



**CLEARFIELD**  
UTAH'S MILITARY CITY



Council Initiatives

# Background

- Communications has four council initiatives to focus on each year on top of day-to-day tasks.
- Budget of \$15,000 (from comms, used for bridge party) + \$50,000 (from council)
- Selected for FY26:
  - *Apartment parties*
  - *Chatbot research*
  - *Jet program*
  - *Mural*
  - *Christmas décor (Comms Services)*



# Apartment Parties

- *Fall outreach to apartments to support their parties*
- *Contacted managers and emailed flyer*
- *No response*

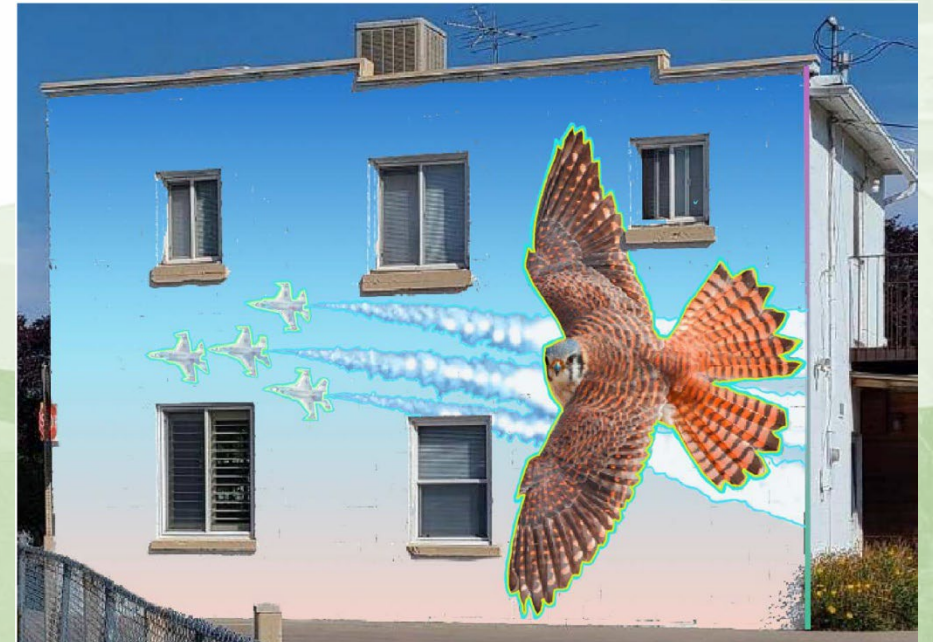
**ARE YOU THROWING  
PARTIES FOR TENANTS?**

**CLEARFIELD CITY WANTS TO HELP!**



# Mural

- *Mural committee to meet for edits on design*
  - *All changes must be submitted in writing and approved by county*
- *County is sending along \$10,000 grant check soon*
- *Mural must be painted by May 1*
- *KH Design business is excited*





# Jet program

- 9 jets
  - 9 sponsors, 7 privately-owned locations, 5 contracts, 4 artists, 3 jet molds, a sculptor, an autobody shop, a concrete contractor, a plaque maker
- *Stolen jet will be repaired by end of Jan.*
  - *Then artist will touch up and it will be re-sealed*
  - *Court case: victim impact statement and restitution amount*
- *New sculptor for next round*
  - *Utah Tech's recommendation*





# Jets to buy

A-1



B-17



B-24





# Jets to buy

F-105



F-4



F-22



# Jet Research

## A-1 E

- *Piloted by local Clearfield pilot Bernie Fisher in rescue mission in Vietnam – awarded medal of honor*

## B-17

- *Piloted by Col. Ployer P. Hill, a test pilot who died testing the B-17. HAFB is named after him*

## B-24\*

- *Most significant WWII era workload at Hill*
- *First progressive maintenance assembly line in the world allowed the overhauling of one bomber per day*

## F-105

- *Jay Hess - fighter pilot shot down in Vietnam & became a POW. He was the Clearfield High ROTC teacher*

## F-4 Phantom\*

- *Most significant Vietnam era workload at Hill*
- *HAFB was sole depot for the weapon system office, maintenance, training, and battle damage repair*

## F-22

- *HAFB was sole depot for repair, maintenance, and modernization of fleet*
- *Hill is home to its weapon system program office*



