

FROM THE MAYOR'S DESK

THIS YEAR, OUR FOCUS IS ON LANDING A DEAL WITH A MAJOR COMPANY TO LOCATE IN EAGLE MOUNTAIN.

I'd like you to know what we are doing to accomplish this lofty goal.

First of all, we've identified our strengths and have been meeting with companies who are looking to expand or relocate. We have met with several companies, and they have been impressed by what they've seen and what we have to offer.

Because of the good feedback we've received from these meetings, we realized that we needed to find a way to shout that message out to the world. We decided to embark on new territory by launching a major marketing campaign for our city. Once we made that decision, we went through an interview process and chose Kassing Andrews Advertising over several other major firms for their creative and innovative ideas, expertise and workability.

They investigated our city and came up with five goals for the marketing campaign. They are:

1. Define Eagle Mountain by the very things that make it different and better than other Utah communities.
2. Project the positive and unique image of the Eagle Mountain community and surrounding area, and instill an even greater sense of



Mayor Jackson is interviewed by Casey Scott of the KUTV Morning News (along with L-R, Jonathan Lewis, Mayor Mia Love of Saratoga Springs, and Nathan Andes) prior to the Dancing Up a Storm event on January 29 (see story on pg. 4)

community pride in existing members of the Eagle Mountain community.

3. Attract new commercial, industrial and small business residents to Eagle Mountain.
4. Attract new homeowners to Eagle Mountain.
5. Evolve the Eagle Mountain brand to illustrate future potential while embracing the past history of the area and community.

We are attacking these goals head on and together with Kassing Andrews have decided to use the following economic development based initiatives. We have a new economic development kit. We've changed

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our logo. We have a corporate video that provides an overview of what we have to offer businesses. You will see billboards and commercials. We will be giving our website a facelift. Notice the new format and name for our newsletter. We are also aggressively working to get our message out to the national media.

Our slogan is "Find yourself in Eagle Mountain." The campaign is mainly promoting the unique qualities of the city. We have open and secluded space at a good price, an educated populace (90% of the population have college experience), we are close to an international airport, and three universities are within 30 miles of us. We have a great utilities infrastructure which includes a fiber optic backbone. We also have safe neighborhoods and parks, as well as picturesque trails. These are all examples of our fantastic quality of life. We have five residents, including business owners, that are featured in the campaign and each give their perspective as to why they love Eagle Mountain. Watch for them, it just may be your neighbor.

Lastly, we had the BYU MPA program do a study on economic development for us. They confirmed that our campaign is a great way to target businesses. They gave us some thoughts on the campaign and we have tried to implement their suggestions. The study suggested that we focus our recruiting energy toward the High Technology and Green and Renewable Energy industries because of our workforce and strengths. They called our city "a diamond in the rough." Over the next year you will see us branding our city in a new way to help us recruit these types of companies. We are excited about the process. Please join us at our city council meeting on February 16, 2010 as we launch our new marketing campaign.

- Mayor Heather Jackson



EM CITY NEWS TRIVIA CONTEST

When and where will the city hold the marketing campaign launch event?



EAGLE MOUNTAIN FIRE DEPARTMENT

Adopt a Fire Hydrant — Please remember when shoveling sidewalks or driveways to make an effort to keep all fire hydrants clear of snow, so they may be easily located when needed.

Special Needs Notification — We invite any residents who have technology-assisted health issues or other special medical needs to stop by the fire department, or contact us to visit their home, so that our paramedics can familiarize themselves with the equipment or other needs to better serve you in the event of an emergency.

CPR/CERT/Babysitting First Aid — A schedule of classes offered by the fire department is available on the fire department page of the city website.

EM CITY MARKETING CAMPAIGN EVENT

Tuesday, February 16 at 7 PM
City Council Chambers

See our new city logo & flag, TV ads, economic development materials, and website design.

FREE giveaways and cake!

