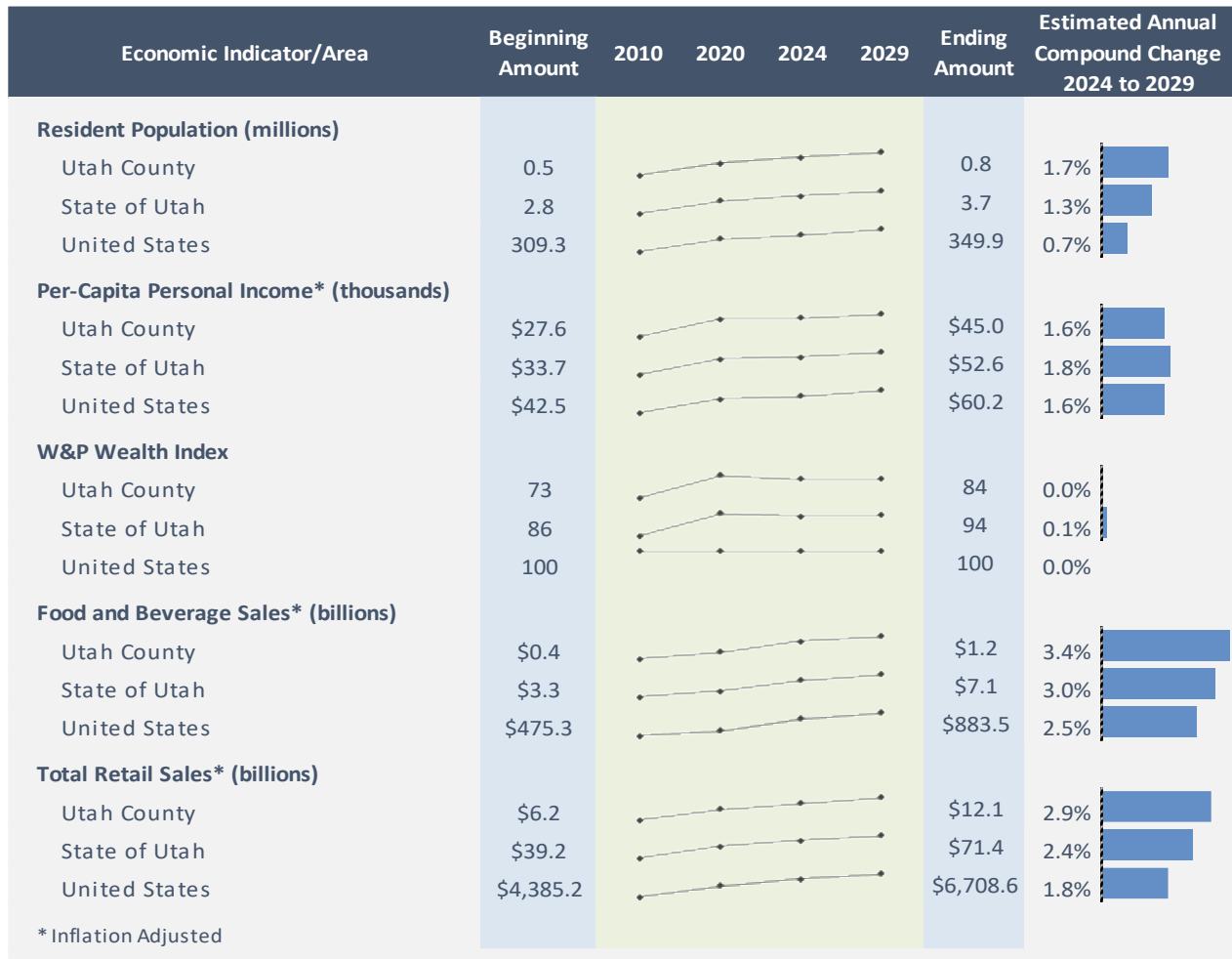
Eagle Mountain City was incorporated as a town in 1996 and then reclassified as a city in 2001. In 2011, White Hill was annexed, expanding Eagle Mountain City's total land area to 50.4 square miles. The city is growing rapidly, with the population more than doubling between 2010 and 2020, surpassing 50,000 residents in 2022. The population is anticipated to surpass 200,000 residents by 2060, which has created an environment for the growth of businesses and other entities to support this anticipated population boom. Large-scale housing developments are underway, with more than 17,000 lots ready for residential development and 15,000 lots permitted.

### Economic and Demographic Review

HVS used the Complete Economic and Demographic Data Source published by Woods & Poole Economics, Inc. as a primary source of economic and demographic statistics for this analysis. Woods & Poole runs a well-regarded forecasting service that uses a database containing more than 900 variables for each county in the nation. Their regional model yields forecasts of economic and demographic trends. Census data and information published by the Bureau of Economic Analysis are the basis for historical statistics. Woods & Poole uses these data to formulate projections, and the group adjusts all dollar amounts for inflation to reflect real change.



**FIGURE 2-1  
ECONOMIC AND DEMOGRAPHIC DATA SUMMARY**



Source: Woods & Poole Economics, Inc.

Utah County's population is growing faster than the state of Utah and the national average. The median income is growing at about the same rate as the other geographic areas, with the wealth index projected to grow at similarly flat rates. Food and Beverage Sales and Retail sales are projected to grow faster than the state and national averages.

**FIGURE 2-2**  
**EAGLE MOUNTAIN CITY ECONOMIC DATA SUMMARY**

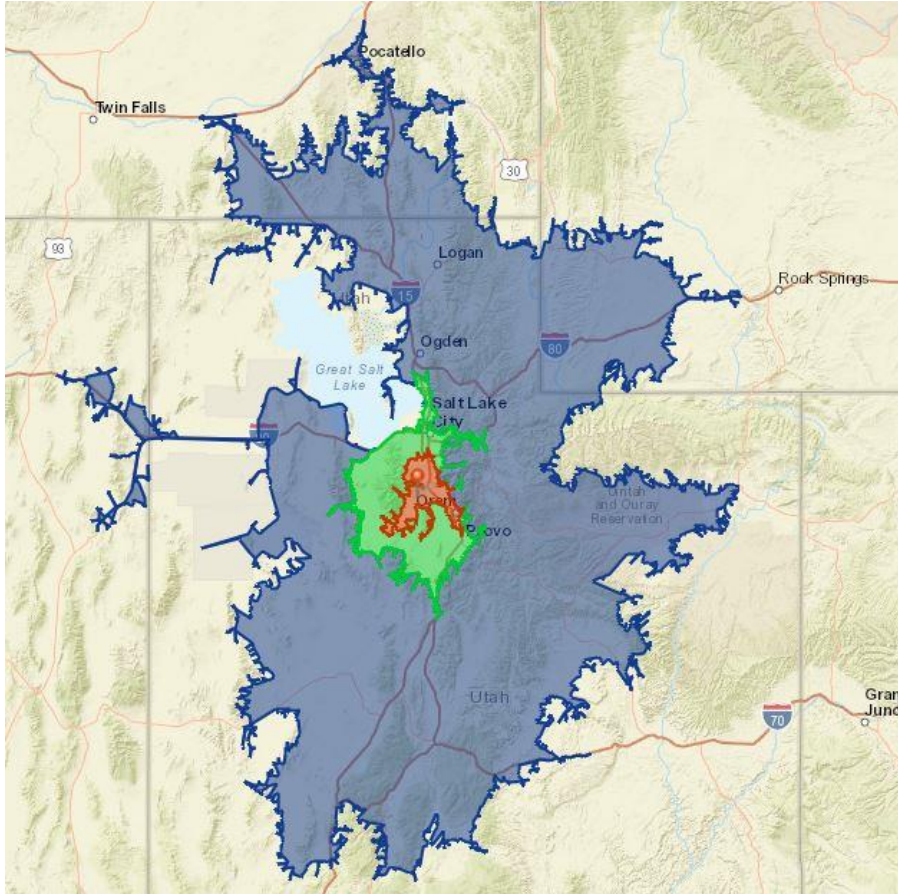
Economic Indicator	Value
Workforce Population (16 and Over)	31,334
Labor Force Participation Rate	83.7%
Unemployment Rate	3.1%
Percent Above Poverty Level	85%
Educational Attainment	
Less than high school graduate	4%
High school graduate	18%
Some college or associate's degree	40%
Bachelor's degree or higher	39%

Source: Esri

In 2023, Eagle Mountain City had approximately 57,200 residents, of whom more than 83% were active in the labor force. The unemployment rate is 3.1%, and 85% of the population is above the poverty line. This indicates a strong, growing economy in Eagle Mountain City. Over three-quarters of the workforce has some college education or higher, while only 4% have less than a high school diploma.

HVS examined population and income data for 30-, 60-, and 180-minute drive-time radii from Eagle Mountain City and compared those figures to the state of Utah and the United States in the figures below.

**MAP OF 30-,60-, AND 180-MINUTE DRIVE TIMES FROM EAGLE MOUNTAIN CITY**



Source: Esri

**FIGURE 2-3  
MARKET POPULATION AND INCOME DATA**

Market/Drive Time	Population			Median Household Income (\$)		
	2023	2028	Annual Growth	2023	2028	Annual Growth
30 minutes	939,429	1,002,931	1.32%	97,707	109,844	2.37%
60 minutes	1,319,310	1,370,135	0.76%	80,754	93,867	3.06%
180 minutes	1,001,436	1,046,049	0.88%	76,613	87,341	2.66%
Utah	3,458,220	3,644,574	1.06%	82,248	95,821	3.10%
United States	337,470,185	342,640,129	0.68%	72,603	82,410	2.55%

Source: Esri

The 30-minute drive-time market includes the cities of Eagle Mountain, Saratoga Springs, Lehi, American Ford, Draper, Riverton, South Jordan, Sandy, Orem, and Provo. This market has a higher projected population growth rate than the Ogden Provo MSA and the national projected growth rates. It has the highest median household income of the comparative markets, and the projected annual median income growth is higher than the projected national rate. The 60-minute drive-time market includes the Salt Lake City market area, comprising over 1.3 million people. It has a lower median household income than the 30-minute drive-time market, although it expects a stronger growth rate.

**FIGURE 2-4**  
**MARKET POPULATION BY AGE (2023)**

Age Range	Drive-time (minutes)		
	30	60	180
0 to 9	181,012	210,570	168,496
10 to 19	155,466	196,663	156,873
20 to 44	358,422	503,782	352,645
45 to 64	162,682	247,611	194,971
65+	81,848	160,682	128,452

Source: Esri

The figure above illustrates the current market populations by age for the different drive-time markets. Across all markets, the percentage of the population that is 19 years old or less is greater than 30%. Eagle Mountain City has a significantly younger population than the US as a whole. In the 30-minute drive-time market, this category includes over 335,000 people and reaches over one million people in the 180-minute drive-time market. The percentage of the population aged 65 or older ranges from 8.7% (82,000) in the 30-minute drive-time market to 12.8% (128,400) in the 180-minute drive-time market.

HVS analyzed the percentage of the population within an hour's drive from Eagle Mountain City and a three-hour drive to examine the number of people participating in certain recreational activities.

**FIGURE 2-5  
DRIVE-TIME DEMOGRAPHICS AND RECREATION PARTICIPATION SUMMARY  
0-60 MINUTE DRIVE-TIME**

0-60 Minute Drive-Time Radius		
Demographic Summary	2023	2028p
Population	2,251,295	2,364,973
Population 18+	1,578,294	1,656,132
Households	723,905	770,201
Median Household Income	\$86,842	\$101,579

Participation in the last 12 months	Number of People	Percentage of Population
Walking for Exercise	543,543	24.1%
Visited Beach	453,146	20.1%
Hiking	317,903	14.1%
Went to Bar or Night Club	272,742	12.1%
Swimming	251,465	11.2%
Weight Lifting	248,071	11.0%
Overnight Camping Trip	226,729	10.1%
Jogging or Running	207,326	9.2%
Bicycling (Road)	198,950	8.8%
Visited Theme Park	198,716	8.8%
Yoga	193,997	8.6%
Attend Sports Events	193,441	8.6%
Went to Zoo	190,984	8.5%
Fishing (Fresh Water)	158,392	7.0%
Aerobics	143,791	6.4%

Source: Esri

**FIGURE 2-6  
DRIVE-TIME DEMOGRAPHICS AND RECREATION PARTICIPATION SUMMARY  
60-180 MINUTE DRIVE-TIME**

60-180 Minute Drive-Time Radius		
Demographic Summary	2023	2028p
Population	1,020,233	1,065,668
Population 18+	721,488	753,168
Households	341,080	359,473
Median Household Income	\$76,297	\$86,931
Participation in the last 12 months	Number of People	Percentage of Population
Walking for Exercise	247,672	24.3%
Visited Beach	195,468	19.2%
Hiking	141,255	13.8%
Went to Bar or Night Club	122,037	12.0%
Swimming	115,360	11.3%
Overnight Camping Trip	108,555	10.6%
Weight Lifting	106,246	10.4%
Fishing (Fresh Water)	89,043	8.7%
Attend Sports Events	87,859	8.6%
Bicycling (Road)	86,484	8.5%
Visited Theme Park	85,444	8.4%
Jogging or Running	84,108	8.2%
Went to Zoo	84,108	8.2%
Yoga	80,232	7.9%
Golf	62,302	6.1%

Source: Esri

In both drive-time categories, the most popular recreation activities are “Walking for Exercise,” “Visited Beach,” “Hiking,” “Went to Bar or Night Club,” and “Swimming.” Between 10 and 11% of people in both drive distances participate in “Weight Lifting” and “Overnight Camping.” The balance of activities analyzed shows similar percentages of the population participating with both drive-times.

**Workforce  
Characteristics**

The characteristics of an area's workforce indicate the type and amount of transient visitation local businesses would generate. Sectors such as finance, insurance, real estate (FIRE), wholesale trade, and services produce a considerable number of visitors who are not particularly rate-sensitive. The government sector often generates transient room nights, but per-diem reimbursement allowances often



limit the accommodations selection to budget and mid-priced lodging facilities. Some employers of manufacturers, construction, transportation, communications, and public utilities (TCPU) contribute visitors to the area.

The following table shows the distribution of Utah County's workforce by business sector.

**FIGURE 2-7  
HISTORICAL AND PROJECTED EMPLOYMENT**

Sector/Geographic Area	Beginning Amount (thousands)	2010	2020	2024	2029	Ending Amount (thousands)
<b>Utah County</b>						
Retail Trade	29					52
Professional And Technical Services	20					52
Health Care And Social Assistance	22					49
State And Local Government	26					37
Construction	15					35
Educational Services	20					32
Real Estate And Rental And Lease	15					30
Accommodation And Food Services	13					29
Administrative And Waste Services	13					26
Manufacturing	17					24
Other	64					113
<b>Total Utah County</b>	<b>255</b>					<b>479</b>
<b>U.S.</b>	<b>172,902</b>					<b>229,231</b>

Source: Woods & Poole Economics, Inc.

The retail sector is Utah County's largest employer and is projected to be the largest in 2029. Other major sectors include State and Local Government and Health Care and Social Assistance. Professional and Technical Services jobs are expected to increase by 32,000 by 2029, with Health Care and Social Assistance jobs increasing by 27,000.

**Major Business and Industry**

The following table presents a list of the major employers in the market area, providing additional context for understanding the nature of the regional economy.

**FIGURE 2-8  
MAJOR EMPLOYERS**

Firm	Number of Employees
Alpine School District	1,086
Tyson Fresh Meats, Inc.	684
M.A. Mortenson Construction	200
Eagle Mountain City	186
Macey's Eagle Mountain	159
Suntec Concrete, Inc.	150
Ridley's Family Markets	114
E2 Optics, LLC	100
Stadion, LLC	96
Eagle Mountain McDonald's	72

Source: Eagle Mountain City, 2023

Alpine School District, which serves multiple local communities, is the largest employer in Eagle Mountain City and currently operates seven elementary schools, one middle school, and one high school within the city limits, with a second middle school under construction due to open in 2025. Tyson Fresh Meats is the largest private sector employer, with a construction company, the local municipal government, and grocery retailers among the largest employers.

Eagle Mountain City's economy continues to grow and expand with the population as new companies and sectors enter the market. Many retail and eating establishments have either opened recently or are in development. In April 2024, ground was broken on a Walmart on the north side of State Highway 73. The Real Estate Group is developing a mixed-use building with retail on the first floor and residential on the second and third floors. Rush Creek Development is constructing an entrepreneur-focused office share similar to WeWork as part of a larger mixed-use development, including retail spaces. Additional restaurants under development are a Ramen Hero and a second Wendy's location.

Healthcare and life sciences are key growth sectors. In the next few years, a new medical office development in various stages is expected to be constructed. Intermountain Health holds a 40-acre site for future hospital development. Intermountain Health is expected to have satellite clinics throughout the city.

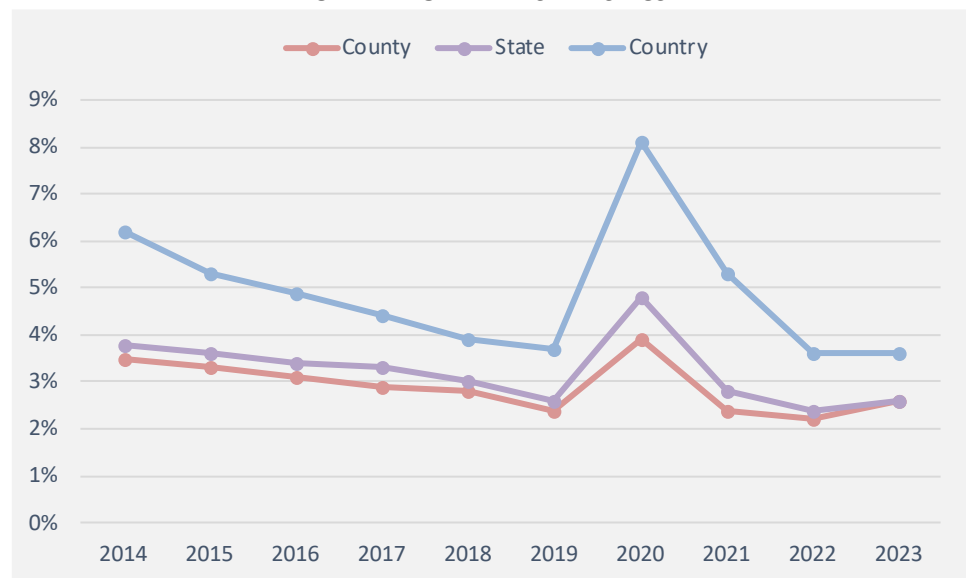
High-tech industries are also developing facilities in Eagle Mountain City and taking advantage of the ample land availability. As such, data centers have been the focus of recent construction, with additional development planned. Meta began

expanding its 2.5 million-square-foot facility with an additional 700,000 square feet under construction this year, with future expansion beyond this likely. In 2021, Google purchased 300 acres of land for the future development of a \$3-billion data center. Tract purchased 668 acres of land and is planning to pull permits for a master-planned data center park. QTS is currently undergoing permit review for a data center near the existing Meta site. Each data center site will reportedly employ 500 to 1,000 employees over the next ten to twenty years.

### Unemployment Statistics

Unemployment statistics measure the health of the local economy. The following table presents historical unemployment rates for the market area.

**FIGURE 2-9  
UNEMPLOYMENT STATISTICS**



Source: Bureau of Labor Statistics

Like the rest of the country, Utah County experienced a spike in unemployment in 2020. However, the spike in Utah County was less than that for the State and Country. Before the spike in unemployment due to the COVID-19 pandemic, unemployment rates in the County had consistently been similar to those in the State and lower than those in the Country. Unemployment declined in 2021 due to the rebounding economy, with rates stabilizing in 2023.

### Airport Traffic

Airport passenger counts indicate a market’s ability to support conference events. Trends in passenger counts reflect local business activity and the area’s economic health. Event planners consider airport access when choosing a destination for their conferences and meetings.

