



# Assessment Findings and Suggestions Report

Kearns & Magna, Utah  
August 2021

**ROGER BROOKS**   
International



## Destination Assessment

### INTRODUCTION

In August of 2021, a Destination Assessment of Kearns and Magna, Utah, was conducted, and the findings were presented in a two-and-a-half hour workshop. The assessment provides an unbiased overview of both Kearns and Magna—how they are seen by a visitor. It includes a review of local marketing efforts, signage, attractions, critical mass, retail mix, ease of getting around, customer service, visitor amenities such as parking and public restrooms, overall appeal, and the communities' ability to attract overnight visitors.

In performing the Destination Assessment, we looked at the area through the eyes of a first-time visitor. No prior research was facilitated, and no community representatives were contacted except to set up the project. The towns and surrounding area were "secretly shopped." Any person looking to relocate their business, industry, or residence will come to your community as a visitor first. Tourism is the front door to all your economic development efforts.

Once potential visitors find information about your area, are the marketing materials good enough to close the sale? In the Marketing Assessment, we reviewed your visitor websites and print marketing materials.

A typical community has five opportunities to close the sale:

- 1) Personal contact (visitor information centers, trade shows, etc.)

- 2) Websites
- 3) Brochures and printed materials
- 4) Publicity (articles)
- 5) Word of mouth—the most effective means

We searched the internet for activities, requested and reviewed printed materials, and looked for articles and third-party information. As we prepared for travel to your communities, we searched both commercial and organizational websites promoting the areas, tourism websites, and read travel articles and guidebooks.

The marketing assessment determined how effective the marketing was in convincing a potential visitor that the areas would be worth a special trip, a stop, or an overnight stay. The key to the marketing assessment is to see if you have a primary lure that makes you worth a special trip of a one-hour drive, or from further away. The question on most visitors' minds is: What do you have that I can't get closer to home? What makes you worth a special trip?

Where most communities falter is when they merely provide "lists" of what the community has, whether it's truly "unique" or not. Nearly every community in North America promotes the usual list of diversions: local museums, shops and restaurants, plenty of lodging, golf, outdoor recreation, historic downtowns, scenic vistas, etc. Of course, nearly every visitor can do these things closer to home. So, what makes Kearns and Magna worth the trip?

Always promote your primary lure first—what makes you worth that special trip. THEN, promote your diversionary, or "complementary" activities.

Would you go to Anaheim, California, if Disneyland wasn't there? Do you think that Universal Studios and Knott's Berry Farm mind that Disneyland gets all the glory? Of course not. Eighty percent of all tourism spending is with those secondary activities. Disney does the heavy lifting in terms of advertising and promotion, and the diversionary activities benefit as well.

In a nutshell, the marketing assessment looks for what makes your communities worth a special trip, or a great place to live, or to do business. We look for details, details, details. Do you give a reason for visiting, and do you provide enough information to make it easy to plan a trip? Are the marketing materials good enough to close the sale?

The second part of the assessment process is the On-site Assessment. During this part of the assessment, we spent several days in the areas, looking at enticements from the highways (signs, billboards, something that would get a visitor to stop), beautification and overall curb appeal, wayfinding (ease of getting around), visitor amenities (public restrooms, visitor information, parking), activities, overall appeal, retail mix (lodging, dining, shopping), critical mass, customer service, area attractions, pedestrian friendliness, gathering spaces, evening activities, and the availability of marketing materials and their effectiveness.

The areas benefit from tourism when visitors spend money, and they do that in the local gift shops, restaurants, hotels, etc. Therefore, the On-site Assessment includes a candid look at private businesses as much as public spaces and amenities.

For every shortcoming or challenge we note during the assessment process, we provide a low-cost "suggestion," where possible, on how the challenge can be corrected or overcome. The suggestions are not termed "recommendations," as they were developed without consulting the communities first about possible constraints, future plans, or reasons why the suggestions may not be appropriate. Hopefully this assessment process will open dialogue within the communities, leading people to adopt some or all of the suggestions, taking them from suggestions to recommendations.

It's important to note that to increase the towns' tourism industries, fulfilling one or two of the suggestions may have little impact, but implementing a number of them, if not all, can have a profoundly successful impact on the towns' abilities to tap into the tourism industry.

Implementation of these suggestions must be a region-wide effort, involving both privately owned businesses as well as local, county, and state agencies, where appropriate. Every local organization plays a role in tourism, downtown revitalization, or economic development efforts. A Destination Marketing Organization (DMO, CVB, Chamber, TPA, etc.) will not be successful if the tourism effort is not region-wide.

In many cases, issues may come up that you are already aware of and are already working on. In that case, the assessment validates those efforts. But more often than not, the assessment will point out things that you are aware of but can't mention or bring up without paying a political price. Local politics can be a killer of the tourism industry.



While marketing efforts are important, product development is the most important factor of a successful tourism industry. Visitors want activities, not just things to look at. How much time can a visitor spend enjoying activities—that cater to their interests—in your area? Does your community have truly unique attractions the visitor can't get closer to home? You must be able to deliver on your marketing promises, otherwise visitors might come once, but they won't come back. It's much more cost effective to bring people back, than to always go out and entice new visitors into town. "Been there, done that" communities eventually run out of visitors and find they don't have a sustainable tourism industry, or they simply become pit stops or gateways on the way to somewhere else.

After spending several days reviewing marketing materials and assessing the community, we have looked at all of these issues, and have developed some suggestions and ideas the communities can discuss and possibly implement to help increase tourism spending locally.

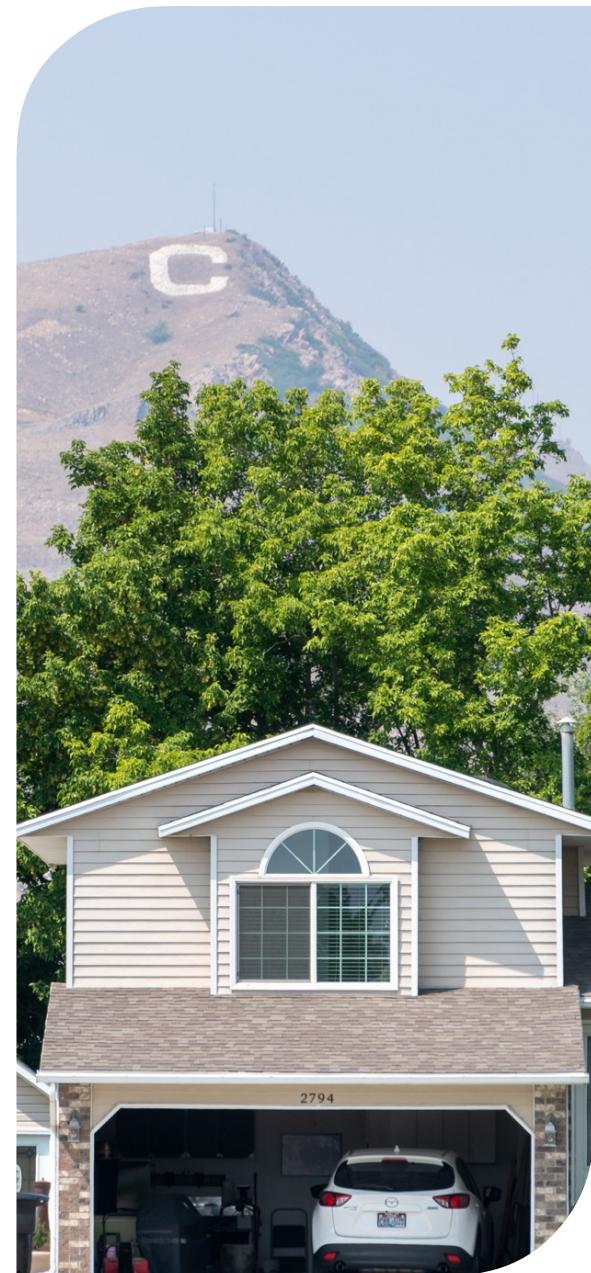
### **SUCCESSFUL TOURISM TRANSLATES TO CASH**

Tourism is successful when the community imports more cash than it exports. When residents spend their hard-earned money outside the community, the community is exporting cash—often referred to as "leakage." Tourism helps fill that gap, importing cash into the local economy without the necessity of having to provide extended social and other services. Visitors come, spend money, then go home. When you import more cash than you export, you have a positive "balance of trade." Communities with successful tourism

programs easily see that the industry subsidizes the community, whereas other communities find that they subsidize visitors—providing services visitors use without them leaving enough money behind to cover the cost of those services.

The primary goal of the tourism industry is to bring more cash into the local economy. This doesn't happen when visitors come into the community, get out of their cars, and take photographs. And it doesn't happen when visitors go swimming in the lake at your park all day, sunning, and eating the lunch they brought from home. And it doesn't happen when visitors hike down your trails, enjoy your interpretive centers, or stroll through your lovely arboreums. These are all great things to do, and, of course, you do want your visitors to do these—but, you also want to entice them into your shops, your cafes, espresso stands, restaurants, galleries, B&B's, and hotels, ultimately opening their wallets to make purchases. That is what helps your local economy, your small merchants, your hoteliers, and your tax coffers.

To entice visitors to spend money in your community, you need to have places for them to spend it—you need to have the right mix of shops, restaurants, entertainment, and lodging facilities, all in an attractive setting, as well as attractions that make them want to visit you in the first place.



## THE THREE TYPES OF TOURISM

### 1. Visiting friends and family

The number one reason people travel is to visit friends and/or family. If you did nothing to promote tourism, you would still have tourism in your community. However, when friends and family come to visit, do your residents take them out to eat, shop, dine locally? Or do they head to a neighboring community? Do your locals even know what you have to offer? An effective tourism marketing effort also includes educating locals as to what you have and how to find it through effective wayfinding signage, gateways and advertising.

### 2. Business travel

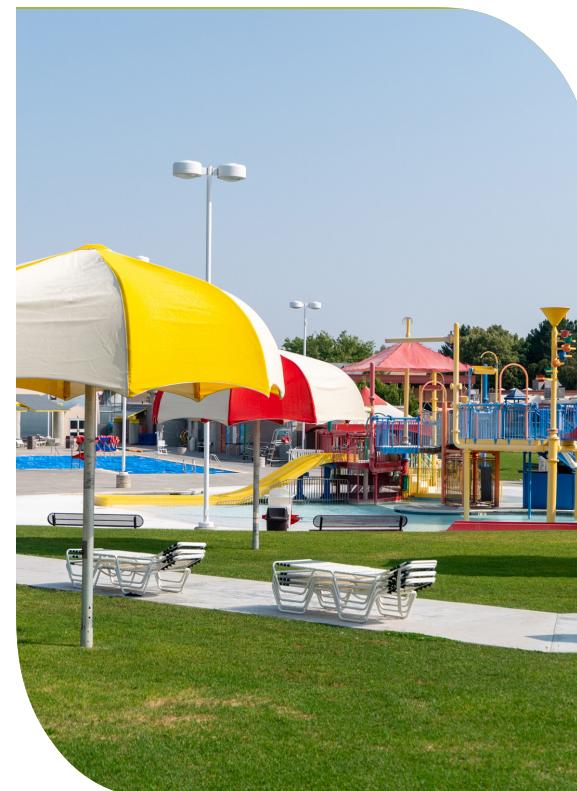
The second most popular reason for travel is business. Included in this category is educational travel: colleges and universities, as well as conventions and meetings, corporate travel, vendor travel, etc. Like leisure travelers, this group is looking for things to do "after hours" while in the area. The most successful convention and trade show towns are the result of their secondary activities or "diversions," not simply because of their convention and exhibition facilities. Think Disneyworld, Disneyland, San Antonio's River Walk, Banff, to name a few.

### 3. Leisure travel

The third, and most lucrative of all types of visitors, is the leisure traveler. They have no personal connections to the community, but are coming purely to enjoy themselves. They stay in commercial lodging establishments, eat virtually all their meals in local restaurants, and their top diversionary

activity is shopping and dining in a pedestrian-friendly setting.

The average leisure visitor is active 14 hours a day, yet typically only spends four to six hours with the primary lure. They then spend eight to ten hours with diversionary activities—things they could do closer to home, but will do while in the area. A good example of this is Branson, Missouri, the "live music-theater capital of the world." This town of 6,500 residents hosts 7.5 million visitors a year. The primary "lure" is the 49 music theaters. The average visitor attends two shows a day over about





four hours. During the other hours of the day, the visitor will shop in local outlet malls, head to the water parks, theme parks, and other attractions, play a round of golf, hike, bike, fish, do some bird watching, and participate in any number of other activities they could do closer to home, but will do while visiting Branson.

### THE THREE STAGES OF TOURISM

#### 1. Status quo

If you take no action to develop the tourism industry, you will still have an element of tourism, simply because some travelers will pull off local highways or freeways for gas, food, or lodging, as well as the fact that the number one reason for travel is to visit friends or family. If you have residents, you will have some tourism.

#### 2. Getting people to stop

The first priority of developing a successful tourism industry is getting people to stop. Imagine how successful businesses in the communities would be if just 50% of the vehicles traveling through pulled off the highway and spent just 30 minutes in your communities—buying gas, an ice cream cone, a sandwich, a gift or souvenir?

If there's a strong pull, imagine the money spent if visitors stayed two hours in the communities, which nearly always translates to additional spending.

The first goal is to get those travelers to stop.

#### 3. Becoming the destination

To become a destination community you must have attractions and supporting amenities that convince visitors to spend the night. And those attractions

must be different from what the visitor can get closer to home.

Overnight visitors spend four times that of day visitors, and nearly ten times that of visitors using your community as a pit stop on the way to somewhere else.

### THE FOUR-TIMES RULE

Visitors will make a point of stopping or staying in a community if it has enough activities that appeal specifically to them and will keep them busy four times longer than it took them to get there.

In other words, if a person has to drive 15 minutes to visit you, do you have enough for them to do to keep them busy for an hour? (4 times 15 minutes) If a visitor has to drive an hour, do you have the activities and amenities to keep them busy for four hours?

The more you have to offer, collectively, the further visitors will come, and the longer they will stay, and of course, the more they will spend. This is why it is so important for communities to market more than just their immediate geographic areas. By marketing neighboring activities and attractions, you present much more for a visitor to do, and you make the visit worth the trip.

Visitors don't care about city limits or county lines – so market the broader package and you'll be able to keep people in the area long enough to translate to another meal, some more shopping, and hopefully, an overnight stay.

## SELL THE EXPERIENCE, NOT GEOGRAPHY

Nearly every destination marketing organization is charged with promoting a geographic area, yet visitors couldn't care less about those boundaries. They are looking for activities that cater to their interests, and location is second to the experience. **ALWAYS** promote the primary lure first, then the location. People by the millions head to Disneyland, Disneyworld, Dollywood and other attractions. They are not going to Anaheim, Orlando or Pigeon Forge.

Always sell the activity - the experience - **THEN** the location.

## LURES, DIVERSIONS AND AMBIANCE

Too often communities promote the list of diversions that nearly every community has. The primary lure is the activity that a visitor can't find closer to home.

Always promote your primary lure, then the diversions. Do not try to be all things to all people. Have you ever gone anywhere because they had "something for everyone?" Of course not—you go there because they have something specific for you. Find your niche and promote it like crazy.

Historic downtowns provide ambiance—they are not attractions, diversions, nor are they a primary lure. It's what's in the buildings that makes a downtown a destination.

The same can be said for scenery. Unless your vista is a world-class scene, such as Niagara Falls or the Grand Canyon, scenic vistas create wonderful ambiance, but don't translate to spending, and they only last a few minutes. Then what?

All too often communities promote their heritage as a primary draw. How far would you travel to visit a mining museum? A timber museum? An agricultural center? A county historical museum? Heritage must be outstanding and pervasive throughout the community to be a primary lure, such as Plimoth Plantation or Salem, Massachusetts.

Thousands of communities are the "capital" of something. For instance, in California, Borrego Springs is the grapefruit capital of the world. Gilroy is the garlic capital. Modesto is the tomato capital. Gridley is the kiwi capital. Oxnard is the strawberry capital. Fallbrook is the avocado capital. But here's the question: Have you ever gone anywhere because it was the capital of a fruit or vegetable?

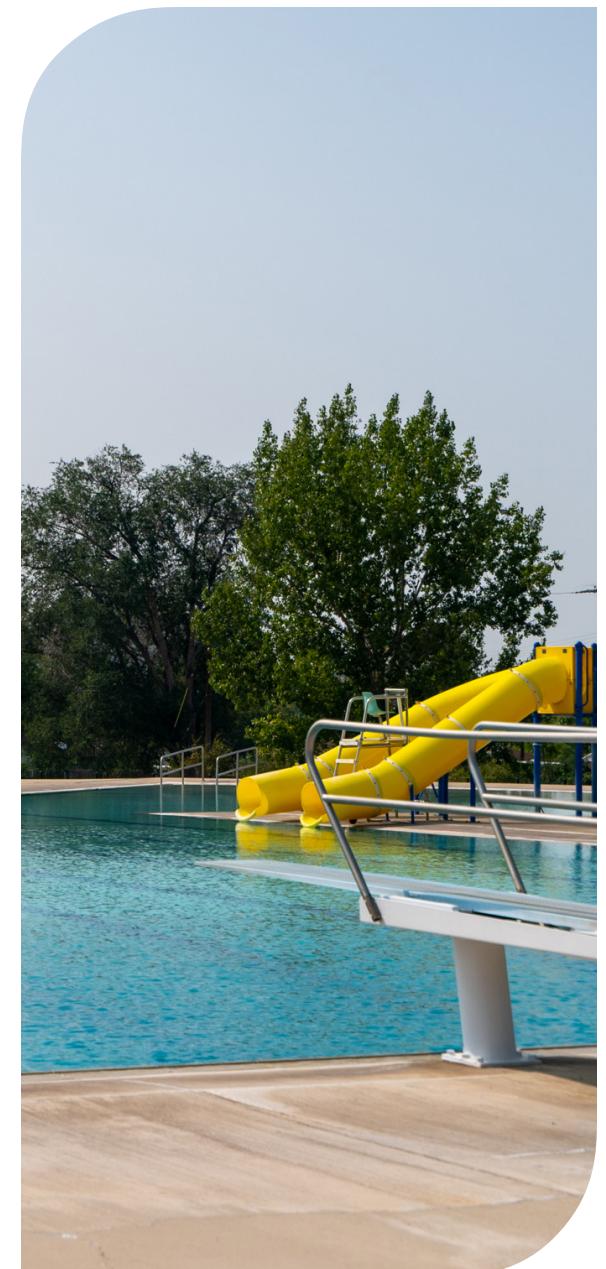
Your local heritage is important to the community and can set the ambiance, even becoming a diversionary activity. For local heritage to be a major attraction, it needs to combine activities with ambiance, and it needs to be pervasive throughout the area.

## BE DIFFERENT OR THE BEST

Why should a visitor come to your community if they can enjoy the same activities closer to home? Too many communities promote "outdoor recreation" as their primary draw. Unfortunately, that is the same attraction promoted by nearly every community in North America.

If you are different, then you have a reason for travelers to choose to visit you. If you are the best, then visitors will generally flock to your doors.

If you have great hiking trails, then market their unique qualities. Be specific and paint the image





of how wonderful they are in the minds of your potential visitors. If you have one fantastic restaurant in town, let people know about it – a unique dining experience is something many people will travel far to enjoy.

Ashland, Oregon, previously a depressed timber town, began its Shakespeare Festival, which now runs nine months of the year and draws hundreds of thousands of visitors who spend an average of six nights in the community. The Shakespeare Festival made Ashland different from any other community.

Leavenworth, Washington, another dying timber town, adopted a Bavarian architectural theme and produces dozens of Bavarian events every year. Some now say the town looks more genuinely Bavarian than towns in Bavaria. It is now one of the primary tourist destinations in Washington state, hosting more than 2.5 million visitors annually. They offer a different experience, an experience that is pervasive throughout town.

Okanogan County, Washington is an outdoor recreational paradise—just like 37 of the 38 other counties in Washington. So why go to the Okanogan? Because they are the best. They researched guidebooks, newspaper and magazine articles, and pulled quotes they could use in their advertising efforts. Like, “Pinch yourself, you’re in Okanogan Country with perhaps the best cross country skiing on the continent.” This, and other quotes like it, make it worth the drive to visit Okanogan Country. The third-party endorsements show that they are the best.

Set yourself apart from everyone else, and you’ll see that by being unique, you’ll be a greater attraction.

## CRITICAL MASS MEANS CASH

Although it may not be the primary reason why visitors come to your community, shopping and dining in a pedestrian setting is the number one activity of visitors. Besides lodging, it is also how visitors spend the most amount of money.

Do you have a pedestrian-friendly shopping district? If not, can you create one? Many communities have been highly successful with the development of a two or three block long pedestrian “village” including visitor-oriented retail shops, dining, visitor information, washrooms, etc., all in an attractive, landscaped setting.

The general rule of thumb in those two or three blocks (not spread out all over town) is 10+10+10: Ten destination retail shops, which includes galleries, antiques, collectibles, home accents and furnishings, artists in action, book stores, logo gear (clothing), souvenirs, outfitters, tour operators, activity shops such as kites, jewelry, wine or tobacco shops, and other specialties. The second ten is for food: ice cream, fudge and candy stores, soda fountains, sit-down dining, coffee shops, cafes, bistros, delis, etc. And the final ten are businesses open after 6:00 pm. This includes entertainment: bars, dance clubs, theaters (movies and performing arts), retail shops with activities (piano bar in a wine shop), etc.

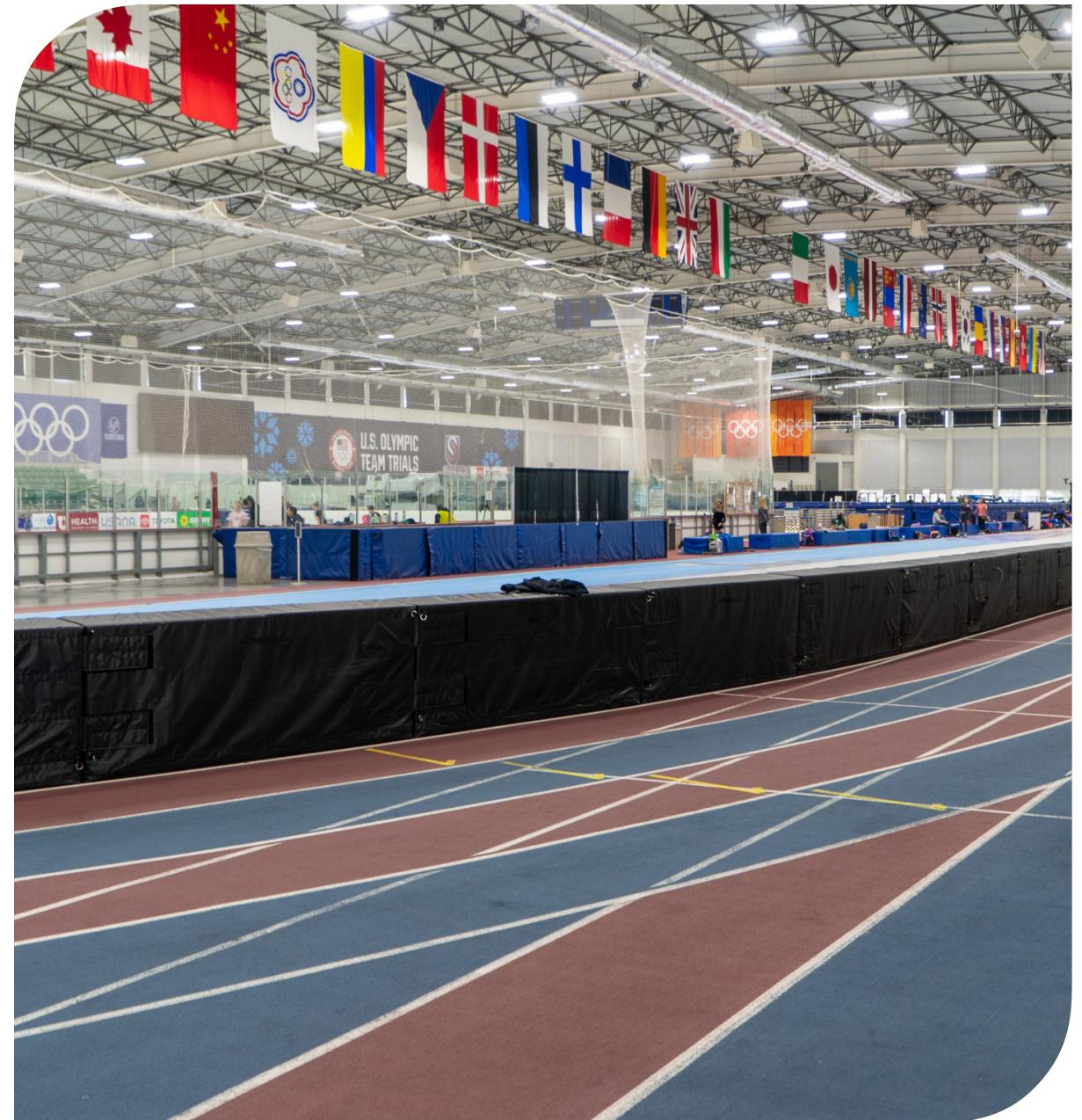
The important point is to group these businesses together to create the “critical mass” in a pedestrian-friendly setting. This will attract visitors as well as locals, and make it worth their while to stop and shop. People are always drawn to the critical

mass—the opportunity to have multiple choices, multiple experiences, all in a convenient and attractive setting.

### **TOURISM IS AN ECONOMIC DEVELOPMENT ACTIVITY**

The goal of successful tourism is for people to come into the community, spend money, and go home. Tourism is one of the world's fastest growing industries, and supports millions of jobs. Ninety percent of tourism industry businesses are small businesses of which 90% have less than 15 employees. Tourism provides the opportunity for entrepreneurs to get started, for small family-run businesses to thrive, for artisans and craftspeople to find a market, and creates a basis for unique niche-retail environment including wineries, artists, crafts, etc. Tourism provides a diverse market within the community, expanding its potential. Enhancing the community through beautification efforts creates an attractive setting for both locals and visitors, key in revitalizing a community's downtown. And a tourism-friendly town will attract non-tourism industries faster than others—new businesses will see the community as a visitor before they make a final determination about the community. Tourism is the front door to your economic development efforts.

The benefits of a healthy tourism industry can rejuvenate a town, foster community pride, encourage economic diversity, and lead the way to a vital, successful community.



## NEXT STEPS

The findings and suggestions in this report will provide many ideas, strategies, and goals to reach for. We hope that it fosters dialogue and becomes a springboard for both communities in enhancing the tourism industry and other economic development efforts, leading to greater prosperity, rejuvenation, and enjoyment by all the citizens.

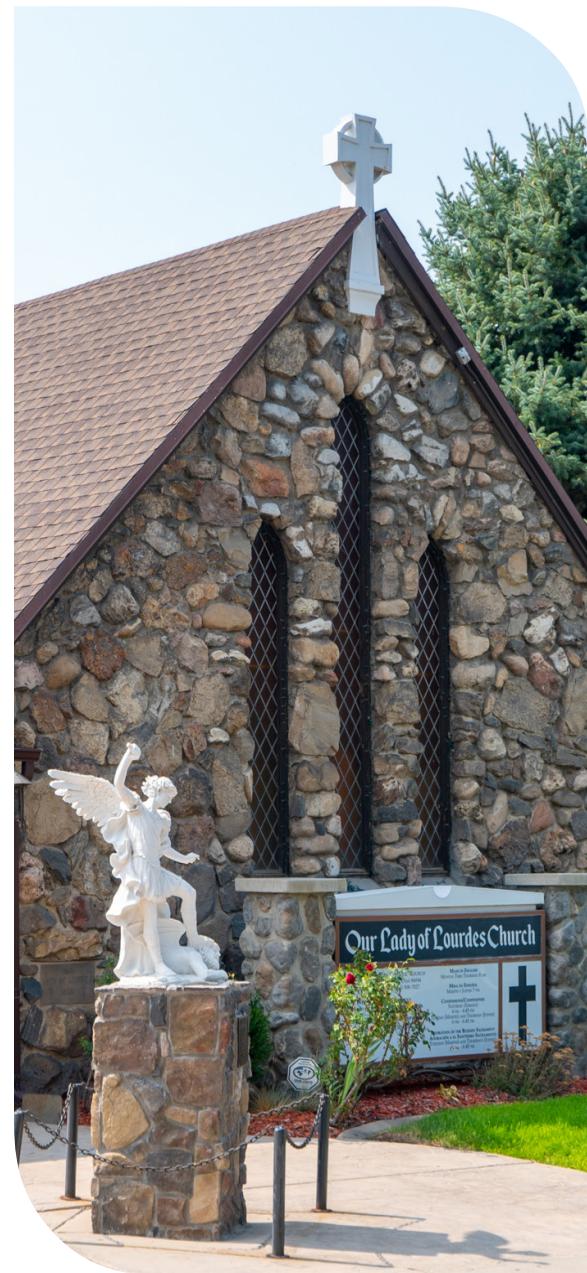
This report offers a first step in reaching that goal. To fully realize the benefits of this assessment, the communities should take these findings and suggestions, discuss them and evaluate them, and develop a plan for implementation.

Developing a detailed plan would help to build on the results of this assessment, adding in-depth research, evaluation, and local input to develop a unique implementation program. The assessment process essentially provides a look at where you are today.

Your plan should be an "action plan" as opposed to a "strategic plan." You want a to do list, by organization, not just general strategies, goals and objectives.

The recommendations in your plan should provide all the necessary steps for your town to be successful in attaining its goals of a more diverse economy with an enhanced tourism industry and to become more attractive and enjoyable for both visitors and citizens.

A good plan will provide a program to get local residents and the business community pulling together, building the town's unique image in the minds of visitors and residents alike. The result of your efforts will be a prosperous, enjoyable environment in which to live, work, and visit.