Special appearance by the Westlake High Drumline

If you can correctly answer this city news trivia question, you may win a certificate for \$20 off your utility bill.

E-mail an answer with your name, address, and phone **after 8:00 AM on February 16 and before 5:00 PM on February 17** to news@emcity.org. The first correct entry received wins!

Congratulations to last month's winner, Todd Margetts.

Contest winners and family not eligible again for one year.



Eagle Mountain City firefighter Juan Delgado dances with partner Bailey Loveless in the Dancing Up a Storm competition at Westlake High School on January 30. Delgado took 4th place overall.



TOWN HALL MEETING WITH THE CITY COUNCIL

Thursday, February 25 at 7 PM
The Ranches Academy
7789 Tawny Owl Circle

This is an opportunity for residents to ask questions of or make suggestions to our city council members in a format less structured than a city council meeting.

Mayor Jackson will not be in attendance due to a scheduled visit with our federal representatives in Washington D.C.

NEWS BRIEFS

UDOT Number to Report Drifting Snow — A satellite maintenance shed has been established by UDOT near the crossroads in Saratoga Springs. Snow plows and personnel are stationed there during the winter to increase response time for snow removal on SR-73 and SR-68.

If you see drifting snow that needs to be plowed, please call 801-766-3210 and leave a message, including the best possible description about the location of the problem, and UDOT will respond as quickly as they can. This number should only be used to report snow accumulation problems and not other road issues.

Woman of Achievement Nominations Needed — Eagle Mountain City is in need of more nominations for the Woman of Achievement Award to be presented at the 2010 Miss Eagle Mountain Pageant. Think about your neighbors who make a difference in our community.

If you know a quality individual who is deserving of the Woman of Achievement award, please send a nomination letter of 200 words or less to Angie Ferre, 1650 E. Stagecoach Run, Eagle Mountain, UT 84005, or via email at angief@emcity.org, by Tuesday, February 16.

Free Gardening Classes — Central Utah Gardens is a landscape demonstration garden provided by Central Utah Water Conservancy District. The purpose of the gardens is to show homeowners how to have beautiful, colorful landscapes without using a lot of water. They offer a series of free gardening classes beginning in March. For information on classes and registration, please visit www.centralutahgardens.org. For additional questions, you may call 801-226-7136.

Mt. View Corridor, 2100 North — Construction has begun on the Mountain View Corridor, 2100 North connector to I-15. Regular updates will be posted on the city website or you may contact the public information team at 2100north@utah.gov to receive updates via email.



Utah County Sheriff's Department's Sgt. Jason Randall represented Eagle Mountain City in the Dancing Up a Storm event on January 30. Sgt. Randall placed 2nd overall.

EM CITY'S DANCE TEAM WINS CITY VS. CITY CONTEST

Representatives from Eagle Mountain City participated in the first annual "Dancing Up a Storm" competition to benefit the Westlake High Ballroom Dance Team on January 29 and 30.

Pitted against their counterparts in Saratoga Springs, the team of Mayor Heather Jackson, U.C.S.D.'s Sgt. Jason Randall, and EM City Firefighter Juan Delgado won the best city team title over Mayor Mia Love, Sgt. Kerry Cook, and Firefighter Patrick Cullen.

Our team was able to take the city team title due to high placement in the individual scoring. Sgt. Jason Randall was second place overall, followed by Mayor Heather Jackson in third, and Firefighter Juan Delgado in fourth. Mayor Mia Love took first place overall.

The event raised thousands of dollars for the Westlake High Ballroom Team's travel expenses and costume budget.



UTAH CO. SHERIFF'S ITEMS

- ◆ Remember that by city ordinance, to assist with snow removal, you cannot park vehicles or trailers on city streets between the hours of 4 AM to 4 PM whenever it snows two or more inches. Always keep vehicles off city streets whenever possible to enable emergency vehicles full access to the roads.
- ◆ With winter weather here, make sure you are prepared. Give yourself extra time as you travel, and allow plenty of room between yourself and the vehicle in front of you.
- ◆ Please keep children seat-belted, and in car seats if required, at all times. Short distances are no excuse when it comes to the safety of our children. Most accidents happen close to home. Also, remember children should not ride in the front seat if you have passenger side airbags.
- ◆ To combat theft and vandalism, keep your car doors locked and make sure you don't keep valuables in your vehicle, especially overnight. Also, keep your garage door shut whenever possible.
- ◆ If you are interested in being part of keeping your neighborhood safe, now is the time to get involved. The sheriff's department is working to get the whole city actively participating in Neighborhood Watch. For information about Neighborhood Watch, call the Public Safety office at 789-6701.

SENIORS' CORNER

Dinner & Movie Night

Monday, February 22, 5 PM, The Ranches Golf Club

Lunch Bunch — first Thursday of each month; meet at Chevron in The Ranches at 11:00 AM to car-pool to a restaurant; contact Pat at 801-623-2214.

Bunco & Bingo — Bunco is held every second Thursday at 1 PM and Bingo is every third Monday at 5 PM.

Information about seniors' events are posted in the events section of the city website. For general questions, please contact Carroll at 801-318-1595.



Mayor Jackson dances the Viennese Waltz with her partner Jonathan Lewis during the Dancing Up a Storm event.

YOUTH BASEBALL REGISTRATION

February 8-March 15
(late registration March 15-21)



Register Online:
www.eaglemountaincity.com

OR

City Hall: Monday-Friday,
7:30 AM—5:30 PM

T-Ball (3-4 Year Olds)

Rookie (5-6 Year Olds)

Pee Wee (7-8 Year Olds)

Minors, Majors, & Babe Ruth Leagues (9-14 Year Olds)

Minors, Majors, & Babe Ruth League Tryouts at Nolan Park on April 17th.

Visit the city website for complete registration information, including fees & discounts.

LIBRARY ADDITION SPECIAL EVENT WITH SENATOR BOB BENNETT



The Eagle Mountain City library invites you to attend a ribbon cutting and special story time with Senator Bob Bennett to celebrate the completion of the library addition.

Monday, February 15 (President's Day)
11 AM

The library will not be open for check-out or check-in of books until Tuesday, February 16.

Please join us and get a look at our new and improved library space.

CITY RECEIVES GRANT FOR PONY EXPRESS STATUE

Eagle Mountain City was awarded a \$25,000 arts and cultural grant by Utah County on February 1. The grant was given to the City specifically for a proposed sculpture project to honor the 150th anniversary of the Pony Express, to be celebrated in June of 2010. The grant may not be used for another purpose.

The City has commissioned Utah artist Deon Duncan to create an original sculpture depicting a young pony express rider taking the Pony Express oath while standing next to his horse. The grant will cover the cost of creating the design and a quarter life-sized hydrostone sculpture, pedestal, and plaque, which will be placed at City Hall. This sculpture will be the model for a potential larger than life-sized bronze sculpture that the city may commission if sufficient additional funds are raised.

Other future plans for the project include pursuing a program involving our local schools that would allow Duncan, a former art teacher, to demonstrate to school children the process of creating a sculpture.

Princess Academy



February 13
10:00 AM -12:00 PM

City Hall
1650 E Stagecoach Run

\$10.00 Per Child (ages 4+)

Manicures
Pedicures
Wand Making
Crown Making
A photo with Miss E.M.
Picture Frame Making
&
a visit from the
Fairy Godmother!



*Miss Eagle
Mountain
2010
Scholarship
Pageant*

Saturday, March 6
Willowcreek Middle School
2275 West 300 North
7:00 PM

Tickets: \$6 (advance)
\$8 (at door)

Tickets will be available starting February 10.
You may purchase tickets online
(eaglemountaincity.com), at City Hall, or
from the contestants.

Come support these young women and
enjoy some family-friendly entertainment.