

## Applicant

Mapleton City

## Prepared By

Cory Branch,  
City Administrator

Camille Brown, City  
Recorder

## Public Hearing

No

## Attachments

None

## Request

Discuss and approve an official Mapleton City motto.

## Background & Description

In May 2020, a motto or tag line was requested by the external website development company under contract for use on the new website.

Upon investigation, it was discovered that the City had no motto or tag line. An evaluation determined that a motto around which the community could unite and that would effectively and concisely communicate what is unique about Mapleton City or what benefits the City provides. A motto should be believable and understood.

During June 2020, the City solicited motto suggestions from citizens via the city newsletter and social media (with a \$50 prize package for the winning participant should their motto submission be selected). Instructions were supplied to describe what makes for an effective motto, as well as samples of effective and ineffective city mottos currently in use outside of Mapleton.

The web-based form gathered 123 unique motto submissions (34 of which were humorously given). Of the remaining submissions, Councilor Egbert consolidated the mottos by themes of History/Future, Home, Location, and Values. Within those categories, 22 potential mottos rose to the top.

The Mayor, Council, and City department heads were provided the mottos (blindly; no citizen names were included) and asked to rate favorite and least favorite mottos by category. Egbert again analyzed this feedback. In cases in which a majority of responders rated a potential motto as a favorite, that motto was moved forward for another round of citizen input.

During July 2020, the City again requested citizen feedback via the city newsletter and social media. Citizens were asked to rate their most preferred motto of six choices (five from the earlier evaluation and one staff 'wild card') and explain their rationale. The six potential mottos for this round of feedback included the following:

- Connected to the Past, Primed for the Future
- This is Home
- At the Foot of the Mountains, on Top of the World
- Where the Country Meets the Mountain
- Home, Heritage, Happiness
- Exceeding Expectations

At the July 27 survey conclusion, 103 unique respondents had completed the survey, yielding the following results.

- Connected to the Past, Primed for the Future – 6/103 (5.83%)
- This is Home – 42/103 (40.78%)
- At the Foot of the Mountains, on Top of the World – 8/103 (7.77%)
- Where the Country Meets the Mountain – 6/103 (5.83%)
- Home, Heritage, Happiness – 40/103 (38.83%)
- Exceeding Expectations - 1/103 (0.97%)

Citizen rationale for the top two proposed mottos (*This is Home* suggested by Ashley Cluff; *Home, Heritage, Happiness* suggested by Andrea Throckmorton) is supplied for consideration at the end of this report.

### Staff Recommendation

Approve either *Home, Heritage, Happiness* or *This is Home* as the official Mapleton City Motto and award the \$50 prize pack, as appropriate.

| <b><i>This is Home</i></b>                                                                                                                                                                                                                                                                                                                                                                            |
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| I just like the sound of it better than the others.                                                                                                                                                                                                                                                                                                                                                   |
| Simple and true                                                                                                                                                                                                                                                                                                                                                                                       |
| This motto just hit me hard when I read it. It was an “ah ha” moment...like yes! This is my home and community. I am proud to have Mapleton be my home and the home of my children. Simple and beautiful!!                                                                                                                                                                                            |
| It is short, to the point, yet can encompass many ideals: home, a physical place that I love and cherish. Home, a safe, nurturing environment. Home, where my kids want to return. Home, a community I am proud to be a part of.                                                                                                                                                                      |
| A lot of the others seemed very wordy                                                                                                                                                                                                                                                                                                                                                                 |
| The others are corny and overused. The focus of Mapleton has always been lifestyle because it will never be a big metropolitan area, so focus on why we all want to live here. Several of them are way too long. Mottos should be short. Mountains are cliché. The past and present one sounds like the motto of a pioneer parade, not a city. Exceeding expectations sounds like a business motto.   |
| It represents the most valued characteristics of Mapleton and disproves common opinion that our city is conceited                                                                                                                                                                                                                                                                                     |
| Feels the most comfortable                                                                                                                                                                                                                                                                                                                                                                            |
| Short and simple and always true.                                                                                                                                                                                                                                                                                                                                                                     |
| Our town has a hometown feel and I believe that a short motto is better than a long one.                                                                                                                                                                                                                                                                                                              |
| This one resonates with me. Most others are too cheesy.                                                                                                                                                                                                                                                                                                                                               |
| Simple, unpretentious, and unlikely to evoke political backlash present or future. "This is home" warmed my heart just reading it.                                                                                                                                                                                                                                                                    |
| My parents both grew up here and raised their children here and now I'm raising my family here. Nowhere else feels more like home than Mapleton. My grandfather, J Norman Graves, was the mayor of Mapleton and was mayor when the noon whistle started. I love when I'm around the city and hear that noon whistle go off. I feel so safe and sound here in Mapleton. Could not love this city more. |
| It says it all                                                                                                                                                                                                                                                                                                                                                                                        |
| Because it says it all                                                                                                                                                                                                                                                                                                                                                                                |