## Findings & Suggestions



## Kearns & Magna, Utah Recovery Assessment Findings & Suggestions



## The assessment process:

- Marketing effectiveness
  - Visibility (finding information)
  - Effectiveness: Ability to close the sale
  - Competitive analysis
- On-site assessment
  - Signage, gateways, wayfinding
  - Overall appeal
  - Critical mass
  - Amenities: parking, restrooms, information
  - Attractions: things to see and do
  - Customer service, cross selling



This effort was made possible through a  
Matching-fund grant from the Utah Office of Tourism

Our assessment process included reviewing Kearns and Magna's marketing materials, plus looking for any online presence, reviews on TripAdvisor and other information sites, as well as performing the "secret-shopping" on-site assessment. We couldn't find any visitor information specifically for Kearns or Magna online. We also couldn't find any printed marketing materials. We looked at signage and wayfinding (how easy was it to find your attractions and amenities?), appeal, critical mass (were there places in the city to spend money?), your attractions, amenities, customer service, and more. We have a list of 60 key elements we review, and so far, we have assessed more than 2,200 communities in 45 states, across Canada, Western Europe, and Scandinavia,

including many communities in Utah (top right).

We looked at Kearns and Magna as: 1) a place to live and raise a family, 2) a place to work, invest in, or bring a business, and 3) a place to visit. This assessment process included no “heads-up” interviews or correspondence, no advance input on attractions or places to stay or things to do. For an honest visitor’s viewpoint, these townships were “secret-shopped.”

The Utah Office of Tourism provided a 50% grant towards the funding of this assessment.

**Entire focus:**

What **else** can be done, locally, to make these townships even better, stronger, more desirable places to live, invest in, and **visit**.

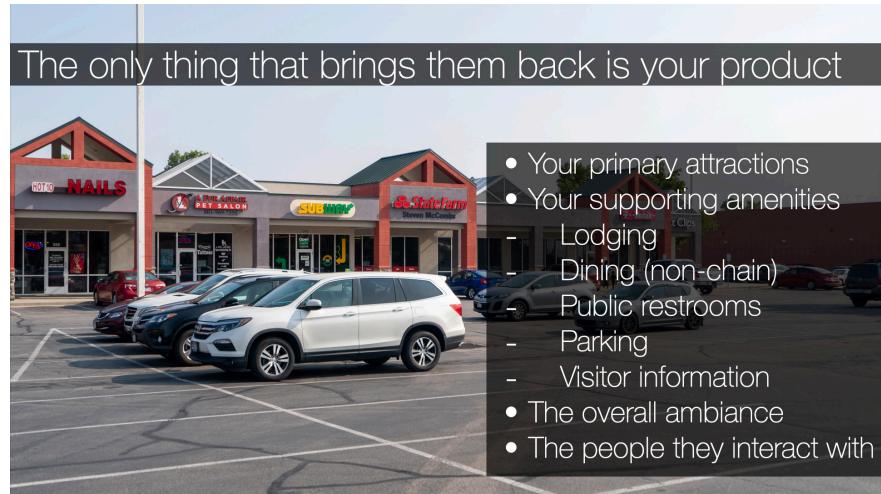
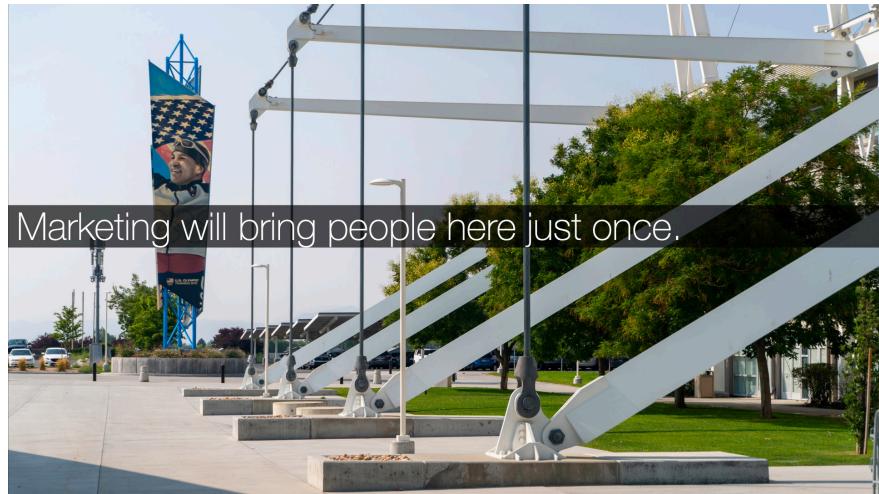
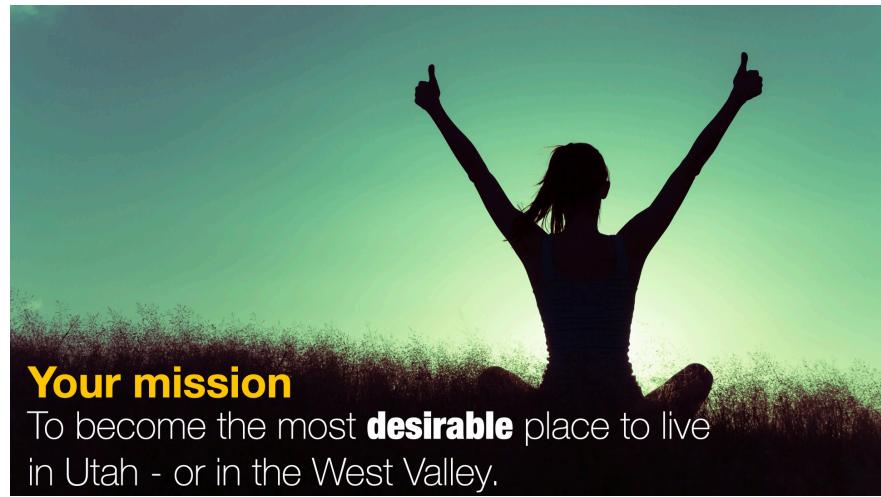
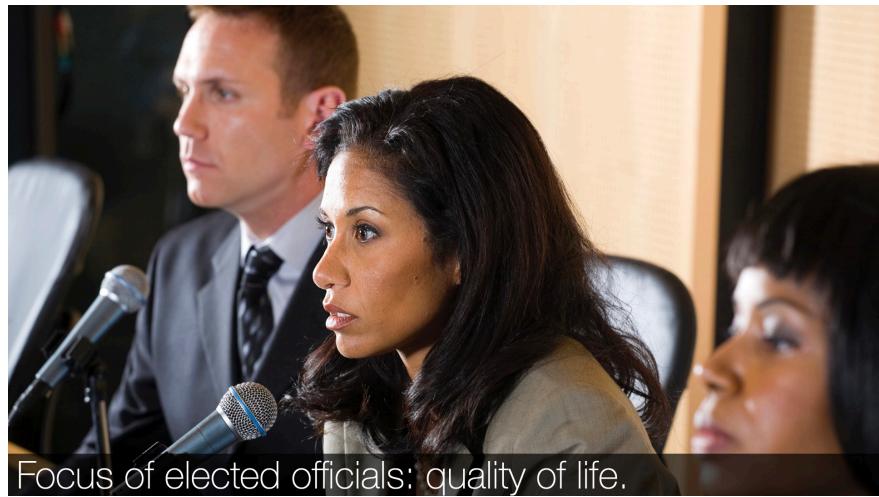


Our entire focus was to find what else can be done to make these townships even more desirable places to live, invest in, and visit. We are focusing on Quality of Life, and that is because quality of life is leading all economic development.

Fact #1: Quality of Life is more important than ever. Jobs are going where the talent is or wants to be.

This is the age of placemaking. The primary focus of elected officials is improving the quality of life for the citizens.





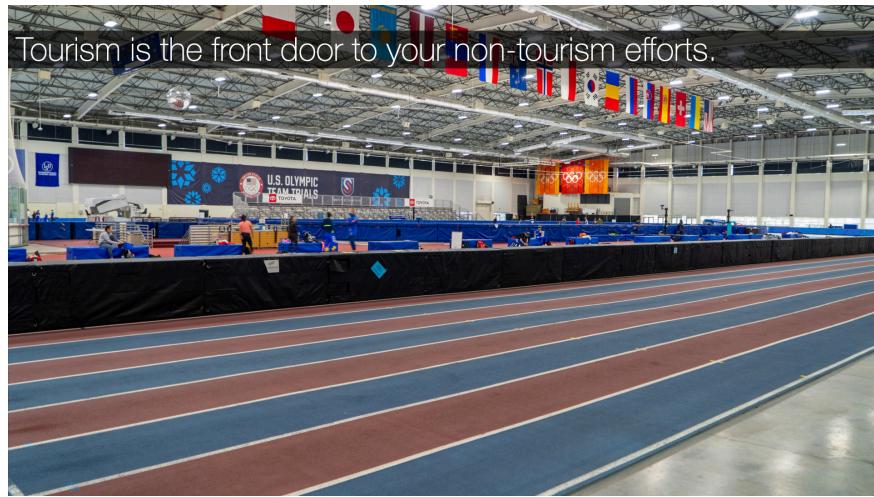
Your mission is to become the most desirable place to live in Utah, or in the West Valley.

Fact #2. Marketing vs product. Focusing on product development is critical. Marketing will bring people here just once--it's your product that brings them back.

When we talk about product, we mean your primary attractions, such as the Olympic Oval, or The Great Salt Lake State Park.

Your supporting amenities are also critical, and this includes lodging, dining,

public restrooms, parking, and visitor information. When we were in both Kearns and Magna, we would ask people where was a good place to eat, and the response was nearly always a chain restaurant or a restaurant outside of the town. Visitors want unique, local restaurants--not chains. They can get chain restaurants anywhere. And we couldn't find lodging in either of the townships. Perhaps there are some B&Bs, but we couldn't find any hotels. Both townships are lacking in amenities.



- Site selectors
- Venture capital firms
- Commercial real estate brokers/agents
- Investors | Banking institutions
- Real Estate Investment Trusts
- Small business owners
- Entrepreneurs



People come, spend money, then head home.

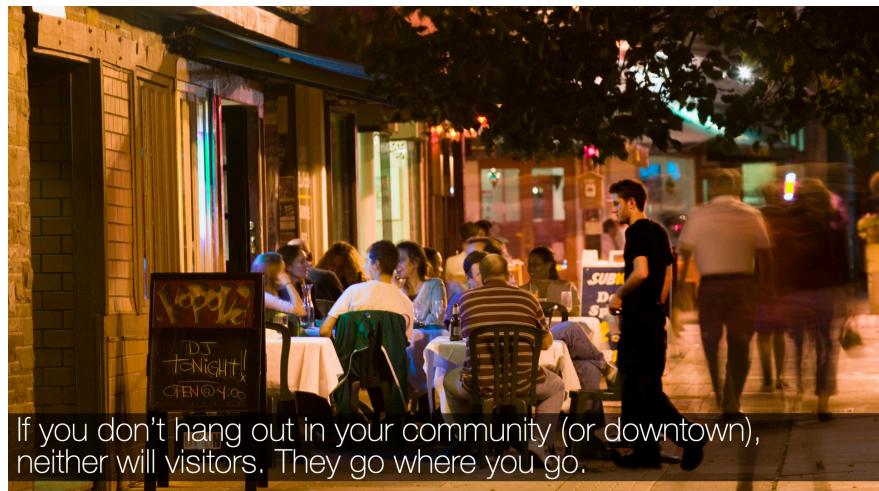
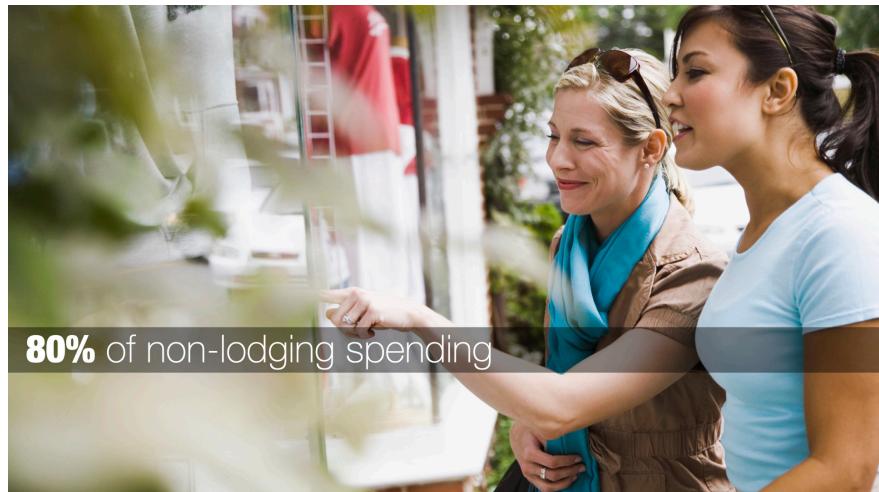


#1: Shopping, dining & entertainment in a pedestrian-friendly intimate setting

Fact #3. Tourism is the front door to your non-tourism economic development efforts. Anyone who comes to your community to find a place to start a business, invest, move, retire, or visit, comes as a visitor first. Nothing promotes quality of life like tourism.

Fact #4. Benefits of Tourism. The benefits are many--people come, spend money in your community, and then go home. You don't need more infrastructure or social services.

The #1 activity of visitors in the world--not the reason they come, but still the top activity--is shopping, dining, and entertainment in a pedestrian friendly setting.



We were challenged to find a local, non-chain restaurant in either township. We did find El Rancho Grande (top left), and it was very good and very busy. Both visitors and residents enjoy dining at unique, local restaurants.

80% of non-lodging tourism dollars are spent shopping and dining and being entertained in a pedestrian-friendly setting (top right). It's not the reason visitors come, but it is where they spend most of their money. That is why Disney built Downtown Disney outside each of their parks.

When your greatest attractions are parks (bottom left) or recreation, it's critical

that you work to monetize your tourism. You need to have places for people to spend money--shopping, dining, and entertainment.

Both Kearns and Magna have a great deal of "leakage," which means locals spend a lot of money outside the township. Tourism can be a way to fill that gap and replace that leakage--but there must be places visitors can spend money.

Fact #5. If locals don't spend time in the community, neither will visitors. Visitors go where locals go.

# FIRST IMPRESSIONS

What we saw, what we heard

Kearns



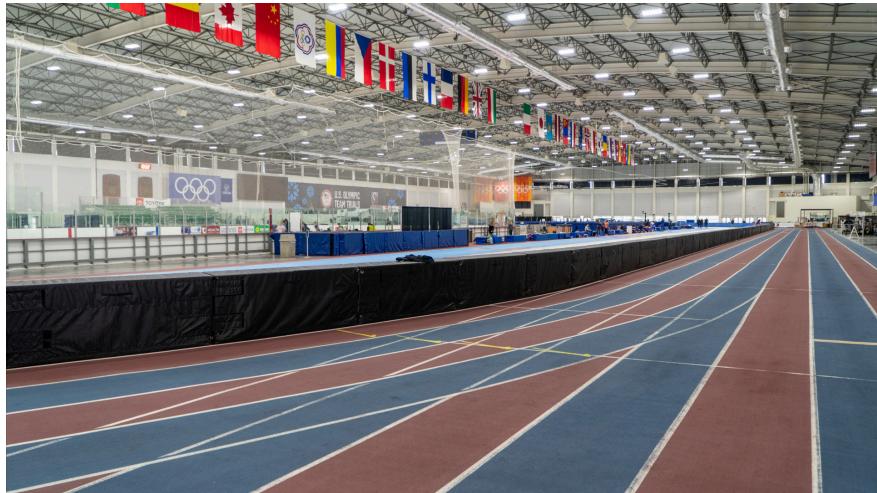
First Impressions:

Kearns--We came into Kearns first, and one of the first things we checked out was the beautiful library (bottom left). This is an extremely nice facility, and one to be very proud of.