The Eagle Mountain City market for air travel is primarily served by Salt Lake City International Airport (SLC), located five miles northwest of Downtown Salt Lake City. The airport is a large hub for Delta Air Lines and is served by various commercial airlines. In 2014, construction began on a ten-year, multi-billion redevelopment program for the terminals, concourses, parking garage, and support facilities, with development occurring in several phases until 2025. Phase I of the redevelopment project, including the parking garage, terminal, and South Concourse-West, was completed in September 2020. In October of that year, construction began on Phase II of the development, including a 22-gate extension of Concourse A for Delta Air Lines, as well as the creation of 19 additional retail and restaurant spaces; five gates opened in May 2023, four gates opened in August 2023, and the remaining thirteen gates opened in November 2023. Construction on Phase III, including the construction of the Central Tunnel to connect the A and B concourses and an art installation, began in the fall of 2023 and is slated for completion in the fall of 2024. Despite the notable expansion efforts, experts predict that the airport will still experience congestion, given the unprecedented growth in the state. Nonetheless, the redevelopment project allows the airport to accommodate more passengers than ever, further supporting the local economy and travel to/from Utah.

**FIGURE 2-10**  
**SALT LAKE CITY INTERNATIONAL AIRPORT PASSENGER STATISTICS**

Year	Passenger Traffic	Annual Percent Change
2014	21,142,000	
2015	22,152,000	4.8%
2016	23,156,000	4.5%
2017	24,199,000	4.5%
2018	25,554,000	5.6%
2019	26,808,000	4.9%
2020	12,559,000	-53.2%
2021	22,379,000	78.2%
2022	25,753,000	15.1%
2023	26,953,000	4.7%
Year-to-date, Feb		
2023	4,137,608	
2024	4,427,286	7.0%

Source: Salt Lake City International Airport

The Eagle Mountain City market is also served by Provo Municipal Airport (PVU), Utah's second-busiest airport. The airport achieved 800,000 passengers in 2023. Allegiant Airlines and Breeze Airways' plans to base their operations at PVU will stimulate additional growth. American Airlines will begin non-stop service to/from

Dallas-Fort Worth and Phoenix beginning in fall 2024. PVU has expanded recently, with a new terminal opening in 2022 with four gates. Additional expansion is planned to add twelve new gates to PVU.

### Driving Access

Eagle Mountain City is directly accessed from the east via State Route 73. The Utah Department of Transportation (UDOT) determined average traffic counts on the segment bounded by State Route 85 to the east and Ranches Parkway to the west at 34,000 vehicles in average daily traffic or approximately 12.4 million vehicles for 2023. (segment to the west 4,000 average daily vehicles)

As a rapidly growing community, Eagle Mountain City has experienced growth in driving traffic and anticipates continuing growth as the population expands. Traffic congestion has increased. The Eagle Mountain Transportation Master Plan (TMP) was published in January 2023 to identify the current state road conditions in Eagle Mountain City and project future demand and congestion to develop plans to mitigate these future concerns. The TMP study identified the Cory B Wride Highway segment east of Ranches Parkway as performing at a level of service the authors considered unacceptable. The study further projected that, assuming no additional roads are built, or existing roads are expanded, by 2030, additional stretches of Cory B Wride Highway and a significant portion of Pony Express Parkway would fall into an unacceptable level of service. Projections to 2050 indicate that the entire Eagle Mountain City roadway network will be overwhelmed by traffic.

The TMP, along with the Regional Transportation Plan developed by the Mountainland Association of Governments, was developed by state, regional, and local government entities to produce plans for alleviating Eagle Mountain City's concerns and transportation needs.

On May 20, 2024, The Utah Department of Transportation (UDOT) approved projects to address these transportation needs, including three projects that will positively impact Eagle Mountain City's transportation infrastructure.

- Cory Wride Freeway (State Route 73): This project will construct a new freeway from the Mountain View Corridor to Ranches Parkway in Eagle Mountain City. The existing roads will be converted to frontage, and access to existing developments will be maintained. Construction on this \$459 million project could begin as soon as 2027.
- Mountain View Corridor extension to Cory Wride Highway (State Route 73): This project will further extend the existing Mountain View Corridor to State Route 73 in Saratoga Springs and will provide an alternative freeway route for traffic between this portion of northwest Utah County and Salt Lake

County. The \$553 million extension is expected to begin construction in 2027.

- Pioneer Crossing Flex Lanes:** This project will construct two additional travel lanes that will shift the direction of travel depending on the time of day and an additional lane of traffic in each direction all day. This expansion will allow for more efficient traffic flow between Interstate 15 and connect to Cory Wride Highway and the expansion mentioned above of the Mountain View Corridor. This \$77 million project is expected to begin in 2025 or 2026.

**NORTHWEST UTAH COUNTY ANNOUNCED ROAD CONSTRUCTION PROJECTS**



Source: Utah Department of Transportation

**Tourist Attractions**

Eagle Mountain City is an emerging market for tourist and leisure activities. Before its incorporation in 1996, the area had few residents and was valued for its rural and mountainous terrain. With the city's unprecedented growth, leisure attractions are growing and taking advantage of the area's climate and vistas.

- The mountains surrounding Eagle Mountain City have extensive trails for mountain biking and hiking. The area's relatively high elevation and dryer climate than the rest of northern Utah means that the trails are ready for usage earlier in the season and remain usable later in the season.



- Meeting and event space is limited, with facilities limited to spaces within housing developments and the recently opened venues at the Ranches. Demand for milestone social events such as weddings and quinceañeras.
- Planned development housing communities are being constructed in Eagle Mountain City with leisure facilities to attract regional demand. Candlelight Homes is developing a community that will initially include four soccer fields, which will be constructed more in future years to bring in high school and youth tournaments. The same development is constructing five downhill mountain biking trails that will be sanctioned for high school meets. Evergreen Skateparks is building a pump track for this community.
- Wasatch Wing & Clay, located outside Cedar Fort city limits, offers a shooting range for clay and skeet shooting, and seasonal hunting parties, and features event space for weddings, other social events, and business retreats.

Tourist attractions will be further explored in Chapter 4 of this report.

## Conclusion

Eagle Mountain City is a growing and thriving community with a well-diversified economy that is strong and conducive to potential hotel development. The greater Utah County market is experiencing a period of economic growth primarily led by professional and technical services, health care, and social assistance. The continued development of data centers and expected growth in residents should continue to encourage growth in this market.

Eagle Mountain City currently lacks short-term lodging facilities, with potential visitors needing to either find lodging through short-term rental services or travel to other cities for hotels. The demand for hotel rooms to support local businesses and social events activities exists and is growing. However, Eagle Mountain's hotel demand will accelerate with the construction of suitable freeway access.

### 3. Tourism Industry Trends

Tourism is a crucial component of economic development, supporting a variety of community amenities and quality of life. A destination's appeal relies on sufficient infrastructure, access to services, business opportunities, and appropriate policies that encourage positive visitation. This section aims to investigate current supply and demand trends as indicated by the national, regional, and local markets, to inform an understanding of the strengths and weaknesses of Eagle Mountain's tourism offerings.

#### National Tourism Trends

Eagle Mountain City's tourism visitation is most directly affected by the supply and demand of other attractions within the region. Yet individual markets are also influenced by travel trends at the national level. We have reviewed national travel and tourism trends to provide a context for our analysis.

Travel and tourism support 9.4 million American jobs through \$2.3 trillion of economic activity. Approximately one in every twenty jobs in the United States relies directly or indirectly on travel and tourism.<sup>1</sup> These jobs are in such industries as accommodations, food services, arts, entertainment, recreation, attractions, transportation, and education.

Americans took approximately 2.3 billion domestic trips in 2022, which was 97% of 2019. In the same year total, direct travel spending by domestic travelers was \$918 billion, with leisure travel spending at \$798 billion and business travel spending at \$218 billion.<sup>2</sup> This amounts to an average spend per domestic trip of \$399.

In 2022, 50.9 million international travelers visited the U.S. and contributed \$98.1 billion to the national economy, making it the global leader in revenue from international travel and tourism. The U.S. aims to welcome 94.7 million international visitors, spending an estimated \$200.7 billion annually by 2027.

#### Business Travel (Domestic & International Inbound)

Transient business travel recovered to 75.4% of 2019 levels in 2022 while group business was only 65.8% recovered. Companies have demonstrated a desire for in-person meetings, with three out of four business travelers expecting to take at least

<sup>1</sup> Bureau of Economic Analysis (BEA), "U.S. Travel and Tourism Satellite Account for 2018-2022," *Survey of Current Business*, April 2024.

<sup>2</sup> U.S. Travel Association "Travel Forecast," Winter 2024.

one trip in the next 12 months to attend conferences, conventions, or trade shows. While business travel spending is increasing, budgets remain lower than in 2019. Although the number of business trips is expected to reach pre-pandemic levels in 2026, business travel spending (adjusted for inflation) is not projected to recover until after 2027.<sup>3</sup>

Another business trend is working remotely, as workers who do not need to report to an office can work from anywhere with a fast internet connection. Between 2019 and 2021, the percentage of people working remotely tripled from nearly 6% to 18%, according to the U.S. Census Bureau. In Q2 2022, long-term stays (28 days or more) with Airbnb had nearly doubled from 2019 levels.<sup>4</sup>

Business travelers are extending their work trips for leisure purposes, also known as “blended” or “bleisure” travel. 76% of business travelers planned to do this in 2023. Additionally, 28% of people planned to take a “flexcation” trip in 2023, during which they combined leisure travel with remote work.<sup>5</sup>

### **Sports Events Travel**

In 2023, over 204 million Americans traveled for sports-related reasons. Sports events and tourism in the U.S. comprised \$52.2 billion in direct spending, \$12.9 billion in tax revenue, and a total economic impact of \$91.8 billion, according to Sports ETA.

According to WinterGreen Research, the U.S. competitive youth sports economy—including travel, equipment, team membership, facility rentals, etc.—was a \$19.2 billion market in 2019, increasing over 60% since 2010. For comparison, the NFL was worth an estimated \$15 billion that same year.<sup>6</sup>

With the rise of youth sports, American families are more often combining their vacations with their children’s sports events or taking “tounacations.” In 2018, 2% of domestic leisure trips included participating or attending a youth sporting event.<sup>7</sup>

In a resident opinion survey conducted by Longwoods in the Summer of 2022, 60% of respondents felt that youth/amateur sporting events benefited their local

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<sup>3</sup> U.S. Travel Association “Travel Forecast,” Winter 2022.

<sup>4</sup> Mariano, Kristin. “7 Significant Travel Trends to Expect in 2023,” Travel Daily Media, Dec 16, 2022.

<sup>5</sup> Expedia Traveler Value Index 2023.

<sup>6</sup> Ryssdal, Kai, and McHenry, Sean. “The Multibillion-Dollar Youth Sports Industry is Leaving Lots of Kids on the Sidelines,” marketplace.org, August 23, 2022.

<sup>7</sup> Longwoods International and U.S. Travel Association.

economies, and over half said these events improved the quality of life in their communities.

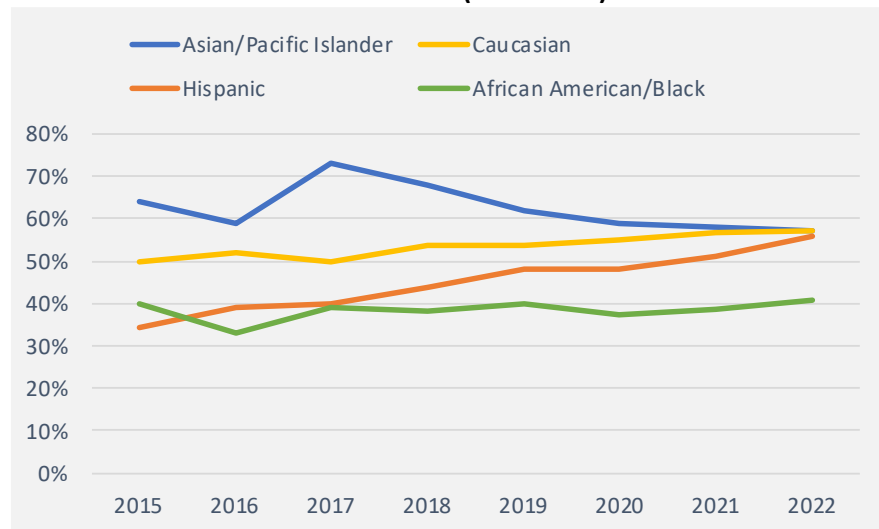
### Outdoor recreation

The U.S. Bureau of Economic Analysis calculates the present national economic output of outdoor recreation to be \$862 billion, higher than other industries like mining, utilities, farming, and ranching. Outdoor recreation accounts for 1.9% of U.S. GDP and creates 4.5 million jobs (3% of all U.S. employees).

In 2022, a record 164.2 million, or 54% of all Americans age 6 and over, participated in outdoor recreation at least once.<sup>8</sup>

Participation rates across ethnicity and race reveal a different view of participation, showing the percentage of persons in an ethnic group participating in outdoor recreation as shown in the figure below.

**FIGURE 3-1  
NATIONAL OUTDOOR RECREATION PARTICIPATION RATES  
BY ETHNICITY (2015-2022)**



Source: Outdoor Industry Association

Asian persons and Pacific Islanders, along with Caucasians have the highest participation rate at 57%, and African American/Black persons have the lowest

<sup>8</sup> Outdoor Industry Association, 2023 Outdoor Participation Trends Report.

overall participation rate by ethnicity at 41%. Hispanic participation in outdoor recreation has grown 21% since 2015 to 56%.

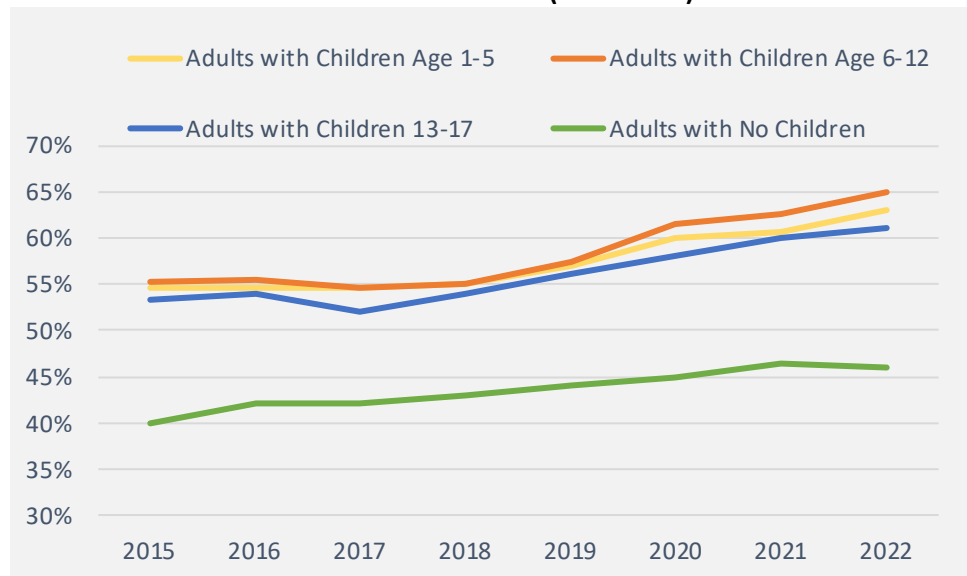
New outdoor recreationists are becoming more diverse not only by ethnicity but also across age groups. The number of participants 55+ years increased by over 14% since 2019, and senior participants ages 65+ were the fastest-growing age category, with a 7.1% annual growth rate since the pandemic began.

While more people may be enjoying outdoor recreation, high-frequency participation is declining. The “core” participant (one who participates once or more times per week in outdoor recreation activities) annually declined from 36% of the total outdoor recreation participant base in 2007 to 29% in 2022.

Participation in outdoor recreation starts in the local community. The most popular venues for outdoor outings are neighborhood parks, playgrounds, and city parks. Participants who frequent local recreation venues are likelier to visit outdoor destinations like national parks at least once a year.

The figure below shows that participation in outdoor recreation has been increasing in all types of households.

**FIGURE 3-2  
NATIONAL OUTDOOR RECREATION PARTICIPATION RATES  
BY HOUSEHOLD TYPE (2015-2021)**



Source: Outdoor Industry Association

## State and County Tourism Trends

The participation rate for households with children has increased over the past five years, reaching an all-time high. Families participate significantly more than adults with no children (61% vs. 46%). Participating outdoors together as a family is key to future participation—most adults who participate frequently in outdoor recreation began doing so as children.

Visitors traveling to and through Utah are a key component of the state's economy. Tourism generates valuable sales, payroll, and lodging tax receipts for the state and its cities and counties.

According to the Kem C. Gardner Policy Institute<sup>9</sup> in 2022, visitors spent \$11.98 billion in Utah, resulting in a total output of \$23.38 billion when combined with indirect and induced effects. This is an increase from \$11.42 billion in 2021, \$8.02 billion in 2020, and \$11.7 billion in 2019.<sup>10</sup> This spending generated \$2.1 billion in state and local tax revenues in 2022, an increase of 17.1% compared to 2021. A strong rebound in accommodation sales mainly spurred this growth. The chart below shows taxable sales for segments of the economy related to leisure and hospitality.

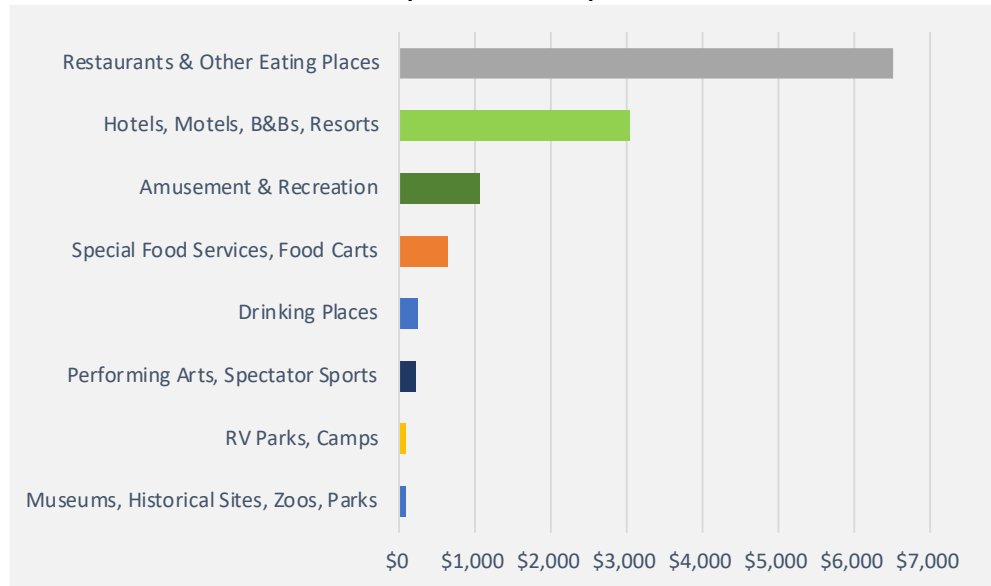
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<sup>9</sup> The Kem C. Gardner Institute is affiliated with the David Eccles School of Business at the University of Utah.

<sup>10</sup> 2022 is the most recent full-year Kem C. Gardner Policy Institute data available at the time of writing.



**FIGURE 3-3**  
**UTAH LEISURE AND HOSPITALITY TAXABLE SALES BY INDUSTRY (2022)**  
**(\$ IN MILLIONS)**



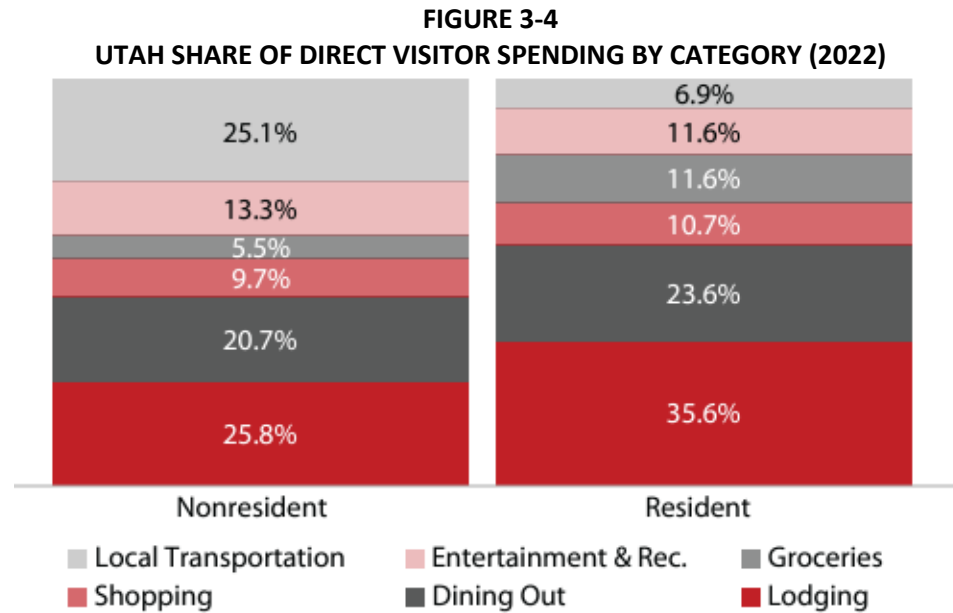
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Restaurants & Other Eating Places collected the highest taxable sales in 2022 because non-travelers will also spend money dining out. Hotels and other short-term accommodations ranked second, showing this segment’s strong contribution to Utah’s economy.

Tourism directly supported approximately 99,000 jobs in the state. Direct travel-generated employment saw a 4.2% increase in travel-generated employment compared to 2021. Early data for 2023 indicate that tourism-related employment was continuing to increase. Tourism employment encompasses the Accommodations, Food Services, Arts Entertainment & Recreation, Retail & Wholesale Trade, Professional Services, and Transportation sectors.

Utah’s travel and tourism industry performed better than the nation, with 2022 statewide visitor spending increasing 13.4% compared to 2021, while U.S. spending declined 12.8%.

The figure below shows the share of 2022 resident and non-resident travel spending in Utah by category of spending and resident type.

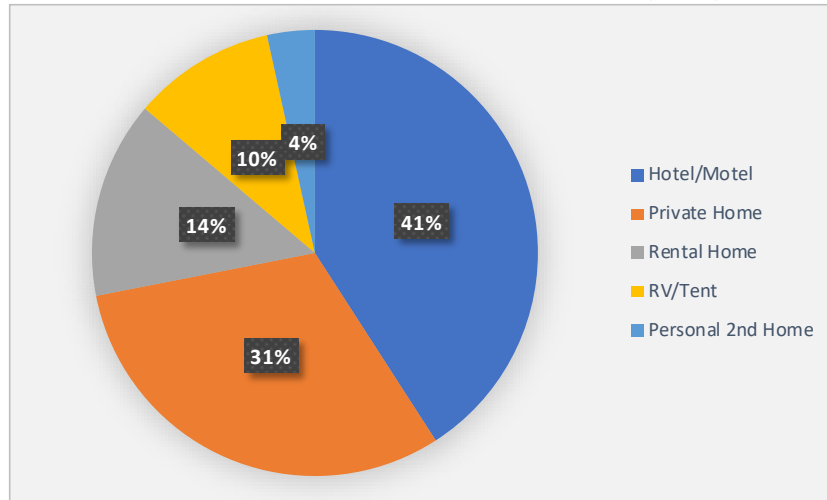


Source: Kem C. Gardner Policy Institute

Accommodations represented 35.6% of resident spending and 25.8% of nonresident spending, with Dining Out representing 23.6% of resident spending and 20.7% of nonresident spending.

This chart shows the breakdown of accommodation choices by visitors to Utah. Visitors who chose to stay in Hotels or Motels represented the largest share of accommodation choices among overnight visitors to Utah with 41%. The next largest share is listed as Private Home, supporting Utah’s visitor profile of large families traveling to Utah to visit friends and family. Short-term rental homes followed with RV/Tent closely behind.

**FIGURE 3-5  
UTAH VISITOR ACCOMMODATION CHOICE (2022)**



Source: Omnitrak: Utah Visitor Profile & Insights, June 2023

Visitors to Utah prefer hotels as their accommodation choice; however, markets with a lack of supply will either seek hotel lodging in nearby markets with hotels or alternatives such as staying with family or short-term rentals

Utah is a part of the United States economy as a whole and the western U.S. in particular.

**FIGURE 3-6  
SHARE OF DOMESTIC VISITORS BY STATE (2022)**



Source: Kem C. Gardner Policy Institute, OmniTrak Group Inc.

The top five states for domestic nonresident visitors were California, Idaho, Arizona, Colorado, and Nevada. More than a third of travelers were Utah residents.

Another significant factor in Utah’s ties to the larger national economy is migration between Utah and other states.

**FIGURE 3-7  
UTAH IN-MIGRANT DOMESTIC ORIGINS (2021)**

Top In-Migrant States	Share of Inbound Migrants
California	18.8%
Arizona	7.7%
Idaho	6.3%
West Virginia	5.5%
Vermont	4.7%
Colorado	3.4%
Nevada	3.0%
Texas	2.6%
Florida	2.6%
New York	2.4%

Source: Kem C. Gardner Policy Institute, U.S. Census Bureau

**FIGURE 3-8  
UTAH OUT-MIGRANT DOMESTIC ORIGINS (2021)**

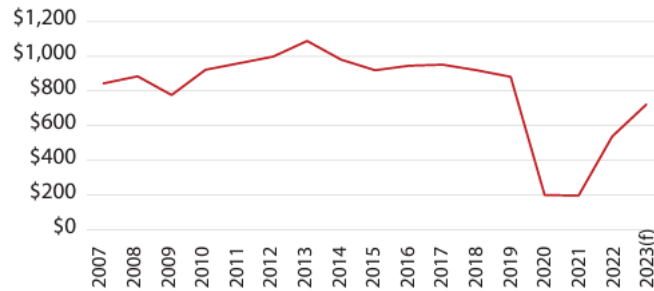
Top Out-Migrant States	Share of Outbound Migrants
Arizona	10.7%
Florida	8.4%
California	7.6%
Colorado	7.1%
Nevada	5.3%
Idaho	5.0%
Oregon	4.5%
Wyoming	4.1%
Pennsylvania	4.1%
Washington	3.8%

Source: Kem C. Gardner Policy Institute, U.S. Census Bureau

Utah’s top states for domestic migration tend to be located in the western United States with California, Arizona, and Colorado being the top three. This movement of persons supports visitation patterns of visitors traveling in or out of Utah to visit friends and family in their state of origin.

International visitation increased 135% in 2022 with a 195% increase in international spending. Despite this, international spending remains below 2019 levels.

**FIGURE 3-9**  
**INTERNATIONAL VISITOR SPENDING IN UTAH (2007-2023(F))**



Source: Kem C. Gardner Policy Institute, Tourism Economics

International visitation will continue to grow as travel patterns stabilize, as seen by the 2023 forecast of international visitor spending approaching \$700 million.

According to visitor data from the Utah Office of Tourism, the most popular activity for leisure travelers to Utah is visiting friends and relatives, followed by hiking/backpacking and visiting National Parks and Monuments.

**FIGURE 3-10**  
**TOP ACTIVITIES FOR UTAH LEISURE TRAVELERS (2022)**

Response Category	2022	2021
Visting friends/relatives	38%	36%
Hike/Backpack/Canyoneer	24%	22%
National Park/Monuments/Rec areas	19%	18%
Shopping	17%	17%
Historic Sites	17%	15%
State Park/Monuments/Rec areas	16%	15%
Rural sightseeing	16%	12%
Wildlife Viewing	8%	12%
Other Nature	6%	11%
Camping	8%	10%

Source: Omnitrak: Utah Visitor Profile & Insights, June 2023

Visitors from this travel profiles have different needs for overnight accommodations, stay for varying lengths of time, have different sizes of travel parties, and different average dollars spent per person.

**FIGURE 3-11**  
**UTAH LEISURE TRAVELER VISITATION REASON AND STATISTICS (2022)<sup>11</sup>**

Response Category	Percentage	Overnight Stay	Average Nights	Average Travel Party Size	Average Spend (per trip/person)
Family & Friends	40%	80%	4.1	3.4	\$217
Adventure Seekers	17%	90%	3.6	3.5	\$431
State/National Parks	16%	93%	3.4	3.7	\$453
Entertainment	14%	62%	3.8	3.0	\$265
Outdoor Recreationalist	13%	90%	3.4	4.3	\$193
Nature & Rural Explorers	12%	69%	3.1	3.3	\$279
Arts & Culture	12%	72%	2.8	3.7	\$210
All Leisure Visitors	100%	79%	3.4	3.4	\$259

Source: Omnitrak: Utah Visitor Profile & Insights, June 2023

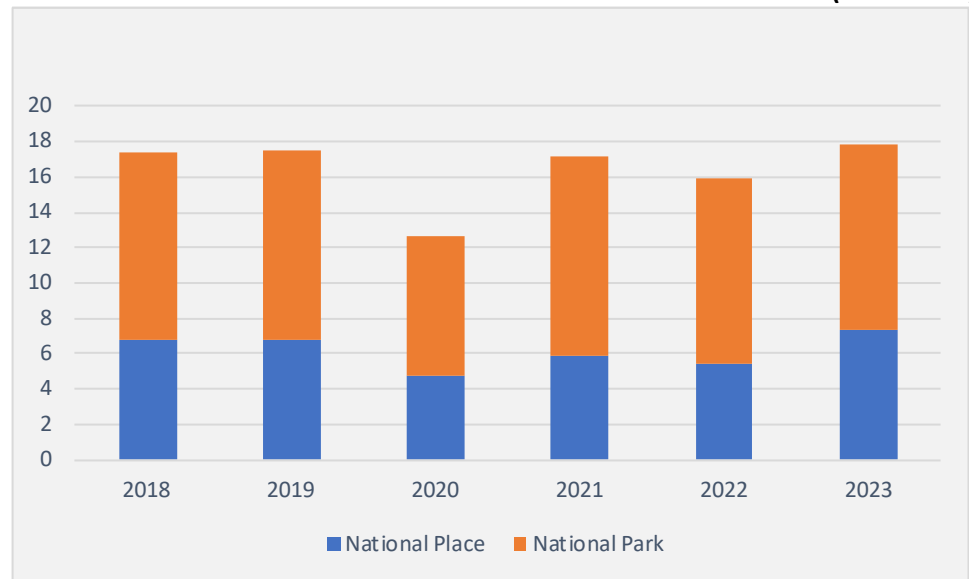
Leisure travelers to Utah visit for various reasons, the most popular of which is visiting family and friends. This niche of travelers stays for an above-average number of nights if staying overnight, has an average party size, and spends below average per trip per person. Travelers visiting state or national parks have the highest percentage of visitors staying overnight and the highest average spend per trip per person. Visitation to the National and State Parks, Monuments, and Recreation areas in Utah are strong drivers of economic activity in Utah. The National Park Service is responsible for five National Parks, commonly called the Mighty Five. In addition, there are six National Monuments, a National Recreation Area, and a National Heritage Site. Visitation to the National Parks peaked in 2021 at 11.3 million visitors, a likely response to the popularity of outdoor recreation and

<sup>11</sup> The Omnitrak report on tourism in Utah divided leisure travelers into “niche categories” and figures reflect on visitors surveyed who identified each activity as primary or secondary reason for visit. Because these reasons may fall in different niches, some overlap exists.



travel during the pandemic. However, the National Park Service reports that park visitors spent \$1.7 billion in Utah in 2022, 40.5% of which was spent on lodging and 16.1 on restaurants.

**FIGURE 3-12**  
**VISITATION TO UTAH’S NATIONAL PARKS AND PLACES IN MILLIONS (2018-2023)**

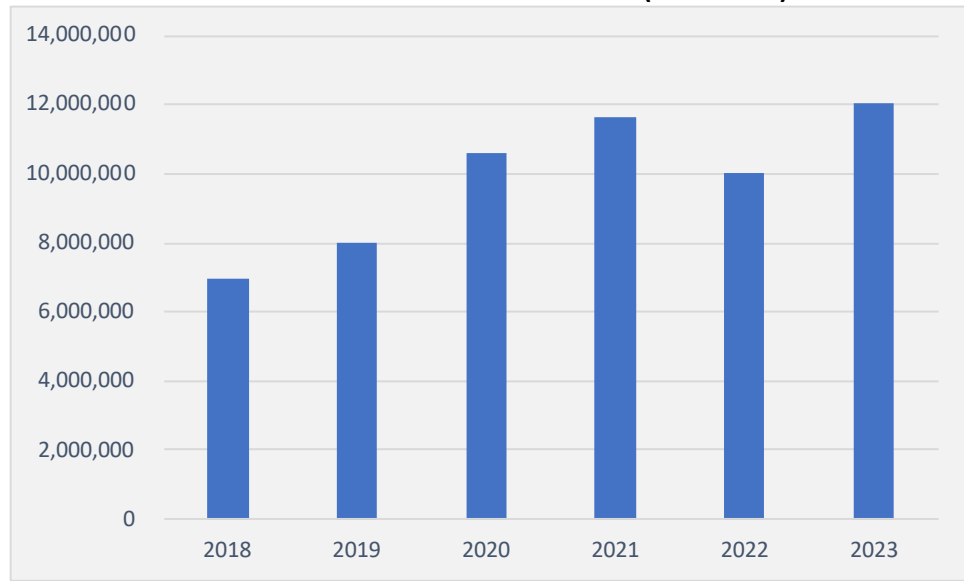


Source: Kem C. Gardner Policy Institute, Tourism Economics

Visitation to Utah’s national parks and places dropped in 2020 due to COVID-19 related restrictions, however, recovered in 2021 to near pre-pandemic levels. Visitation normalized in 2022 before recovering in 2023 due to an increase in visitation to Glen Canyon National Recreation Area which saw an 85% year-over-year increase in visitors.

Utah also has 46 state parks, 44 of which report visitation data. Visitation to these parks increased to 12.1 million in 2023 from 10.0 million in 2022. During the height of the COVID-19 pandemic, visitation increased in 2020 due to the heightened demand for outdoor recreation and greater restrictions on National Parks, which recorded a visitation decline in that year. Visitation at State Parks continued to grow in 2021 before declining in 2022 and then reaching a new record high in 2023.

**FIGURE 3-13**  
**VISITATION TO UTAH'S STATE PARKS (2018-2023)**



Source: Utah State Parks

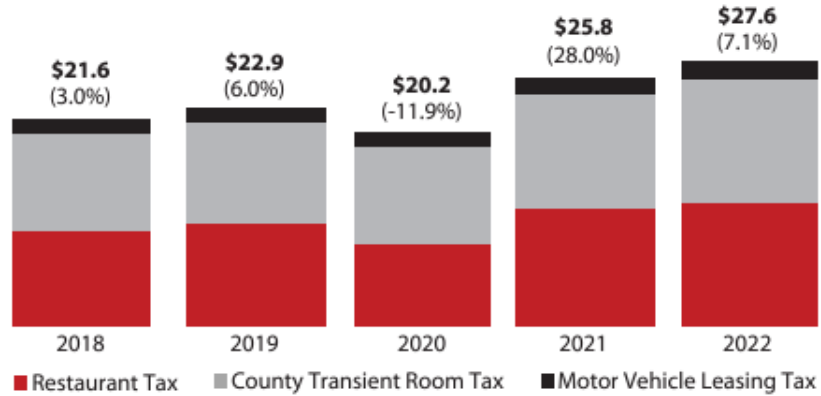
As a visitor attraction, State Parks in Utah have greatly increased their popularity compared to pre-pandemic levels, and continue to grow, with 2024 visitation up 13.3% year-over-year through April.

### Utah County Tourism

Utah County is the second-largest county in Utah by population and is part of the Provo-Orem metropolitan statistical area. The U.S. Census Bureau identified it as the 10<sup>th</sup> fastest-growing county by population between 2020 and 2021.

Eagle Mountain City is located in northwestern Utah County. According to the Kem C. Gardner Policy Institute, direct visitor spending in Utah County reached \$910.2 million in 2022, a 7.7% increase over 2021 and 1.9% higher than in 2019. The tourism sector was directly responsible for 12,260 jobs in 2022, a 22% increase year-over-year. A further 4,040 jobs were either indirectly generated or induced by the travel and tourism industry. Tourism-related sales taxes (Restaurant Tax, Country Transient Room Tax, and Motor Vehicle Leasing Tax) in 2022 amounted to \$27.6 million, a 7.1% increase from 2021 and 20.5% higher than 2019.

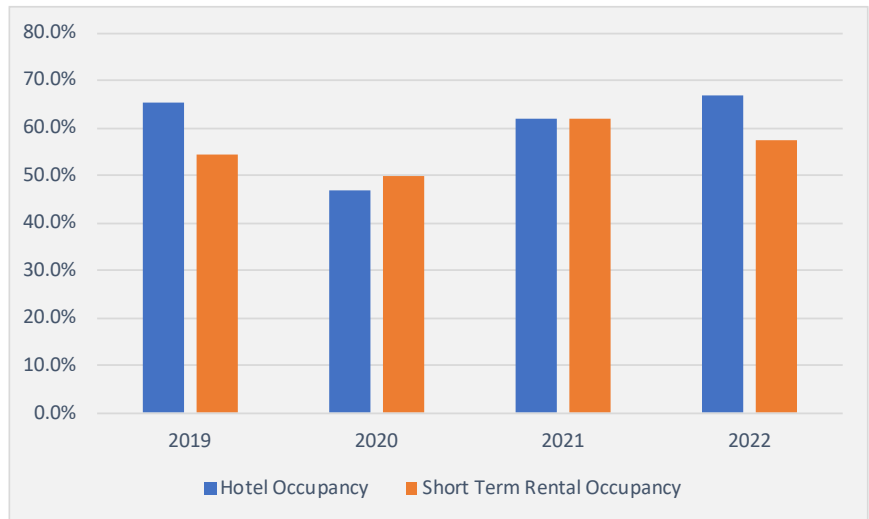
**FIGURE 3-14**  
**UTAH COUNTY SELECT TOURISM-RELATED SALES TAXES (MILLIONS IN 2022 DOLLARS)**



Source: Kem C. Gardner Policy Institute

Utah County’s hotel occupancy rate dipped in 2020 due to the COVID-19 pandemic and the related restrictions and reduction in travel. By 2021, occupancy had mostly recovered to pre-pandemic levels and surpassed prior occupancy in 2022. Short-term rental occupancy saw a similar reduction in rate, although occupied nights increased in 2020 due to the increase in unique rental listings. Short-term rental nights have continued to increase through 2022 due to the increase in supply.

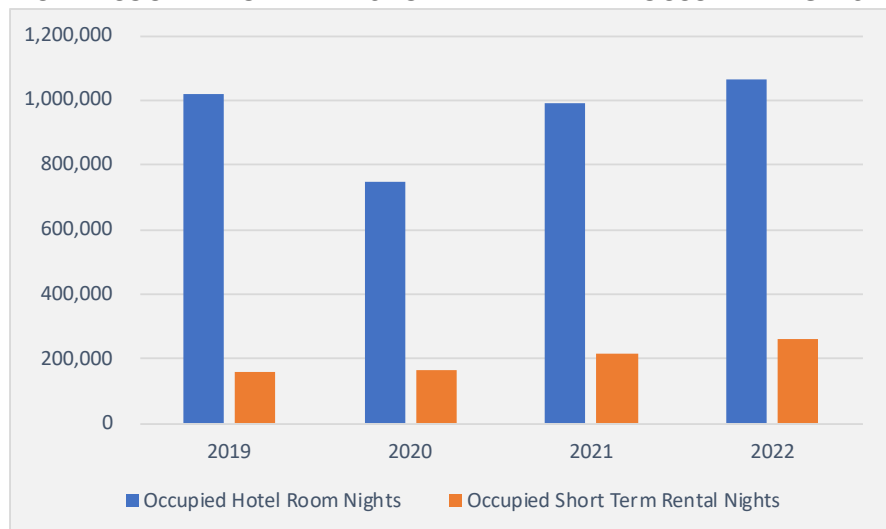
**FIGURE 3-15**  
**UTAH COUNTY HOTEL AND SHORT TERM RENTAL OCCUPANCY DATA**



Source: Kem C. Gardner Policy Institute

Occupancy rates for hotels have recovered to pre-pandemic levels, despite an increase in supply. Hotel room nights and short-term rental nights continued to increase through 2022.

**FIGURE 3-16**  
**UTAH COUNTY HOTEL AND SHORT-TERM RENTAL OCCUPIED NIGHTS**



Source: Kem C. Gardner Policy Institute

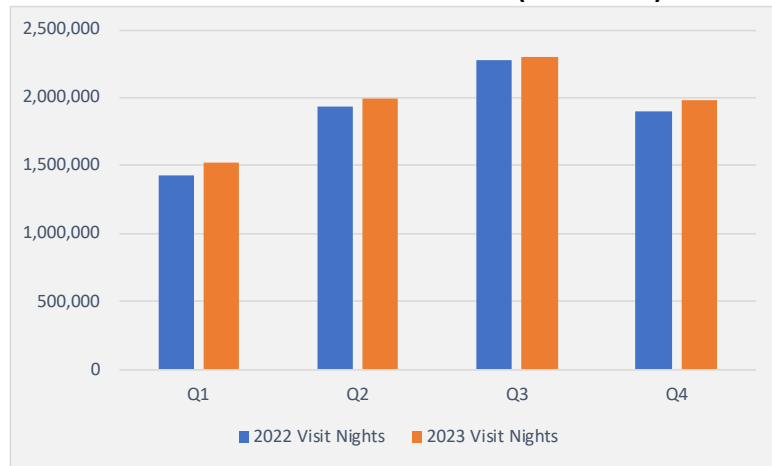
These trends in visitation and demand for hotels and short-term rental accommodations point to continued growth in this sector and to the efficient absorbing of new supply.

HVS utilized Placer.ai for data on visitors to Utah County and Eagle Mountain City. Placer.ai defines the terms below:

- **Visitors:** The estimated aggregated number of visitors (accounting for overnight visitors). Visitors are calculated by sampling the panelists entering the area of interest from their various home locations, and the sum is extrapolated to provide the number of visitors.
- **Visit Nights:** The average number of nights visitors stay in the area of interest. For a visitor to be considered as having stayed overnight, the duration of the stay must exceed 6 hours, starting before 3 am and ending after 3 am. Please note that visitor estimates are derived from a sample panel, and both panel data and location data are anonymized and obfuscated.
- **Estimated Visitors' Spending Potential:** This shows tourists' spending potential, which offers insights into the potential economic impact of tourism on the area of interest. Each panelist comes from and is associated with a specific zip code, and the median annual disposable income of these zip codes is obtained from PopStats. Disposable income reflects funds available after factoring in essential living expenses and is a good indication of this potential spending.

Visit nights to Utah County show signs of seasonality. The third quarter summer months have the largest number of visit nights, with more than 2.3 visit nights and 867,000 visitors staying overnight in Utah County.

**FIGURE 3-17**  
**UTAH COUNTY VISITOR NIGHTS (2022-2023)**

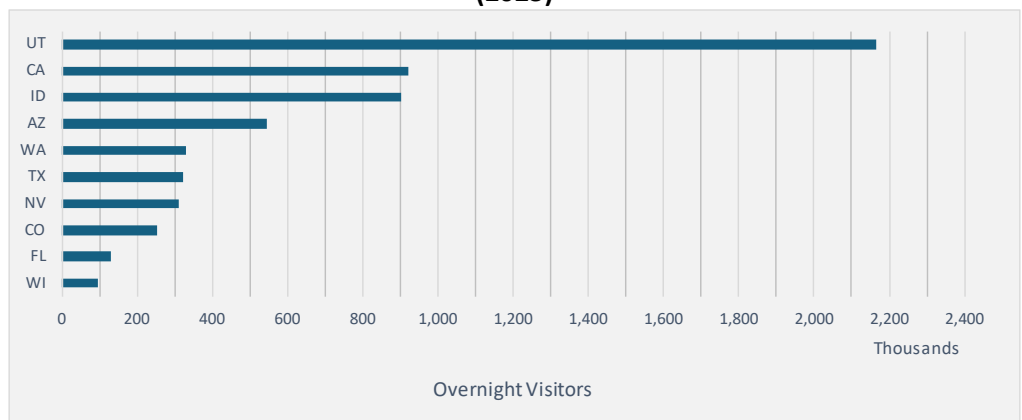


Source: Placer.ai

November and December have the highest numbers of travelers apart from the summer months, which could correspond to travelers visiting family and friends over the holiday months. Visitation is at its lowest in January and February.

The state of Utah is the largest source market of domestic visitation to Utah County, followed by California, Idaho, and Arizona.

**FIGURE 3-18**  
**UTAH COUNTY DOMESTIC VISITATION TOP 10 ORIGIN MARKETS (2023)**



Source: Placer.ai

The top ten markets as defined by their metropolitan statistical areas (MSA) accounted for nearly half of the visitation to Utah County in 2023. Four of the top six markets are in Utah, while the larger Los Angeles and Phoenix MSAs also account for larger amounts of visitation.

**FIGURE 3-19**  
**UTAH COUNTY DOMESTIC VISITATION BY TOP 10 MARKET AREAS (2023)**

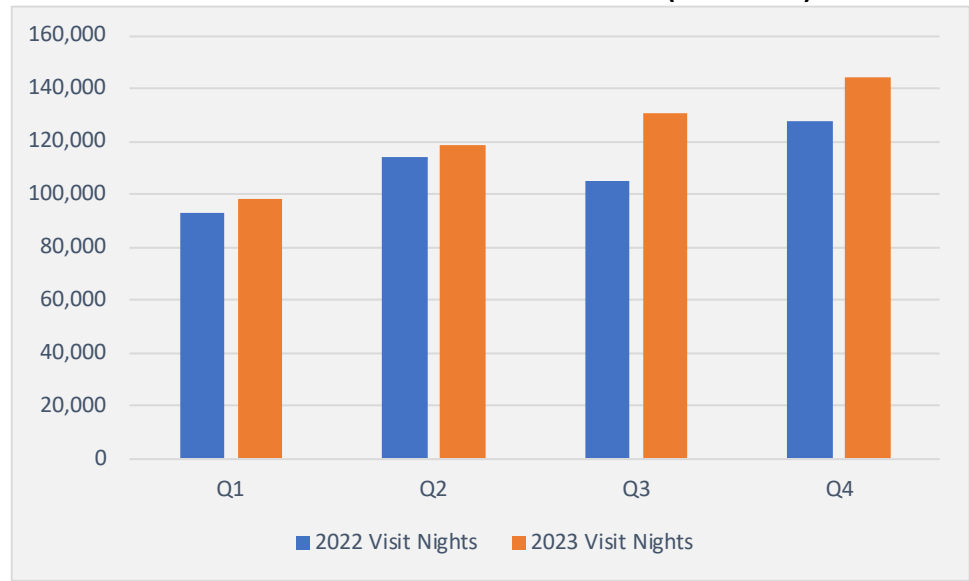
Origin Market Area	Visitors	Visit Nights	Spending Potential	Visit Nights / Visitor
Salt Lake City, UT	382,092	1,020,261	\$208	2.7
Phoenix-Mesa-Chandler, AZ	143,547	404,802	\$218	2.8
Ogden-Clearfield, UT	178,418	394,769	\$205	2.2
St. George, UT	167,165	376,894	\$172	2.3
Los Angeles-Long Beach-Anaheim, CA	102,330	286,817	\$252	2.8
Logan, UT-ID	115,662	285,330	\$163	2.5
Las Vegas-Henderson-Paradise, NV	103,483	251,400	\$198	2.4
Rexburg, ID	72,201	175,632	\$142	2.4
Boise City, ID	82,361	174,942	\$186	2.1
Riverside-San Bernardino-Ontario, CA	56,034	153,723	\$206	2.7

Source: Placer.ai

The out-of-state markets with the highest visitation to Utah County are among the largest counties in the western United States and are also in locales with strong migration patterns with Utah.

The Eagle Mountain City market for visitation shows a different pattern from the larger Utah County market, with the fourth quarter as the most popular visitation period in 2022 and 2023.

**FIGURE 3-20**  
**EAGLE MOUNTAIN CITY VISITOR NIGHTS (2022-2023)**



Source: Placer.ai

December has been the month with the highest visitation for the previous two years, which is a popular month for visitation to family and friends for the holiday.

**FIGURE 3-21**  
**EAGLE MOUNTAIN CITY MONTHLY VISITOR NIGHTS (2022-2023)**

Visit Nights by Month	2022	2023	2024
January	29,700	33,700	40,200
February	29,500	30,000	34,700
March	33,600	34,400	
April	35,600	35,000	
May	35,000	41,500	
June	43,300	42,400	
July	48,700	50,300	
August	36,100	43,400	
September	34,500	37,500	
October	37,100	36,200	
November	38,200	49,000	
December	52,400	64,100	

Source: Placer.ai



Visitor nights increased in 2022 compared to 2023, a trend that continued in the first two months of 2024. A majority of overnight visitors to Eagle Mountain City live in metropolitan statistical areas within Utah, particularly the Salt Lake City market, and the wider Utah County market of Provo-Orem.

**FIGURE 3-22**  
**EAGLE MOUNTAIN CITY MONTHLY VISITOR NIGHTS (2022-2023)**

Origin Market Area	Visitors	Visit Nights	Disposable Income
Salt Lake City, UT	33,252	106,273	\$210
Provo-Orem, UT	29,276	90,435	\$196
Ogden-Clearfield, UT	8,597	21,154	\$205
St. George, UT	7,343	18,467	\$173
Logan, UT-ID	6,119	16,918	\$160
Las Vegas-Henderson-Paradise, NV	3,962	10,835	\$190
Phoenix-Mesa-Chandler, AZ	3,652	11,068	\$216
Rexburg, ID	3,590	11,159	\$143
Los Angeles-Long Beach-Anaheim, CA	3,300	13,521	\$240
Cedar City, UT	2,526	7,348	\$141
Boise City, ID	2,409	6,003	\$176
Riverside-San Bernardino-Ontario, CA	2,337	8,993	\$207
Idaho Falls, ID	1,782	3,411	\$167
Vernal, UT	1,516	3,317	\$146
Denver-Aurora-Lakewood, CO	1,491	5,480	\$231
Pocatello, ID	1,228	2,718	\$156
Houston-The Woodlands-Sugar Land, TX	1,195	5,642	\$247
San Francisco-Oakland-Berkeley, CA	1,191	4,030	\$291
Portland-Vancouver-Hillsboro, OR-WA	1,163	3,780	\$212
Sacramento-Roseville-Folsom, CA	1,085	3,613	\$250

Source: Placer.ai

Visitation to Eagle Mountain City is coming from nearby markets, which implies that attractions and reasons for visitation to the City are not well-known outside of Utah.

## Conclusions

Tourism is a major economic generator for the United States. Business travel increased in 2022, however remains below pre-pandemic levels. In addition, budgets are smaller, and spending is not projected to return to pre-pandemic levels until after 2027. An increasing number of business travelers are choosing to extend their trips for vacation or to work remotely for part of their vacation. Travel for youth sports tournaments is also a significant and growing national market.

At the state level, visitor spending in 2022 reached \$11.98 billion, an increase of 13.4% from 2021. This is in contrast to the United States as a whole, which saw a 12.8% spending decline in 2022. Leisure travelers to Utah report their top activity drawing them to travel to Utah is visiting friends and relatives, followed by outdoor recreation attractions of hiking/backpacking and visiting National Parks, Monuments, and Recreation areas.

In Utah County, overnight visitation increased by 3.6% in 2023 from 2022. Occupied nights at hotels and short-term rentals showed similar growth trends with combined nights up 10.1% in 2022 compared to 2021 and up 12.7% compared to 2019.

Overnight visitation to Eagle Mountain City also increased in 2023, up 12.0% year-over-year. The most popular month for visitation to Eagle Mountain City for 2022 and 2023 was December, which corresponds with travelers coming to visit friends and family.

Eagle Mountain City's future as a tourism and visitation destination is intertwined with that of Utah County and the state of Utah. Tourist attractions that allow visitors to partake in Utah and Eagle Mountain City's outdoor recreation activities in a family-friendly environment will support facilities such as hotels and restaurants. As a growing and expanding city, focused development of visitor attractions is integral to the area's economic growth.

## 4. Eagle Mountain City Tourism and Visitor Assessment

### Definition of Subject Market

Eagle Mountain City is located in the Utah County regional tourism market. Within this market, Eagle Mountain City will compete primarily with Saratoga Springs City based on various factors such as location, product offerings, and price point. However, tourist attractions within a region are often complementary, with various assets forming parts of a destination that attract visitors.

### Eagle Mountain Tourism Assets

HVS identified several existing primary tourism attractions for the Eagle Mountain City Market and investigated prospective tourism attraction developments.

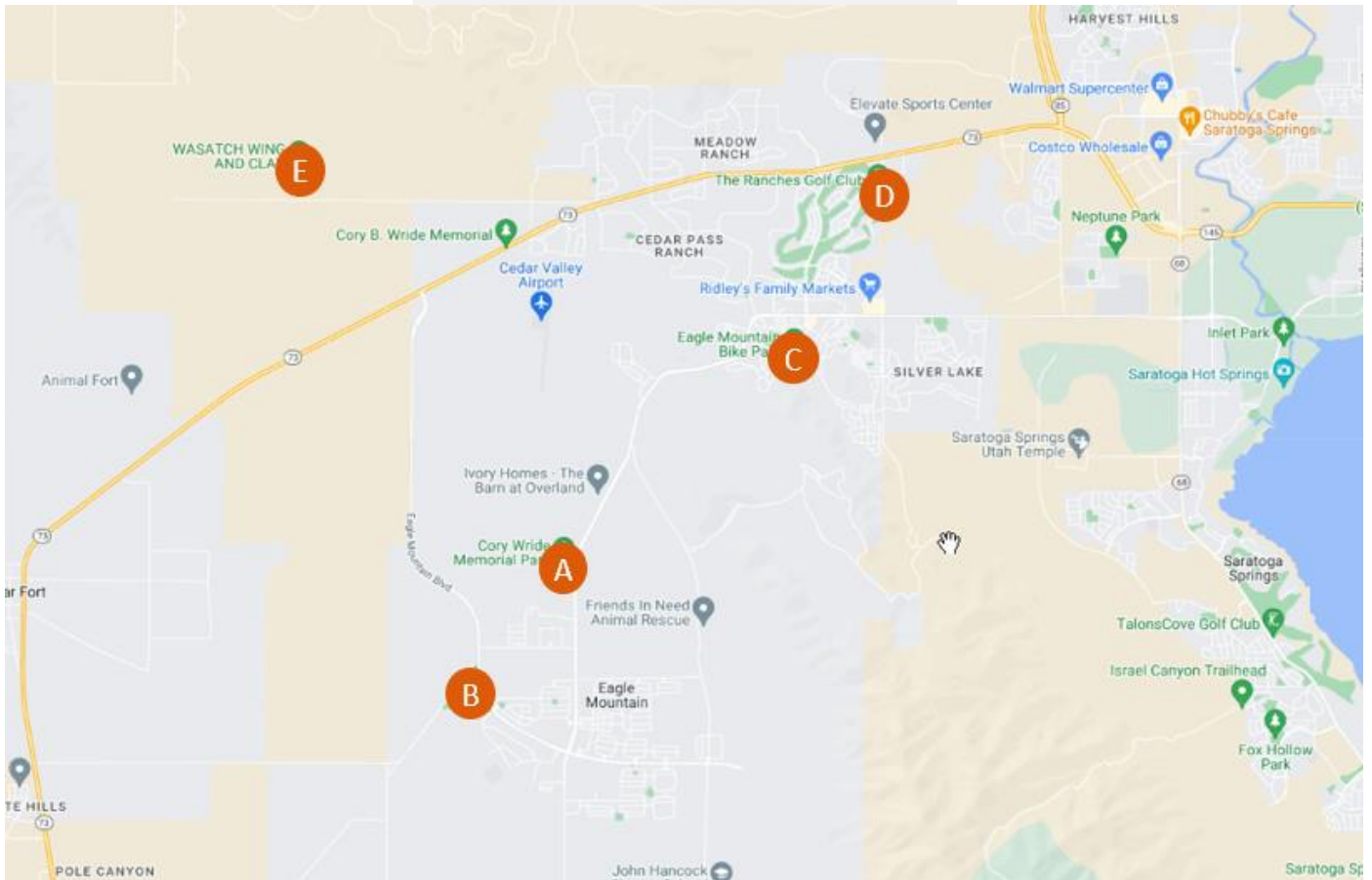
- The Lake Mountains surrounding Eagle Mountain contain 86 miles of trails for mountain biking and hiking, which the local trail association maintains.
- The Cory Wride Memorial Park is the recreational centerpiece of Eagle Mountain City's recreation offerings and features a festival field that hosts large events like Shopfest. The park offers baseball diamonds, tennis and pickleball courts, pavilions, a splash pad, and a playground.
- Pony Express Memorial Park's arena is the home of the Eagle Mountain City rodeo ground.
- Wasatch Wing and Clay in nearby Cedar Fort is a popular hunting club that offers a variety of outdoor activities along with event space for social and corporate events.
- The Ranches Golf Club is a public 18-hole course that opened an event space named the Venues in December 2023.

Prospective venues are a part of housing developments under construction within the city limits. Candlelight Homes is constructing an 8,970-home master-planned community that will feature multiple grass and turf soccer fields with plans to host youth tournaments. A pump track for skateboarding and bikes is also under construction. In addition, the development will link up 31 miles of mountain trails, and outdoor gathering spaces will be constructed for social activities.

The following map illustrates the locations of primary tourist attractions in Eagle Mountain.

### PRIMARY TOURISM ATTRACTIONS IN EAGLE MOUNTAIN

Sites	
A	Cory Wride Memorial Park
B	Pony Express Memorial Park and Arena
C	Eagle Mountain Bike Park
D	The Ranches Golf Club
E	Wasatch Wing and Clay



#### Cory Wride Memorial Park

Cory Wride Memorial Park is in the center of Eagle Mountain, across Pony Express Parkway from the planned downtown development. It opened in 2018 and is open daily from sunrise to sunset. The park features a festival field that hosts several large annual events, including the Pony Express Days carnival, ShopFest, and Summer Bash. The park offers a splash pad, baseball diamonds, a large playground, and several courts for tennis and pickleball.

**PHOTOS OF CORY WRIDE MEMORIAL PARK  
FESTIVAL GROUNDS (TOP); AERIAL (BOTTOM)**



Visitation to the Park has increased year-over-year, more than tripled since the pandemic impacted the 2020-2021 period.



**FIGURE 4-1**  
**CORY WRIDE MEMORIAL PARK VISITATION (MARCH - FEBRUARY)**

Visitation Year	Visits	Visitors	Visit Freq
2023-2024	218,000	66,000	3.3
2022-2023	190,000	57,000	3.3
2021-2022	96,000	40,000	2.4
2020-2021	64,000	28,000	2.3
2019-2020	67,000	34,000	2.0

Source: Placer.ai

The increasing number of visitors reflects a growing community, and demand for this park will continue to increase with the population. Visitation from 50 miles or further away also has trended upward, although at a lower percentage of the total visitation.

**FIGURE 4-2**  
**CORY WRIDE MEMORIAL PARK VISITORS DISTANCE TRAVELED (MARCH - FEBRUARY)**

Visitation Year	Visits	% traveled more than					Visits >50mi
		10mi	30mi	50mi	100mi	250mi	
2023-2024	218,000	22%	5%	4%	3%	2%	9,600
2022-2023	190,000	21%	6%	5%	4%	3%	9,300
2021-2022	96,000	27%	9%	7%	6%	5%	6,900
2020-2021	64,000	30%	9%	8%	6%	6%	5,000
2019-2020	67,000	30%	9%	8%	5%	4%	5,400

Source: Placer.ai

As a community park, most Cory Wride Memorial Park visitors are local to Eagle Mountain City. Many visitors come to the Park for general recreation purposes. However, 16.5% of Park visitors came on days with more than 2,000 visitors.

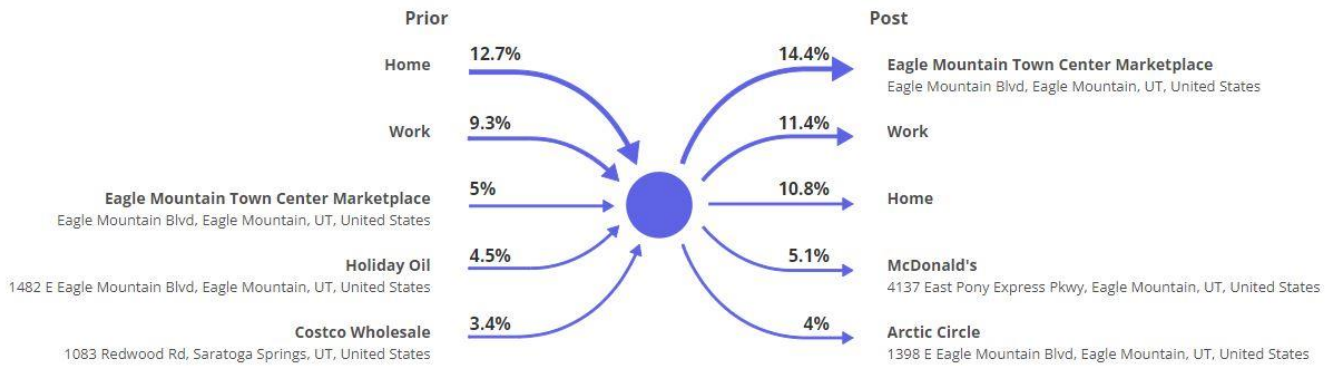
**FIGURE 4-3  
CORY WRIDE MEMORIAL PARK EVENT VISITATION  
(MARCH 2022 – FEBRUARY 2023)**

Event	Date	Estimated Number of Attendees
Athletics / General Use	3/26/2022	2,400
Doughnuts for Donations	5/21/2022	3,600
Pony Express Days	6/2/2022	3,400
Pony Express Days	6/3/2022	4,200
Pony Express Days	6/4/2022	6,400
Summer Bash & Laser Show	7/30/2022	3,100
Shop Fest	9/10/2022	4,200
Athletics / General Use	9/17/2022	2,200
Athletics / General Use	4/15/2023	2,200
Athletics / General Use	5/20/2023	2,100
Athletics / General Use	5/29/2023	2,000
Pony Express Days	6/1/2023	2,800
Pony Express Days	6/2/2023	2,600
Pony Express Days	6/3/2023	5,800
Athletics / General Use	6/17/2023	2,000
Summer Concert featuring Beck Brothers	7/8/2023	2,300
Summer Bash & Laser Show	7/29/2023	4,100
Athletics / General Use	8/26/2023	2,100
Shop Fest	9/9/2023	4,100
Farmers Market	9/23/2023	2,500
Halloween Town & Movie in the Park	10/7/2023	2,200
Christmas Villages	12/2/2023	2,200

Source: Placer.ai

HVS used the platform Placer.ai to evaluate the location origin of visitors to Cory Wride Memorial Park between March 2023 and February 2024.

**FIGURE 4-4**  
**CORY WRIDE MEMORIAL PARK VISITOR JOURNEY (NON-LOCAL VISITORS) (MAR 2023 – FEB 2024)**



Source: Placer.ai

The figure above illustrates the traveler locations before and after visiting the Cory Wride Memorial Park for those visitors who live and work more than 25 miles away from the Park (i.e., non-local). The plurality of these visitors (23% prior and more than 22% post) come from or go home. The next set of visitors is to Eagle Mountain Town Center, a shopping complex with various fast-service restaurants, a grocery store, and a gas station. Besides McDonald's, the other locations among the top listings have gas stations.

**Pony Express Memorial Arena**

The Pony Express Memorial Arena is Eagle Mountain City's rodeo grounds and part of the larger Pony Express Memorial Park complex. Located on the western side of Eagle Mountain, it is open year-round from sunrise to sunset. The park also holds a baseball diamond, the Eagle Mountain Skate Park, and the Eagle Mountain Cemetery. The arena hosts several popular large annual events, including a pageant, a multi-day rodeo, and a demolition derby. The events have become increasingly popular, and the arena is nearing capacity and will likely be insufficient to meet future demand.



### PHOTOS OF PONY EXPRESS MEMORIAL PARK



Visitation to the Rodeo Ground has increased in the years since the pandemic, with the number of visitors ranging between 8,000 and 10,000.

**FIGURE 4-5  
EAGLE MOUNTAIN RODEO GROUND VISITATION  
(MARCH – FEBRUARY)**

Visitation Year	Visits	Visitors	Visit Freq
2023-2024	13,000	10,000	1.4
2022-2023	13,000	8,000	1.6
2021-2022	13,000	9,000	1.5
2020-2021	6,000	3,000	1.6
2019-2020	12,000	8,000	1.5

Source: Placer.ai

**FIGURE 4-6  
EAGLE MOUNTAIN RODEO GROUND VISITORS DISTANCE TRAVELED  
(MARCH - FEBRUARY)**

Visitation Year	Visits	% traveled more than					Visits >50mi
		10mi	30mi	50mi	100mi	250mi	
2023-2024	13,000	50%	12%	9%	6%	4%	1,200
2022-2023	13,000	58%	18%	15%	2%	2%	2,000
2021-2022	13,000	61%	19%	13%	9%	6%	1,700
2020-2021	6,000	60%	26%	19%	16%	5%	1,200
2019-2020	12,000	67%	21%	17%	10%	8%	2,000

Source: Placer.ai

The charts above illustrate that while most visitors to Pony Express Memorial Arena live within 10 miles of the venue, the venue attracts visitors from 50+ miles away. However, this percentage has declined as Eagle Mountain City’s population has grown and usage has shifted to residents.

**FIGURE 4-7**  
**PONY EXPRESS MEMORIAL ARENA EVENT ATTENDANCE (MARCH – FEBRUARY)**

Event	Date	Attendees	50+ Mile Attendees
Pony Express Rodeo Day 1	5/24/2019	940	95
Pony Express Rodeo Day 2	5/25/2019	1,640	165
Pony Express Rodeo Day 3	5/27/2019	2,200	221
Demolition Derby	6/1/2019	2,310	120
Demolition Derby	6/4/2022	3,400	180
Pony Express Rodeo Day 1	6/9/2022	1,990	200
Pony Express Rodeo Day 2	6/10/2022	1,880	190
Pony Express Rodeo Day 3	6/11/2022	2,800	280
Demolition Derby	6/3/2023	2,800	150
Pony Express Rodeo Day 1	6/8/2023	1,460	150
Pony Express Rodeo Day 2	6/9/2023	2,730	270
Pony Express Rodeo Day 3	6/10/2023	3,630	360

Source: Placer.ai

The Pony Express Rodeo, sanctioned by the Professional Rodeo Cowboys Association (PRCA), has the highest annual attendance. Before 2020, it was held on the Friday, Saturday, and Monday of Memorial Day weekend. Attendance has grown since it was moved to the Thursday, Friday, and Saturday of the second weekend of June. The annual Demolition Derby, held the prior weekend and coinciding with the Pony Express Days Carnival, is another popular event.

### The Ranches Golf Club

The Ranches Golf Club is a public 18-hole golf course located in the northeast portion of Eagle Mountain City. The club hosts tournaments and outings and holds a beer-only permit. Additional amenities include a fitness center, a practice area, a driving range, and shared office space.

The Venue at the Ranches, which opened in December 2023, features a large amount of meeting space for the market. The meeting space includes a 2,467-square-foot banquet hall and a 1,175-square-foot courtyard, which is slated for completion in 2024. The Venue at the Ranches is the only formal meeting venue in Eagle Mountain City for events such as large family gatherings and weddings. Management anticipates roughly 100 weddings annually, the peak season between April and October.

**AERIAL VIEW OF THE RANCHES GOLF CLUB**



Source: The Ranches Golf Club

HVS used the platform Placer.ai to evaluate the location origin of visitors to the Ranches Golf Club between March 2019 and February 2024.

**FIGURE 4-8  
 THE RANCHES GOLF CLUB VISITATION (MARCH – FEBRUARY)**

Visitation Year	Visits	Visitors	Visit Freq
2023-2024	51,000	15,000	3.4
2022-2023	45,000	12,000	3.7
2021-2022	49,000	14,000	3.2
2020-2021	58,000	14,000	4.1
2019-2020	31,000	11,000	2.7

Source: Placer.ai



**FIGURE 4-9**  
**THE RANCHES GOLF CLUB VISITORS DISTANCE TRAVELED (MARCH - FEBRUARY)**

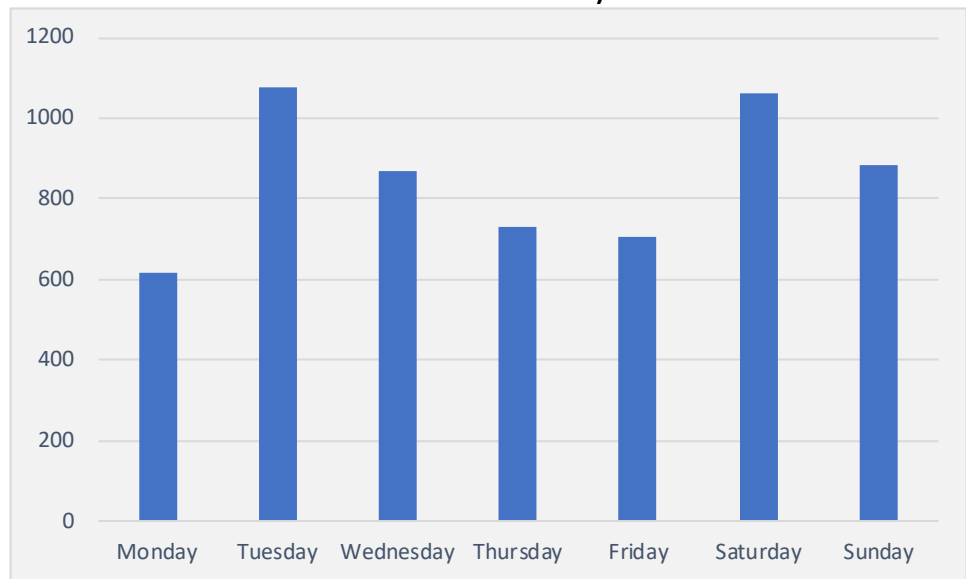
Visitation Year	Visits	% traveled more than					Visits >50mi
		10mi	30mi	50mi	100mi	250mi	
2023-2024	51,000	37%	6%	5%	3%	2%	2,400
2022-2023	45,000	31%	6%	4%	3%	2%	1,800
2021-2022	49,000	33%	6%	5%	3%	2%	2,400
2020-2021	58,000	26%	6%	4%	3%	2%	2,400
2019-2020	31,000	46%	11%	9%	8%	4%	2,700

Source: Placer.ai

Visitation to the Ranches Golf Club was at its highest during the analyzed period, except for the 2020-2021 pandemic year, when restrictions on indoor activity encouraged outdoor recreation. While local usage is the primary driver of business, lodging options in Eagle Mountain City would support attracting recreational golfers from new destinations throughout the region.

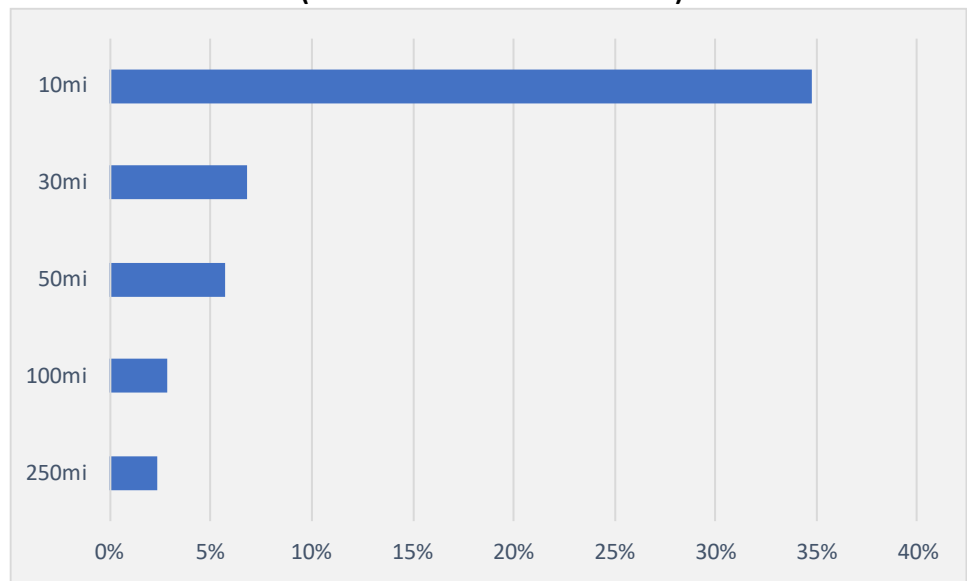
The Venue at the Ranches event space opened in December 2023 and has already been a popular location for social and corporate events. Placer.ai data shows approximately 6,000 visitors since opening through April 2024.

**FIGURE 4-10**  
**THE RANCHES GOLF CLUB EVENING VISITATION BY DAY OF THE WEEK (DECEMBER 2023 – APRIL 2024)**



The two strongest nights in this analysis period are Tuesday and Saturday. This indicates demand for mid-week events related to business community functions and weekend social events.

**FIGURE 4-11**  
**THE RANCHES GOLF CLUB EVENING VISITATION BY DAY OF THE WEEK**  
**(DECEMBER 2023 – APRIL 2024)**



Source: Placer.ai

In the first five months of its operation, the Venue at the Ranches has shown that it will draw most of its patronage after 6:00 pm from within 10 miles. The Venue will also be able to draw from distances that will encourage lodging.

**Wasatch Wing and Clay**

Wasatch Wing and Clay is a 7,000-acre hunting and shooting ground near Cedar Ford. Bird hunting season runs from September through March, but the range is open year-round, with clay shooting available. The facility also features an event and meeting space for social and corporate events and a small campground.

**PHOTOS OF WASATCH WING AND CLAY**



Source: Wasatch Wing and Clay

The following tables illustrate visitation at Wasatch Wing and Clay has been increasing annually, with the number of visitors increasing as well.

**FIGURE 4-12  
WASATCH WING AND CLAY VISITATION (MARCH – FEBRUARY)**

Visitation Year	Visits	Visitors	Visit Freq
2023-2024	32,000	16,000	2.0
2022-2023	31,000	17,000	1.9
2021-2022	28,000	14,000	2.0
2020-2021	26,000	12,000	2.2
2019-2020	24,000	10,000	2.4

Source: Placer.ai

**FIGURE 4-13**  
**WASATCH WING AND CLAY VISITORS DISTANCE TRAVELED (MARCH - FEBRUARY)**

Visitation Year	Visits	% traveled more than					Visits >50mi
		10mi	30mi	50mi	100mi	250mi	
2023-2024	32,000	72%	24%	15%	7%	4%	4,800
2022-2023	31,000	71%	31%	20%	8%	4%	6,300
2021-2022	28,000	80%	25%	16%	8%	3%	4,400
2020-2021	26,000	79%	24%	16%	6%	4%	4,100
2019-2020	24,000	81%	27%	15%	8%	3%	3,700

Source: Placer.ai

Wasatch Wing and Clay attracts more than 15% of its visitation from greater than 50 miles away. Onsite staff noted that the lack of hotels in the market is among the most frequent complaints from visitors. Visitors needing lodging seek a short-term rental or travel to Lehi for accommodation. The staff further noted that some guests will stay in hotels as far away as Park City.

**Outdoor Recreation in Eagle Mountain City**

Eagle Mountain City is a growing city with a diverse economy; however, the area is remembered for its rural heritage. The city has an area of 50 square miles, less than half of which is developed.

The City is home to an extensive system of approximately 86 miles of trails for hiking, mountain biking, and trail running, with additional construction underway. While the trails in Eagle Mountain City are not generally considered to be as scenic as those in more alpine locations such as Park City, the drier and warmer weather conditions make Eagle Mountain City a popular location for spring and fall mountain bike riding.

The Utah Mountain High School Cycling League annually hosts two or more events in Eagle Mountain City. The league reports that Eagle Mountain City is attractive as a destination for its events because of its location in the center of mountain biking populations and the abundance of parking. Lodging options in Eagle Mountain City would allow the city to host larger and more frequent events, particularly in the spring and autumn.

The number of trails continues to grow. New connected trails are being constructed as a part of the Firefly master-planned community under development by Candlelight Homes. Included will be a National Interscholastic Cycling Association-sanctioned bicycle track that will be eligible to host more prestigious events, such as state championships.



### MOUNTAIN BIKE TRAILHEAD



#### Youth Sports in Eagle Mountain City

Youth sports continue to grow along with Eagle Mountain City's population. While there is not yet a venue dedicated solely to youth sports, Eagle Mountain Youth Soccer and Eagle Mountain Baseball use the fields at Cory Wride Memorial Park for practices and games.

Construction of additional youth sports facilities in Eagle Mountain City is expected. The Firefly master-planned community includes multiple soccer fields as part of the development to host multi-day tournaments and camps. A well-known Montana-based company is also constructing a pump track that is expected to be a regional attraction.

#### Industry in Eagle Mountain City

Eagle Mountain City is known as a hub of entrepreneurship. The Eagle Mountain Chamber of Commerce reports that 900 businesses are licensed within city limits, 80% home-based. Three hundred ten new business licenses were issued in 2023.

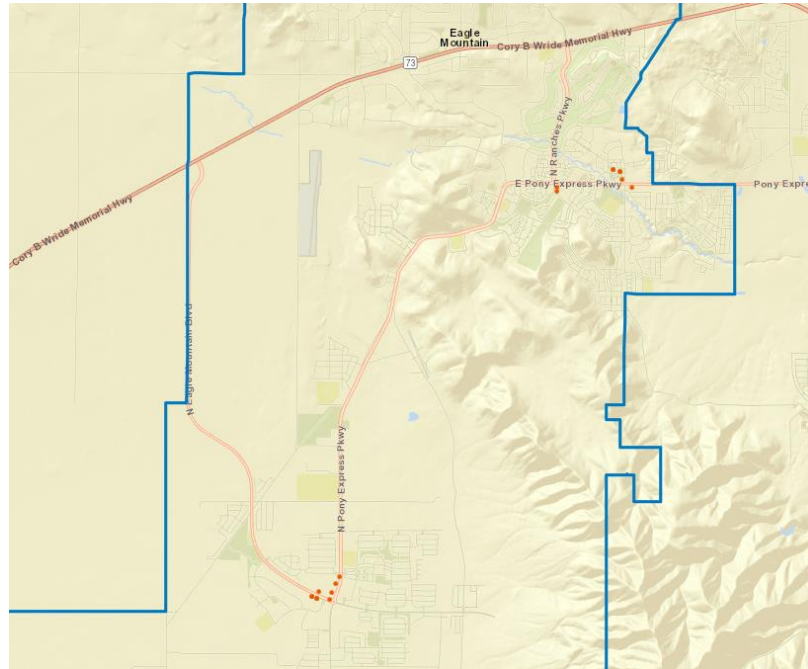
The relatively flat undeveloped land has attracted the construction of data centers. Meta, the parent company of Facebook and Instagram, has a 2.5 million-square-foot center and is adding 700,000 square feet as of the date of this report. QTS has also begun constructing a data center with an anticipated 100-150 permanent employees. Tyson Foods operates a packaging facility as well. Additional development is expected as a majority of the land in Eagle Mountain City remained undeveloped.

#### Eagle Mountain City Dining

Dining options in Eagle Mountain City are typically fast-casual restaurants. Most restaurants are parts of chains with a heavy take-out component. All are located in two different clusters along Pony Express Parkway. Multiple interview subjects expressed a desire for additional sit-down dining and chain restaurants. Future

development plans in Eagle Mountain City should consider this to maximize the diversity and quality of food service options for visitors and the local community.

### MAP OF RESTAURANTS IN EAGLE MOUNTAIN



Source: Esri

Eagle Mountain City has 17 restaurants: ten fast food or fast casual, four pizza restaurants, two food trucks, and one coffee.

### Eagle Mountain City Sports Facilities

Eagle Mountain City has four locations that offer facilities for youth and community sports in addition to the aforementioned mountain trails:

1. Cory Wride Memorial Park - outdoor baseball/softball fields, soccer fields, tennis courts, pickleball courts, basketball courts
2. Pony Express Park - Pony Express Memorial Arena (Rodeo Ground), baseball field
3. Nolen Park - baseball fields
4. Cedar Valley High School - multi-purpose stadium field with track, two outdoor diamonds, two multi-purpose fields, eight tennis courts,

The Alpine School District, which includes Eagle Mountain City, has 84,700 K-12 students as of October 1, 2023. Twelve public schools in Eagle Mountain City serve more than 13,000 students: ten elementary schools, Frontier Middle School, and

Cedar Valley High School. The High School competes in Region 10 of Class 5A in the Utah High School Activities Association.

## Stakeholder Interviews

HVS gathered information and opinions from key stakeholders in Eagle Mountain City and surrounding communities. HVS conducted 11 in-person and phone interviews with hotel and facility managers, event organizers, restaurant and retail owners, county and municipal government representatives, local leadership, and other industry participants. These interviews helped to inform our understanding of the state of tourism in Eagle Mountain City.

Our key takeaways were:

- Eagle Mountain City is undergoing an unprecedented amount of growth.
- The population of Eagle Mountain City is expected to more than triple by 2060.
- Perceived challenges and constraints in Eagle Mountain City:
  - Some residents and visitors believe the city is difficult to access. However, the announced expansion of freeways and connectors to Interstate 15 is expected to improve service and access.
  - The development of additional leisure attractions would help encourage visitation.
  - Restaurant options are currently limited to fast food or fast casual. There is a desire for sit-down restaurants in Eagle Mountain City
  - Need more retail options, including higher-end stores.
  - Some visitors are coming to Eagle Mountain City but must stay in short-term rentals or drive outside the city for hotels.
- Eagle Mountain City is undergoing an identity shift:
  - The city was incorporated less than 30 years ago and was mostly empty rural land.
  - The residents value the community's small-town feel but are excited about the growth.
- Community members expressed a desire for:
  - Preservation of the natural surroundings
  - Improved freeway access
  - More restaurants

## Conclusions

Eagle Mountain City's strength as an emerging tourist destination is driven by its explosive population growth and heritage of existing attractions. Eagle Mountain City has four primary tourism attractions, drawing visitors from outside the city limits. Cory Wride Memorial Park is the largest attraction by visitation, with more than 218,000 visitors drawn between March 2023 and February 2024, 9,500 of which came from over 50 miles away. The Ranches Golf Club is the next largest and most popular outdoor recreation attraction, and it should see additional visitation as the new venue ramps up social and corporate events. The Eagle Mountain Rodeo Ground at Pony Express Memorial Park hosts three popular annual events, and Wasatch Wing and Clay attracts visitors from throughout Utah and nationally.

Eagle Mountain City's easy access to outdoor recreation, including the system of connected mountain biking trails, is a popular attraction for visitors. Local clubs use soccer fields and baseball diamonds for games and practices, and there is increasing demand for these facilities.

Dining options in Eagle Mountain City are fast-service restaurants, but residents want to see a wider variety of restaurant types and service levels. An increase in retail and shopping options is also in demand. Various proposed mixed-use developments are in the planning stages to help meet these needs.

However, Eagle Mountain City's tourist market is not yet fully developed. As will be shown in the next chapter, comparable nearby cities have tourist attractions that draw more than 500,000 visitors annually and draw visitors from farther distances. Additionally, the current lack of freeway access is seen as inhibiting tourism growth.

However, with the planned expansion of the Mountainview Corridor and freeway construction along State Route 73, the future is bright for this sector. The current demand generators and future generators under construction or planning stages will increase demand for hotel inventory in Eagle Mountain City. While overnight visitation to Eagle Mountain City is currently limited to private homes or short-term rental properties, introducing hotel supply, and adding new tourism generators will help increase demand for facilities in Eagle Mountain City.

## 5. Comparable and Competitive Cities

### Tourism Assets in Comparable Cities

This analysis of comparable and competitive city venues provides a basis for assessing Eagle Mountain City's readiness for hotel development.

Eagle Mountain City and the comparable markets have developed assets designed to draw tourists and overnight visitors to their cities. The tourism economies of Utah and Salt Lake Counties are intertwined by their similar geographies, demographics, and types of attractions. HVS examined tourism demand generators in the five most comparable cities to Eagle Mountain City within the two counties within a one-hour drive:

- Saratoga Springs City (Utah County)
- Lehi City (Utah County)
- Draper City (Utah and Salt Lake Counties)
- Spanish Fork City (Utah County)
- American Fork City (Utah County)

The chart on the next page shows the tourism assets in each city.

**FIGURE 5-1  
SUMMARY OF COMPARABLE CITIES' TOURISM ASSETS**

Tourism Asset Category	Lehi (pop. 87,800)	Draper (pop. 55,400)	Spanish Fork (pop. 45,500)	American Fork (pop. 27,300)	Saratoga Springs (pop. 50,000)
<b>Public Events</b>	Tulip Festival Polynesian Days Round-Up Rodeo Arts in the Park	Draper Days (10 days) Draper Days Rodeo Holiday Market International Arts & Craft Craft Festival	Spanish Fork Fiesta Days Christmas Gift and Craft Show Festival of Lights Harvest Moon Hurrah Holi Festival of Colors Utah County Fair Utah High School Rodeo Utah Jr. Livestock Show	Steel Days	Saratoga Splash Days (4 days)
<b>Attractions</b>	Thanksgiving Point	Loveland Living Planet Aquarium Cowabunga Bay Draper Amphitheater	Spanish Fork Fairgrounds	American Fork Amphitheater Harrington Center for the Arts American Fork Canyon	
<b>Rodeo/Equestrian</b>	Lehi Round-Up Rodeo Grounds	Andy Ballard Arena	Spanish Fork Fairgrounds		
<b>Sports &amp; Recreation</b>	Lehi Legacy Center	Corner Canyon Trails South Mountain Golf Course Flight State Park	Russell Swenson Baseball Complex The Oaks at Spanish Fork	Fox Hollow Golf Club American Fork Recreation Center	Talon Coves Golf Club Saratoga Springs Marina
<b>Meeting and Event</b>	The Lodge at Traverse Mountain	Millennial Falls Event Venue Cactus & Tropicals	Chillon Reception Center	5th East Hall - Reception & Events	
<b>Shopping/Retail</b>	Traverse Mountain Outlets	Draper Peaks Draper Crossing The District	Canyon Creek Ponderosa Event Center High Chaparral	The Meadows	

## Youth Sports Facilities

The following table summarizes the existing youth sports facilities in comparable cities.

**FIGURE 5-2  
YOUTH SPORTS COMPARABLE MARKETS  
NUMBER OF COURTS/FIELDS**

Sport	Eagle Mountain	Lehi	Draper	Spanish Fork	American Fork	Saratoga Springs
Soccer	3	8	17	14	13	1
Baseball	7	3	13	18	12	4
Basketball	12	5	10	4	3	6
Aquatics		2	1		1	
Equestrian	1	1	1	1		
Tennis	5	4	4	9	4	8
Pickleball	14	6	8	18	9	3
Rink (Seasonal)		1				
<b>Total</b>	<b>42</b>	<b>30</b>	<b>54</b>	<b>64</b>	<b>42</b>	<b>22</b>

Source: Various community websites

Eagle Mountain City ranks in the middle of the comparable set for the total number of courts/fields. It has many pickleball and basketball courts but a below-average number of soccer fields.

Lehi and Spanish Fork currently have facilities under construction that will increase their recreation and youth sports offerings.

- Lehi is constructing Family Park, a \$17 million facility scheduled for completion in August 2024. The new facilities include six soccer fields, eight pickleball courts, a splash pad, an amphitheater, and a large playground.
- Spanish Fork is constructing a \$65 recreation center and plans to open in Fall 2025. A community and senior center anchors the facility and features gymnasiums with an elevated walking track, a competition pool, and indoor and outdoor leisure pools.

## Tourism Attraction Demand

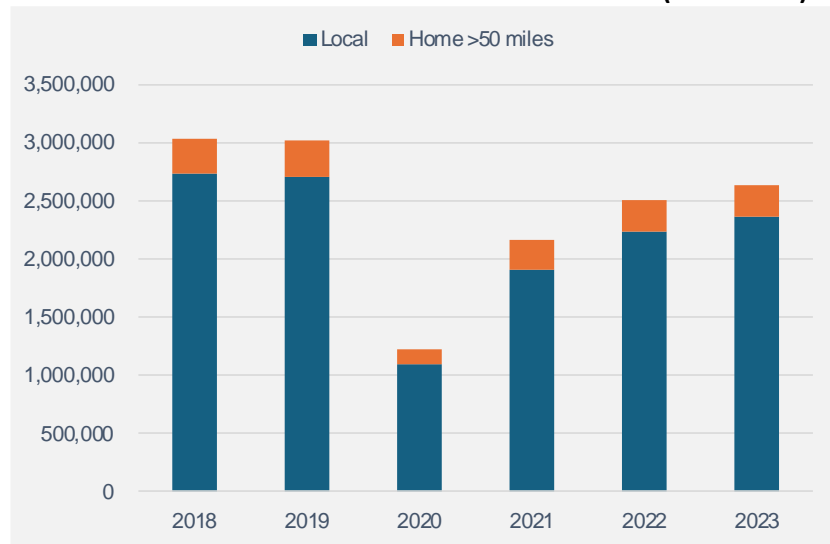
HVS used venue (when available) and Placer.ai data to examine demand for the largest tourism attractions outside of Eagle Mountain City in comparable cities.

## Thanksgiving Point

Thanksgiving Point in Lehi is a museum complex and estate garden. Attractions include the 55-acre Ashton Gardens, the Museums of Ancient Life and Natural

Curiosity, a farm and petting zoo, a golf course, and restaurants. The grounds host large events such as the annual Tulip Festival.

**FIGURE 5-3**  
**ESTIMATED THANKSGIVING POINT ANNUAL VISITS (2018-2023)**



Source: Placer.ai

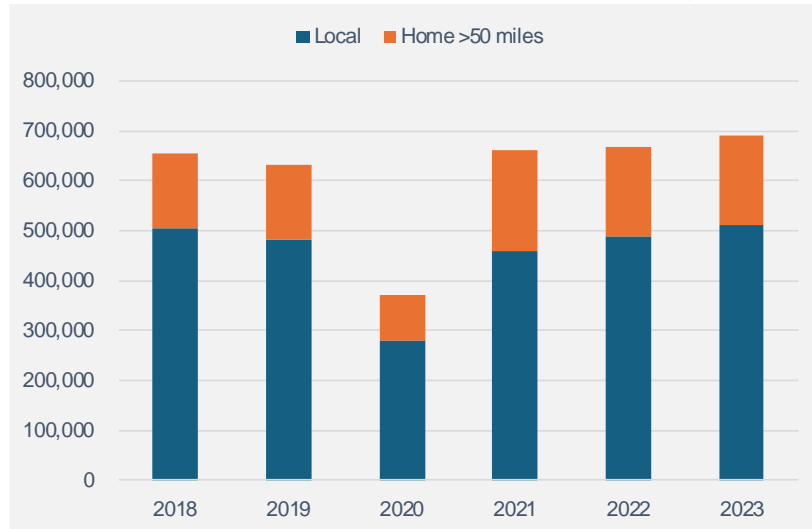
The chart above shows that Thanksgiving Point received over 2,500,000 estimated visits in 2023, down from pre-pandemic visits approaching 3,000,000 annually. Approximately 11% of those visits were by non-locals (originating from over 50 miles away), meaning demand for Thanksgiving Point is predominantly local.

**Loveland Living Planet Aquarium**

The Loveland Living Planet Aquarium opened its 136,000-square-foot facility in Draper in 2014 after moving from smaller Salt Lake City and Sandy facilities. The aquarium features various exhibits, including freshwater, marine, and rainforest habitats. It also hosts school field trips, summer camps, and other special events.



**FIGURE 5-4**  
**ESTIMATED LIVING PLANET AQUARIUM ANNUAL VISITS (2018-2023)**



Source: Placer.ai

The above figure illustrates that annual Aquarium visitation is typically between 600,000 and 700,000. In 2023, the venue received 690,000 estimated visits. Approximately 26% of those visits originated from over 50 miles away, showing demand primarily from the local drive-in area.

### Comparable Markets

HVS identified comparable markets similar to Eagle Mountain City that are further along in hospitality asset development. This analysis will help position the Eagle Mountain City market for future success.

The figure below shows the nine comparable cities' key population, income, and employment data.

**FIGURE 5-5**  
**NINE COMPETITIVE MARKETS (RANKED BY MEDIAN HOUSEHOLD INCOME)**

City	2023 City Population	Median Age	Median Household Income	Total Employment	Total Businesses	Total Employees	White Collar <sup>1</sup>	Blue Collar <sup>1</sup>	Services <sup>1</sup>
Draper	55,400	32.3	\$126,990	26,659	1,869	28,179	80%	12%	8%
Bluffdale	20,253	31.1	\$114,961	10,586	330	3,468	72%	19%	9%
Lehi	87,804	27.9	\$114,667	39,644	1,635	30,591	75%	15%	10%
Saratoga Springs	49,988	27.7	\$112,389	22,011	376	3,731	75%	15%	9%
Riverton	46,509	30.4	\$108,042	23,052	897	12,960	75%	15%	10%
Herriman	63,291	29.8	\$103,723	31,700	386	3,762	75%	15%	11%
Spanish Fork	45,461	27.1	\$94,898	21,386	891	13,331	63%	23%	14%
<b>Eagle Mountain</b>	<b>57,129</b>	<b>27.1</b>	<b>\$94,340</b>	<b>25,405</b>	<b>209</b>	<b>2,296</b>	<b>70%</b>	<b>19%</b>	<b>11%</b>
American Fork	37,299	30.2	\$88,898	20,299	1,311	20,299	70%	17%	13%

<sup>1</sup> Percentage of adults 16+ in labor force by occupation as defined by Esri.

Source: Esri

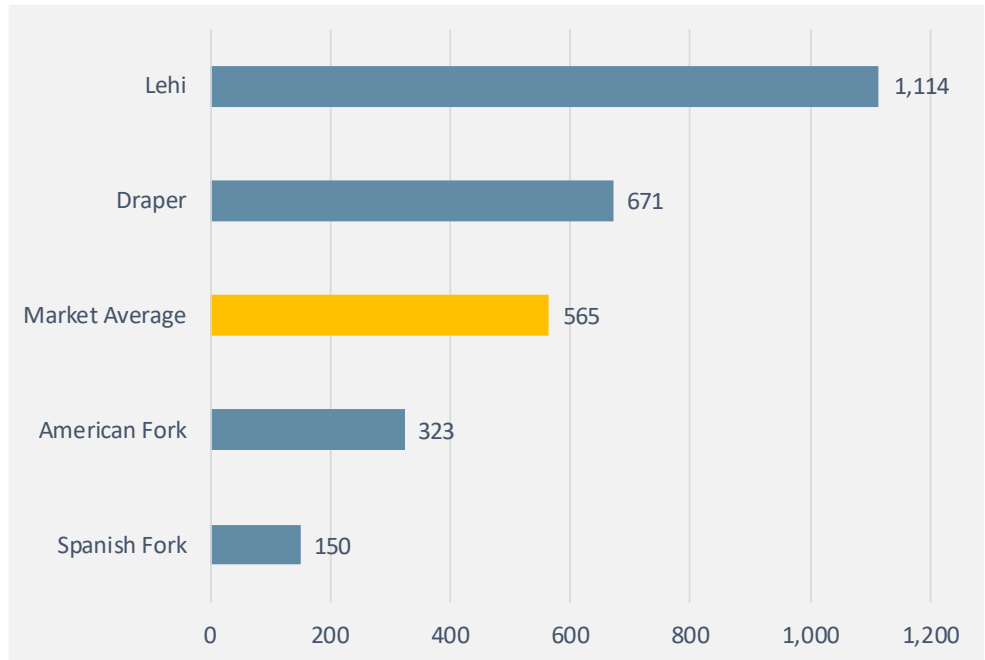
Eagle Mountain City has grown to be the third largest city among the comparable cities. However, the per capita income is lower than in comparable cities. Eagle Mountain City has a comparably larger percentage of adults 16 years or older in the labor force classified as Blue-Collar employees.

While all comparable cities enjoy a lower median age than the national level, Eagle Mountain City’s is the lowest, attributed to the young and larger families. Eagle Mountain City’s comparably lower total employees compared to total employment reflects the small businesses and entrepreneurs in the city.

**Hotel Package**

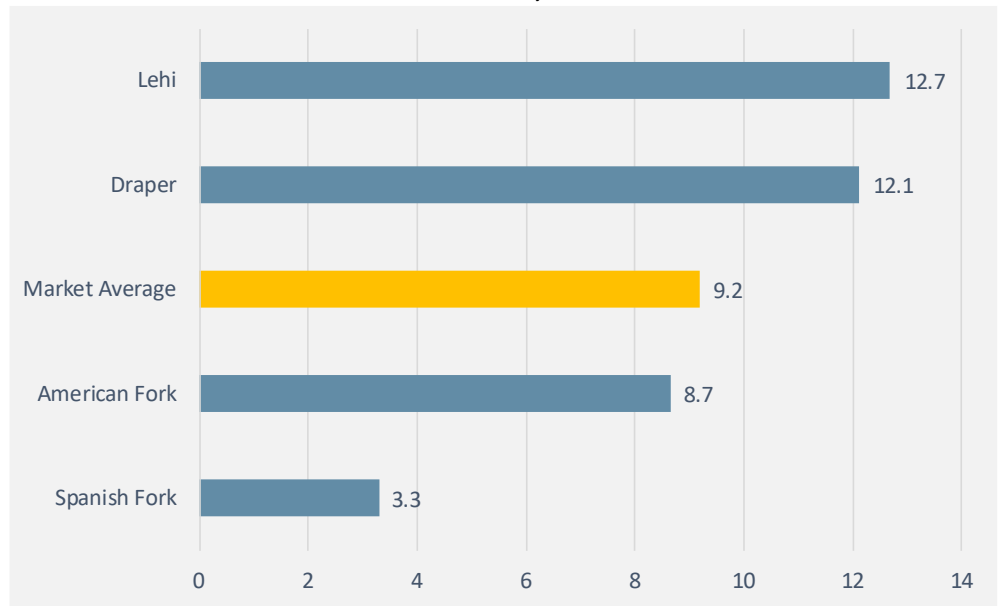
HVS analyzed the existing hotel packages of comparable cities to determine the hotel supply, the number of rooms per 1,000 residents, the chain scale of hotels, and the year of construction of the hotels.

