

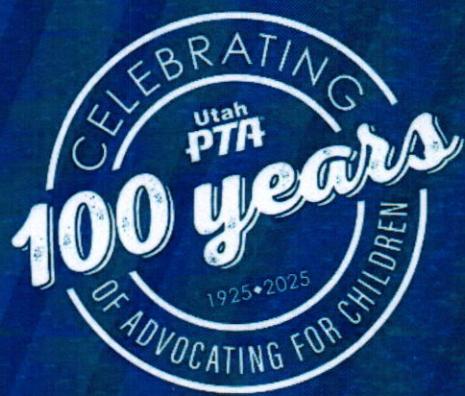


ASK YOUR MAYOR!

Ask your mayor and city council/commission to honor Utah PTA's Centennial with a **proclamation**. Share with them the history and accomplishments of PTA.

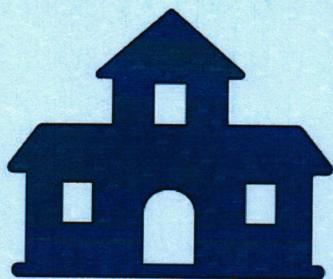
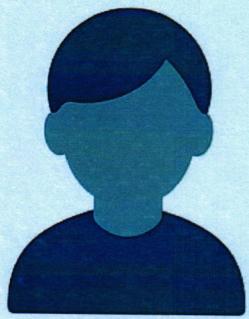
A proclamation is an official announcement or declaration, typically made by a government official, to make a specific announcement, recognize a special event, or commemorate a person or organization.

Utah PTA
everychild. one voice.



GOAL **100,000 PTA MEMBERS**
advocating for children in Utah!

WHY PTA?



**Give
every
child
a voice**

**Build
partnerships
between
families,
schools,
and
communities**

**Support
resources
and
support**

PTA History: National & Utah

Did you know PTA has been around for over 125 years? 🎉

- National PTA began in 1897 when parents and teachers came together to give children a stronger voice in education and health. Their motto “every child. One voice.” is still what we stand for today.
- Utah PTA joined the movement in the early 1900s and has been a strong advocate for children ever since—working with schools, communities, and lawmakers to make sure kids are always the priority.

When you support our local PTA, your part of this bigger story that connects our school to a national legacy of advocacy and action. ❤️

#PTATransparency #PTAHistory #EveryChildOneVoice

We've covered the history—now let's talk about **why PTA exists in the first place.**

🤔 Why PTA?

PTA isn't just about fundraising or planning events. The real purpose is much bigger:

- To give **every child** a voice in decisions that affect their education, health, and safety.
- To create a strong partnership between **families, schools, and communities**.
- To make sure schools have the **resources and support** kids need to thrive.

When you see PTA in action, it's not just volunteers—it's an organized effort to improve the lives of all children, not just our own. ❤️

Joining the South Kearns Elementary PTA (Parent Teacher Association) isn't just about helping our school — it also connects you to National PTA perks! 🎉

- Just \$10 to join (most stays right here at our school 🐾)
- Email updates from Givebacks so you'll know when volunteer help is needed
- Flexible involvement — help when you can, or be a Ghost Member and simply show support
- Plus, National PTA Members Get Discounts On:
Travel & hotels (Great Wolf Lodge, Hertz, Disney Swan & Dolphin Resort, more)
School supplies & printing (Office Depot/OfficeMax)
Entertainment, services, and more!

👉 See the full list here: <https://www.pta.org/.../mar.../Save-Money-with-Member-Offers>

❤️ Every membership counts toward our 166-member challenge. Let's get there together!
👉 Sign up here: <https://southkearnselementary.givebacks.com/shop>

South Kearns PTA Needs You! 🐾

We have openings this year for any member who want to be more involved:

⭐ Executive Board:
Vice President – helps make major PTA decisions with the board (meets monthly).

⭐ Commissioners (Leads):
A Commissioner is the head of a committee or event.
They:

Meet with their committee about once a month (more often as events get closer).
Report back to the Executive Board on progress.

Can serve in more than one role if interested.

Open Commissioner spots:

Social Media

Red & White Ribbon Week

Field Day

Kindness Event (Feb)

Teacher Appreciation Week

⭐ Committees (Team Members):

Committees work together to make events happen.

They:

Meet at least once a month (more often right before their event). Support the Commissioner and share the workload. Choose their own meeting times that fit the group's schedule.

Committees you can join:

Fundraising (Box Tops, sponsorships, etc.)

Membership

Social Media

Reflections

Red & White Ribbon Week

Halloween Carnival

Field Day

Kindness Event (Feb)

Book Fair

Vision Screening

Teacher Appreciation Week

SEP Staff Meals

Holiday Toy Shop  (we'll also need professional gift wrappers!)

Schoolyard Mentor Bash

 Save the Dates:

Book Fair & SEP- Sept. 17-18

School Yard Mentor Bash- Sept. 26

Holiday Toy Shop – Dec. 5-12 (with Winterfest Dec. 9)

Kindness Rocks Month – February

Book Fair & SEP Night – Feb. 9-10

Field Day – One of the Last days of school in May

 Use this link to sign up: <https://form.jotform.com/252308924564057>

Even one hour a month makes a BIG difference! 

Let's make this year amazing for our kids together!

Schoolyard Mentor Bash

Let's
ROCK

Where kids bring their crew of men who rock

Friday, September 26th

5-7 pm



@ South Kearns Elementary Schoolyard

Open to All Father Figures — Dads, Grandpas,
Uncles, Mentors & More



Food
Music



Car Show
Games

Sponsored and hosted by your PTA
at South Kearns Elementary

Beehive: <https://beehive.givebacks.com/shop?category=20949>

David Gourley:

<https://davidgourley.givebacks.com/shop>

Diamond

Ridge: <https://diamondridge.givebacks.com/shop>

Fox

Hills: <https://foxhillselementary.givebacks.com/shop?category=20955>

Jim Bridger: <https://bridger.givebacks.com/shop>

Kearns High: No PTA

Kearns Junior

High: <https://kearnsjrptsa.givebacks.com/shop>

South

Kearns: <https://southkearnselementary.givebacks.com/shop>

Thomas Jefferson: No PTA

Thomas Bacchus: No PTA

West

Kearns: <https://wkelions.givebacks.com/shop?category=20970>



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Attachment B

Multi-Jurisdictional Hazard Mitigation Plan: 2025 Update





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Hazard Mitigation

- ***Hazard Mitigation*** is any sustained action to reduce or eliminate the long-term risk to human life and property from hazards.
- **2025 Multi-Jurisdictional Hazard Mitigation Plan**
 - A detailed roadmap that identifies vulnerabilities and generates strategies to reduce risk
 - Provides an organized well-documented evaluation of specific hazards
 - Evaluates hazards, capabilities & sets goals for each jurisdiction and the county as a whole
 - Outlines mitigation actions and identifies funding opportunities to help complete hazard reduction projects
 - The primary purpose of mitigation planning is to systematically identify policies actions, and tools before a disaster strikes.





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Purpose and Plan Participants

- The 2025 MJHMP builds upon the 2019 plan, serving as a strategic planning document for Salt Lake County and its 26 participating entities, including: **23 cities and towns, 2 School Districts, and 1 Community College**
- The 2025 Multi-Jurisdictional Hazard Mitigation Plan (MJHMP) incorporates updated hazard vulnerability data, reflecting changes since 2019.
 - The purpose of this information is to support community planners, emergency managers, elected officials, and the public in making informed decisions about land use, public infrastructure, emergency preparedness, and resource allocation.





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Why Multi-Jurisdictional Planning

■ Shared Risks – Shared Solutions

- Hazards like earthquakes, floods, and wildfires don't just stop at jurisdictional lines. A regional approach strengthens coordination and consistency

■ Fosters Collaboration and Efficiency

- Allows jurisdictions and the county to combine resources, expertise, and data collection, saving time and money compared to each individual jurisdiction and school having an individual plan.
- Encourages collaboration between local governments, school districts, utilities, and special services districts

■ Increased Funding Competitiveness

- A countywide plan helps smaller jurisdictions access FEMA and other grants they might not qualify for on their own

■ Integrated Mitigation Strategy

- Helps ensure mitigation actions identified by the county and local jurisdictions are complementary, avoiding gaps and redundancies



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Federal Requirements for Local Plans

- **Required under Robert T. Stafford Disaster Relief and Emergency Assistance Act to be eligible for non-emergency disaster assistance and hazard mitigation funding.**
 - Plan must be updated every 5 years.
 - Plan must meet state and federal planning requirements outlined in FEMA's Local Mitigation Planning Policy Guide.
- **Jurisdictions must have a FEMA-approved and locally adopted plan to apply for key grant programs, including:**
 - Hazard Mitigation Grant Program (HMPG)
 - Hazard Mitigation Grant Program Post Fire
 - High-Hazard Potential Dam (HHPD) Rehabilitation Grant Program





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Plan Structure

- The benefits of the plan structure - allows local governments to work together to create a multi-jurisdictional plan. Salt Lake County is designated as the lead jurisdiction.
- 2 Volume structure allows for streamlined organization – readers can easily navigate to the sections most relevant to them.
- **Volume 1: Countywide Overview Base Plan**
 - Describes the planning process, profiles each identified hazard, assesses Salt Lake County's capabilities, evaluates progress on 2019 mitigation actions, outlines updated/new mitigation actions for the next 5 years
- **Volume 2: Jurisdiction-Specific Annexes**
 - Profiles each identified hazards specific to each community, assesses jurisdictions capabilities, reviews local hazard histories and vulnerabilities, evaluates progress on 2019 mitigation actions, and outlines updated/new jurisdiction-specific mitigation actions for the next 5 years