We also saw the courtyard area (bottom right), which is very nice as well, and the Action Center and the Friends of the Children building. This area makes a great "civic center" type of area, but it wouldn't really be considered a "town center." A town center should have commerce--places to shop, dine, and spend



leisure time. It should include private businesses and places people can spend money.



We visited the high school in Kearns (top left), and it looks great. Across the street we found the recreation center (top right). It is first class.

One aspect of the rec center, the Oval, the parks, the waterpark, and all the facilities there, is that they are all separately managed and run. When we had questions about any of the facilities, it was difficult to know where to go or who to talk to so we could find answers. For example, we were interested in the tennis courts, and we found a parks employee, who couldn't answer any questions about the courts, because they are operated by a different organization. It would be great to see some coordination of efforts among

these facilities.

The waterpark (bottom left) was closed because the season had just concluded, but it looks fabulous.

The Olympic Oval (bottom right) is amazing. What a fantastic asset for Kearns to have. It is world class. Every day we saw people from outside the area coming to use the Oval. The only problem is that these visitors leave Kearns for dining and accommodations, so Kearns isn't benefitting from visitor spending.



We saw these posters (top left), and it's great that you have these events and this facility.

The ball fields (top right) are very nice. We considered the possibility of Kearns capitalizing on the athletic facilities to become a sports capital.

The picnic areas at the park near the ball fields (bottom left) are very nice. There are some fantastic amenities in Kearns.

It took us a while to find this play area (bottom right) because it's necessary to wind through several roads to find it. There are no signs directing people to this park area.

Everything we saw around this area with the rec center and the Olympic Oval looked very nice.



In the private sector, we saw VASA Fitness (top left), and it looks great and is definitely busy.

We found the USANA Amphitheater (top right), which isn't technically in Kearns. It is just near the township limits, though, so visitors who come to an event could likely be potential customers for businesses in Kearns.

The golf course (bottom left) is also just outside the township limits, but it is so close that it is also a great amenity for Kearns to promote and enjoy.

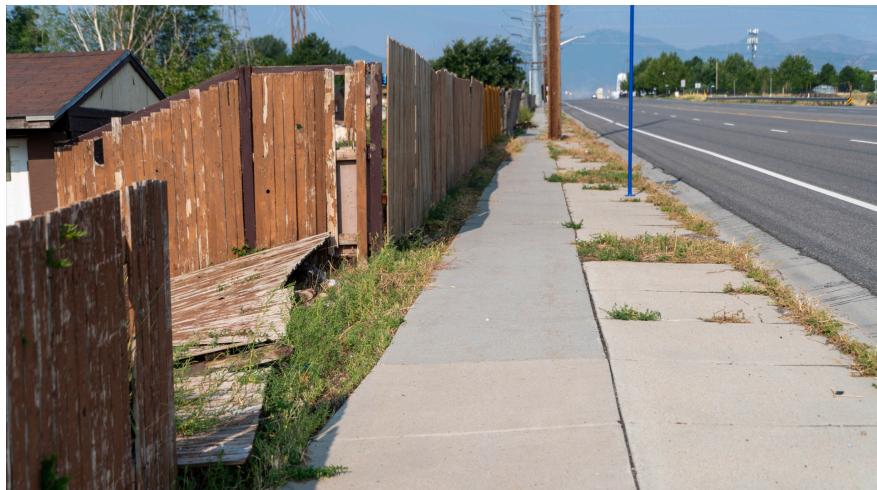
While in Kearns, we saw this fantastic mural (bottom right). We thought it was one of the best murals we've ever seen.

Kearns definitely has some excellent attractions, and there was a lot to enjoy.



On the flip side, the first thing we noticed when we entered Kearns was a lot of blown-out signs and sign clutter (top left). We had to pour over our map to determine when we actually entered Kearns because the only sign identifying where we were was the "Kearns Center-Big Lots" sign (top right). Kearns doesn't have any welcome gateway or signage.

Most of the retail we saw (top left and right, bottom left and right) was basically fairly run-down strip malls



Near the very good Mexican Restaurant, the surrounding businesses looked run down and uncared for (top left).

We saw many fallen-down fences (top right), and lots of weed-filled sidewalks (bottom left) and trash strewn on the ground (bottom right). Right across the street from these fallen fences were very attractive, well-maintained fences--the street formed the boundary between Kearns and another city. Why weren't the Kearns fences in good shape too?

We had the impression that most people who live and work in Kearns don't care enough to keep their homes and businesses looking good. This might be an unfair assumption, but most people "judge the book by the cover." What we see on the outside forms our judgement about a place.



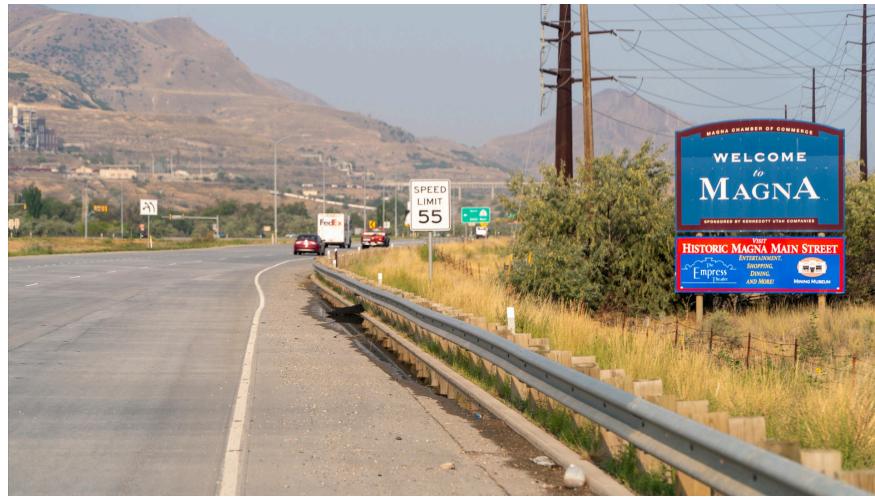
Everywhere in Kearns, there were weeds growing up in the sidewalks (top left). We don't know if the township is responsible for maintaining the sidewalks or if the homeowners are, but it gave us a very poor impression. These impressions influence how people view Kearns--it influences their decisions about moving there or opening a business there.

We were very concerned to see the tennis courts at the Rec Center (top right). They were padlocked, so no one could use them, and there were no signs to let people know how they could get them unlocked. They look like they haven't been used in years, and they are getting cracked and are starting to have weeds grow in them as well. It's very disappointing, and we wondered why no

one is taking care of them.

There are so many chain-link fences in Kearns (top right and bottom left) we were shocked. Many cities don't allow chain-link in their downtowns because they aren't attractive and give a prison-like feeling to the area. Wrought-iron or wood is far preferable.

The parks and playgrounds look great (bottom right), but we were shocked at the number of rules posted. Is this all necessary? It doesn't help a visitor feel welcome. It's best to first post a sign saying welcome, and then put up the rules.



The majority of people we talked to in Kearns told us to go to Jordan Landing if we wanted to go to a restaurant or do some shopping (top left). Jordan Landing is attractive, but it is mostly chain stores and restaurants. It does have a splash pad for kids in the summer, but it's small and no one was using it during the times we visited. There really doesn't seem to be anywhere people living in Kearns or nearby could go to relax and spend leisure time.

Those were our first impressions of Kearns. We will address these issues and provide suggestions for how to help Kearns become more attractive and improve the quality of life later in this report.

When we headed to Magna, we were happy to see gateway signs (bottom left). The signs let us know that Magna has a historic downtown, shopping, and dining.

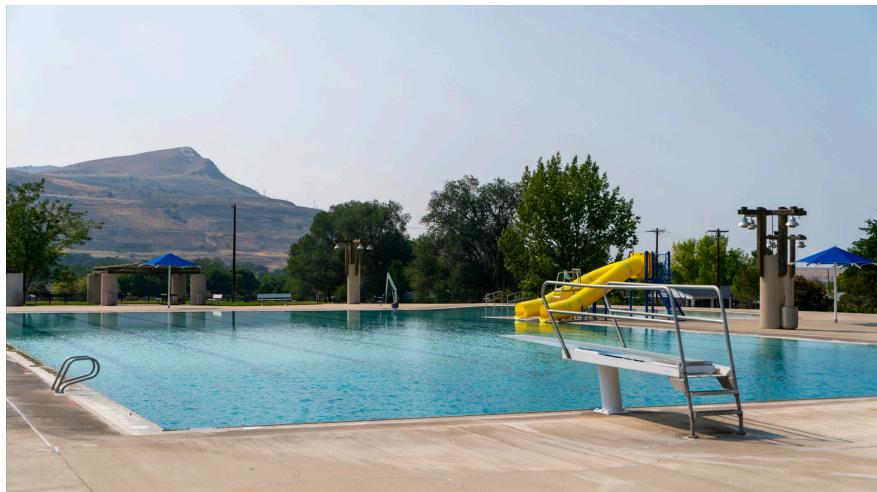
As we drove in, we saw there is construction of new homes (bottom right). That is a positive sign, indicating that the community is growing and people want to move there.



In Magna we saw many nice homes (top left) and neighborhoods (top right). There were attractive apartments (bottom left), condos, and the senior center looked great.

We found the recreation center (bottom right), and it looked very nice.

Our first impressions of Magna were good.

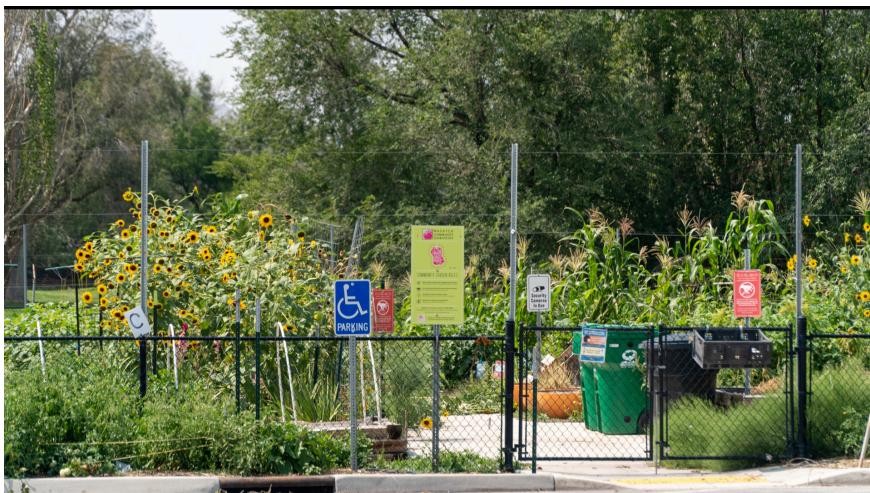


We saw the community pool (top left), and it looked great.

The high school (top right) also looked like a great school--well-maintained and attractive. The junior high school (bottom left) was also impressive.

Magna's medical center (bottom right) looked very good.

Our first impressions of Magna were positive. The facilities for the population--schools, recreation center, medical facilities, much of the housing--is attractive and well-cared-for.



When it was time for lunch, we wanted to find a local place rather than a chain restaurant, and we found Classic Subs (top left). It was great. While there, we met a helpful local who told us about a lot of places in Magna that we needed to see.

We found the Utah Copper Community Park (top right), which was beautiful, and we found the community garden (bottom left). We felt that Magna had a good sense of community and pride in their community.

The golf course looked great (bottom right). There was no signage telling us if it was open for public play or if it was private, nor how many holes it was. If it is open to the public, add signage to let people know.



We drove by the Catholic church (top left), and it is one of the prettiest churches we've seen. Love the stonework!

We visited the Magna museum (top right). It is a gorgeous building, and we enjoyed looking through the exhibits. Both Kearns and Magna have fantastic libraries (bottom left).

The senior housing (bottom right) looked great.



One thing we really liked about Magna is the bulb-outs in downtown (top left). They add a lot of beautification to downtown, and the pots of flowers and street trees look fantastic.

Although we didn't find a fabulous mural in downtown Magna like they have in Kearns, we did see a cool car (top right). It was fun, and guaranteed to put a smile on our faces.

We drove out to Salt Lake State Park (bottom left), walked around and looked at everything there. There were quite a few other people there as well,

enjoying the views and displays. We noticed, though, that when people left, they didn't head into Magna; they just headed east towards SLC. The camping facilities and marina looked good. We also checked out the Great Saltair and learned about its history. It was closed up when we were there.

One of the most interesting things we saw while at the park were the displays that explained about the Kennecott Mine (bottom right). They were fascinating. We were surprised there were no interpretive displays about the mine in Magna, since it is such an important part of the town.



We have visited many of Utah's state parks, and they are usually spectacular. We were disappointed in the Great Salt Lake State Park, though. There wasn't much to it, and the small visitor center didn't have much to see. The road to get out to the state park was terrible (top left). It really needs to be graded and re-gravelled.

We went back to Magna and wanted to walk around downtown and check it out more closely. Although there are some bright spots, we found a lot of boarded up buildings (top right) and a lot of vacancies.

We discovered that the auto dealership (bottom left) is owned by the man we had met having lunch at the sandwich shop. He was definitely a good spokesperson and promoter of Magna!

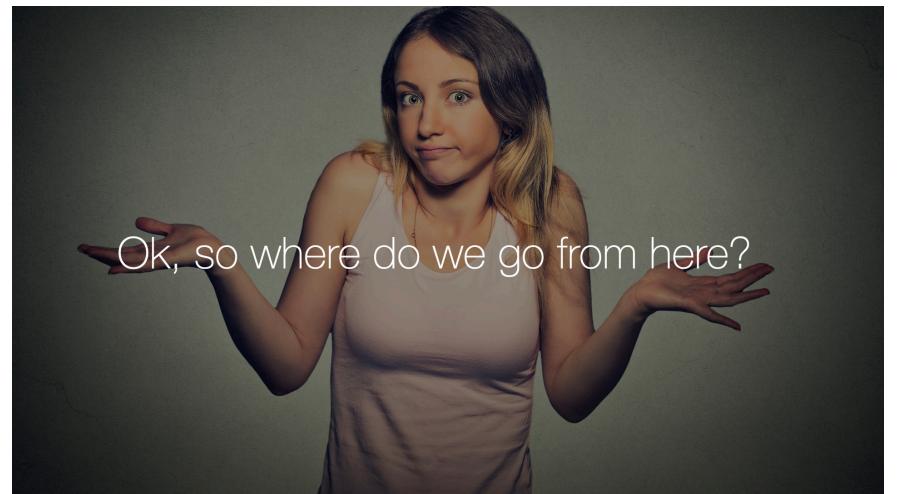
Just as in Kearns, many of the neighborhoods in Magna are overrun with weeds (bottom right). It looks like no one cares.



Some of the weeds were so overgrown that it was impossible to even walk down the sidewalks (top left).