**FIGURE 5-6  
 TOTAL HOTEL ROOMS PER CITY**



Source: STR

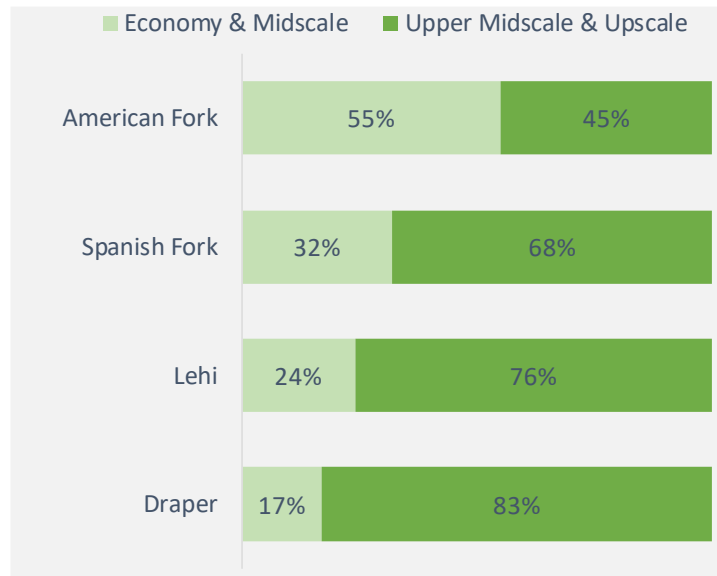
**FIGURE 5-7**  
**HOTEL ROOMS PER 1,000 RESIDENTS**



Source: STR

Lehi City and Draper City have the most developed supply of hotel rooms and the largest number of rooms per 1,000 residents. In addition, these two cities have the youngest average opening year of hotel supply and the largest mixture of Upper Midscale and Upscale hotels compared to Economy and Midscale. These two cities similarly rank as the two highest cities in terms of the number of private businesses and employees.

**FIGURE 5-8  
HOTEL CHAIN SCALE PERCENTAGE**



Source: STR

**FIGURE 5-9  
AGE OF HOTEL SUPPLY**

City	Average Opening Year
Lehi	2012
Draper	2008
Spanish Fork	2007
American Fork	2000

Source: STR

### Community Amenities

To analyze the amenities in Eagle Mountain City and comparable cities, a metric to calculate the number of residents was devised. This calculation was to take the population and divide it by the number of eating establishments, and then the population was divided by the number of retail and shopping establishments.

Eagle Mountain City and the comparable markets have all seen the development of restaurants, retail, and shopping options as the cities have grown.

**FIGURE 5-10  
RESTAURANTS PER COMPARABLE CITY**

City	Population	Sit-down Restaurants	Fast/Take Out Restaurants	TOTAL	Residents per Sit-down Restaurant	Residents per Fast or Take Out	Residents per Eating/Drinking Establishment
American Fork	37,299	37	56	93	1,008.1	666.1	401.1
Draper	55,400	33	92	125	1,678.8	602.2	443.2
Riverton	46,509	22	60	82	2,114.0	775.2	567.2
Spanish Fork	45,461	25	51	76	1,818.4	891.4	598.2
Lehi	87,804	20	46	66	4,390.2	1,908.8	1,330.4
Herriman	63,291	8	32	40	7,911.4	1,977.8	1,582.3
Saratoga Springs	49,988	4	19	23	12,497.0	2,630.9	2,173.4
<b>Eagle Mountain</b>	<b>57,129</b>	<b>4</b>	<b>20</b>	<b>24</b>	<b>14,282.3</b>	<b>2,856.5</b>	<b>2,380.4</b>
Bluffdale	20,253	1	4	5	20,253.0	5,063.3	4,050.6

Source: Esri

Eagle Mountain City has one of the lowest counts of restaurants among the comparable cities, with only Bluffdale having more residents per Eating/Drinking establishment than Eagle Mountain City.

**FIGURE 5-11  
RETAIL AND SHOPPING PER COMPARABLE CITY**

City	Population	Department	Discount and Convenience	Clothing and Fashion	Home Goods	Boutique	Grocery	Personal Care	Total Retail	Residents per Store
American Fork	37,299	10	7	16	47	2	17	14	113	330.1
Draper	55,400	3	14	20	51	1	16	22	127	436.2
Riverton	46,509	6	13	22	25	0	10	18	94	494.8
Spanish Fork	45,461	2	16	13	22	0	15	8	76	598.2
Lehi	87,804	1	2	29	21	2	5	6	66	1330.4
Bluffdale	20,253	0	2	0	7	0	2	0	11	1841.2
Saratoga Springs	49,988	1	5	3	6	0	3	1	19	2630.9
Herriman	63,291	0	8	0	7	0	6	1	22	2876.9
<b>Eagle Mountain</b>	<b>57,129</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>12</b>	<b>4760.8</b>

Source: Esri

**FIGURE 5-12**  
**RETAIL AND SHOPPING INDEX**

City	Population	Restaurant Index	Retail Index	Restaurant & Retail Index
American Fork	37,299	1.00	1.00	2.00
Draper	55,400	0.90	0.76	1.66
Riverton	46,509	0.71	0.67	1.37
Spanish Fork	45,461	0.67	0.55	1.22
Lehi	87,804	0.30	0.25	0.55
Herriman	63,291	0.25	0.11	0.37
Saratoga Springs	49,988	0.18	0.13	0.31
Bluffdale	20,253	0.10	0.18	0.28
<b>Eagle Mountain</b>	<b>57,129</b>	<b>0.17</b>	<b>0.07</b>	<b>0.24</b>

Source: Esri

The combined calculated indexes for restaurant and retail establishments indicate that Eagle Mountain City has the most potential for growth and development in these sectors.

### Safety

Applied Geographic Solutions (AGS) assesses the relative crime rates of a region based on their database CrimeRisk. This is a standardized index for crimes against persons and property. These indexes are based on data collected from law enforcement jurisdictions nationwide, including federal, state, and local organizations. AGS notes that “these are unweighted indexes, in that, a murder is weighted no more heavily than a purse snatching in the computation. For this reason, caution is advised when using any of the aggregate index values.” The index is scaled to the number 100, which is the national average.

**FIGURE 5-13**  
**CRIME INDEX OF COMPARABLE MARKETS (2023)**

City	2023 Total Crime Index	Personal Crime Index	Property Crime Index
Spanish Fork	57	41	60
Riverton	62	42	65
Herriman	70	63	72
Saratoga Springs	73	69	74
<b>Eagle Mountain</b>	<b>104</b>	<b>90</b>	<b>106</b>
American Fork	121	52	133
Lehi	125	85	132
Draper	127	44	141
Bluffdale	150	87	160

Sources: Esri, Applied Geographic Solutions

Eagle Mountain City’s Total Crime Index was 104 for 2023, slightly higher than the national average. Property crimes, such as burglary and larceny, were higher than the national average; however, personal crimes, such as murder and assault, were lower than the national average. Eagle Mountain City’s index is the median of the comparable markets for this study.

## Transportation

We analyzed the transportation options available to Eagle Mountain City and compared them to the other markets.

Access to Eagle Mountain City is primarily via car. The only access road to the city is State Route 73, which connects Interstate 15 to State Highway 36. While the development of future roadways is underway, as analyzed in Chapter 2 of this study, Eagle Mountain City currently lacks freeway access.

The comparable markets are primarily accessed from the Salt Lake City International Airport (SLC) and Provo Airport (PVU). Train service to Eagle Mountain City and the comparable markets is provided by Amtrak, which has stations in Salt Lake City and Provo. Both stations are stops on the California Zephyr route, which travels daily between Chicago and Emeryville, California.

Greyhound and Salt Lake Express provide bus service through Utah. Greyhound has stations in Salt Lake City and Provo and has access to its North American network. The Salt Lake Express is a regional service that provides routes through Utah into Idaho, Nevada, Wyoming, Montana, and Washington. In addition to its hub in Salt Lake City, there are stops in Draper and Spanish Fork.



The below chart shows the markets with the count of hotel rooms, the largest access road to each city, the Annual Average Daily Traffic from the roadway segment leading into the city, and the drive time from the middle of the city to Salt Lake City International Airport (SLC) and Provo Airport (PVU).

**FIGURE 5-14**  
**HOTEL ROOM, ROAD ACCESS (2022), AND AIRPORT DRIVETIME ANALYSIS**

City	Hotel Rooms	Largest Access Road	Highest Annual Average Daily Traffic Segment	Drivetime to SLC	Drivetime to PVU
<b>Eagle Mountain</b>	<b>0</b>	<b>State Route 73</b>	<b>34,000</b>	<b>54</b>	<b>41</b>
Lehi	1114	Interstate 15	204,000	32	23
Draper	671	Interstate 15	228,000	24	34
Saratoga Springs	0	State Route 194	41,000	49	33
Herriman	0	State Route 85	44,000	49	33
Spanish Fork	150	Interstate 15	115,000	49	14
Bluffdale	0	Interstate 15	204,000	29	31
Riverton	0	State Route 154	52,000	28	34
American Fork	323	Interstate 15	210,000	32	19

Source: Google Maps, Utah Department of Transportation

The four comparable cities with hotel rooms all have access to Interstate 15. The three cities with the largest number of hotel rooms have a segment of roadway connecting them, with an annual average daily traffic of over 200,000 vehicles.

Eagle Mountain City’s transportation master plan and projects, announced with start dates in 2024 and 2025, will expand vehicle capacity and increase the annual average daily traffic.

**Taxes**

Eagle Mountain City and the comparable markets are all a part of state, county, and municipal taxation authorities. The State of Utah imposes a 4.85% Sales & Use Tax. Utah County and Salt Lake County impose a 0.25% Sales & Use Tax, and all of the localities compared for this study, including Eagle Mountain City, impose a 1.00% Local Sales & Use Tax. In addition, counties in Utah are permitted to collect additional sales taxes for mass transit, highways, and transportation infrastructure. There also exists a Botanical, Cultural, and Zoo tax that municipalities can collect.

State, county, and local taxation authorities also collect lodging taxes. The State collects 0.32%, both counties collect 4.25%, and except for the portions of Draper and Bluffdale in Utah County, all comparable municipalities collect 1.00%. In

addition, the portions of Draper and Bluffdale in Salt Lake County and Herriman and Riverton collect a 0.50% Tourism Transient Room Tax.

The following chart shows a summary of the tax rates for comparable cities.

**FIGURE 5-15**  
**TAX RATES (SALES & USE AND LODGING)**

Cities	Sales & Use Tax	Lodging Tax
Eagle Mountain	7.35%	5.57%
Lehi	7.45%	5.57%
Draper (Utah County)	7.35%	4.57%
Draper (Salt Lake County)	7.25%	6.07%
Saratoga Springs	7.35%	5.57%
Herriman	7.25%	6.07%
Spanish Fork	7.45%	5.57%
Bluffdale (Utah County)	7.35%	4.57%
Bluffdale (Salt Lake County)	7.25%	6.07%
Riverton	7.25%	6.07%
American Fork	7.45%	5.57%

Source: Utah State Tax Commission

**Destination Management**

Destination Management Organizations, sometimes known as “Convention and Visitors Bureaus,” are important stakeholders that are involved in encouraging event organizers and meeting planners to choose their subject location for conventions, meetings, and other events. These organizations are typically not-for-profit and are funded by transient room taxes and other tourism-related taxes as collected by county and municipal authorities. While most of these organizations carry the name of the core city they represent, they also tend to be the regional representative for the surrounding areas.

Eagle Mountain City is represented by Explore Utah Valley, which functions as the destination management organization for Utah County. Explore Utah Valley also represents the comparable cities in this report, except for portions of Draper and Bluffdale, which Visit Salt Lake represents.

The chart below shows the total revenue, total expenses, and advertising and promotion expenses for Explore Utah Valley and Visit Salt Lake. Visit Salt Lake, which represents Salt Lake County, has a significantly higher budget due to the larger size of the hotel and tourism market in that county.

**FIGURE 5-16  
DESTINATION MANAGEMENT ORGANIZATIONS**

Explore Utah Valley	2022	2021
Total Revenue	\$2,252,896	\$1,667,093
Total Expense	\$1,900,000	\$1,300,000
Adverstising & Promotion	\$715,000	\$429,000
Visit Salt Lake	2022	2021
Total Revenue	\$17,160,700	\$14,927,768
Total Expense	\$18,100,000	\$15,400,000
Adverstising & Promotion	\$4,700,000	\$4,400,000

Source: CausalQ

Other tourist markets in the western United States that are known for their focus on outdoor recreation and appeal to families include Colorado Springs, Colorado, and Boise, Idaho. Below are the budgets for these two markets.

**FIGURE 5-17  
COLORADO SPRINGS AND BOISE DESTINATION MANAGEMENT ORGANIZATIONS**

Visit Colorado Springs	2022	2021
Total Revenue	\$5,910,301	\$5,101,017
Total Expense	\$5,582,454	\$4,385,118
Adverstising & Promotion	\$2,596,040	\$1,815,552
Boise Metro Chamber of Commerce	2022	2021
Total Revenue	\$6,284,192	\$5,301,196
Total Expense	\$6,090,474	\$5,154,538
Adverstising & Promotion	\$1,266,657	\$1,093,222

Source: CausalQ

**Conclusions**

Eagle Mountain City is facing unprecedented population growth and growth in retail and restaurant demand. Comparable cities in Utah are also growing. Several of these cities are further developing hotels, restaurants, retail, and leisure tourist attractions.

The comparable cities with hotels have freeway access and see average daily vehicles above 100,000, with the most developed markets averaging more than 200,000 vehicles on the roadway segments leading to the cities. Eagle Mountain City’s busiest segment for entering the city reached 34,000 vehicles in 2022. The planned and announced expansion of freeway and highway access to Eagle Mountain City will support hotel supply development.



Thanksgiving Point in Lehi and the Loveland Living Planet Aquarium in Draper are the largest tourist demand generators in the comparable market. These facilities are multipurpose, open year-round, and located near freeway access and other support amenities. As Eagle Mountain City develops as a tourism market, amenities that appeal to families, have multiple uses and are not seasonal in nature should be prioritized.

## 6. Site Evaluation

The suitability of the land for hotel development is an important consideration affecting a property's economic viability and ultimate marketability. Factors such as size, topography, accessibility, visibility, and proximity to other amenities have a direct impact on a site's suitability.

With the assistance of various stakeholders in the Eagle Mountain Community, HVS identified four potential sites for hotel development. All of the sites considered are presently vacant. Three of the sites are owned by private parties who would likely be involved in developing the sites. The remaining site is currently owned by the Utah School and Institutional Trust Lands Administration (SITLA).

HVS rated each potential site on 20 evaluation criteria. The rating of each site combined with the relative importance of each criterion results in a weighted score for each potential site. This section concludes by evaluating the overall suitability of these four sites in the context of the building program recommendations presented by the HVS Hotel Feasibility Study.

### Potential Sites and Key Features

HVS evaluated the suitability of the four potential sites.

#### Downtown Development Site

- The Downtown Development site is a 50-acre site with planned mixed-use development.
- The site is in central Eagle Mountain City on Pony Express Parkway, near Cory Wride Memorial Park.

#### Ranches Crossing Site

- The Ranches Crossing Site is 1.1 acres and a part of a larger mixed-use development, with other portions of the site planned for restaurant development.
- The site is in northeastern Eagle Mountain City at the intersection formed by Pony Express Parkway and Ranches Parkway.

### Highway Site

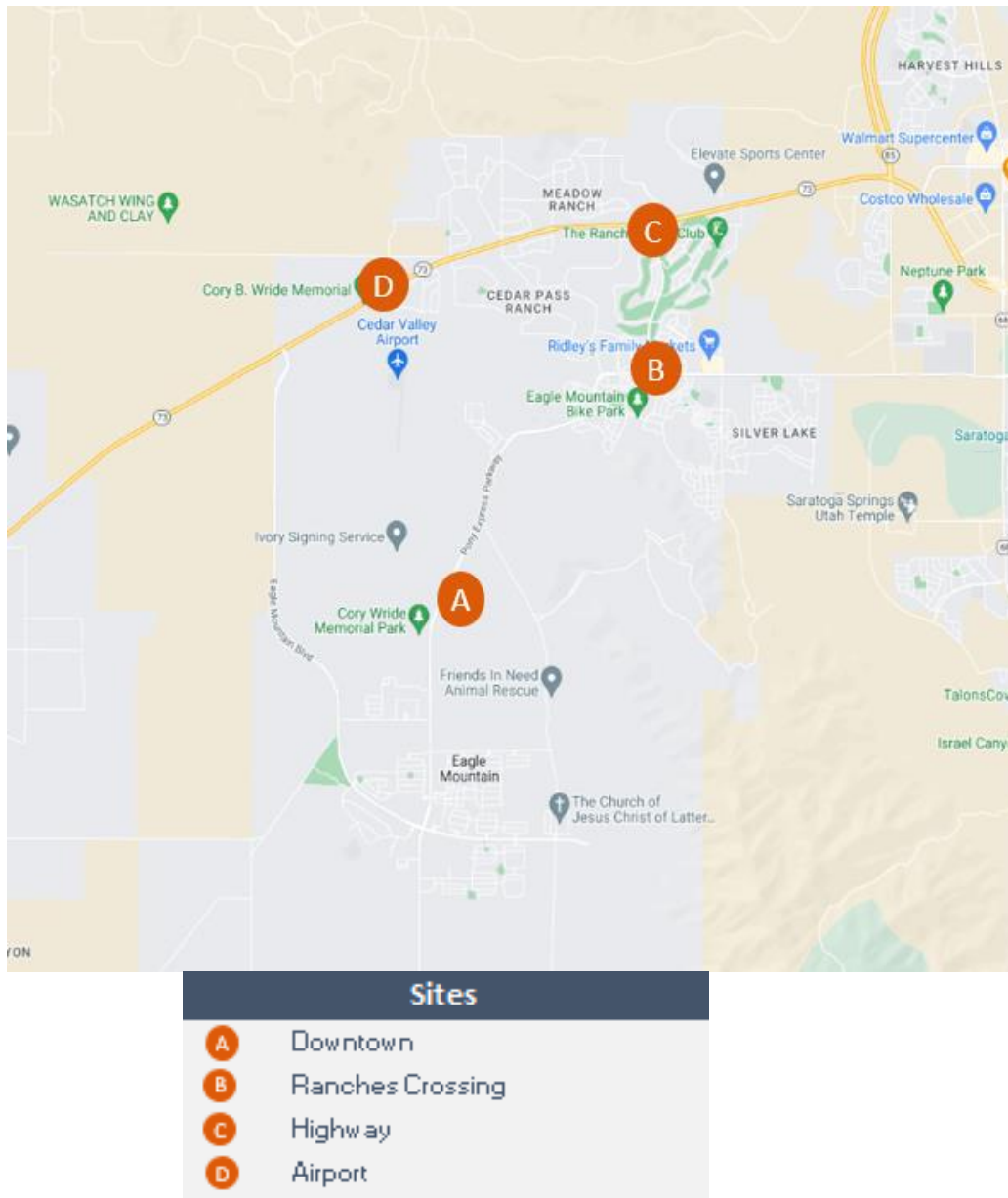
- The highway site is a 3.2-acre parcel.
- This site is on State Route 73, to the north of which is a mixed-use development that has broken ground and will include Walmart and other retail.

### Airport Site

- The Airport site is approximately 200 acres, with no announced plans for development.
- The site is northwest of the intersection formed by State Route 73 and Six-Mile Cutoff Road.

The following figure provides an aerial view of Eagle Mountain City identifying potential sites.