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Hazard Identification Overview

- **19 hazards identified using historical/current data, modeling tools (HAZUS), and subject matter expert input**
 - *New hazards added since 2019 plan highlighted in red*
 - **Natural Hazards:**
 - Avalanche, Drought, Earthquake, **Extreme Heat, Extreme Cold, Flooding, Heavy Rain, Severe Winter Weather, High-Wind, Landslide/Slope Failure, Lightning, Public Health Epidemic-Pandemic, Radon, Tornado, Wildfire**
 - **Man – Made and Technological Hazards:**
 - Civil Disturbance, Dam Failure, Hazardous Materials, Terrorism and Cyberterrorism





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Stakeholder Engagement

- **The plan must provide an opportunity for stakeholders to be involved, including:**
 - Local and regional agencies involved in hazard mitigation activities
 - Agencies that have the authority to implement mitigation actions
 - Neighboring communities
 - Representatives of businesses, academia, and other private organizations
 - Representatives of nonprofit organizations, including community-based organizations that work directly with and/or provide support to underserved communities and socially vulnerable populations

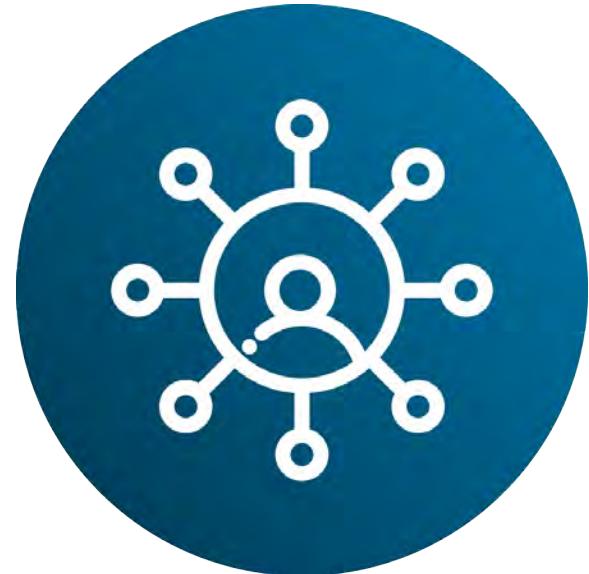


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Public Outreach

- “Whole Community” Approach
- The plan must document an opportunity for the public to participate.
 - Digital surveys
 - Public workshops
 - Public plan review





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Public Outreach



Figure 26: Public Outreach at Copperton Town Days



The Salt Lake County Multi-Jurisdictional Hazard Mitigation Plan is being updated.

El Plan de Mitigación de Riesgos del Condado de Salt Lake está actualizándose.

Figure 24: Social Media Graphic for Public Outreach Survey



Figure 25: Public Outreach at Salt Lake County Senior Expo



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Methodology

- The information gathered during the MJHMP planning process utilized the following five steps:
- **Hazard Identification:** This involves identifying and prioritizing the natural hazards that threaten Salt Lake County, including assets in other jurisdictions
 - **Hazard Profiles:** Each natural hazard that threatens Salt Lake County has a separate hazard profile that includes its location, extent/magnitude/severity, previous occurrences, and likelihood of future events.
- **Identify Assets:** Identify the assets in Salt Lake County at risk to hazards. Information includes people, structures, community lifelines, and other critical facilities; natural, historic, and cultural resources; and the economy and other activities that have value to the community.
- **Analyze Impacts:** Determine where hazards overlap with assets identified in the previous step, including descriptions of the assets' vulnerabilities and describing potential impacts
- **Summarize Vulnerability:** Information from hazard profiles, vulnerability assets, changes in development, potential impacts, and losses are summarized to help Salt Lake County understand the most significant risks and vulnerabilities.





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HMP Annexes

- Analyzes jurisdiction-specific data such as geography, population, and commercial hazards (manufacturing, transportation, etc)
- Identifies funding sources & communicates priorities to stakeholders
- Outlines opportunities to increase community education and awareness
- Builds and reinforces partnerships with government, organizations, businesses & the public
- Identifies long-term strategies for risk reduction with input from stakeholders and the public
- Integrates planning efforts with all other emergency planning & preparedness
- Assists with compliance with FEMA for any future needed cost reimbursement





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Goals of Mitigation Actions

- **Goal 1:** Protect the lives, health, and safety of the county's citizens before, during, and after a disaster.
- **Goal 2:** Protect and eliminate and/or reduce damage and disruptions to critical facilities, structures, and infrastructure from hazards.
- **Goal 3:** Enhance and protect the communications and warning systems in the county.
- **Goal 4:** Promote education and awareness programs, campaigns, and efforts designed to encourage citizens as well as both public and private entities to mitigate and become more resilient to disasters.
- **Goal 5:** Ensure and promote ways to sustain government and private sector continuity of services during and after a disaster.
- **Goal 6:** Advocate, support, and promote the continued coordination and integration of disaster planning efforts throughout the county.
- **Goal 7:** Advocate, support, and promote the use of laws and local regulations and ordinances aimed at mitigating hazards and enhancing resilience.
- **Goal 8:** Preserve and protect natural systems, natural resources, and other environmental assets against the effects of hazards.





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Example of Mitigation Tasks

#	Action	Hazard(s)	Lead Agency	Potential Partners	Benefits (Losses Avoided)	Cost Estimate	Funding Source(s)	Time-frame	Priority
11	Conduct a public awareness campaign on Tier 2 reporting software for chemical reporting.	Hazardous materials incident	SLCo EM	UFA, UPD, SLCo Health Department, Emigration Canyon, SLCo Sheriff's Office, MSD, LEPC	Improved understanding of Tier 2 reporting and how local agencies/jurisdictions can find and submit information. A common operating platform for hazardous materials reporting.	Low	SLCo EM general funds, LEPC, Emigration Canyon general funds, MSD general funds, State of Utah general funds	Long-term	Medium
12	Enact citywide regulations and codes for development to reduce landslide and slope failure damage to critical infrastructure and buildings.	Landslide and slope failure	MSD	SLCo EM, UFA, SLCo Office of Regional Development	Reduced likelihood of landslides and damage to critical infrastructure/buildings. Future development will be up to code and follow policies to avoid repetitive loss properties.	Medium	MSD general funds, Emigration Canyon general funds	Long-term	Medium
13	Leverage WebEOC and GIS to track the spread of contagious diseases.	Public Health Epidemic/Pandemic	SLCo Health Department	SLCo EM, UFA, MSD, UPD, SLCo Sheriff's Office, Emigration Canyon	Use of GIS and WebEOC software to maintain situational awareness and track illnesses in the county.	Low	SLCo EM general funds, Emigration Canyon general funds, MSD general funds, SLCo Health Department general funds, UDEQ general funds	Short-term	Medium



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Adoption

- Plan was submitted, reviewed and approved by State and Federal Emergency Management Agencies
- Adopted by Salt Lake County Council in July
 - Adopted by MSD in August
- Proposed for adoption to jurisdictions
 - Please review as needed and I am here for any questions





Questions?



EMIGRATION
CANYON



Visit Salt Lake

Attachment C

FINN Partners PR Review



1. 2025 YTD In Review
2. 2026: The First 6 Months
3. Team & Resources
4. Estimated Budget

Here's our 2025 YTD
journey in review.



2025 High-Level PR KPIs

<i>Goal</i>	<i>Metrics</i>
Hosting Media in Salt Lake (through FAMs + Individual)	~50 journalists
VSL Executive interview / op-ed / panel opportunities	1 per quarter
Positive media placements in top-tier national outlets	20 per year
Average media quality index score for total articles 2025 <small>Please note: a score of zero indicates the article maintains an impartial viewpoint, rather than being negative.</small>	6 quality score
U.S. earned media value (national, regional, local)	\$10 million per year

Where we are pacing against the 2025 KPIs...

2025 Goal Metric		YTD Current Metric	
~50	Hosted FAM/Individual Journalists	23	As of end of July 2025
4	VSL Executive Thought Leadership	1	Skift
20	Positive Top-Tier Media Placements	21	Positive Top-Tier Media Placements
6	Average Media Score	7.17	Average Media Score
\$10 million	U.S. earned media value	\$33 million	For only National and Local earned media (not PR Newswire)

Results 2024-2025 (to date)

As of July 2025, the PR results have surpassed the same time frame in 2024. The team has secured placements in top-tier publications across various verticals, each reinforcing the key brand messaging pillars. This strong performance highlights the effectiveness of PR strategies in enhancing brand visibility and impact. With several months remaining in the year, further growth and continued success are anticipated, as ongoing efforts and campaigns are expected to yield additional high-quality media placements and coverage.

Earned Media Results (National and Local #s - NO PR Newswire numbers included)		
	Jan - Jul 2024	Jan - Jul 2025
Total Articles	176	234
Total Impressions	1,072,479,144	3,897,088,078
Total AVE Value	\$9,817,458.47	\$33,277,972.40



10 family-friendly U.S. vacations,
from the mountains to the beach



In Salt Lake, the views and the food do not
disappoint | Travel



In the Maven District, Women
Take Charge of Salt Lake City's
Local Businesses



10 Fun Things To Do in Salt Lake City (Even if You
Don't Like Downhill Skiing)



From Medellin to Taipei: 12 underrated LGBTQIA+-
friendly destinations to visit in 2025



Kilby Block Party 2025: Indie For Every Era



Elevated moments: A visit to Salt Lake City

A journey through Salt Lake's galleries, food halls,
and festivals, guided by its people and rooted in its
charm

GOOD HOUSEKEEPING

35 Best Solo Travel Destinations in the United States



This U.S. State Has the Most Dark Sky-certified
Spots in the World—Making It a Must-visit
Stargazing Destination



Where to go in 2025, without crowds



The Ultimate Guide to 2025's Can't-Miss Music
Festivals Plan ahead for marquee acts, tolerable
travel, and ... punk-rock bowling? Let's go.