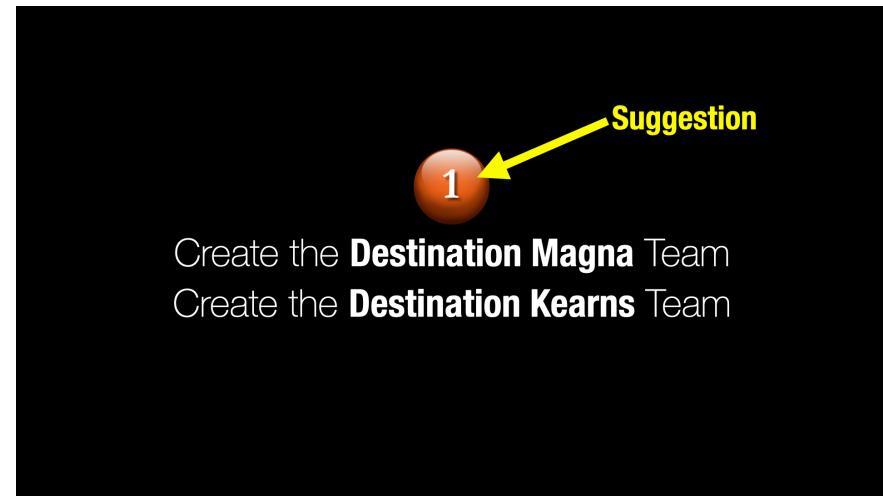
It was obvious there is investment being made in downtown Magna, though. The historic lampposts, bulb-outs, street trees, and nice sidewalks help to make downtown look nice (top right).

When we asked people in Magna where there was a good place to eat, they almost always told us about the fast food chains there. If we said we didn't want fast food, they would respond, "Go to West Valley City." That was sad.



We don't want to just let you know about the negatives we found, we want to offer you some suggestions on what you can do to make Kearns and Magna better--with better quality of life, more successful businesses, and more enjoyable, beautiful surroundings.

So, where do we go from here?



Suggestion 1: Create the teams of volunteers: Destination Magna Team and Destination Kearns Team should take these suggestions, discuss them, and decide which ones to turn into recommendations and take action.

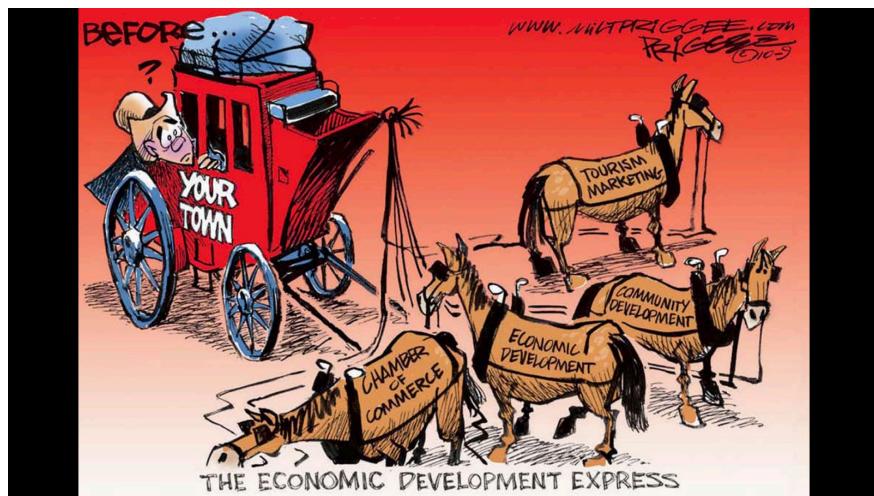
Kearns and Magna are in competition with other communities in Utah, your surrounding states, and other communities across the country, and even around the world. It takes a powerful, combined effort of people in different organizations, working together, to make a big difference in your economic development efforts. Our organizations tend to work in silos (bottom left), each with their own goals. When we work together with common goals, we

can be more productive and achieve greater success.

Tourism organizations, downtowns, chambers of commerce, and economic development organizations need to work together. In fact, tourism is the front door to your non-tourism economic development efforts, and downtown shopping is where visitors spend most of their non-lodging tourism dollars.



- Destination Marketing Organization
- State/County Economic Development
- Arts Council
- Community Foundation
- Educational institutions
- Chambers of Commerce
- Planning Department (county)
- Mayor or council representative
- City Manager
- Health official (local health facility)
- Young professionals
- Major employer (private sector)
- Commercial real estate professional



Engage your millennials in this effort. They have so many ideas to contribute. In fact, if you cater to millennials, you'll attract your GenXers and Boomers as well.

We suggest keeping your "Destination" teams to 13 maximum, if possible, and include someone from each of these organizations (top right).



When you bring together your organizations, so that you are working towards common goals, you will turn your economic and tourism development efforts from this (bottom left) to this (bottom right).

**YOU WANT DOERS  
NOT DIRECTORS:  
Crafting the Perfect  
Organizational Board**

Presented by Roger Brooks

DestinationDevelopment.org  
Resource Center: Video Library

2

**The Destination [YourTown] priority list****BRANDING**

What do you want to be known for?  
What's your "second act"?  
What makes you the destination of choice?

1

Logos and slogans are NOT brands.

2

A brand is a perception

Suggestion 2: Be sure to watch the DestinationDevelopment.org Resource Center video "You want doers not directors" (top left). It will help in crafting the perfect organization. You are far more effective as one loud voice rather than a lot of different little voices.

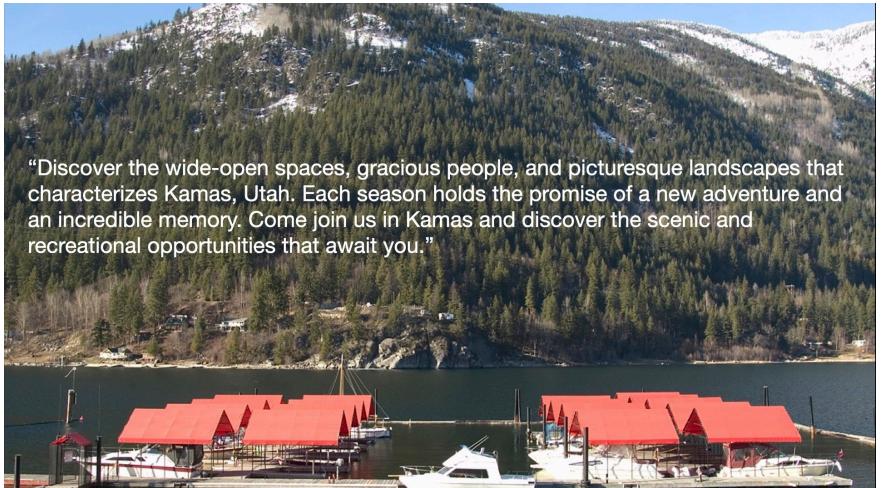
The first thing these teams should concentrate on is determining what Kearns and Magna want to be known for. What should be their "second act"---their focus? This is what community branding is about--finding a unique, specific focus for the community.

Here are ten things you need to know about branding?

1. Logos and slogans are not brands. They are the "exclamation points" that help to illustrate what the brand is about.
2. A brand is a perception. How are perceptions created? Through visual cues; through the people and attitudes; through word of mouth; and through publicity and social media. Sometimes communities need re-branding. A brand is also a promise.

3

Successful brands have a narrow focus



4

So much so that your name becomes synonymous with your brand

Well branded cities in Utah:

- Salt Lake City
- Provo
- Park City
- St. George
- Garden City
- Brigham City
- Marysvale | Richfield
- Logan
- Farmington
- Moab
- Ogden
- LDS | Temple Square
- BYU
- Skiing | resort town
- Utah's desert | retirement living
- Raspberry shakes
- Bear River Wildlife Refuge
- The Piute Trail
- Utah State | Aggie Ice Cream
- Lagoon
- Slick rock biking capital
- "Still Untamed"

3. Successful brands have a narrow focus. You can't be "all things to all people." When you read this text (top right), does it make you want to go there? It's too generic. If you could remove the word "Kamas," and substitute the name of another town, and it still rings true, then the text is too generic. You need to be specific.

4. You need the focus to be so distinct that your name becomes synonymous with your brand.



5

Brands are built on product,  
not just marketing.



6

Never, ever use focus groups



7

You never “roll out” your brand.



8

Great brands always start with a plan

5. Brands are built on product, not just marketing.

6. Never use focus groups to develop a brand. In a focus group, people tend to want everyone to agree, so they water down a brand from being something specific to something generic. A “generic” brand doesn’t mean anything at all, so it’s not effective. Have you ever gone anywhere because they have something for everyone? No. We go places because they have something for us specifically.

7. You never “roll out” your brand. You build your brand through product development.

8. Great brands always start with a plan. For instance, if you want your community to be known for sports, you need to decide what product has to be created to fulfill that brand promise. What sports facilities do you need? What shops do you need to recruit to help support that brand? What restaurants will have a sports focus? Do you need to recruit hotels?

Branding (what is it you want to be known for?)  
Development (what you need to do to "own" the brand)  
& Marketing (how to tell the world)  
Action Plan (the to-do list)

9

You build your brand on feasibility,  
not just local sentiment.

10

Don't let local politics kill  
your branding efforts

A branding plan should be an action plan, and it includes:

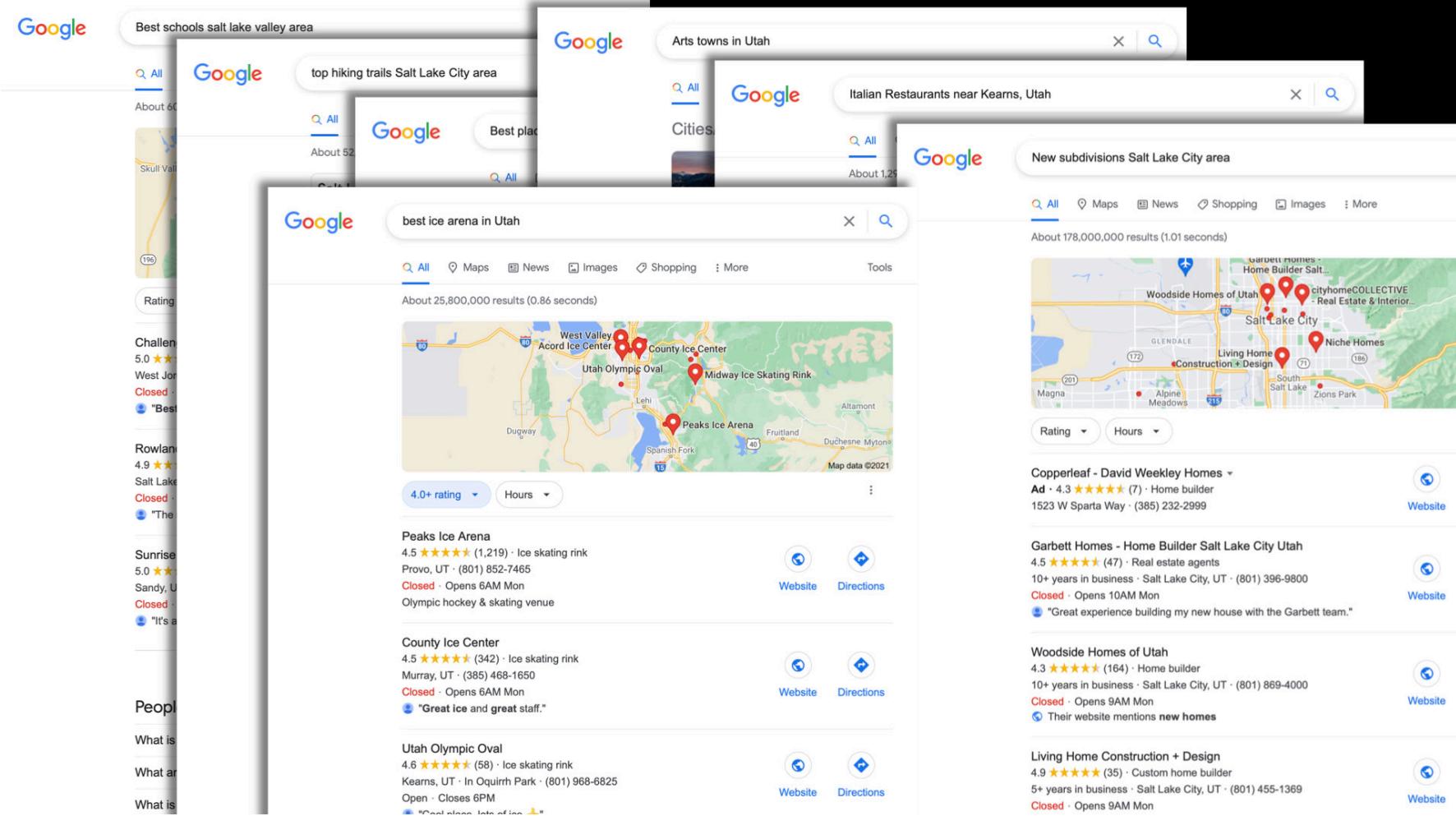
- Branding (what do you want to be known for)
- Development (what product do you need--what you need to do to own your brand)
- Marketing (how to tell the world)
- Actions (the to-do list)

9. You build your brand on feasibility, not just local sentiment. What brand idea makes the most sense and will give you a return on investment?

The three killers

1. Local politics
2. Lack of champions
3. Lack of money (private & public)

10. Don't let local politics kill your branding efforts. Local politics can often mean membership organizations. Sometimes members insist the brand needs to include everything the community has to offer--something for everyone. They don't want to leave anything out. But that's a recipe for failure. A brand has to be specific or it has no meaning.



"I can't give you a surefire formula for success, but I can give you a formula for failure: try to please everybody all the time." - Herbert Bayard Swope

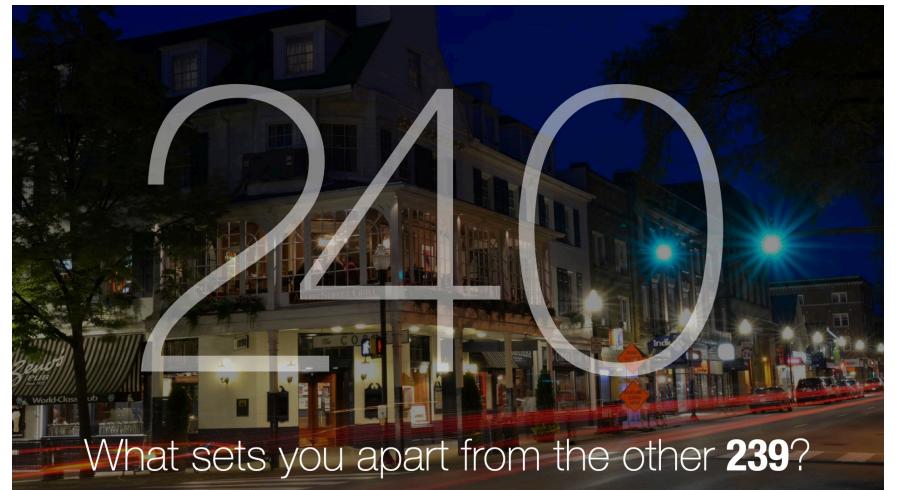
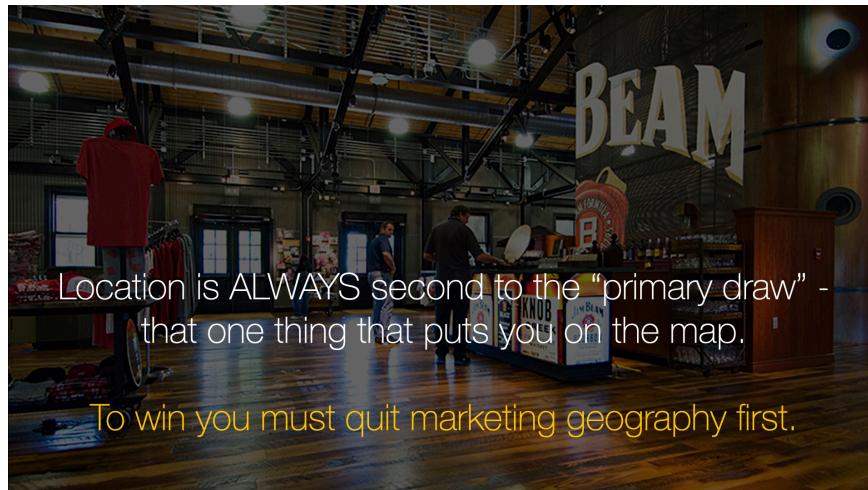
A by-product of brands "for the people" is the committee that compromises and kills a potential brand home run. That is why you never see statues of committees in public parks; you see brave leaders!

The best branded cities are built on the private sector.

When people are looking for activities or attractions, they search the internet using the activity first, then the area (above).

Location is always second to the "primary draw" - that one thing that puts you on the map. You need to promote your primary focus. To win you must quit marketing geography first.

For example, search "best ice arena in Utah." Does Kearns show up? Yes!

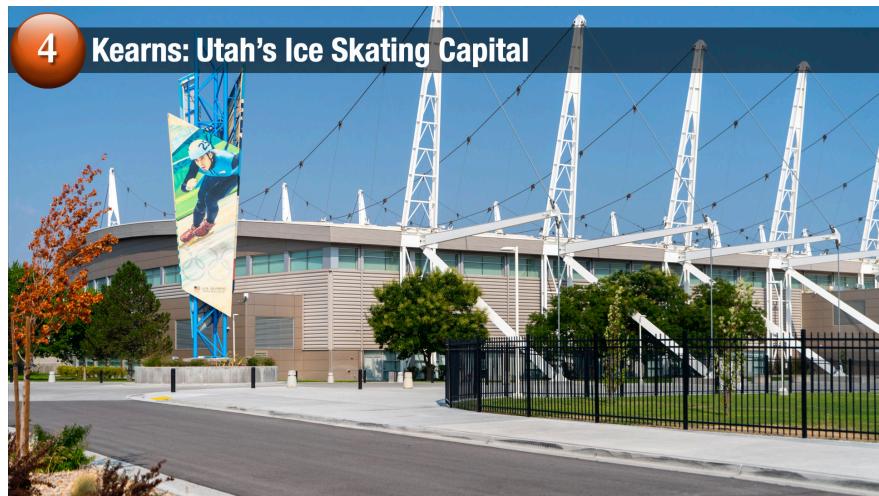
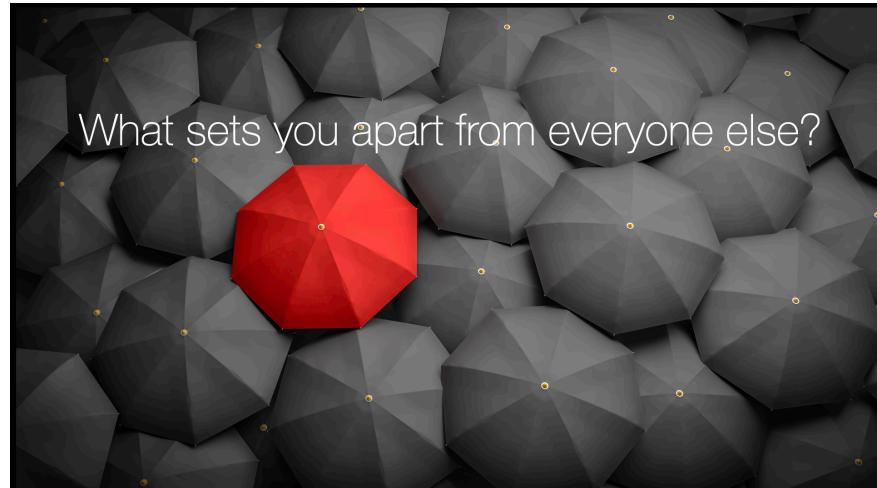


What sets Magna apart from all the other municipalities and cities in Utah?  
What sets Kearns apart?

What do you have that the people you want to attract can't get closer to home?

You must be different or clearly better.

3 Watch the branding videos for ideas and how-to info.



Suggestion 3: Watch the branding videos in the DestinationDevelopment.org video library (top left). These will help with the process.

A couple ideas for Kearns and Magna:

Suggestion 4: One asset for Kearns that sets it apart from other communities is the Olympic Oval. This can be leveraged to be Kearns' primary draw to make Kearns "Utah's Ice Skating Capital" (bottom left).

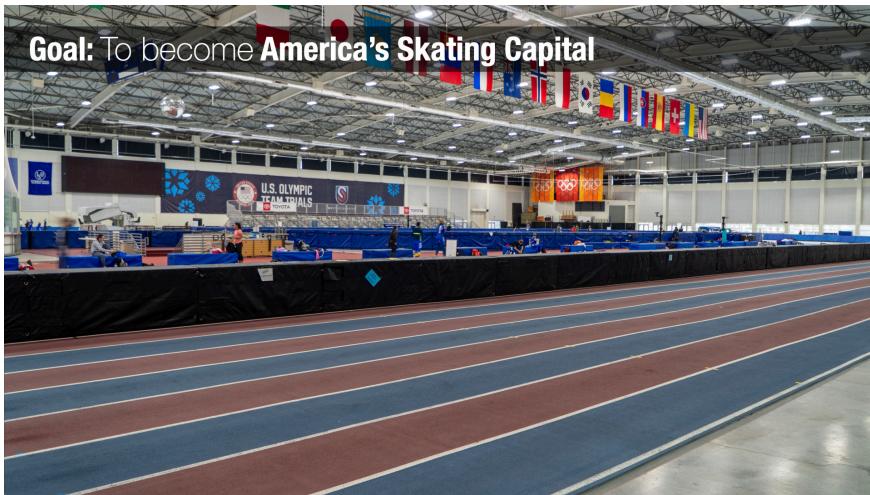
What else would Kearns need, as far as product, to help solidify that brand?

Product development

- A regulation hockey rink
- Minor league hockey team
- Ice skating retail shop | sharpening | gear | clothing
- Skating classes in schools (Elementary | Junior | High schools)
- Training & recruitment clinics
- Outdoor ice rink
- Ice Festival
- Host of state and western competitions

Perhaps:

- A regulation hockey rink
- Minor league hockey team
- Ice skating retail shop with blade sharpening, gear, clothing
- Skating classes
- Training and recruitment clinics
- Outdoor ice rink
- An Ice Festival
- Host competitions



The goal would be to become America's Skating Capital.

In addition, Kearns would need to recruit lodging facilities, restaurants, and more shops.

Suggestion 5: Magna could become The Salt Lake Valley's Arts Center (top right).

Magna has a lot of very cool buildings. These could be turned into artist live/work space, glass-blowing shops, stained-glass shops, galleries, studios, and more.



We didn't know what this building (bottom right) is destined to be used for, but imagine using it for artist live/work space.

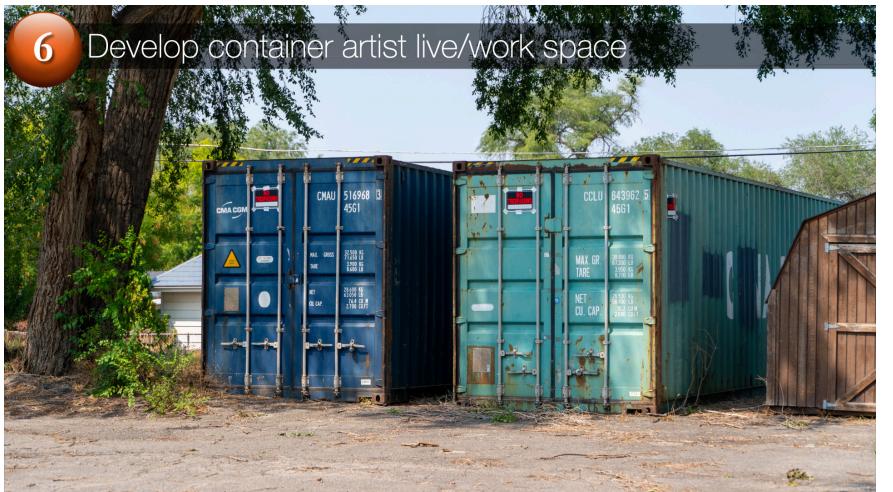


You wouldn't need to confine the arts brand to visual arts--consider culinary arts as well. You already have Colosimo's (top left), which is amazing. High-quality, unique meats and sausages--we were so impressed! (top right) This shop already makes a visit to Magna worth a special trip from SLC or further.

The bakery (bottom left) is also considered excellent.

For visual arts, you already have this fantastic sculpture at the library (bottom right).

For an "arts" brand, you could have different pillars: visual, culinary, performance, and communication.



There is the Crystal Sanctuary as well (top left). We looked online to see just what they do, and we found they hold dreamcatcher-making classes.

Suggestion 6: With these types of containers (top right), you could create unique studios and galleries (bottom left), as well as housing (bottom right) and coffee shops.



Suggestion 7: We saw the Sundowners (top left) and thought it would be fabulous to include motorcycle and vehicle art with shows and classes (top right).

It's great when you already have a foundation that you want to build your brand upon. And Magna has that foundation in the arts.

For performing arts, the Empress (bottom left) is already being renovated, and it's looking fantastic. What great potential.

Suggestion 8: We saw this great old-time mural in an alley, and this could be expanded to build on the art theme.



Art Alley - Rapid City, South Dakota



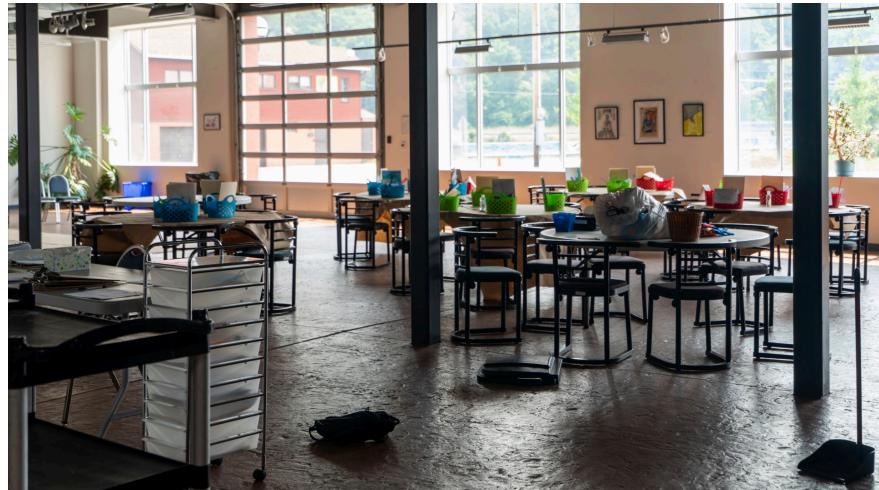
In Rapid City, SD, they have a gritty alley right in their downtown. They allowed graffiti artists to go ahead and paint several blocks of this alley to add some artistic expression and color to this part of town.

They have four rules:

- No swastikas
- Protect other artists' work
- No profanities
- Clean up after themselves



So the artists went for it. The art is all different, and it's fascinating to walk through these alleys and look at all of it. They now do tours with visitors through Art Alley.



In Johnstown, Pennsylvania, there is the Bottle Works & Ethnic Arts Center (top left). This fantastic facility is gorgeous from the outside with its mosaic tulip walls, and on the inside, they have art classes (top right), galleries, and they sell local artists' creations.

Another building in Johnstown is painted with this brilliant mural (bottom left).



**9** Go visit the folks, including the mayor, in Helper, Utah

Suggestion 9: Visit Helper, Utah. Talk with the mayor and artists and merchants who live there about what they are doing.

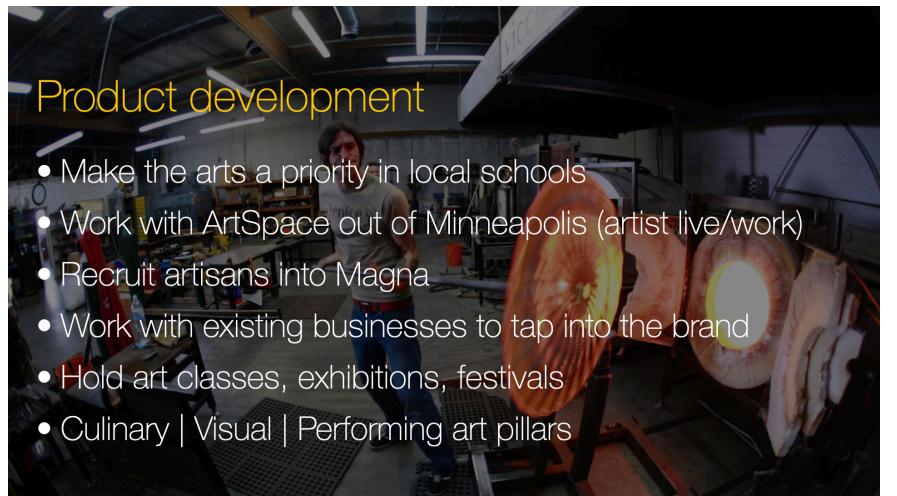
Helper is an up and coming arts destination. Many artisans are moving there and bringing their art.



Volunteers in Helper are creating these artistic stone-filled benches along the sidewalks downtown. They are refurbishing buildings and turning Helper into a fantastic arts destination (top left and right, bottom left). Their population? About 1,000.

What types of product could Magna develop to help bring an arts brand to life?

- Make the arts a priority in local schools
- Work with ArtSpace out of Minneapolis to create artist live/work space from



unused buildings

- Recruit artisans into Magna--to live and to work
- Work with existing businesses to tap into their creativity to fit into the arts brand
- Hold art classes, exhibitions, festivals
- Work to develop more with culinary, visual, and performing arts pillars



Most businesses could tap into the arts brand in Magna. For instance, Aunt Ernie's Pet Parlor (top left) could sell artistically-designed pet collars and leashes, pet beds, pet dishes, etc.

Suggestion 10: Each municipality should develop its own plan. The plans should focus on branding: what do you want to be known for? Development: What does the municipality, businesses, and organizations, need to do to build the brand and own it? And marketing: How to tell the world.