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| We moved away for 5 years. We've lived in Provo, Spanish Fork, pleasant grove, Denver, and Roosevelt. This is where it feels like home.                                                                                                             |
| It just fits ❤️                                                                                                                                                                                                                                     |
| 😊                                                                                                                                                                                                                                                   |
| The others are either cheesy or sound like they're for a tech start up.                                                                                                                                                                             |
| Simple and true!                                                                                                                                                                                                                                    |
| Mapleton will always be home to me...                                                                                                                                                                                                               |
| This Is Home implies this is a friendly neighborhood that emphasizes the importance of family. It's a place that makes you happy.                                                                                                                   |
| It sounds the best and it's short                                                                                                                                                                                                                   |
| It's sweet and simple.                                                                                                                                                                                                                              |
| Short and to the point and reflects best how we as residents feel                                                                                                                                                                                   |
| There's pride in this small town. It's home.                                                                                                                                                                                                        |
| Short, simple, and the exact feel that brought us here                                                                                                                                                                                              |
| Clear and to the point, prefect for a bedroom community                                                                                                                                                                                             |
| I like connected to the past but "primed" sounds too mechanical, Exceeding Expectations sounds like expectations have always been low for Mapleton, the others just don't appeal to me. I like "A Place to Call Home."                              |
| It's short and simple yet powerful.                                                                                                                                                                                                                 |
| It sounds homey                                                                                                                                                                                                                                     |
| It sums up a lot in a very short statement. Most of the others are way too long and Exceeds Expectations sounds like someone was expecting the city to be bad but when they got here they looked around and said well, it's better than I expected. |
| There is a feeling when you arrive in Mapleton. You just know you are home. The warmth. The beauty. It is wrapped in 3 simple words                                                                                                                 |
| Like it                                                                                                                                                                                                                                             |
| simplicity                                                                                                                                                                                                                                          |
| When we stood on the land we purchased and upon which we recently built our house, I said "This is home." Love this motto!                                                                                                                          |
| Short and simple                                                                                                                                                                                                                                    |
| It's succinct, clear, meaningful, and welcoming.                                                                                                                                                                                                    |
| Simple. Beautiful.                                                                                                                                                                                                                                  |
| Gets to the point and since living here since 1965, this is truly home!                                                                                                                                                                             |

## ***Home, Heritage, Happiness***

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| Resonates the most.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| I think it sounds the best                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| I'm not from here, but my wife and I always say, "it just feels like home". We are proud of our pioneer heritage and Mapleton is rich with it. How could you not be happy here? Mostly it's not too long and we believe in the sentiment. Mapleton feels like home. It's like a breath of fresh air everywhere you turn. It's rooted in strong heritage which makes for a stronger community. I moved here a couple years ago, and my family had never been happier. It feels like home. I like it the best. That is all. |
| I think it fits our community best                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| it is brief, easy to remember and describes what is important.                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| I feel like it encompasses why I wanted to move to Mapleton.                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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| Catchy, easy to remember, honors the past, makes Mapleton seem like home and a happy place to live.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Because I do love Mapleton and all that living here stands for.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| It fits our culture and the "Feel" of our community.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| This is something our city can live with forever; the others are kind of hokey                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Mapleton is my home; we find great joy in living in this community and love that families stay here for generations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| It says it all                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| It's simple yet explains the values of our community                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| It is simple and speaks to what is important here in Mapleton                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Sums up the area quite nicely.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Mapleton is not competing for the top city in the state or the most technologically advanced. You can ask just about anyone that they didn't move to Mapleton because it is up and coming. There are plenty of cities nearby that have all the modern amenities. But instead, Mapleton defines itself with its quiet roads, and tranquil fields. It has a strong heritage (I absolutely love hearing the noon whistle) with good & friendly people. That's why I feel the motto "Home, Heritage, Happiness" fits Mapleton the best.                                                                              |
| I have lived in a 2-mile area around Mapleton for 56 years now, my kids live within 8 blocks now, I cannot see living anywhere else in the world.                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| If feels like it just fits best when read out loud... "Mapleton... Home, Heritage, Happiness"                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| I didn't like the others.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| The other options are not very good. This one is reasonable.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| It represents the spirit of Mapleton well, and it just sounds good                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| When we moved here 25 years ago, we were drawn to this place because of the small-town county feel. It is a place where you feel safe and enjoy the atmosphere Mapleton offers. It is home and many here have had family that has grown up here, so Heritage is a well-represented here. It is also a place that brings happiness. Small town concerts, small parade, and 24th July celebrations along with the old fashion way of celebrating all the holidays. It is a place that takes you back to those feelings of old fashion times. Springville and Spanish can offer the city feel. I like our Mayberry. |
| Clean, simple, to the point.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| It is succinct and highlights the most important things about living here.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Feels homey and straight to the point                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| We just moved here & it already feels like home                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| It's what Mapleton means to me.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| It's my home and heritage                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| It's our home and is becoming our heritage                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| This IS home. The heritage of Mapleton should always be respected.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| I love 'Where the Country Meets the Mountain,' but I feel like this would have been more accurate 20 or even 10 years ago. I like 'Connected to the Past, Primed for the Future,' but it has undertones of development. It's more like a premonition.                                                                                                                                                                                                                                                                                                                                                            |
| Sums up Mapleton area in those three words.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| It shares our values.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Three points of reference. Well thought through. Gives direction and meaning to the future.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| This motto reflects the awesomeness of our amazing city. Plus, I think this was one of my submissions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| best describes life in Mapleton                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Not totally impressed with choices. This is best option.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| It was a hard decision but that's the one I picked                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |