

## REQUEST FOR COUNCIL ACTION

**SUBJECT:** Discussion and possible direction specific to advertising the Community Brand in Utah Community Magazines [Richard L. Davis]

### **BACKGROUND:**

Earlier in the year you approved our moving forward with the production of a communitywide publication that would assist us in unveiling and jettisoning our branding message to our citizens. This publication was to serve as a sort of community guide that would contain economic development information, community calendar of events, stories about our community's history, and an overview of our new branding strategy, to mention just a few. Specifically, our desire is to occupy approximately 16 pages of editorial content and the cover of this publication. Utah Community Magazines has slated production of a community magazine in West Jordan for a fall release. In all, 38,000 of these publications will be distributed, including one to each residence of the City.

2012 COMMUNITY GUIDE

# discover

## WEST VALLEY CITY

Destination West Valley City [www.westvalleycity.com](http://www.westvalleycity.com)



# Fairbourn

By Kylee Norton

## GETTING

This multi-phase development project is named for West Valley City's own 1950s Fairbourn House.



# e Station

## BACK TO OUR ROOTS

### WEIGHING IN ON FAIRBOURNE STATION

Fairbourne Station — referred to as the focal point of West Valley City — is more than just a fancy, new entertainment center and tourist haunt.

For many Utah residents, Fairbourne Station is the focal point of West Valley City because they share a branch on the same family tree.

This multi-phase development project is named for West Valley City's own Joseph Watson Fairbourne.

In the early days of "Fairbourne Station," Joseph Fairbourne's weighing station was a common stop where local farmers, ranchers and other residents would come to weigh the goods they planned to sell at market. As more and more residents flocked to the station it began to transform into the heart of West Valley City's center for commerce, trade and economic development. With Joseph at the scales, locals were "weighing in" on more than just beef and lettuce. They were discussing the progress of their great city, dreaming about the day when West Valley City would become Utah's landmark for progress and innovation.

### FAIRBOURNE: REBORN

Fairbourne Station located between 3500 South and Lancer Way is currently in phase one of completion.

"Phase one includes the park and Embassy Suites; the park will open July

2012 and the hotel November 2012," says Aaron Crim, director of public relations and neighborhood services. "Phase two includes the residential and office components, which will break ground later this year. The timing of additional phases has not yet been determined, but will include additional residential units and a civic center which will include a relocated City Hall and library."

The "Master Vision" for Fairbourne Station is being spearheaded by Nicole Cottle, economic development director, and her team of experts.

"Fairbourne is a priority for several reasons," Crim says. "For many years, West Valley City has wanted a recognizable downtown area; also, the area surrounding City Hall is one of the older areas of the city and has become blighted, making it ripe for redevelopment."

Fairbourne Station and the surrounding area will receive a complete facelift thanks to the involvement of many gifted partners and contributors. Stanley Consultants will be functioning as the plaza designer, ICO Management is heading the residential side of things, and GBS Architects will be focusing on the promenade, just to name a few.

Many individuals worry that the collaboration of so many corporations could lead to conflict in regards to the planning design. But each of these corporations is proving that they share the same vision and hope for West Valley City and Fairbourne Station.

If it truly takes a village to raise a

child, it seems only natural that it would take Utah's second largest city to raise the infrastructure of Fairbourne Station.

### IN ALL FAIRNESS

For those involved in the dozens of planning meetings and council sessions, it is fairly obvious that Fairbourne Station will bring West Valley City an economic boom of seismic proportions. But for those who have not been following every press release, status update and tweet, it is only fair to assume they would have a few lingering questions.

Among many residents there seems to be a bit of hesitation about such a grand project because of the current economic climate.

"This is definitely a major undertaking in this economy," Crim says. "However, timing is perfect. By creating a Redevelopment Area, the city can fund the project using future tax allocations and redevelopment funds. Also, construction costs are lower during the recession giving us a bigger bang for our buck."

### COME ONE COME ALL

Developers and city officials predict that the additions of new residential housing, tourist accommodations and green space will attract the type of visitors and locals who will work together to bring additional prosperity to the area.

"West Valley City has already seen success with the development because the new synergy in the area has drawn several other major projects such as the

# West Valley City Calendar



At a mere 30 years old, West Valley City boasts the state's second-largest population. As of January, 2010, the City's population was estimated at nearly 125,000.