**10** Each township: Develop a plan

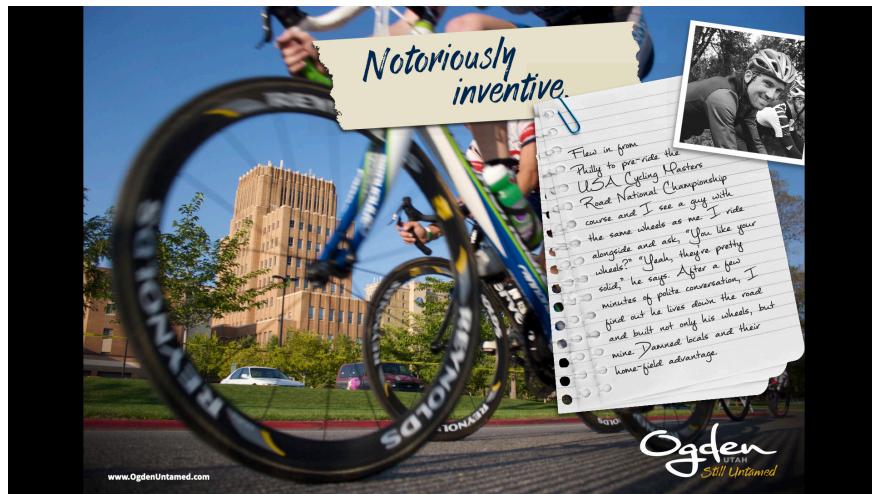
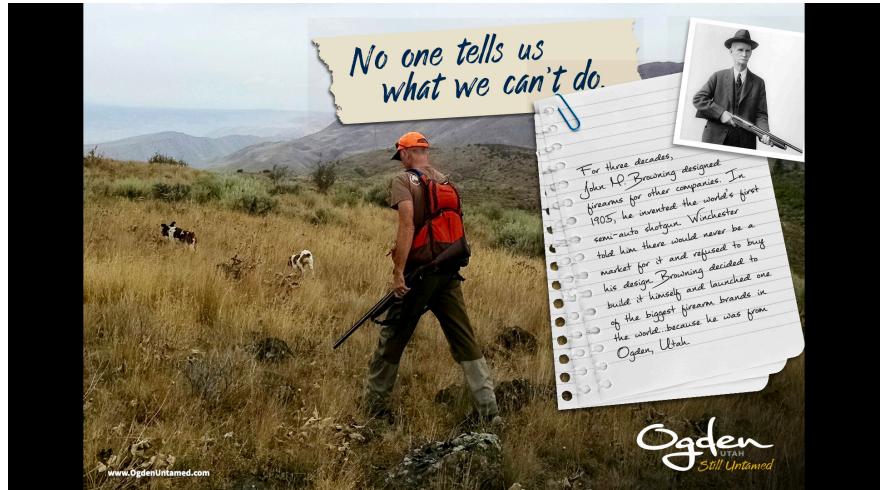
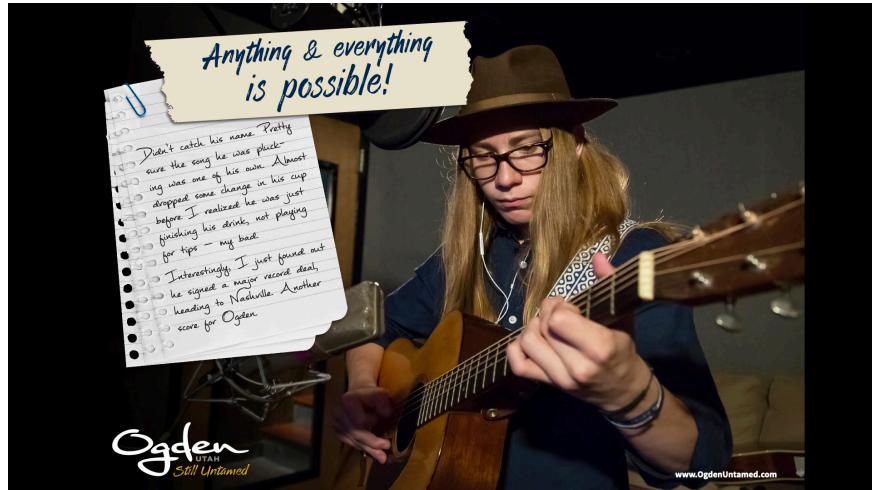
**Branding, Development & Marketing Action Plan**

What is it you want to be known for?  
What do we need to do to own it?  
How do we tell the world?  
The to-do list



When we worked in Ogden to help with their branding, we asked many residents what they felt about Ogden. Over and over again, we heard people say "I freakin' love it here!"

Ogden's messaging was about being innovative, pursuing possibilities, and being independent. A lot of innovative people were from Ogden, so for their messaging, we wanted to tell their stories.



These stories, along with the messaging, help put Ogden on the map for being a stand-out city that residents love.

Kearns and Magna, by deciding on their brands, developing the product that helps fulfill their brand promises, and presenting powerful messages about who they are, can create positive images of their communities to help achieve a better quality of life and more successful businesses.

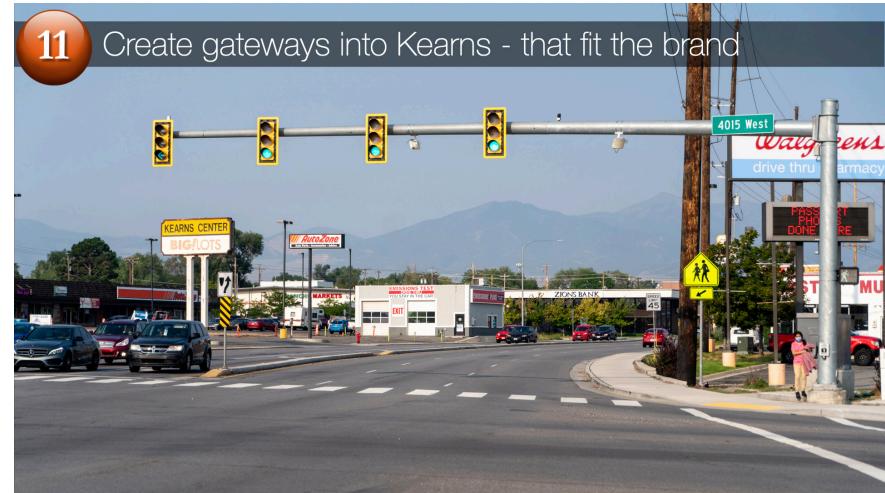
## FIRST IMPRESSIONS Gateways



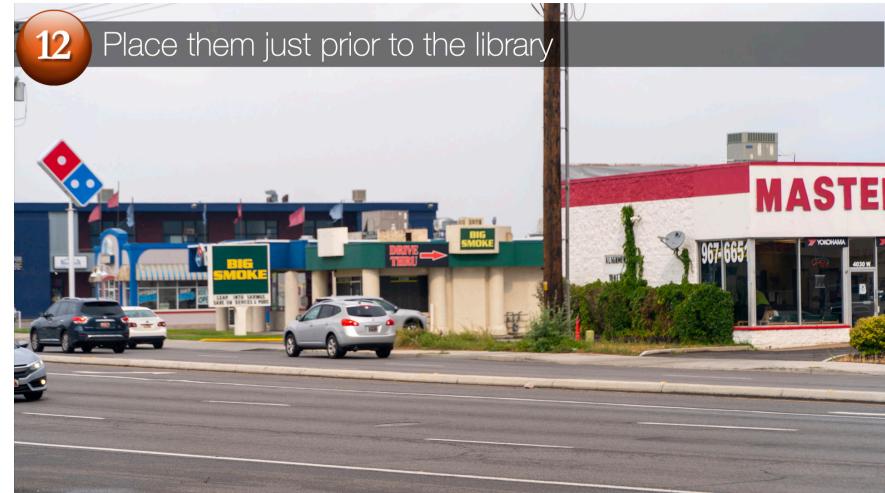
First Impressions - Gateways

Suggestion 11: Create gateways into Kearns. You want to create a sense of arrival.

The small Kearns icons on the street signs (bottom left) are nearly impossible to read from inside a car, and they don't do the job of a gateway.



11 Create gateways into Kearns - that fit the brand



12 Place them just prior to the library

Suggestion 12: Please a gateway sign just before the library. Gateways should be placed in the first, best location, which is not always at the city limits.

Sets an increased perceived value  
 Creates pride of ownership  
 Gets your attention  
 Says something about the community  
 Sells the real estate faster  
 At an increased value  
 All these reasons apply to communities.



**13** Develop brand-specific pole banners - both towns



Have you ever wondered why residential developers create beautiful gateways for their high-end neighborhoods? (top left) These gateways set an increased perceived value for the neighborhood. They create pride of ownership among the community. They grab your attention. They help the real estate sell faster, and at an increased value.

Attractive gateways have the same effect on communities.



**14** Replace this with a much more dynamic gateway sign

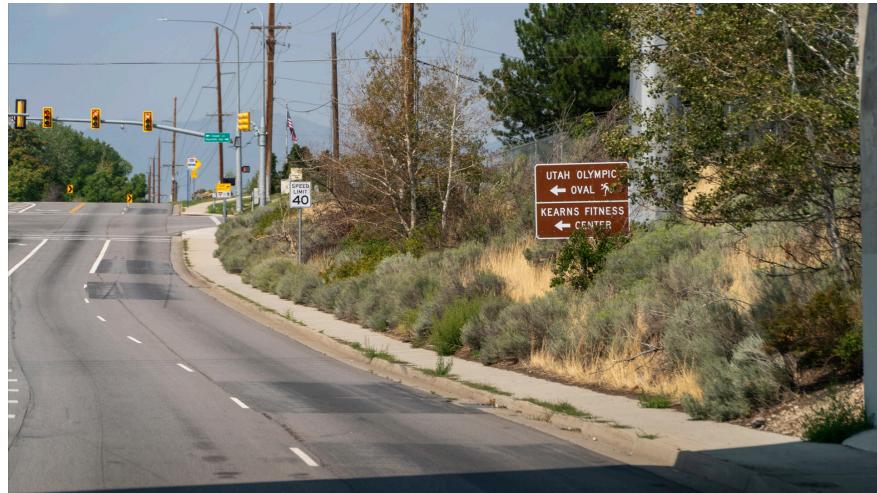


Magna's gateway signs are very nice, and they are in good locations (top right).

Suggestion 13: Pole banners should always be decorative and brand-specific. Once you decide your brand focus, each township should create pole banners that help promote their brand.

Suggestion 14: This Kearns fitness center sign (bottom right) should be replaced with a more dynamic one. The fitness center is fantastic, but this sign is weak.

# WAYFINDING



## Wayfinding

Good wayfinding is critical to help both visitors and residents find your attractions, activities, and amenities easily.

For example, when we were in Magna, we saw a very small sign that indicated Magna downtown was straight ahead. After that, there were no more signs telling us where to turn or where to go to find downtown. The next time we came down the road, we looked carefully to see what we were missing, and there were no more directional signs for downtown. But we did notice



the street sign above (top right) that pointed towards Magna Main Street. We figured that must be the way to downtown. But don't leave it to chance that people are just going to figure it out before they get frustrated. Both communities need wayfinding signage!

In Kearns, the only wayfinding we saw are to the Olympic Oval, the fitness center, and the amphitheater (bottom left and right). There is no other wayfinding for anything in the whole township. And there are so many trees covering the Olympic Oval and fitness center signs that they are easy to miss.

15

Develop a wayfinding system for each community



Suggestion 15: Develop a wayfinding system for each community.

This is an excellent example of wayfinding in Logan (top left). This example of a good wayfinding sign (top right) is in Modesto, CA. Note that it is attractive, decorative, easy to read, and only contains four items.

Woodlands, Texas has an excellent wayfinding system (bottom left). The decorative style looks like it should be in a place called Woodlands.

A wayfinding system is an investment, not an expense. A good wayfinding system increases retail sales. It pays off by educating locals and visitors about

Wayfinding is an investment, not an expense

- Plays a role in your branding efforts
- A major component in your marketing efforts
- Reinforces a positive experience
- Increases spending locally
- Educates visitors and locals about what you have and where it's located
- Builds community pride
- Is as much a science as an art

what your attractions are and how to find them. It makes the visitor experience more pleasant so they will stay longer. Wayfinding signs can mitigate traffic flow—you can direct traffic to certain attractions the best way. It promotes your brand—you can include the township's logo at the top of each sign. These signs help create a sense of place and a sense of arrival—letting visitors know when they've arrived. Wayfinding helps eliminate sign clutter and prevents incomplete systems.



Leave it to Disney to provide a good visitor experience. Disney provides pedestrian wayfinding, including maps and directories to make it easy (top left).

Navigation systems tell us how to find things we already know you have; a wayfinding system tells us about things we may not even know are there. They can help promote all your assets, attractions, and amenities



Suggestion 16: Add pedestrian wayfinding for the "sports complex" in Kearns. It's very hard to find anything there (bottom left and right). We had to wander around to find everything that was there.



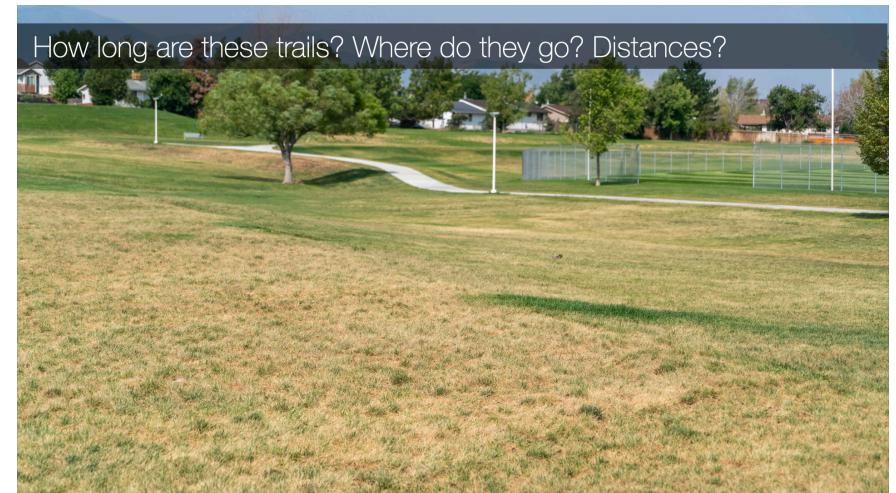
**17** Include trail signage throughout the "Kearns Sports Complex"



This is a pedestrian system used in French Lick, Indiana (top left). It's easy to read, easy to understand, and it's colorful and decorative.

Your wayfinding should also include your trails--let us know where they go and how long they are (top right).

Suggestion 17: Include trail signage throughout the Kearns sports complex.



**18** Nice sign but needs a new leaderboard (nearly impossible to read)



Suggestion 18: Replace the readerboard on this sign. This one is almost impossible to read.

## Vehicular wayfinding for Kearns

- Kearns Corner Retail area
- The Kearns Sports Complex
- The Utah Olympic Oval
- Wayfinding throughout the parks & sports fields
- Include contact info (sports fields, picnic shelters, etc.)
- Library and "Kearns Civic Center"
- USANA Amphitheater
- The Ridge Golf Club

## Pedestrian wayfinding

The Sports Complex, fields, parks

## Vehicular wayfinding for Magna

- Recreation Center
- Magna Arts District (Main Street)
- Empress Theater
- Magna Museum
- Great Salt Lake State Park
- Utah Copper Community Park
- Copper Golf Club
- Kearns Library
- Cyprus High School

# FIRST IMPRESSIONS

## Curb appeal

The wayfinding systems for Kearns and Magna should include all of these (top left and right).