15 Best Places to Travel
in April



10 most beautiful places to go for a Southwest road
trip in the spring

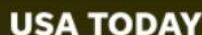


Salt Lake City's Cool Factor Is Rising—and It
Starts in These 3 Neighborhoods



Salt Lake City is coolest in summer not winter

Hang out in the Maven District, and bike your way around town



From platform to pillow: 10
stunning train station hotels

All aboard for an unforgettable stay

Media Quotes 2025

Thanks so much for checking in and planning everything—it was great! Glow, esp., was such a treat. I will definitely be keeping them in mind for upcoming wellness stories, and will be looking for ways to incorporate SLC into future opps, too. The planetarium was cool and love that it's free!

Stephanie Vermillion, Travel + Leisure

The trip was fantastic. My son and I enjoyed it very much and appreciate the opportunity to really get to know SLC. Jenna, in particular, was so friendly, welcoming, and informative. She made us feel right at home and provided so many tidbits of interesting info about the city and its people. She was truly great!

Nicole Findlay, SFGate, Business Insider

Thank you again for the incredible opportunity to visit Salt Lake City. Utah is a beautiful place, and I truly enjoyed experiencing its culture, energy, and creativity firsthand. The Kilby Block Party was fantastic—seeing Devo live was a highlight, and I discovered some amazing new acts that I've already added to my rotation.

Eddy Lamarre, Rolling Out

Had an absolutely terrific visit, thank you. The Asher Adams people were great, Downtown was great, had a really nice hike to Ensign Peak.

The brats at X Bar were next-level! And the festival was one of the best I've ever attended.

So... if you were looking for constructive criticism, I really don't have any! You guys made it fun and easy. We'll run the article next spring to coincide with Kilby, if that works... make it a "visit SLC in spring or summer" thing.

Craig Outhier, Phoenix Magazine

It was a lovely trip! Katherine was so enamored with it that she wanted to tour the University of Utah campus and I think she's adding it to her potential choices! Jenna and Ryan were great to work with, and I think it worked out very well, especially considering the boys were 8 and 12, and Katherine is 17. Thank you for the opportunity and I will send you links as articles are published. I have several Instagram posts up where Visit Salt Lake City is tagged.

Terri Marshall, SheBuysTravel

The trip was great! Thank you again for organizing! I got to do and see so much, and the hosts were amazing.

You could tell that they are really passionate about the area and driving visitors to Salt Lake City.

Courtney Ciandella, Travelbinger + MSN

My son and I had an absolutely wonderful time in Salt Lake City. It was a lovely trip that exceeded my expectations.

Karla Pope, Parents, Parade

The city was a delight to visit, and despite a few logistical hiccups along the way, it turned out to be a wonderful trip overall. I was especially pleased with the hotel options, restaurants, and activities.

Alan Diamond, Out Traveler

Winter Roundup FAM (Feb 2025)

To showcase Salt Lake's February Winter Roundup, we invited travel journalists to come to Salt Lake to experience the festivities. Itineraries were tailored to highlight Salt Lake's winter activities, Skijoring, and culinary scene.

Hosted:

- Danielle Hallock, Matador Network
- Sean Melady, NewsBreak*

Coverage:

- Completed: [NewsBreak](#)
- In the works: Danielle's article will run in Matador Network in December 2025, to coincide with ski season.

*Writer had to cancel trip last minute, but still produced coverage



Kilby Block Party FAM (May 2025)

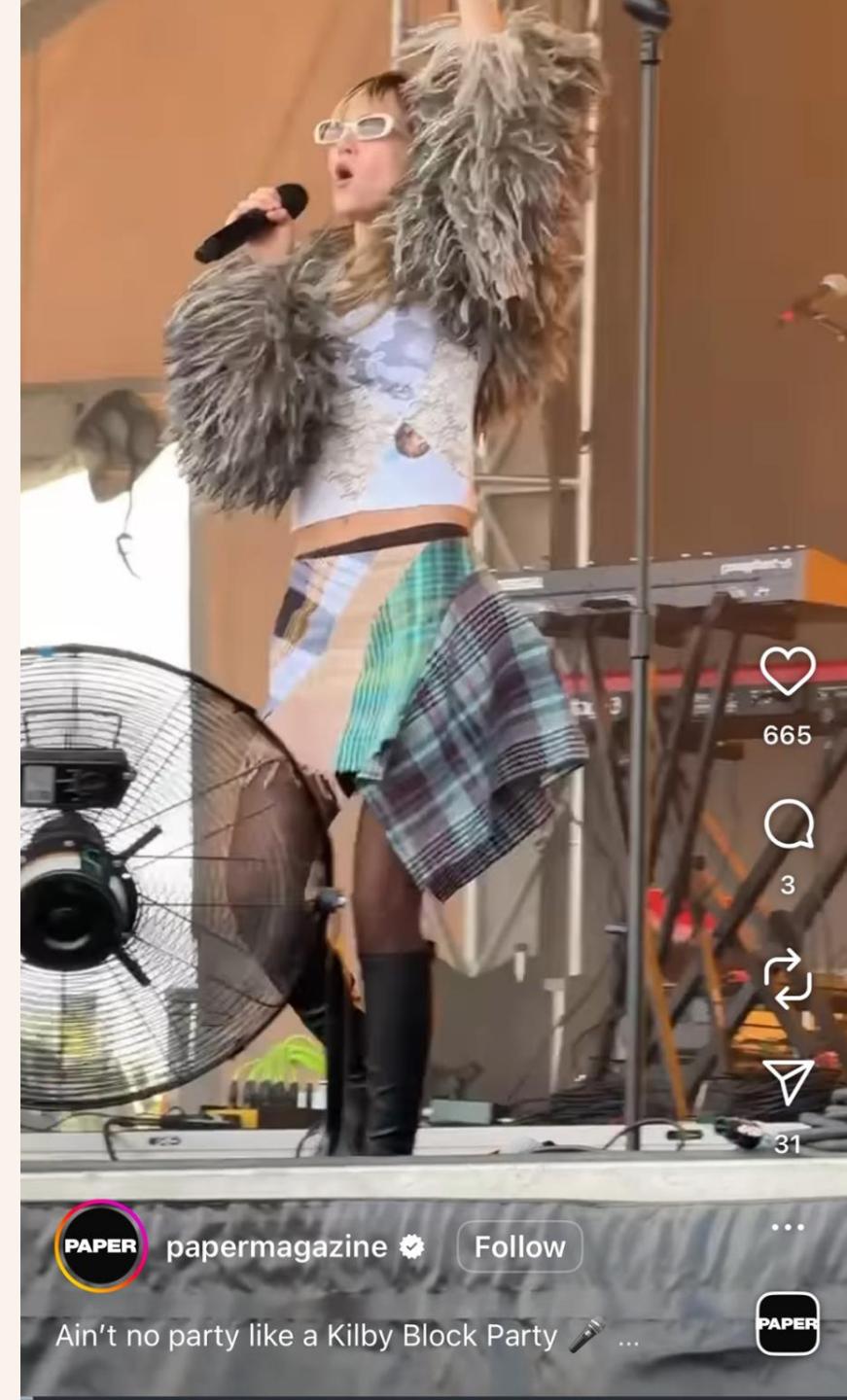
To Kilby Block Party, we invited travel and music journalists and their children to experience the festival, while also exploring Salt Lake's cultural highlights and culinary offerings, along with some outdoor activities.

Hosted:

- Craig Outhier, Phoenix
- Erica Campbell, Paper Magazine
- Eddy Lamarre, Rolling Out
- Josh Mellin, Under the Radar

Coverage:

- **Completed:** [Rolling Out](#), [Paper Magazine](#), and [Under the Radar](#)
- **In the works:** Craig's article will run next spring to coincide with Kilby 2026



Maven FAM (June 2025)

To showcase the Maven District, we invited female travel journalists to stay at Maven STAY while they explored the many stores, wellness opportunities, murals, and culinary highlights around the area. Journalists were able to meet with the founders, work with local businesses, and take yoga classes.

Hosted:

- Catherine Garcia, The Week*
- Courtney Ciandella, Travelbinger + MSN/AOL
- Simone Harvin, Travel Noire

Coverage:

- Completed: [The Week](#), [Travelbinger](#), [MSN](#), and [AOL](#)
- In the works: Simone's article is filed with editor and we are monitoring for the coverage to publish.

*Writer had to cancel trip last minute, but still produced coverage



Family FAM (July 2025)

To showcase Salt Lake's family-friendly attractions, we invited travel journalists and their children to explore the destination's top attractions for all age groups. Itineraries were tailored to accommodate the ages of the journalists' children.

Hosted:

- Terri Marshall, SheBuysTravel + MSN
- Nicole Findlay, Business Insider, SFGate
- Karla Pope, Parents, Parade, Travel + Leisure

All Coverage Pending



trippingwithterri

↗ Cyndi Lauper · Girls Just Want to Have Fun

...