As West Valley City continues to grow, the services and facilities offered increase and improve. From the state-of-the-art Family Fitness Center to the new Utah Cultural Celebration Center at the Riverfront, West Valley City offers residents and visitors a variety of entertainment, recreation, and cultural facilities.

For a complete list of current events, visit [www.wvc-ut.gov/events](http://www.wvc-ut.gov/events)



## March

### March 1-April 15, 5-8 p.m.

(Tue. and Thu. by appointment only)  
Volunteer Income Tax Assistance  
West Valley City Hall  
[www.utahtaxhelp.org](http://www.utahtaxhelp.org)

### March 5, 7:05 p.m.

Utah Grizzlies vs. Ontario Reign  
Maverik Center  
[www.utahgrizzlies.com](http://www.utahgrizzlies.com)

### March 5

Uni-versity Di-versity Mash-up  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)

### March 7, 7:05 p.m.

Utah Grizzlies vs. Ontario Reign  
Maverik Center  
[www.utahgrizzlies.com](http://www.utahgrizzlies.com)

### March 8-April 25

Renewal: Finding New Life through Art  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)

### March 9, 7:05 p.m.

Utah Grizzlies vs. Stockton Thunder  
Maverik Center  
[www.utahgrizzlies.com](http://www.utahgrizzlies.com)

### March 10, 7:05 p.m.

Utah Grizzlies vs. Stockton Thunder  
Maverik Center  
[www.utahgrizzlies.com](http://www.utahgrizzlies.com)

### March 10, 2 p.m.

2 with Talos  
Valley Fair Mall  
[www.wvc-ut.gov/2withTalos](http://www.wvc-ut.gov/2withTalos)

### March 14, 6:30 p.m.

WVC Watch Wednesdays  
West Valley City Hall  
[www.wvc-ut.gov/neighborhoods](http://www.wvc-ut.gov/neighborhoods)

### March 17, 11 a.m.

St. Patrick's Day Party  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### March 17, 8 a.m.

Recycle Run 5k  
West Valley City Family Fitness Center

### March 20, 7:30 p.m.

Kelly Clarkson  
Maverik Center  
[www.maverikcenter.com](http://www.maverikcenter.com)

### March 19

Ugandan Orphans Choir  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)

### March 20, 7:30 p.m.

Kelly Clarkson  
Maverik Center  
[www.maverikcenter.com](http://www.maverikcenter.com)

### March 21

Mundi Project "AIR"  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)

### March 23, 7:05 p.m.

Utah Grizzlies vs. Colorado Eagles  
Maverik Center  
[www.utahgrizzlies.com](http://www.utahgrizzlies.com)

### March 24, 7:05 p.m.

Utah Grizzlies vs. Colorado Eagles  
Maverik Center  
[www.utahgrizzlies.com](http://www.utahgrizzlies.com)

### March 27

Utah Shakespearean Performance  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)

### March 31, 7:30 p.m.

Jackie Evancho  
Maverik Center  
[www.maverikcenter.com](http://www.maverikcenter.com)

## April

### April 2-5

Baity Egg Exhibit  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)

### April 4, 4:30 p.m.

Milk with the Mayor  
West Valley City Hall  
[www.wvc-ut.gov](http://www.wvc-ut.gov)

### April 6, 9 p.m.

Outdoor Flashlight Easter Egg Hunt  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### April 7, 8:30 a.m.

Outdoor Easter Egg Hunt  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### April 7, 9 a.m.

Breakfast with the Bunny  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### April 7, 10:30 a.m.

Edu-tainment Egg Hunts  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### April 7, 11:30 a.m.

Easter Egg Plunge  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### April 11, 6:30 p.m.

WVC Watch Wednesdays  
West Valley City Hall  
[www.wvc-ut.gov/neighborhoods](http://www.wvc-ut.gov/neighborhoods)

### April 14, 2:00 p.m.

2 with Talos  
Valley Fair Mall  
[www.wvc-ut.gov/2withTalos](http://www.wvc-ut.gov/2withTalos)

# Events 2012

## April 16-October

Men's Extended Competitive Softball  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

## April 16-August

Spring Men's Softball  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

## April 16-through August

Spring Co-ed Softball  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

## April 17, 10:15 a.m.

The Great Utah Shake Out  
[www.BeReadyUtah.gov](http://www.BeReadyUtah.gov)

## April 21-June 9

Spring Soccer  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

## May

### May 2, 4:30 p.m.

Milk with the Mayor  
West Valley City Hall  
[www.wvc-ut.gov](http://www.wvc-ut.gov)

### May 2, 7:30 p.m.

The Black Keys  
Maverik Center  
[www.maverikcenter.com](http://www.maverikcenter.com)

### May 5

Cinco de Mayo  
Centennial Park  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### May 9, 6:30 p.m.