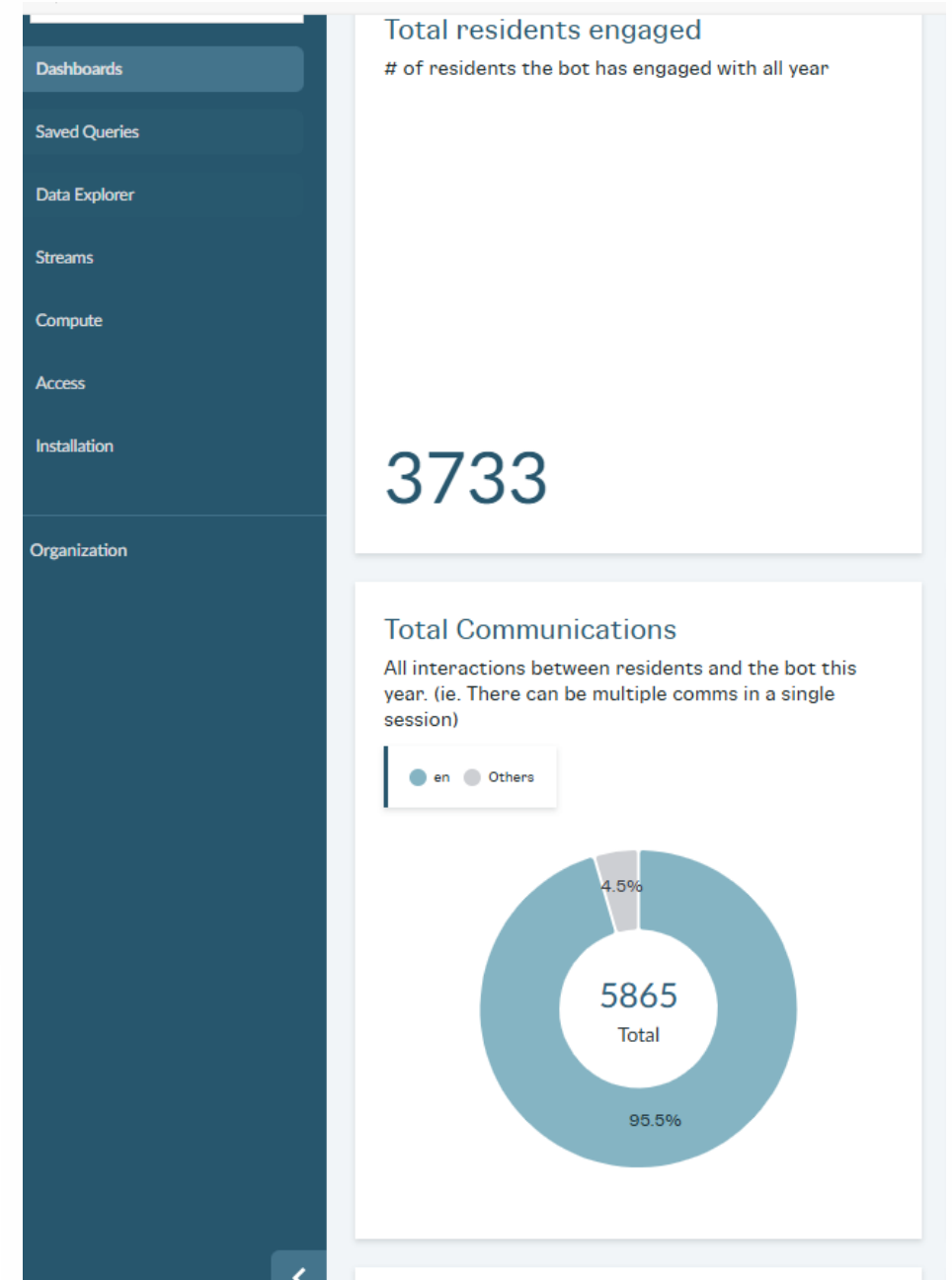
# Automated Chatbots

- *Citibot*
  - *\$22,500 first year (\$10,000 annual)*
  - *Fully branded, Ai with least bot training required*
- *TextMyGov*
  - *Texting service w/ 17,500 verified numbers*
  - *\$16,400 first year (\$10,000 annual)*
    - *Must train texting bot*
    - *Residents don't need to sign up for it to receive texts*



# Ogden's recommendation

- *They love it, but usage isn't as high as they'd like.*
- *Recommend promoting it and making the icon stand out from website background.*
- *Bot can be cheaper than average cost of a phone call. (\$0.34 vs. \$4)*





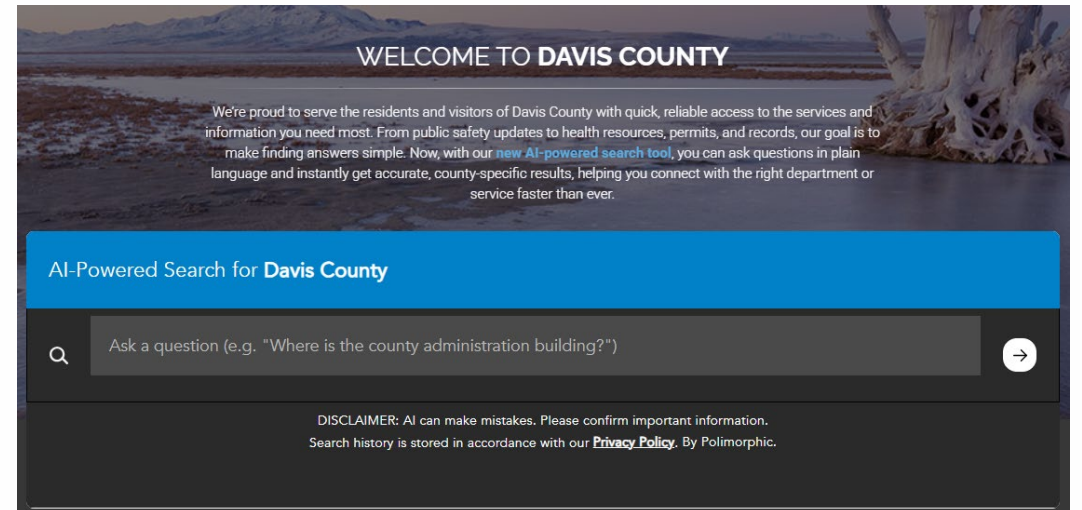
# Woods Cross recommendation

- *They love it. Said their resident satisfaction survey results skyrocketed after implementation.*
- *They get an average of 5 texts a day that aren't answered by the bot.*
  - *Event season – 30 per day*
  - *Recommend building out event questions*
- *Used primarily for Public Works & Police notifications.*



# Davis County

- *Unable to be reached.*
- *I self-tested it and it didn't perform as well as Citibot.*
- *Is likely cheaper than Citibot.*
- *What would you like to do?*





# Christmas Décor - \$16,875







**CLEARFIELD**  
UTAH'S MILITARY CITY

FY 27 Initiatives?