*Salt Lake City's Maven District
Showcases a Whole New Level of
Girl Power!*



Individual Hosting 2025

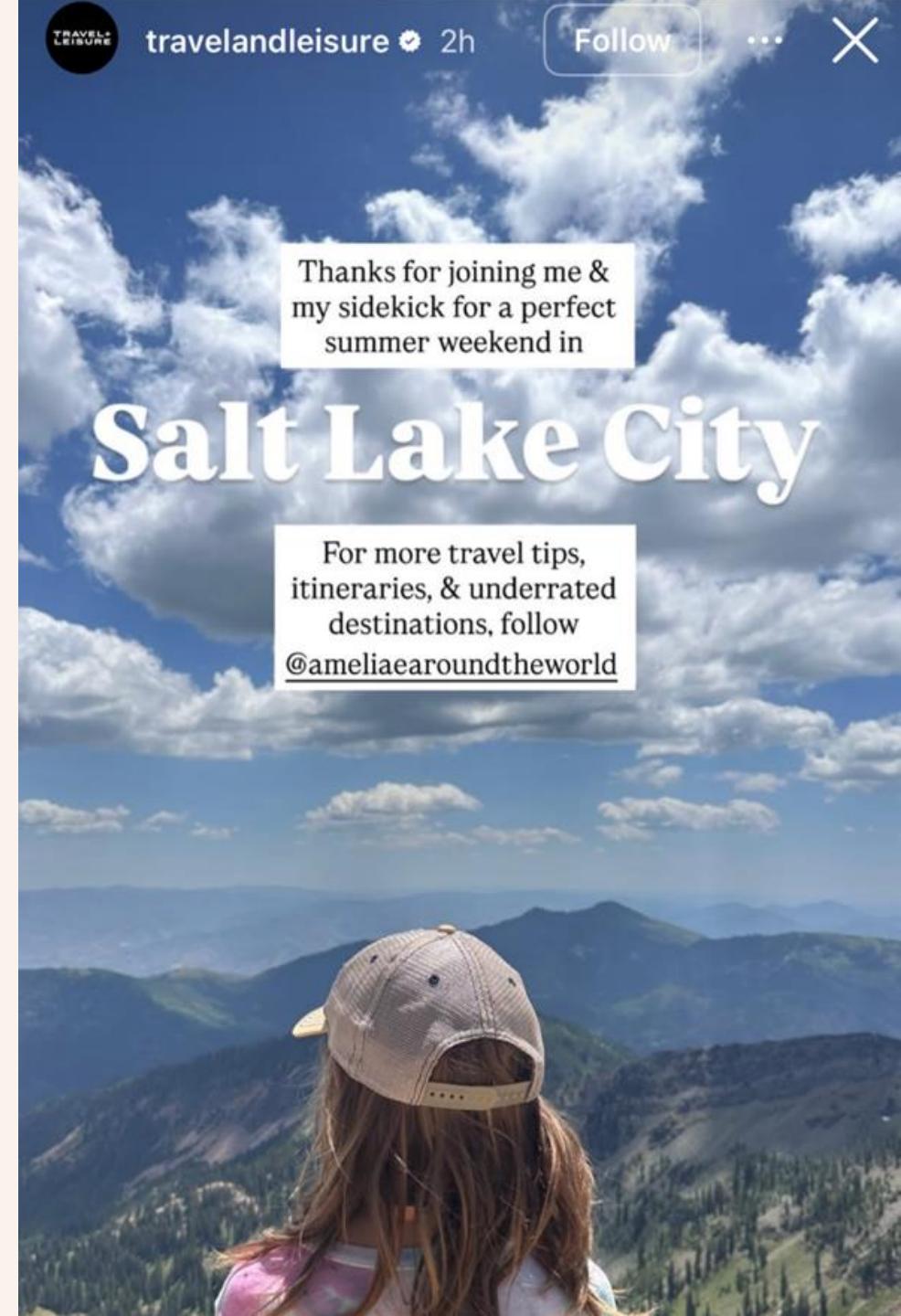
FINN and VSL have coordinated to host many journalists for individual visits in 2025 who contribute to top outlets such as Travel + Leisure, Chicago Tribune, TODAY, NBC, Out Traveler, and more.

Hosted:

- Alan Diamond, Out Traveler
- Dan Allen, NBC
- Mark Sissons, NUVO, Thrillist
- Rachel Chang, Travel + Leisure, Conde Nast
- Kav Dadfar, JRNY
- Lambeth Hochwald, Organic Spa Magazine
- Eileen Ogintz, Epoch Times
- Amelia Edelman, Travel + Leisure social takeover
- Amber Gibson, Wall Street Journal, Chicago Tribune
- Cynthia Barnes, Nat Geo, Food & Wine
- Ed Walsh, Bay Area Reporter

Coverage:

- **Completed:** [Organic Spa Magazine](#), [Epoch Times](#) + Syndication, and [Travel + Leisure social takeover](#)
- **In the works:** Out Traveler feature will run in late Fall, Mark Sissons' stories will run closer to ski season. *Rest of media timelines TBD



2025 Influencer Recap

- **Aubrie Bell - January 2025**
 - @globetrottingginger (163k)
 - Local influencer engaged by VSL to promote family winter activities.
- **Tiffany Brown- May 2025**
 - @autismspectrumadventures (209k)
 - Visited with son and husband to highlight Salt Lake as an Autism-friendly destination via Reel and story set.
- **Raimee Iacofano- July 2025**
 - @raimeetravel (326k)
 - Created IG Reel with content from 2024 visit for VSL paid usage.
- **Tia Ball- July 2025**
 - @tiawiththefam (167k)
 - Visited with son and husband. VSL provided Snowbird Activity Passes in exchange for dedicated story set.
- **Lana Ato- August 2025**
 - @lanaato (99.9k)
 - Visited with two daughters to explore Salt Lake as a Wildflower destination for all ages in exchange for a 2 Reels, stories, and UGC for VSL usage.



1. 2025 YTD In Review
2. 2026: The First 6 Months
3. Team & Resources
4. Estimated Budget

The 2026 plan is in motion.
This year, we're thinking
bigger, acting bolder.

Here's what to expect so far...

A wide-angle photograph of a snowy mountain range at sunset. The foreground is filled with snow-covered evergreen trees. A skier is visible on the left, kicking up a cloud of snow. The middle ground shows more forested slopes. In the background, the sun is low on the horizon, casting a warm, golden glow over the peaks, which are partially obscured by clouds.

But First....Let's Talk
About AI.

GEO IS THE NEW KID IN TOWN

THE GAME IS CHANGING

For over two decades, SEO alone has ruled the internet. It created the golden standard for online visibility, relying on core keywords, content, backlink strategies, and technical audits. It's more important than ever to take action, but the strategy should be updated to include major LLMs and Google's AI Overviews

ENTER GENERATIVE ENGINE OPTIMIZATION, A NEW PARADIGM DRIVEN BY AI-NATIVE SEARCH.

In the age of ChatGPT, Gemini, and Claude, we've transitioned from the world of indexed search results to synthesized, contextual answers.



WITH THE RULES OF THE GAME SHIFTING, WHAT SHOULD WE BE PAYING ATTENTION TO?

SEO

Optimizing for PageRank

Relevance

SERPs

(Search Engine Results Page)

CTR

(Click-through Rate)

Keywords and Links

Ranking

GEO

Optimizing for Language Models

AI-Generated Answers

Reference Rate

Clarity and Authority

Relevance in Responses

GEO IS ABOUT TRAINING THE MODELS, NOT JUST TWEAKING YOUR PAGE FOR BOTS.

What this means for PR in 2026...

- Refresh pitches to better align with the interests of high-influence media outlets (looking at Domain Authority)
- Begin ideating content that align with how people search, focusing on high-intent, question-driven queries
- Develop a measurement framework to monitor and track brand mentions in AI-related conversations

IN ACTION FOR
VISIT SALT LAKE

How does the destination appear in specific prompts related to your mission/vision or positioning/category?
How can you increase your relevance in priority topics/themes?

Enter....Key Prompt Visibility

RATINGS

Strong Inclusion

Included across all LLMs

Inclusion

Referenced at least once in any LLM

No Inclusion

No inclusion across any LLMs

A scenic view of a city with mountains in the background and a prominent green-domed building in the foreground.

Here's How It All Comes
Together in The Plan.



2026 High-Level PR KPIs

<i>Goal</i>	<i>Metrics</i>
Hosting Media in Salt Lake (through FAMs + Individual)	~50 journalists
VSL Executive interview / op-ed / panel opportunities	1 per quarter
Positive media placements in top-tier national outlets AI KPI EXAMPLE: Can adjust line-item to High-Domain Authority Outlets*	25 per year
Average media quality index score for total articles 2025 Please note: a score of zero indicates the article maintains an impartial viewpoint, rather than being negative.	6.5 quality score
U.S. earned media value (national, regional, local)	\$20 million per year
AI KPI EXAMPLE: Key Prompt Visibility	Identify X specific prompts for how destination shows up

H1 2026 Pitching Themes & Timeline (using LLM search queries to guide angles)

MONTH	TOPICS
January	The Best Winter Activities in the West A Guide to Salt Lake's Hidden Foodie Gems What to Do in Salt Lake Beyond Skiing and Snowboarding
February	Where is the Next Winter Olympics? The Most Romantic Mountain Getaways Top Winter Destinations for Families
March	Best Wildflower Hikes in the U.S. An Ultimate Sports Fan Itinerary for Salt Lake The Best Music Festivals This Spring
April	A Guide to Salt Lake's Hopping Brew Scene The Best Restaurants in Salt Lake Most Epic Family Spring Break Destinations
May	The Best Free Activities in Salt Lake Best Stargazing Spots in the U.S. When to Visit Salt Lake
June	What to Do in Salt Lake's Maven District Top James Beard Restaurants to Visit The Best Bird Watching Spots in the U.S.