WVC Watch Wednesdays  
West Valley City Hall  
[www.wvc-ut.gov/neighborhoods](http://www.wvc-ut.gov/neighborhoods)

### May 12, 2 p.m.

2 with Talos  
Valley Fair Mall  
[www.wvc-ut.gov/2withTalos](http://www.wvc-ut.gov/2withTalos)

### May 15- June 21

Spring Machine Pitch  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### May 17-June 21

Spring T-Ball  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### May 30-June 13

Viva Frida (Crossroads & Fiesta)  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)

## June

### June 2

Fiesta!  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)

### June 6, 4:30 p.m.

Milk with the Mayor  
West Valley City Hall  
[www.wvc-ut.gov](http://www.wvc-ut.gov)

### June 9, 2 p.m.

2 with Talos  
Valley Fair Mall  
[www.wvc-ut.gov/2withTalos](http://www.wvc-ut.gov/2withTalos)

### June 9, 2 p.m.

Cardboard Boat Race  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### June 13, 6:30 p.m.

WVC Watch Wednesdays  
West Valley City Hall  
[www.wvc-ut.gov/neighborhoods](http://www.wvc-ut.gov/neighborhoods)

### June 21-24

West Fest  
Centennial Park  
[www.westfest.org](http://www.westfest.org)

### June 23, 7:30 a.m.

West Fest 5K  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### June 23

Kids Fun Run  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### June 23

West Fest Softball Tournament  
West Valley City Family Fitness Center  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### June 25 - 30

WVC Arts Council Play  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)

## July

### July 1-31

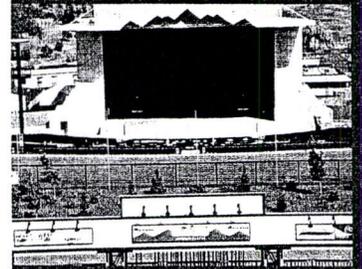
National Parks & Recreation Month  
Rock Your Park Activities  
[www.wvc-ut.gov/fitnesscenter](http://www.wvc-ut.gov/fitnesscenter)

### July 2

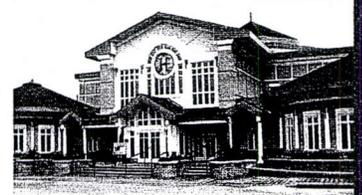
World Stage! Summer Concert Series  
Utah Symphony  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)

### July 9

World Stage! Summer Concert Series  
Utah Cultural Celebration Center  
[www.culturalcelebration.org](http://www.culturalcelebration.org)



**USANA AMPHITHEATER**

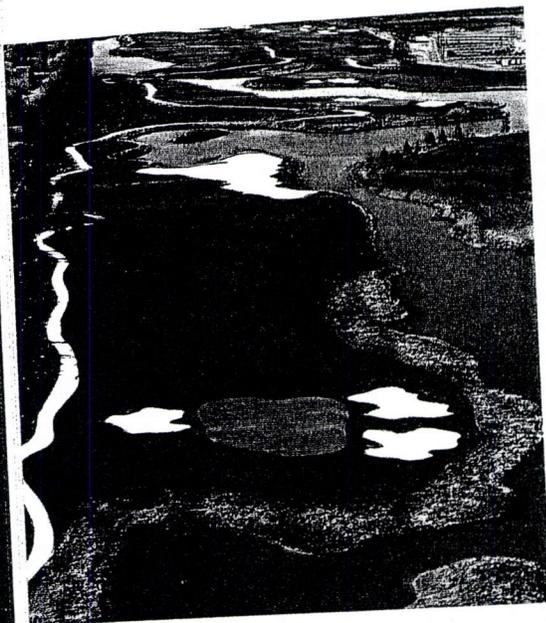


**HALE CENTRE THEATRE**

For a complete list of current events, visit [www.wvc-ut.gov/events](http://www.wvc-ut.gov/events)



# DINING *and* ENTERTAINMENT



and a 200-yard long waste bunker on one hole. The water and sand, plus the wide fairway landing areas, bent grass greens and lovely native grass plantings combine to give the course a Scottish links feel that makes it truly scenic and a joy to play. "I was excited to design a links style course in the heart of the Salt Lake Valley," Johnny Miller says.