**FIGURE 6-1  
POTENTIAL DEVELOPMENT SITES**



### Downtown Site

The Downtown Development Site is located near the geographic center of Eagle Mountain City, diagonally adjacent to Cory Wride Memorial Park. The site is bordered by the intersection with Lowe Peak Drive to the north and Mid Valley Road to the south. The property is owned by the School Trust Lands Administration (SITLA) and is under the management of Ivory Homes. The land is currently vacant and is scheduled to begin development in late 2024 or early 2025 and is zoned as commercial.

#### DOWNTOWN SITE IMAGES



The Pony Express Parkway, Eagle Mountain City's main arterial road, has already been widened to five lanes, making it ideal for moving traffic from the larger transportation system.



### DOWNTOWN SITE MAP



A mixed-use development is planned for the 50-acre site to include grocery and mid-box commercial development, and it is intended to be the new downtown area for Eagle Mountain City. The area to the south of the site is intended to be the future home of a new city hall, a recreation center, and other municipal administrative buildings.

The proximity of the Downtown site to the existing Cory Wride Memorial Park and planned retail, shopping, and government buildings as part of the larger development will make this site an ideal location for hotel development.

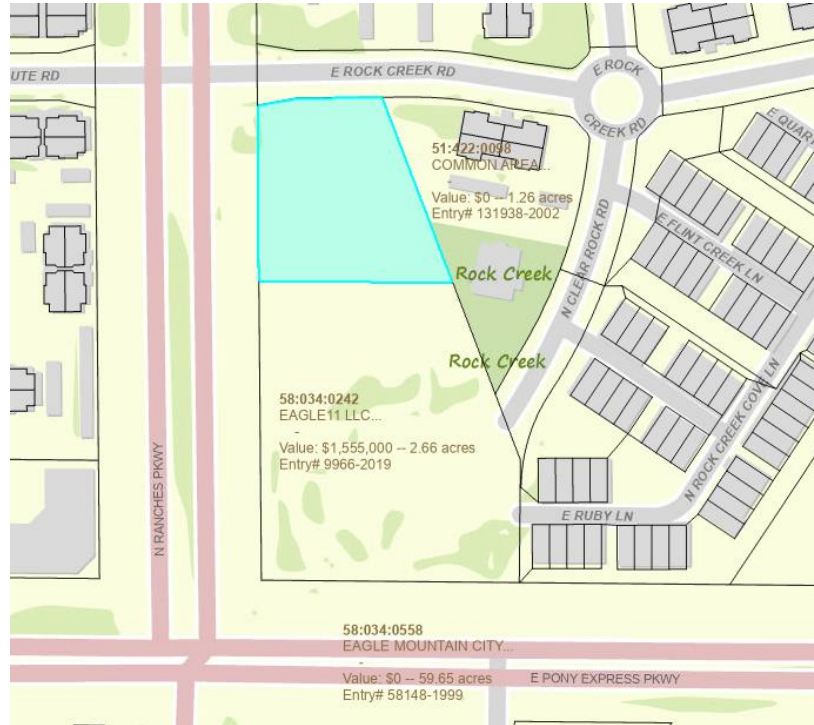
### Ranches Crossing

The Ranches Crossing site is located in the northeast quadrant of Eagle Mountain City, northeast of the intersection formed by Pony Express Parkway and Ranches Parkway. Eagle11 LLC owns the property. The land is currently vacant and is zoned commercial. The other three sides of the intersection are improved with commercial uses and surrounded by residential properties.

#### RANCHES CROSSING SITE



**RANCHES CROSSING MAP**

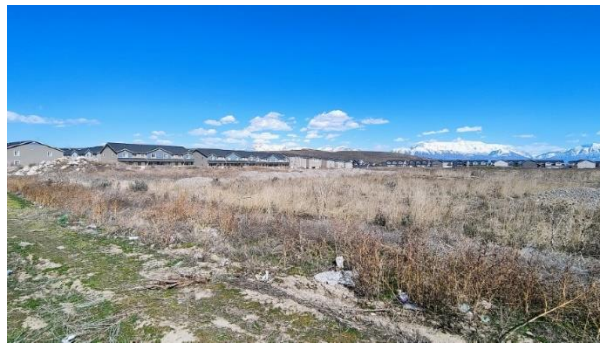


The site owner has divided the property, with the 1.1-acre northern portion set aside for potential hotel development and the remainder intended for future restaurant use. The location at the corner of these two busy roadways will provide this site with high visibility for visitors arriving from Salt Lake County and other portions of Utah County.

### Highway Site

The highway site is located in northern Eagle Mountain City, southwest of the intersection formed by State Route 73 and Ranches Parkway. The site is bordered by Rockwell Charter High School to the west, Maverik to the east, and vacant land to the south. The property is owned by Allgood Atkin Acquisition, LLC. The land is currently vacant and is zoned as commercial.

#### HIGHWAY SITE IMAGES



### HIGHWAY SITE MAP



This site is on State Route 73, which will be expanded to a highway per plans announced by the Utah Department of Transportation (UDOT). Furthermore, the parcel of land north of State Route 73 and the UDOT will host a Walmart, which broke ground in April 2024. The highway site would be the first one reached by travelers arriving from the east and the Mountain View Corridor.

### Airport Site

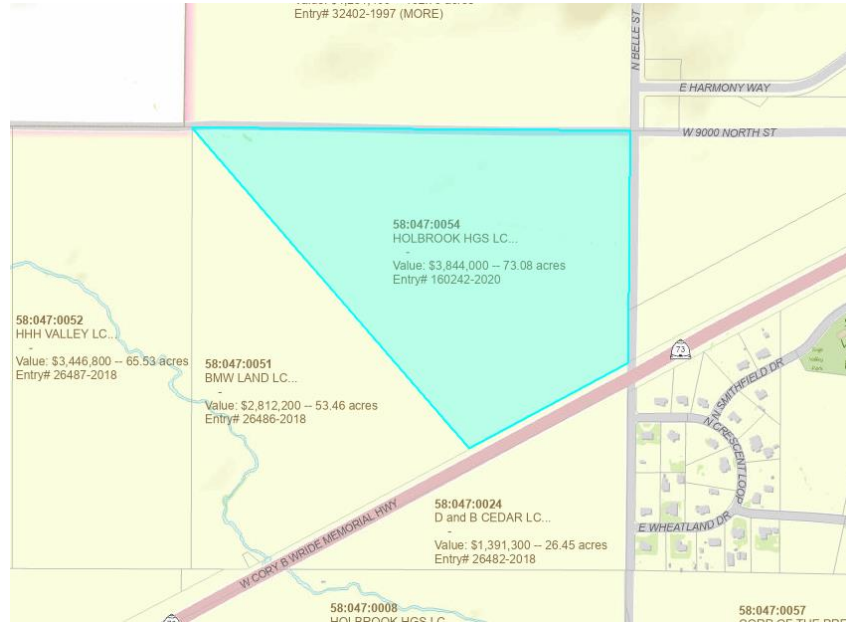
The airport site is located in northwestern Eagle Mountain City, northwest of the intersection formed by State Route 73 and Six-Mile Cutoff Road. Holbrook Hgs. LC owns the property. The site is currently vacant, however is zoned for agriculture, which would require rezoning by Eagle Mountain City for commercial use.

#### AIRPORT SITE IMAGES





### AIRPORT SITE MAP



No specific plans for the development of the site have been announced as of the date of this study. The location on State Route 73, which is set to be expanded to a freeway based on announced plans by UDOT, would have access for visitors traveling through Eagle Mountain City.

#### Site Evaluation Criteria

HVS developed evaluation criteria to assess the relative strengths and weaknesses of the various potential sites. The evaluation criteria include primary evaluation categories concerned with site considerations, transportation and parking, urban impact, and financial considerations. Each of these categories includes several specific evaluation criteria. The following figure lists the 20 evaluation criteria. The figure also indicates the importance of each evaluation criterion with a rank from one to five, with a rank of one indicating the least amount of importance and a rank of five indicating the greatest importance.

**FIGURE 6-2  
SITE EVALUATION CRITERIA**

Evaluation Criteria	Importance Rank
<b>Site Considerations</b>	
Capacity for recommended building program	5
Ability to assemble site	5
Proximate to demand generators	4
Infrastructure in place or planned	4
<b>Urban Impact</b>	
Potential for compatible development	4
No displacement of existing uses	3
Compatibility with neighboring land uses	3
Surrounding neighborhood safety	3
Compliance with existing zoning	1
<b>Access</b>	
Ease of access for drive-in	4
Ease of access for pedestrians	3
Ease of access for service vehicles	4
Availability of existing parking	3
Potential for traffic congestion	3
Access to public transportation	1
<b>Financial Considerations</b>	
Land assembly costs	5
Cost of hotel construction	5
Potential for public investment	1
Potential for private investment	5
Opportunity costs - alternative land uses	3

To evaluate the suitability of each site for hotel development, HVS scored each site’s adherence to the criteria on a scale from 1 to 3, where 1 means non-compliance, 2 means partial compliance, and 3 means full compliance. Combining the rating and the importance level for each criterion yields a weighted score for each site. The sum of these weighted scores represents the overall suitability for each site.

The following series of figures present the evaluation criteria and the meaning of each score. The site matrix with final scores follows.



**FIGURE 6-3  
SITE EVALUATION CRITERIA**

Site	3	2	1
<b>Capacity for recommended building program</b>	Site can accommodate full recommended program and support spaces to meet planner needs and operate efficiently	Site may require minor modification to building program that may minimally effect marketability and operation	Site requires major modifications to building program that may affect marketability and operation
<b>Ability to assemble site</b>	Site is owned or easily acquired and is properly zoned for use	Site is not owned and acquisition may be difficult	Site acquisition more difficult due to multiple owners or difficult negotiations
<b>Proximate to demand generators</b>	Site is adjacent to multiple businesses and tourism demand generators	Site is within walking distance of only some of the available demand generators	Site is not within walking distance of businesses and tourism demand generators
<b>Infrastructure in place or planned</b>	Site has city infrastructure in place or planned	Site has some infrastructure improvements required	Site requires installation of all City infrastructure
Urban Impact	3	2	1
<b>Potential for compatible development</b>	Project could be part of a mixed-use development oriented toward business and visitors	Some surrounding sites could be developed for compatible business or visitor-related uses	No surrounding sites could be developed for compatible corporate or visitor-related uses
<b>No displacement of existing uses</b>	Site is not developed or improvements are vacant. No current planned development	Development would displace less desirable existing land uses	Site is currently well used for other purpose
<b>Compatibility with neighboring land uses</b>	Intended use of site would not cause conflict with owners of surrounding land	Intended use of site could occasionally cause conflict with owners of surrounding land	Intended use of site would regularly cause conflict with owners of surrounding land
<b>Surrounding neighborhood safety</b>	All adjacent neighborhoods offer a safe environment for pedestrians	Most adjacent neighborhoods offer a safe environment for pedestrians. Some areas should be avoided.	Adjacent neighborhoods do not offer a safe environment for pedestrians.
<b>Compliance with existing zoning</b>	Site has proper zoning for intended uses.	Site needs to be rezoned, but process should be relatively easy.	Site needs to be rezoned and process may be problematic.

**FIGURE 6-4  
SITE EVALUATION CRITERIA (CONT.)**

Access Considerations	3	2	1
<b>Ease of access for drive-in</b>	Site is conveniently located by major roadways for easy vehicle access	Site does not have direct access from major roadways. Attendees would use secondary streets to access site.	Site is in locations which is difficult to access by vehicle
<b>Ease of access for pedestrians</b>	Site has pedestrian-friendly routes from multiple lodging and/or parking areas.	Site can be accessed by pedestrians but routes are not ideal	Access to site is not suitable for pedestrians
<b>Ease of access for service vehicles</b>	Site is easily accessed by trucks and other vehicles necessary for event production	Site has moderately easily access for trucks and other vehicles necessary for event production	Site is difficult to access by trucks and other vehicles necessary for event production
<b>Availability of existing parking</b>	Existing and planned proximate parking is adequate to handle all event parking needs	Existing proximate parking is adequate to handle smaller events. Additional parking required for larger events	Existing proximate parking is minimal. Significant additional parking would be needed for all events
<b>Potential for traffic congestion</b>	Roads to site have no current traffic congestion issues	Roads to site have occasional traffic congestion issues	Roads to site have daily traffic congestion issues
<b>Access to public transportation</b>	Infrastructure in Place	Some infrastructure needed	Major infrastructure needed
Financial Considerations	3	2	1
<b>Land assembly costs</b>	Site is owned or otherwise available without purchase	Parcels for site can be purchased for a reasonable price	Parcels for site can be purchased for a higher price
<b>Cost of hotel construction</b>	Site has minimal elements that would increase costs of construction	Site has some elements that would increase costs of construction	Site has several elements that would increase costs of construction
<b>Potential for public investment</b>	Use of site has high potential for public investment	Use of site has moderate potential for public investment	Use of site has no potential for public investment
<b>Potential for private investment</b>	Use of site has high potential for private investment	Use of site has moderate potential for private investment	Use of site has no potential for private investment
<b>Opportunity costs - alternative land uses</b>	Intended use of site is the highest and best use of the land	Site has other potential uses which have similar returns as intended use	Site has other potential uses which have a higher return than intended use

**FIGURE 6-5  
SITE EVALUATION MATRIX**

Desired Criteria		Weight <sup>2</sup>	Downtown	Ranches Crossing	Highway	Airport
Site	Capacity for recommended building program	5	3	2	3	3
	Ability to assemble site	5	3	3	3	2
	Proximate to demand generators	4	3	2	3	3
	Infrastructure in place or planned	4	3	3	3	1
<b>Sub-Total Site Considerations</b>			<b>12</b>	<b>10</b>	<b>12</b>	<b>9</b>
Impact	Potential for compatible development	4	3	1	2	3
	No displacement of existing uses	3	3	3	3	3
	Compatibility with neighboring land uses	3	3	3	3	3
	Surrounding neighborhood safety	3	3	3	3	3
	Compliance with existing zoning	1	3	3	3	2
<b>Sub-Total Urban Impact</b>			<b>15</b>	<b>13</b>	<b>14</b>	<b>14</b>
Access	Ease of access for drive-in	4	2	3	3	3
	Ease of access for pedestrians	3	2	1	1	1
	Ease of access for service vehicles	4	3	3	3	3
	Availability of existing parking	3	3	1	1	1
	Potential for traffic congestion	3	2	3	3	3
	Access to public transportation	1	1	1	1	1
<b>Sub-Total Access</b>			<b>13</b>	<b>12</b>	<b>12</b>	<b>12</b>
Finance	Land assembly costs	5	2	2	2	2
	Cost of hotel construction	5	2	2	2	2
	Potential for public investment	1	2	1	1	1
	Potential for private investment	5	3	3	3	3
	Opportunity costs - alternative land uses	3	3	3	3	3
<b>Sub-Total Financial Considerations</b>			<b>12</b>	<b>11</b>	<b>11</b>	<b>11</b>
<b>Total All Criteria</b>			<b>52</b>	<b>46</b>	<b>49</b>	<b>46</b>

**FIGURE 6-6  
 SUMMARY OF SITE EVALUATION**

Weighted Scores <sup>1</sup>	MAX	Downtown	Ranches Crossing	Highway	Airport
Site	54	54	45	54	41
Impact	42	42	34	38	41
Access	54	42	40	40	40
Finance	57	46	45	45	45
<b>Total</b>	<b>207</b>	<b>184</b>	<b>164</b>	<b>177</b>	<b>167</b>
<i>Percent of Maximum</i>		<b>89%</b>	<b>79%</b>	<b>86%</b>	<b>81%</b>

1) The importance of the criteria (weight) X the conformance score = the weighted score.

### Site Recommendation

Based on the above analysis, the Downtown site is the recommended site because of its location in a planned mixed-use development and across the street from the existing Cory Wride Memorial Park. A hotel in this development would be complimentary to other facilities that would be a part of the development.

The Highway site is second in our recommendation because of its location near the entrance to Eagle Mountain City and its proximity to the retail development that has begun north of the soon-to-be expanded State Route 73.

The Airport site follows and while its location on State Route 73 is favorable as well as its size being conducive to large-scale mixed-use development, there are no plans announced and the site is not zoned for commercial use.

The Ranches Crossing site is also located along busy roadways and is part of a relatively smaller mixed-use development; however, the smaller size of the potential hotel pad and proximity to small-scale commercial and residential developments makes this site less attractive than the other sites analyzed.

While all four sites are suitable for hotel development, we recommend the Downtown Development site as the most favorable.

## 7. Statement of Assumptions and Limiting Conditions

1. This report is to be used in whole and not in part.
2. No responsibility is assumed for matters of a legal nature.
3. All information, financial operating statements, estimates, and opinions obtained from parties not employed by HVS are assumed to be true and correct. We can assume no liability resulting from misinformation.
4. Unless noted, we assume that there are no encroachments, zoning violations, or building violations encumbering the proposed subject property.
5. The proposed facility is assumed to be in full compliance with all applicable federal, state, local, and private codes, laws, consents, licenses, and regulations (including a liquor license where appropriate), and that all licenses, permits, certificates, franchises, and so forth can be freely renewed or transferred to a purchaser.
6. We are not required to give testimony or attendance in court by reason of this analysis without previous arrangements, and only when our standard per-diem fees and travel costs are paid prior to the appearance.
7. If the reader is making a fiduciary or individual investment decision and has any questions concerning the material presented in this report, it is recommended that the reader contact us.
8. We take no responsibility for any events or circumstances that take place after the date of our report.
9. We do not warrant that our estimates will be attained, but they have been developed based on information obtained during our market research and are intended to reflect reasonable expectations.
10. Many of the figures presented in this report were generated using sophisticated computer models that make calculations based on numbers carried out to three or more decimal places. In the interest of simplicity, most numbers have been rounded. Thus, these figures may be subject to small rounding errors.
11. It is agreed that our liability to the client is limited to the amount of the fee paid as liquidated damages. Our responsibility is limited to the client and use of this report by third parties shall be solely at the risk of the client

and/or third parties. The use of this report is also subject to the terms and conditions set forth in our engagement letter with the client.

12. Although this analysis employs various mathematical calculations, the final estimates are subjective and may be influenced by our experience and other factors not specifically set forth in this report.
13. HVS, is not a municipal advisor and HVS is not subject to the fiduciary duty set forth in section 15B(c)(1) of the Act (15 U.S.C. 78o-4(c)(1)) with respect to the municipal financial product or issuance of municipal securities. The reader is advised that any actual issuance of debt would be done under the advice of its bond counsel and financial advisors. A financial advisor would provide advice concerning the specific structure, timing, expected interest cost, and risk associated with any government loan or bond issue. Potential investors should not rely on representations made in this report with respect to the issuance of municipal debt.
14. This report was prepared by HVS Convention, Sports & Entertainment Facilities Consulting. All opinions, recommendations, and conclusions expressed during this assignment are rendered by the staff of this organization, as employees, rather than as individuals.

This report is set forth as a tourism and market study of the proposed subject project; this is not an appraisal report.

## 8. Certification

The undersigned hereby certify that, to the best of our knowledge and belief:

1. the statements of fact presented in this report are true and correct;
2. the reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions and are our personal, impartial, and unbiased professional analyses, opinions, and conclusions;
3. we have no present or prospective financial or personal interest with respect to the parties involved;
4. HVS is not a municipal advisor and is not subject to the fiduciary duty set forth in section 15B(c)(1) of the Act (15 U.S.C. 78o-4(c)(1)) with respect to the municipal financial product or issuance of municipal securities;
5. we have no bias with respect to the subject of this report or to the parties involved with this assignment;
6. our engagement in this assignment was not contingent upon developing or reporting predetermined results;
7. our compensation for completing this assignment is not contingent upon the development or reporting of a predetermined result that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this document;
8. David Preiss personally inspected the area described in this report.

DRAFT DOCUMENT

Thomas Hazinski  
Managing Director

DRAFT DOCUMENT

David Preiss  
Project Manager