Trendjacking

- Utilizing our keen pulse on cultural moments, milestones, and social conversations, FINN will continually track trends across travel, F&B, family, outdoors, and more, highlighting relevant pop culture moments or evergreen 2026 trends that align with VSL. The team will continue to provide weekly trend reports and will flag any timely opportunities that are a natural fit for VSL to leverage the destination's POV as a leader in the tourism industry.
- Trends for 2026 VSL Can Capitalize on:
 - 2026 Winter Olympics
 - America's 250th
 - 2026 Great Salt Lake Classic
 - Sundance's Last Dance in Salt Lake
 - "Coolcations" Continue
 - Gig-Tripping and Set-Jetting (scripted and reality)
 - Literary Travel & Reading Retreats
 - Race-Cations
 - One-Day Vacations



Brand Partnerships

FINN to identify and pursue strategically aligned brand partnerships that further amplify Salt Lake as a destination nationwide. By thoughtfully sourcing and vetting brands with a similar brand ethos, FINN ensures that each collaboration feels genuine and resonates with both participating parties' stakeholders leading to a cohesive and seamless partnership.



Kodiak

Capture the spirit of Salt Lake for every adventure. This high protein brand offers granola, pancake and waffle mixes, bars, snacks and more. Imagine a one-of-a-kind collaboration with Kodiak to create a special edition "It's Sweet" Salt Lake product inspired by the iconic tastes of Salt Lake.



LMNT

Get out into the elements with exclusive co-branded influencer trip to Salt Lake in partnership with LMNT. Imagine a curated group of top wellness and adventure creators tackling Salt Lake's Trails perfectly hydrated with LMNT.



Garmin

Co-host a "Trail Exploration Day," where participants are invited to try out new Garmin devices while guided on Salt Lake trails. Use Garmin ambassadors to document their journey. Consumers can rent a device for the day to try it out on a recommended course.



HotHands

They're the best in the game to keep you warm in the winter. Partner with Hot Hands and an outlet like GearJunkie or Men's Journal for a video series on staying warm while adventuring through Salt Lake's magical mountains in the winter.

Out-of-Market Events (examples to choose from)



Cosm Olympic Watch Party

Location: Los Angeles

What: Plan a VSL-hosted watch party at Cosm for the 2026 Winter Olympics. This includes promoting the future of 2034 Winter Games in SLC and generating excitement for the 2028 Summer Games in LA. This will establish a link between the two U.S. host cities and reinforce the region's identity as a premier sports destination.



The Wasatch Tasting Menu: An Olympic Athlete's Feast

Location: Chicago

What: This exclusive dinner would be a full culinary experience inspired by the Wasatch Mountains and the protein and health-driven diets of Olympic athletes. A top Salt Lake chef would create a multi-course menu, with each dish representing a different sport or adventure. An Olympic athlete from or based in Salt Lake would co-host and interact with media and guests.



The Salt Lake Collective

Location: New York

What: A collaboration with a popular NY fitness brand or studio. The event would be a morning workout session that ties into the outdoor experience of Salt Lake, such as a high-altitude training simulation class or a mountain-inspired yoga session. Partner with a Salt Lake athletic trainer or coach to speak on endurance tips, taking care of your body at altitude, and longevity.



The Winter Sports Lab

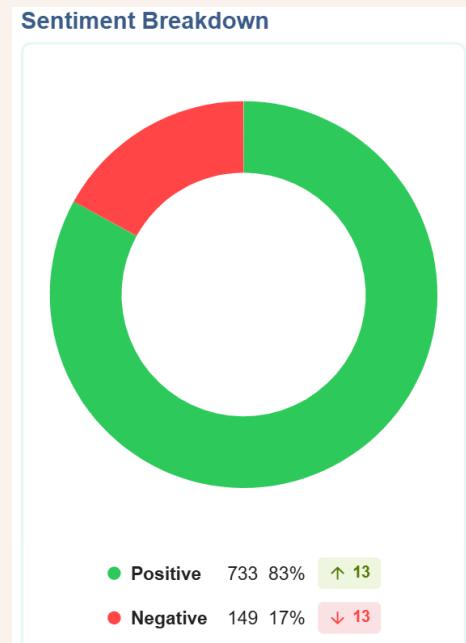
Location: Denver

What: Pop-up workshop in a snow-focused store in Denver. The space would be transformed into a series of interactive stations, each focused on a different aspect of skiing and snowboarding. Stations would include tuning and waxing skis, VR lessons on the physics of skiing, boot fittings, board technology, and more.

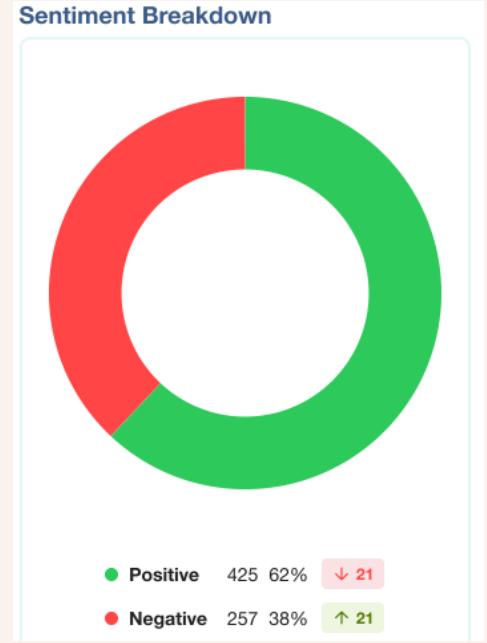
Measurement & Reporting

Earned Media Results (National and Local #s)		
	Jan - Jul 2024	Jan - Jul 2025
Barcelona Average Score	6.8	7.2
Articles Scored	48	177

Top Keywords	
Jan 1, 2024 - Jul 31, 2024	
olympic committee	olympic historians
festivals and travel to stadiums	performances at festivals
59th acm awards	award showstravelers
career world	game season committee
country album	city amphitheaters money
main stage	goals country era
assists	points tour kicks
57th cma awards	beloved country legend reba mcentire
intimate performance	team trillion tour" announcement
residents	towering olympic cauldron
welcome international events	



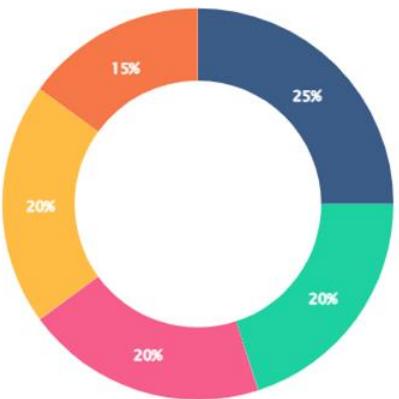
Top Keywords	
Jan 1 - Jul 31	
local park announcements	bizarre formations national parks
coastal drive	rock formations
flight late spring	goals
glass city water	half-hour drive safe access
lava rock	early fall
shots pro tip	points rock
game season team	assists
jagged volcanic rock	nearest airport
colorful sea glass	spring or fall
residents	spring and fall
welcome international events	sandstone formations polished glass debris



Measurement & Reporting

VSL 2024 Coverage Theme Analysis

Theme Analysis Breakdown



■ Salt Lake City and the Olympics • 25%

Salt Lake City has been awarded the 2034 Winter Olympics, marking its second time hosting the event. This highlights the city's ongoing commitment to being a major player in international sports. The decision underscores Salt Lake City's infrastructure and experience in hosting large-scale events, which can boost local tourism and economy.

[MSN.com](#)

■ Real Salt Lake Soccer • 20%

Real Salt Lake's recent performances have been notable, with the team extending its unbeaten run to 12 matches. This success is significant for the local sports scene, drawing attention to the team's competitive edge and fostering community pride. The team's achievements contribute to the growing popularity of soccer in the region.

[ESPN.com](#)

■ Salt Lake City International Airport Developments • 20%

Salt Lake City International Airport is undergoing significant developments, including new food options and infrastructure improvements. These changes aim to enhance the travel experience, reflecting the airport's role as a key hub for domestic and international travelers. Such upgrades are crucial for accommodating increasing passenger numbers and improving service quality.

[MSN.com](#)

■ Travel and Tourism in Salt Lake City • 20%

Salt Lake City is a focal point for travel and tourism, with numerous attractions such as national parks and dog-friendly patios. The city's appeal lies in its diverse offerings, from natural beauty to urban experiences, making it a versatile destination for various types of travelers. This diversity supports the local economy and enhances the city's cultural landscape.

[MSN.com](#)

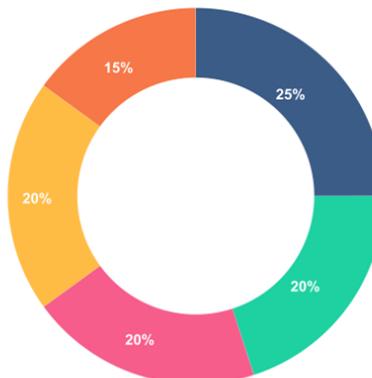
■ Air Travel Challenges • 15%

Air travel is becoming increasingly challenging, with reports of worsening conditions for passengers. This trend is significant as it affects millions of travelers, prompting discussions on improving airline services and infrastructure. Addressing these issues is crucial for maintaining customer satisfaction and ensuring the efficiency of air travel systems.

[NBC News](#)

VSL 2025 Coverage Theme Analysis

Theme Analysis Breakdown



■ Salt Lake City Travel and Tourism • 25%

Salt Lake City is a hub for both summer and winter leisure travelers, with its airport playing a crucial role in accommodating seasonal tourism. The city offers a variety of attractions, from natural landscapes to cultural landmarks, making it a versatile destination for visitors. The airport's ability to cater to diverse travel needs highlights its importance in the region's tourism industry.