The three nines have distinctive names, Creekside, Sunrise and Sagebrush. Which course is/will be your favorite? Each offers a range of challenging holes, including a mix of short and long par 4's. The water and sand hazards add beauty to the property and with foursets of teeing areas; Stonebridge offers a unique golfing experience that accommodates every player.

Built in 1999 and sold to West Valley City two years later, the Stonebridge Golf Club annually hosts the Stonebridge Amateur Tournament and is available for company tournaments and special events. This scenic gem along the Wasatch Front is one of the best new courses in Utah. Please come out and see for yourself what a spectacular course it is!

## MAVERIK CENTER

**Maverik Center** opened its doors to the Salt Lake Valley on September 22nd, 1997. Designed by the world's premiere arena architect, Populous (formerly HOK Sport), Maverik Center is the home of the ECHL's Utah Grizzlies. Maverik Center gained international acclaim and exposure as the host venue for the Ice Hockey Championships at the 2002 Olympic Winter Games. Maverik Center combines the modern amenities of a large arena with the service and intimacy of a small theater. Within Maverik Center is a unique Theatre configuration which can accommodate audiences as small as 3,700, while a crowd of 12,000 can be just as comfortable in the main arena.

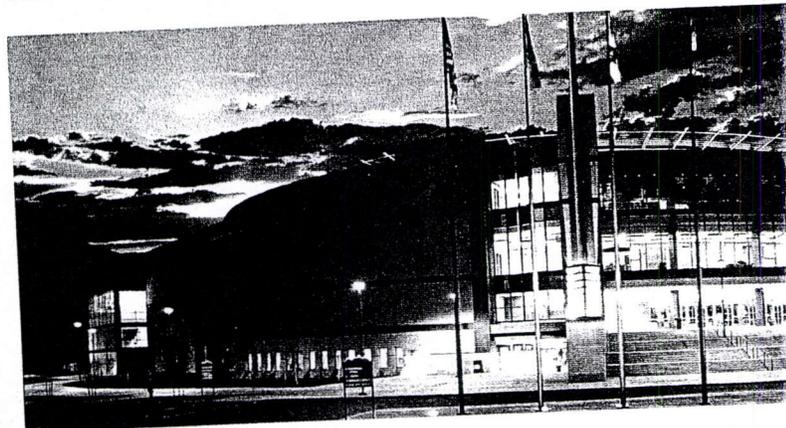
In addition to sporting events, Maverik Center is a leading entertainment venue, hosting nationally known concert acts such as Elton John, Neil Diamond, Justin Bieber, Guns 'N Roses, Foo Fighters, Mannheim Steamroller, Jason Aldean, The American Idols Tour, The Jonas Brothers, Gwen Stefani, Linkin Park, and many more. The venue has also been home to family shows such as Sesame Street Live, The Wiggles, Bob the Builder, Dragon Tales Live, Thomas and Friends Live!, On Stage A Circus Comes To Town, and nationally televised productions of Holiday Festival on Ice and

World Wrestling Entertainment's down Live.

This one-of-a-kind sports and entertainment facility offers the following special features:

- The absolute finest in quality with the BOSE® Sound System world class acoustics.
- Diamond Concessions offer more than 90 points-of-sale guaranteed fast and courteous service.
- The Centennial Room offers the opportunity for special or personal entertainment with spectacular views of the Front.
- More than 10,000 square feet of meeting space, in addition to 17,000 square feet of catering space gives their catering company the chance to help plan your corporate event, banquet, conference, meeting, trade show or party for 15 or more people. Break-out rooms provide comfort and convenience for maximum entertainment.

Maverik Center is managed by Centennial Management Group. Centennial is committed to providing management services to arenas, theaters, amphitheaters, stadiums and arenas nationwide.



## THE FUTURE IS BRIGHT FOR WEST VALLEY

While the public transportation system has served as a catalyst for the recent growth in new business development in West Valley, there's still more to come. The Fairbourne Station is a mixed-use development in the works that is centered around the West Valley Central Station. The station was named after Joseph Fairbourne - a resident of the area 150 years ago that drove commerce to the area with the Fairbourne weighing station. In many ways, the name serves to honor the past while looking to representing the future and progress of the city. As stated on their website, the station will combine retail space, residential living, office space and an upscale hotel. The focus is to provide a walkable community that's complete with dining, entertainment, residential and office space all within walking distance from the intermodal hub. By doing this,

The goal of the transportation project is to create an "urban feel" by providing shopping and commercial opportunities within walking distance.

visitors can experience some of the finest businesses that West Valley has to offer without the worry of parking or dealing with traffic - all is available after a brief bus, MAX or TRAX ride. The Embassy Suites that is scheduled to open December 2012 provide the city with an upscale hotel, sure to entice travelers to Utah by offering the intermodal hub within walking distance of their stay. As mentioned in their press release, the hotel features 162 guest suites, 7,000 square feet of meeting and banquet space, a restaurant, an indoor pool and recreation facilities. Aaron Crimm points to this as a major attraction for visitors from out-of-state, "if they are here to ski," he says, "they can stay here and get up to the slopes (by using the intermodal hub)." The same visitors could then have dinner and see a show in West Valley all within walking distance from their hotel and a TRAX station.

Along with the new hotel and residential space, Fairbourne Station will come complete with a grand promenade and plaza. The open-space park will serve as a public gathering place in an open environment and will be available for farmers' markets, street festivals and other community activities. The space will likely be a destination for those looking to relax before, or after, a busy day of shopping and activities nearby.

Not too far from the development will be the new Megaplex Theaters, scheduled to open in fall of 2012. The theater is the first of the Larry H. Miller chain of theaters to open in West Valley. The theater will consist of 1,000 square feet and will be located in the area of the new development.

customers. The opening of the theater is another success in a long string of recent developments for West Valley City. Considering that the theater will be in walking distance from the Fairbourne Station, it's clear to see what Aaron Crimm meant when he described the development, and goal of the project, to create an "urban feel" by providing shopping and commercial opportunities within walking distance.

The future certainly is bright for West Valley City. The public transportation system that is in place has provided the city with an advantage in recruiting businesses. The economic development that has been made over the past year and the major developments that are scheduled to open in 2012 have been driven by the public transportation system and the ease of access that it allows. The new and existing businesses that surround the major stations will attract new visitors to West Valley in numbers not seen before. The "Green-Line" at the Fairbourne Station and the development of the Embassy Suites - a hotel under the Hilton brand - will drive out-of-state visitors to West Valley and is sure to boost the economic activity in the community. Whether it's a play at Hale Center, dinner at the T.G.I. Fridays, shopping at Valley Fair Mall or movie at Megaplex Theaters, the public transportation system in place in West Valley is set to help you get there. For this reason, public transportation is the new pride of the city. It will make a difference in the future.





# Healthcare *in* West Valley

In life there are a number of important decisions involving your family that require careful consideration- decisions such as where to send your children to school; your career path; the location of your home and others. A major decision among these, and one that is as carefully planned, is who to trust with your family's wellbeing and healthcare. Fortunately, West Valley City has no shortage of quality medical professionals serving the community. West Valley City is home to some of the largest medical facilities in the west side of the valley along with a wide number of specialists of which are ready to serve the residents of the community. Two of the largest providers in the community, Pioneer Valley Hospital and Granger Medical Center, have a long histo-

We're a lot  
**MORE THAN AN ER**



**Look  
Closer**

**At Pioneer Valley Hospital,**  
we offer advanced services and specialists  
when you need them the most.

- STEMI Alert System - providing urgent care to cardiac patients.
- Certified Stroke Receiving Center.
- A comprehensive staff of specialists to meet all your health care needs.
- Acute MI door-to-balloon times averaging 63 minutes (27 minutes faster than the national benchmark).

So, if you think you need to look outside of your community for advanced care, look closer.

To find a primary care physician or specialist, call 866-431-WELL (9355).

**Pioneer Valley  
HOSPITAL**

2460 S. Pioneer Parkway  
West Valley City, Utah 84120  
pioneervalleyhospital.com | UtahER.com

See real-time, online ER wait times at [UtahER.com](http://UtahER.com).