[MSN.com](#)

■ Air Travel Challenges • 20%

Recent incidents involving turbulence and other mishaps have raised concerns about air travel safety. These events have prompted some travelers to seek alternative modes of transportation, such as buses or trains, which are perceived as safer and more reliable. The growing apprehension about flying underscores the need for improved safety measures and communication from airlines.

[CNN](#)

■ Legal and Crime Issues in Salt Lake City • 20%

Salt Lake City has been in the spotlight due to legal issues involving high-profile cases, such as the arrest of Wanda Barzee for violating sex offender restrictions. These incidents highlight ongoing challenges in managing public safety and enforcing legal regulations, reflecting broader societal concerns about crime and rehabilitation.

[MSN.com](#)

■ Cultural and Historical Attractions • 20%

Salt Lake City offers a rich tapestry of cultural and historical attractions, drawing visitors from around the world. Events like the public open house at the historic Salt Lake Temple showcase the city's unique heritage and its significance to various communities. These attractions play a vital role in promoting cultural tourism and preserving the city's historical legacy.

[MSN.com](#)

■ Infrastructure and Construction Impact • 15%

Ongoing construction projects in Salt Lake County and Utah County are expected to affect travel plans for residents and visitors. These developments are part of broader efforts to improve infrastructure, but they also pose challenges in terms of traffic congestion and accessibility. The impact on weekend travel highlights the need for effective planning and communication with the public.

[MSN.com](#)

1. 2025 YTD In Review
2. 2026: The First 6 Months
3. Team & Resources
4. Estimated Budget

Team & Resources

Team & Resources

	Budgeted	Actual
2024 Hours	576	2052
2024 Fee	\$144,000	\$432,611 (approximately \$36,000/mo against a \$12,000/mo budget)
2025 Hours (through July)	288	667
2025 Fee (through July)	\$72,000	\$139,000 (approximately \$23,200/mo against a \$12,000/mo budget)

1. 2025 YTD In Review
2. 2026: The First 6 Months
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Estimated Budget for 2026

Estimated Budget Range

Cost	Activity
\$20,000/month	Proposed PR Agency Retainer (fee adjustment based on hours investment YTD)
\$10,000/event	For OOM events. This Event Management Fee covers time spent on strategic planning & concept development, vendor & partner coordination, onsite logistics, staffing, communication & reporting.

thank

You

Kearns Library Community Assessment

Presentation to Kearns City Council

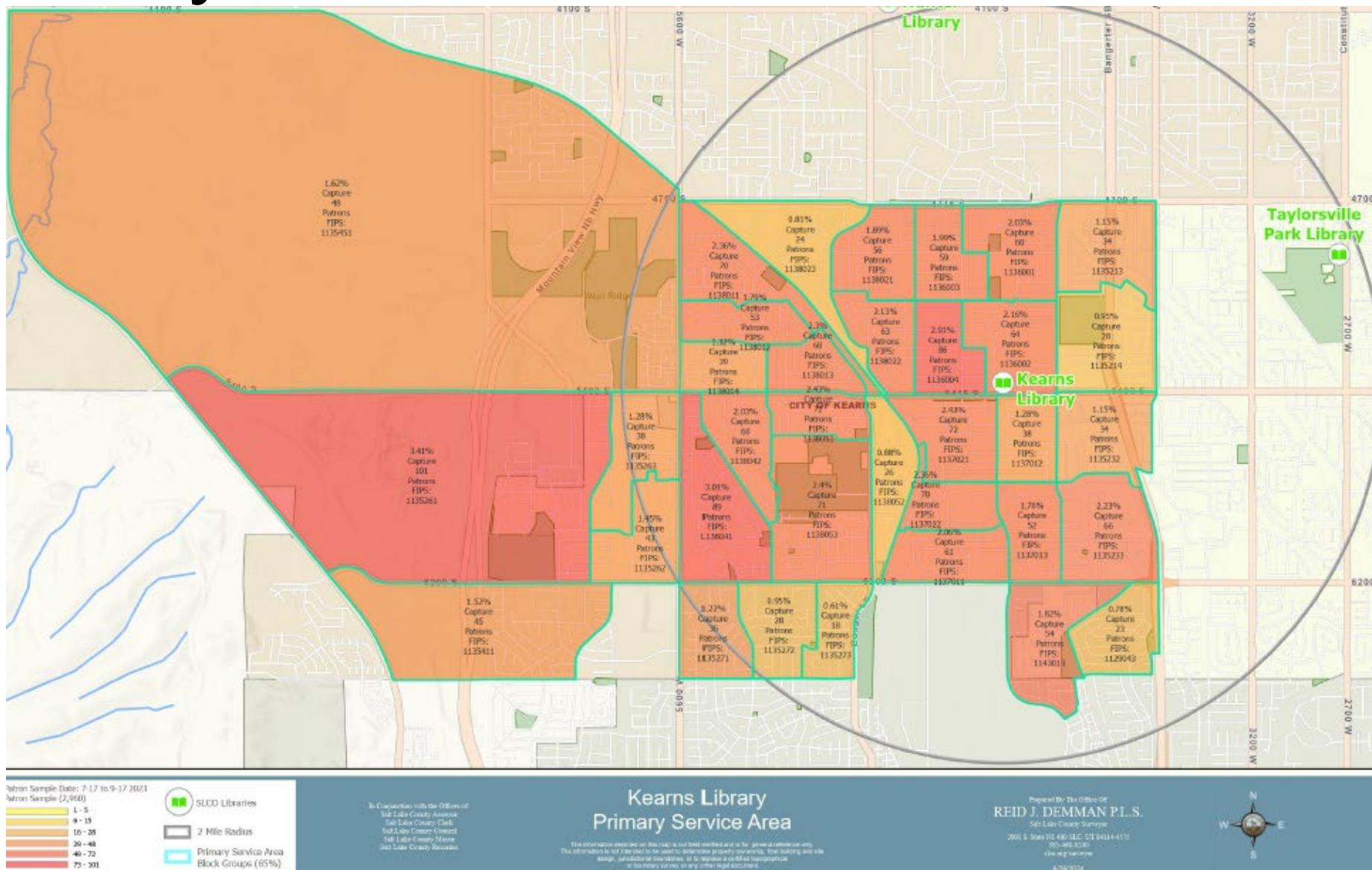
September 8, 2025

Lee Whiting, Manager Kearns Branch

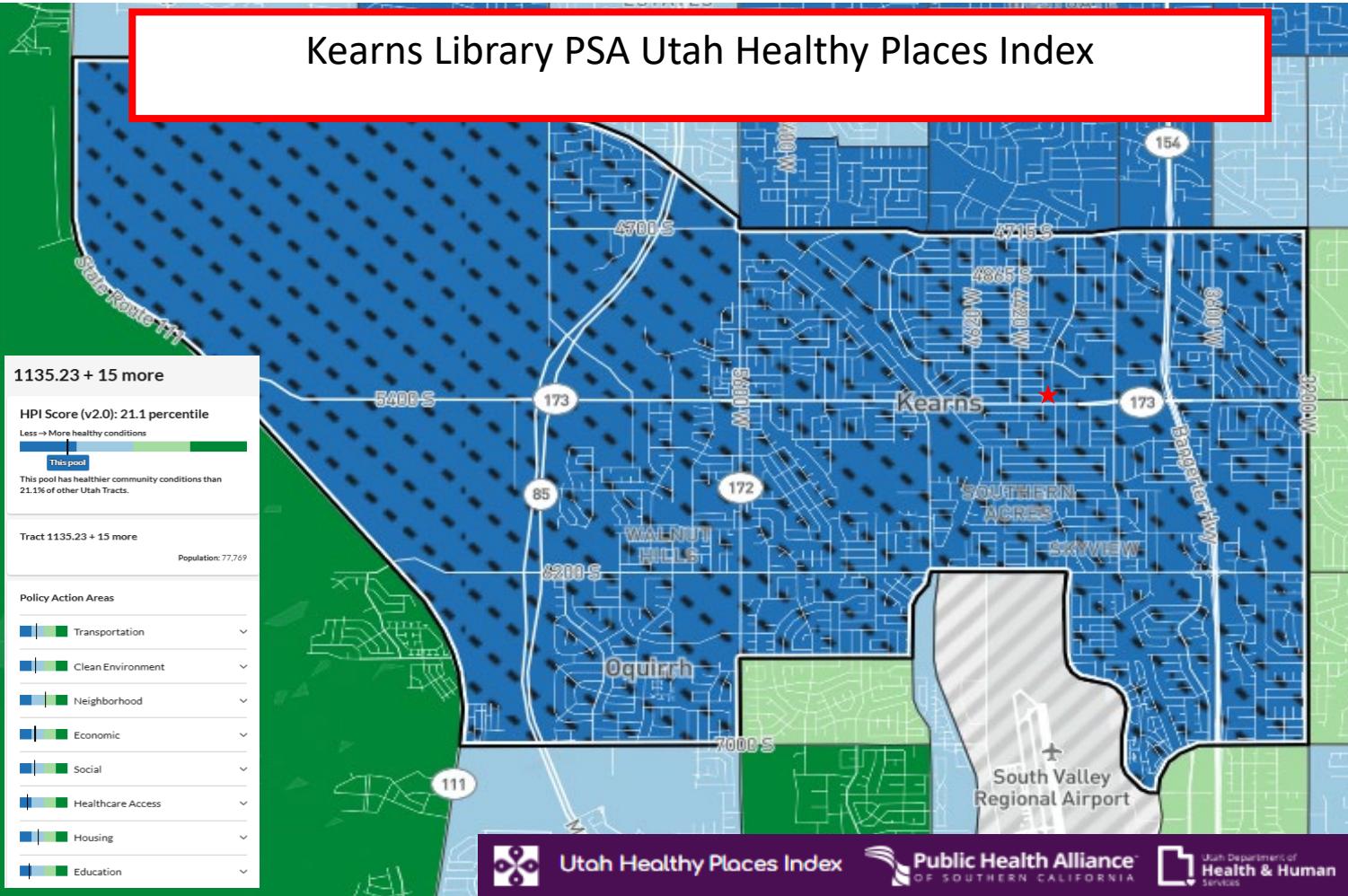
Facility Overview

Building	Usage	Features	Ratings
Year Built: 2020	Collection Size (2024): 80,274	Large meeting room (seats 186)	Good
Size of Lot 3.4 acres	Circulation (2024): 291.956	Conference room (<u>seats</u> 32)	<ul style="list-style-type: none">• Building condition
Number of Parking Stalls: 73	Door Count (2024):	Study rooms: (5)	<ul style="list-style-type: none">• Grounds & parking
Interior Square Footage: 34,519	179,720	Public computers: 20	<ul style="list-style-type: none">• Location
	Program Attendance (2024): 51,764	Open plaza Create Space Create Kitchen	<ul style="list-style-type: none">• Accessibility• Collection size• Public spaces• Meeting spaces• Create spaces• Programming spaces• Staff spaces

Primary Service Area



Demographics Overview



SALT LAKE COUNTY LIBRARY
PRIMARY SERVICE AREA CUSTOM GEOGRAPHY
2020 CENSUS DEMOGRAPHICS

Branch: Kearns

PATRONS WITH TRANSACTIONS AT BRANCH 07/17/23 TO 09/17/23

Patrons in PSA	1,849
Total Patrons in Data Sample	2,960
PSA Capture %	62.5
65% Capture Distance in Miles	2.1
80% Capture Distance in Miles	3.3
Patron Average Travel Distance to Branch in Miles	1.3

2020 CENSUS DEMOGRAPHICS

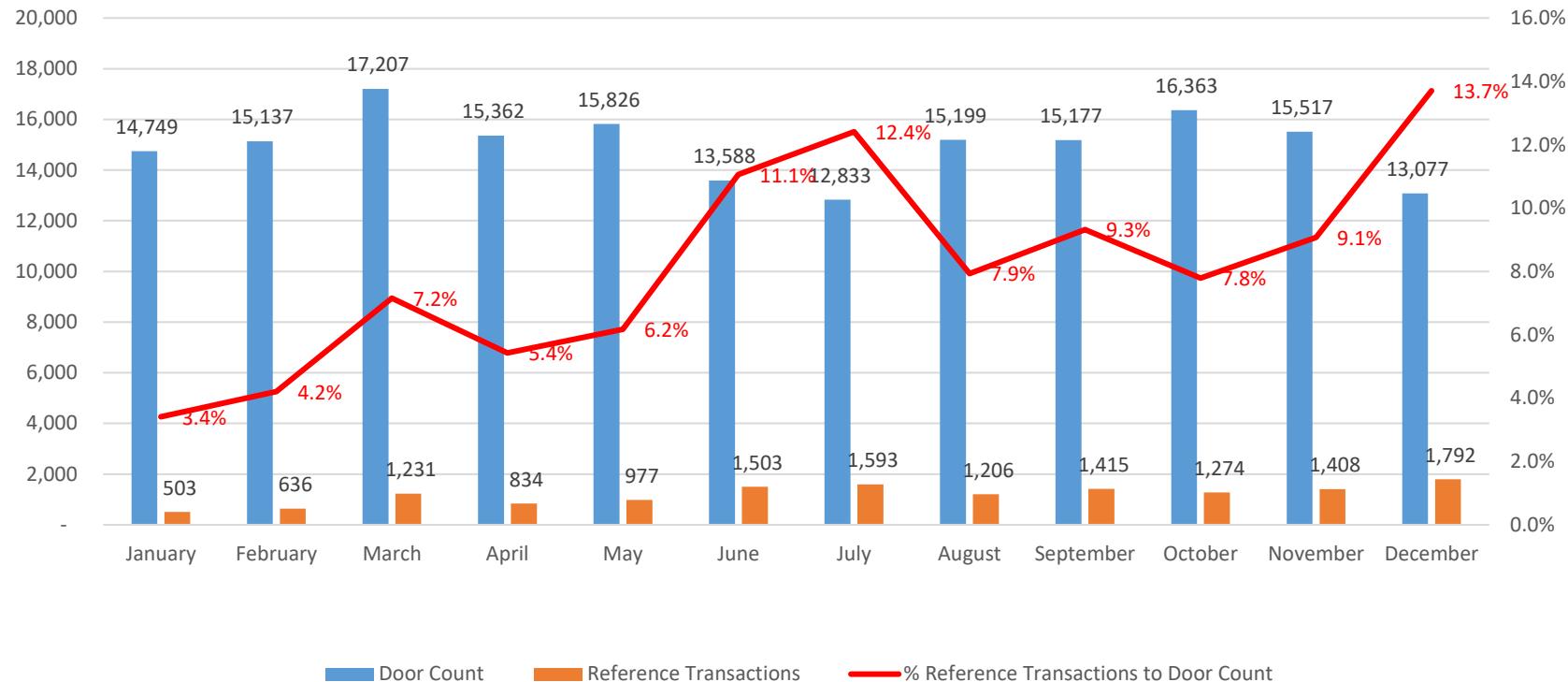
Population	57,964
Age	
Median Age	31
Less than 5 years old %	7.1 %
From 5 to 14 years old %	18.0 %
From 15 to 17 years old %	24.1 %
65 years and older %	8.2 %
Race and Ethnicity	
White %	49.3 %
Black or African American %	1.3 %
American Indian and Alaska Native %	0.8 %
Asian %	2.5 %
Native Hawaiian & other Pacific Islander %	3 %
Some other race %	0.5 %
Two or more races %	3.3 %
Latino origin any race %	39.4 %
Educational Attainment	
25 years and older less than HS degree %	18.3 %
High School Graduate (includes GED) %	42.8 %
Some College or Associates Degree %	33.2 %
Bachelors Degree %	13 %
Graduate or Professional Degree %	3.2 %
Household Demographics	
Persons Living in Group Quarters	112
Households	16,260
Average Household Size	3.6
Owner Occupied %	80.1 %
Renter Occupied %	17.7 %
Median Household Income	\$ 77,588
Median Home Value	\$ 248,441
Children 0-17 Living in Poverty %	12 %
Persons with Disabilities %	10.3 %
Unemployment %	4.5 %

Community Resources and Utilization

	2023	2024	% Change
Visitors	170,352	179,720	+5.5%
WiFi Sessions	35,705	36,652	+2.6%
Patron Room Bookings	3,031	3,395	+12%
Public Computer Sessions	27,231	29,060	+6.7%
Count of Events	1,449	1,421	-1.9%
Event Attendance	48,652	51,764	+6.4%

Reference Transactions and Door Count

2024 Kearns Monthly Reference Transactions as % of Door Count



Notable Partners/Community Organizations

Partner/ Organization	Relationship/Programs	Languages offered
Alofa fa'aSamoa	Samoan Heritage Festival	English
City of Kearns	Monthly City Council Meetings	English
English Language Learning Ctr.	Citizenship Classes	Español
Fathers and Families Coalition	Jobs Work Program	English
Kearns Community Council	Night Out Against Crime/ Egg Hunt	English
Mentes Activas	Elder Care/Dementia Support Group	Español
Mundi Project	Harmony Hub Group Piano Lessons/ Utah Piano Outreach Program	English
My Kearns Coalition	Substance Use Prevention	English /Español
Red Cross	Blood Drives	English /Español
Salt Lake County Clerk	Elections	English /Español
Salt Lake County Health Dept.	Vaccination Clinics, Health Clinics	English /Español
Salt Lake County Mayor's Office for New Americans	U.S. Citizenship Naturalization Ceremony	English
Salt Lake Youth Services	Afterschool programs	English
South Valley Services	Mental Health Counseling	English /Español
Take Care Utah	Health Insurance Counseling	English /Español
Triunfadoras	Breast cancer Survivors' support group	Español
University of Utah	Wellness Bus, Telehealth, Paso a Paso	English /Español
Utah Food Bank	Kids Café	English
Utah Courts	Community Court	English /Español/other
VITA	Tax Assistance	English
VOA Outreach	Homeless Outreach/Social Services	English

Strategic Direction/ TOWS Analysis

<p>Strengths x Opportunities Strategies “Best foot forward- Strengthen what’s working”</p> <ul style="list-style-type: none">• Community Garden Partnership (MyKearns)• Partnership with Proxima Career Paths (Proxima)• Teen programming partnerships (FFCU, Mental Healthy Fit, SLCO Youth Services, Friends of Children Utah)• Wellness Bus (U of U)• Parenting classes (USU, SLCO Youth services)• Music Programming (Mundi/ZAP)	<p>Weakness x Opportunities Strategies “Develop capabilities and capacities”</p> <ul style="list-style-type: none">• Develop Staff Resilience and Effectiveness (SLCO Organizational Development)• Tech Interns (DWS)• Heath & Financial Literacy programming (USU)• ESL programming (ELLC)• Citizenship Programming (ELLC)• Mental Health Counselling (SVS)• Insurance Counseling (Take Care Utah)• Hire new Create Space LA & schedule CS LA subs.(SLCOL)
<p>Strengths x Threats Strategies “Responsive approaches”</p> <ul style="list-style-type: none">• Immigrant focused programming• Early Literacy programming• Parenting classes• Use of public space to convene community building meetings• Community-led programming to create ownership and belonging: public art, performances, festivals, well-being.	<p>Weakness x Threats Strategies “Seek outside resources”</p> <ul style="list-style-type: none">• UPD Policing contract• Social Work Internships



UNIFIED FIRE AUTHORITY

LITHIUM-ION BATTERY FIRE SAFETY

COMMUNITY RISK REDUCTION



Overview: Powering Our World with Lithium-Ion Batteries

Lithium-ion batteries power a wide range of devices including smartphones, laptops, e-scooters, e-bikes, e-cigarettes, vehicles, smoke detectors, and even toys. When mishandled or damaged, these batteries may overheat, ignite, or in some cases, explode.

The Problem: Understanding Battery Hazards

Lithium-ion batteries store a large amount of energy and can pose a threat if not treated properly. Fires can be caused by thermal runaway—a rapid chain reaction triggered by overheating, overcharging, physical damage, or internal defects.



Warning Signs: How to Spot Danger Early

Discontinue use of the battery if you detect any of the following: odor, discoloration, excessive heat, deformation, leakage, or strange sounds. If it's safe, place the device away from flammable materials and **call 9-1-1**.



Best Practices: Take C.H.A.R.G.E

Certified Products • Handle With Care • Always Stay Alert • Recycle Responsibly • Get Out Now • Educate Others

- When buying devices, check for the Underwriters Laboratories (UL) mark, which indicates the product has undergone safety testing.
- Charge and store the device according to the manufacturer's guidelines.
- Only use the charging cable and power adapter designed for that specific device by the manufacturer.
- Do not charge your device near exits, including doors, windows, or fire escapes.
- Keep batteries and devices at room temperature, away from direct sunlight.
- Do not charge using an extension cord.
- Store batteries in a location free from flammable materials.



Recycle Responsibly



- Do not put lithium-ion batteries in the trash.
- Do not put discarded batteries in piles.
- Recycling is always the best option.
- Dispose lithium-ion batteries at designated recycling facilities.

For a responsible way to dispose lithium-ion batteries, visit: call2recycle.org/locator

SCAN HERE



Or

Use the QR Code

FOR MORE SAFETY TIPS

FOLLOW US



SCAN HERE





UNIFIED FIRE AUTHORITY

LITHIUM-ION BATTERY FIRE SAFETY

COMMUNITY RISK REDUCTION





OVERVIEW: POWERING OUR WORLD WITH LITHIUM-ION BATTERIES

Lithium-ion batteries power a wide range of devices including smartphones, laptops, e-scooters, e-bikes, e-cigarettes, vehicles, smoke detectors, and even toys. When mishandled or damaged, these batteries may overheat, ignite, or in some cases, explode.





THE PROBLEM: UNDERSTANDING BATTERY HAZARDS

Lithium-ion batteries store a large amount of energy and can pose a threat if not treated properly. Fires can be caused by thermal runaway—a rapid chain reaction triggered by overheating, overcharging, physical damage, or internal defects.



**They Burn
Hotter and
Faster**



**They're
Harder to
Extinguish**



**They Reignite
Again and
Again**



**Toxic Smoke
and Explosive
Gases**



**They're
Everywhere
Now**



**They Create
Unique
Hazards for
First
Responders**



Warning Signs: How to Spot Danger Early

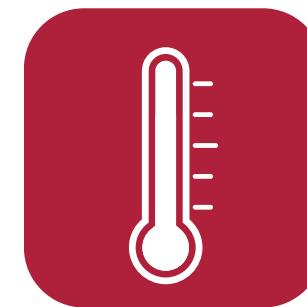
Discontinue use of the battery if you detect any of the following: **odor, discoloration, excessive heat, deformation, leakage, or strange sounds**. If it's safe, place the device away from flammable materials and **call 9-1-1**.



ODOR



DISCOLORATION



EXCESSIVE HEAT



DEFORMATION



LEAKAGE



STRANGE SOUNDS



Best Practices: Take C.H.A.R.G.E



Certified Products

Only Buy
Inspected
Items.



HANDLE With Care

Follow The
Manufacturer's
Instructions.



Always Stay Alert

Spot Early
Warning
Signs.



Recycle Responsibly

Recycle At
Designated
Facilities.



Get Out Now

In Event Of A Fire,
Get Out
And Call 911.



Educate Others

Spread
The
Message.



COMMUNITY RESOURCES: WHERE TO GET HELP AND INFORMATION

The public can find additional safety tips and information on lithium-ion battery safety—including recycling guidance, safety flyers, and more—through our website and other national resources.



Certified Products • Handle With Care • Always Stay Alert • Respect the Power

When buying devices, check for the Underwriters Laboratories (UL) mark, which indicates the



home | about | contact | find drop-off location | store | cart | bol wizard

1-877-723-1297 | customerservice@call2recycle.org

FIND A DROP-OFF LOCATION: [Enter Zip Code](#)

call2recycle®

Leading the charge for recycling.™

RECYCLING 101 | COLLECTION PARTNERS | STEWARDS | [SUPPORT](#)

Find a drop-off location near you



Find a drop-off location near you

Sandy UT 84070

Search

Select what you would you like to recycle.



Rechargeable Batteries
(including E-Bike And High Energy Batteries)



Single-Use (primary) Batteries
[Why Single-Use Batteries Are Different](#)



E-Bike Batteries
[Accepted E-Bike Battery Brands](#)

Call2Recycle's number one priority remains its commitment to [safety](#).

If you have any [Damaged, Defective or Recalled \(DDR\)](#) batteries (including lithium-ion), please DO NOT place them in your regular trash. Take them to a participating collection site. DDR batteries require special handling and CANNOT be placed in regular trash boxes. Please visit [our store](#) to purchase a compliant DDR shipping container.

New York residents ONLY can contact a New York retailer participating in the Call2Recycle program to purchase a compliant shipping container for damaged and defective batteries.

Sandy, UT
uBreakiFix

[Get Directions](#)





UNIFIED FIRE AUTHORITY
COMMUNITY RISK REDUCTION

THANK YOU

End Slide

PATROL ACTIVITY REPORT / AUG 2025 / KEARNS PRECINCT

(zones 12)

	2024		2025											
	A	J	F	M	A	M	J	J	A	S	O	N	D	
Total Calls	1414	1130	1078	1144	1196	1420	1285	1391	1270					
Total Shortforms	493	347	339	398	399	468	443	516	463					
Total Cases (GO)	535	442	398	468	441	504	488	527	488					
Calls Per Officer	71	57	54	57	60	71	64	70	64					
Patrol Allocations	20	20	20	20	20	20	20	20	20					
Short Form Percent %	35%	31%	31%	35%	33%	33%	34%	37%	36%					

	A	J	F	M	A	M	J	J	A	S	O	N	D	
AGG ASLT														
ARSON														
ASSAULT	20	24	17	22	19	16	14	25	17					
BURGLARY	1	3	2	4		4		2	3					
BURGLARY ALARM	12	7	10	13	9	8	11	8	5					
CIVIL RIGHTS							1							
CONSERVATION					1									
COUNTERFEITING					1									
CRIMES AGNST PER														
DAMAGED PROP	17	8	6	6	11	17	8	14	5					
DRUG COURT														
DRUGS	10	6	7	5	6	6	7	12	8					
EMBEZZLEMENT														
ENTICEMENT														
ESCAPE/WARRANTS	3	4	4	4	3	4	1	2						
EXPLOITATION														
EXTORTION	2				1	1	2	1	1					
FAMILY OFFENSE	56	51	49	55	73	59	67	66	72					
FORGERY	1	1							1					
FRAUD	16	15	12	13	7	15	7	8	5					
GAMBLING	1							1						
HEALTH/SAFETY	1				1	2	1	1	1					
HOMICIDE		1	1			2								
IMMIGRATION														
INV OF PRIVACY	16	8	9	6	4	7	5	19	8					
JUVENILE OFF		1	2			1								
KIDNAP					1				1					
LARCENY	31	23	26	19	9	17	17	15	16					
LIQUOR		1		1	1	1			2					
MORALS	1				1				1					
OBSCENITY	1													
OBST JUDICIAL						1			1	1				
OBST POLICE														
PROACTIVE ENF	1		1			2	2	2	6					
PROSTITUTION														
PROPERTY CRIME														
PUBLIC ORDER	90	98	88	112	97	120	133	109	127					
PUBLIC PEACE	121	92	68	82	80	113	110	112	92					
PUBPEACE ALARM														
ROBBERY					1		1							
ROBBERY ALARM	2	2	4	4	2	1			1					
RUNAWAY	7	5		3	2	2	2	9	5					
SEXUAL ASLT	1	3	1	2			2	3						
SEX EXPLOIT	1					1			1					
SEXUAL OFFENSE	3	8	4	8	4	8	5	2	2					
STOLEN PROP					1			2						
STOLEN VEHICLE	8	6	7	6	12	9	5	9	7					
TRAFFIC	110	72	76	96	92	86	85	100	100					
WEAPON OFFENSE	3	2	2	2	5	3	2	2	2					
BLANK -NO NCIC YET														
TOTAL	535	442	398	468	441	504	488	527	488					

Booking Arrests
Citations

A	J	F	M	A	M	J	J	A	S	O	N	D
11	14	7	15	15	6	N/A	N/A	N/A				
61	52	56	54	55	98	84	74	66				