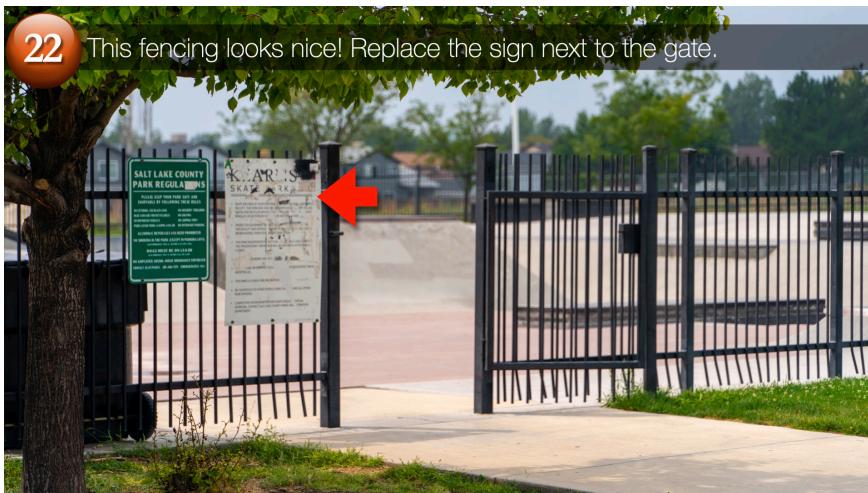
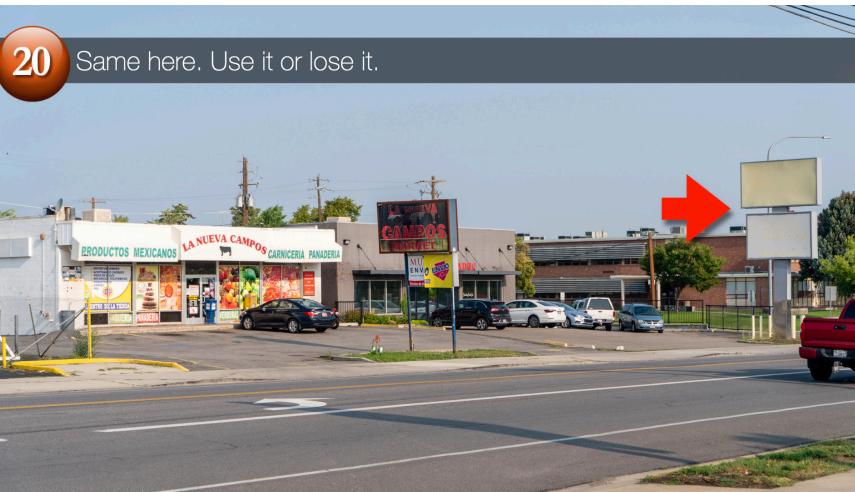
### First Impressions: Curb Appeal

Suggestion 19: Both Kearns and Magna need to create and enforce abatement ordinances to deal with blown-out signs like these (bottom right). Give the owner a 90-day notice to take it down, and if they don't, the township should take it down and charge the owner.



**19** Create and enforce abatement ordinances for signs like this.

Blown-out signs and abandoned, dilapidated signs give a negative impression of the community.



Suggestion 20: These signs (top left) should also be removed. If the owner doesn't use the signs, they need to be taken down.

Suggestion 21: Chain-link fencing has a prison-like appearance. It shouldn't be used in downtowns or in your parks. Replace this (top right) with vinyl or wrought-iron fencing. Add a sign with contact information to let people know how to gain access.

Suggestion 22: At the skate park, there is wrought-iron fencing, and it looks nice. The sign, though, has been vandalized, so it needs to be replaced (bottom left).

Suggestion 23: At the skate park (bottom right), there is no parking except for four spaces that are all marked for handicapped only. How many handicapped people use the skate park? If you are a parent who wants to watch your children use the skate park, there is no place to park nearby. The parks manager did not know who marked all those spaces handicapped, but it wasn't the park. Remove the handicap parking, and reinstate it for general parking.

24



25



Suggestion 24: Do not allow any more downtown or residential chain-link fencing (top left). It should only be allowed for construction projects and industrial zones, and in certain park and sports field situations like this (top right). It looks tacky.

Many of the sidewalks are full of weeds. We don't know who is responsible for their maintenance, but they need to be cleaned up. At least once a year, someone should clean up all the weeds from the sidewalks. Doing that would greatly improve the towns' appearances.

Chain link is perfectly fine here. But not in parks, retail, or residential districts.

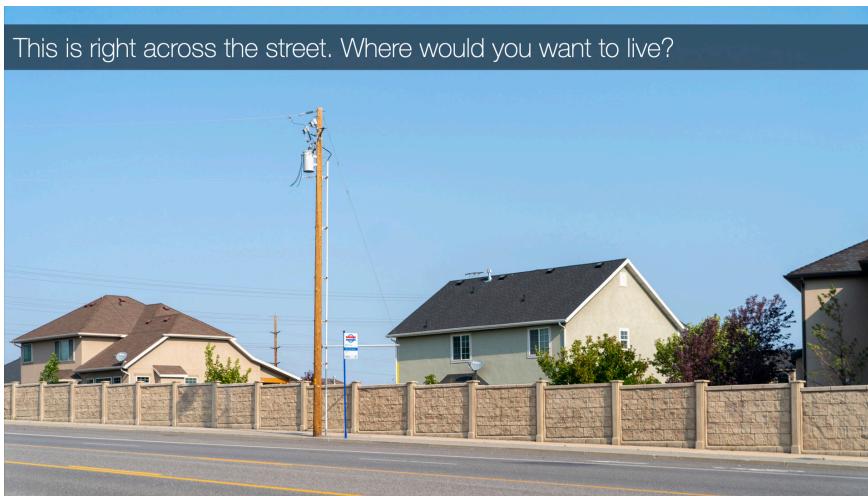


Golf courses use this type of fencing for a reason. First impressions. Quality.



Suggestion 25: Replace this chain link fencing with a fence that hides the mess (bottom left).

How often do you see chain link fencing around a golf course? Pretty much never. That's because golf courses know how important it is for them to look good. They need to be attractive. This looks great (bottom right).



Suggestion 26: Replace this chain link fence (top left) with wrought iron or vinyl. Or eliminate it entirely. Is a fence necessary here?

Suggestion 27: These fences (top right) are falling down. Combined with the weeds in the sidewalks, this looks terrible. Work with the property owners to help replace the fences.

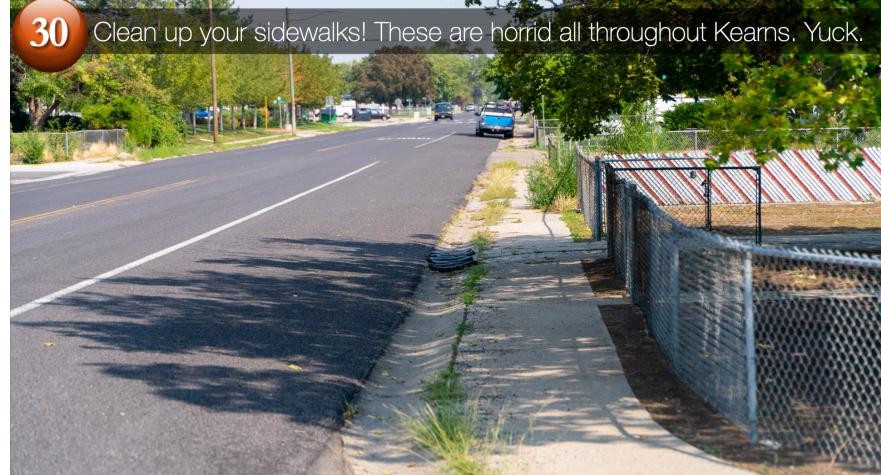
Just across the street is another city (bottom left). This looks very nice. Which city would you rather live in?



Suggestion 28: Consider replacing the fencing along your thoroughfares with vinyl fencing like this (bottom right). It would create a much more positive impression.



**29** Create a grant program for residential fencing along this line (in Magna)



**30** Clean up your sidewalks! These are horrid all throughout Kearns. Yuck.



Suggestion 29: This fence in Magna surrounds a mobile home park (top left). It's vinyl, and it looks great. These fences (top right and bottom left) also look very nice. Work with homeowners to replace chain link fences with these types of fences.

Suggestion 30: We don't know who is responsible for the maintenance of the sidewalks, but this is an issue that must be addressed. These sidewalks (bottom right) need to be cleaned up. The townships need to develop a solution, such as working with the property owners or creating a program for their own staff to address this.



These photos (top left and right) show more examples of the rampant weeds throughout both Kearns and Magna.

Trash and garbage need to be picked up (bottom left). Making the townships look clean and fresh will help build community pride and will help improve first impressions of visitors and potential new businesses, investment, and residents.



**31** And Magna does not get a pass on this issue.

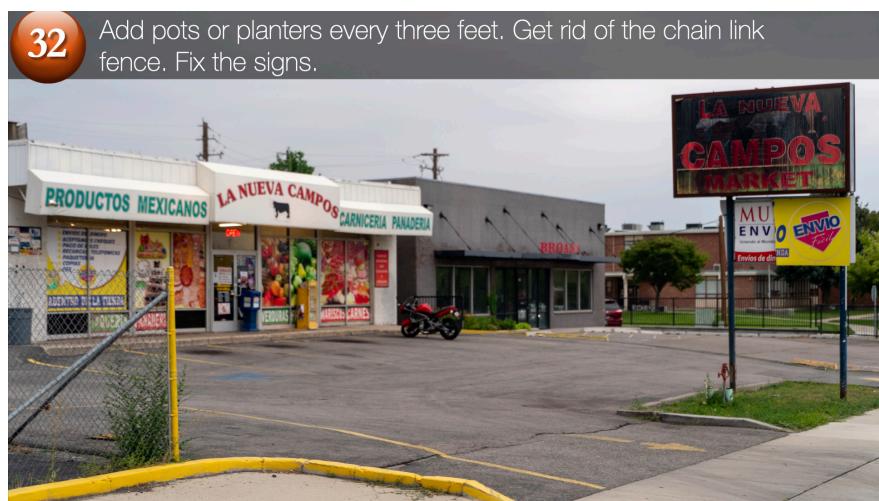


Magna also needs to address the problems of weedy, trashy sidewalks (top left).

This fence in Magna looks great (top right).

Suggestion 31: Work with retailers on curb appeal. Look at the Destination Development Resource Library to find many videos with suggestions for how to increase curb appeal.

Just because a retail shop is in a strip mall doesn't mean the merchant shouldn't try to make the store look attractive to customers. One of the biggest



downfalls of strip malls is that they are usually unappealing. They are designed for the convenience of people driving cars, but retail in strip malls can do a lot more business if they put a little effort into beautification.

Suggestion 32: Add pots or planters every three feet along the facade of shops in strip malls. Use paint to change from the drab brown, gray, and beige storefronts to more color. Get rid of chain link. Make sure retail signage is fresh and attractive.



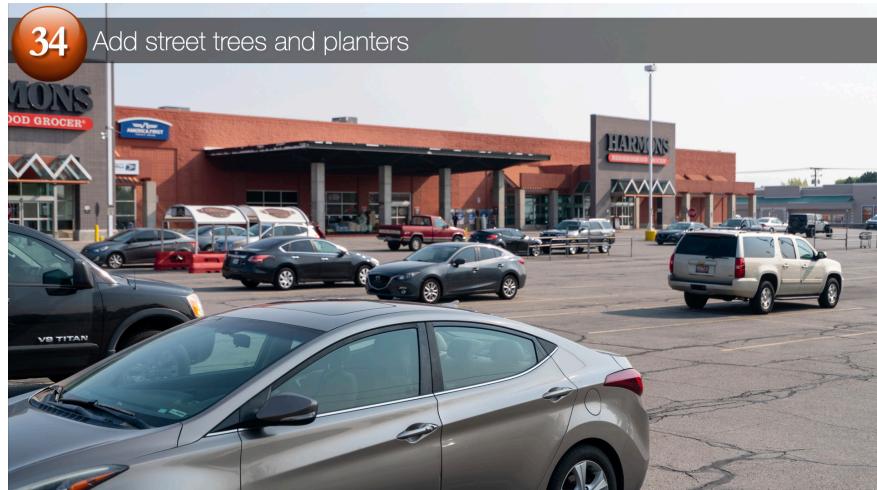
Even restaurants in strip malls can add outdoor dining, and that makes them much more appealing.

Suggestion 33: Add a seasonal patio area outside restaurants for dining. Take a look at this pizza place in Door County, Wisconsin (bottom left). The outdoor dining area used to be a parking lot. The restaurant partitioned off a portion of the parking, using potted shrubs and flowers, and added tables, chairs, and umbrellas. Their retail sales tripled. Doesn't it look more inviting?



Kearns Corner (bottom right) looks nice--they have done a great job with the landscaping.

Seventy percent of first-time sales at retail shops, restaurants, golf courses, and wineries can come from curb appeal.



**35** Do a series of live workshops with local property owners and retailers.

**Make Your Downtown Look Amazing**  
With a minimal budget



dda

**Creative Ideas to Pull Customers into Shops and Eateries On a minuscule budget**



dda

**THE 70% RULE: CURB APPEAL AND FIRST TIME SALES**  
Presented by Roger Brooks



dda



In Jordan Landing, they plant trees in their parking areas (top left). Trees are a fantastic way to help beautify a shopping area.

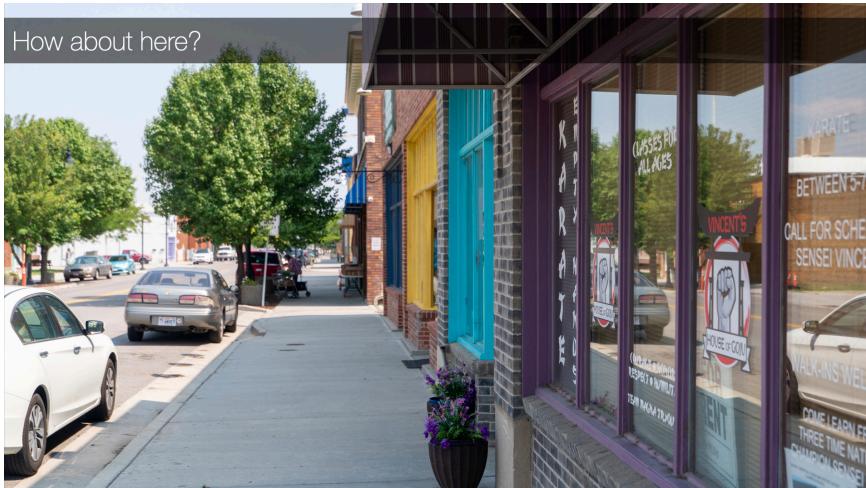
Suggestion 34: Add street trees to this shopping area (top right). We read in the Kearns General Plan that this is called the “walkable shopping area.” This is not a walkable area—it’s not pedestrian friendly at all. But more and more, people want out of their cars and want to spend time in pedestrian friendly shopping and dining areas. Make it a priority to turn strip mall areas into areas that are more pedestrian friendly, and add trees throughout the parking lots. Add pots of plants and flowers. Turn these places that were designed for cars

into places people actually enjoy spending time in.

Suggestion 34: Do a series of live workshops with local property owners and retailers featuring videos from the Destination Development Resource Library (bottom left). You can meet, show the video, then have a group discussion.

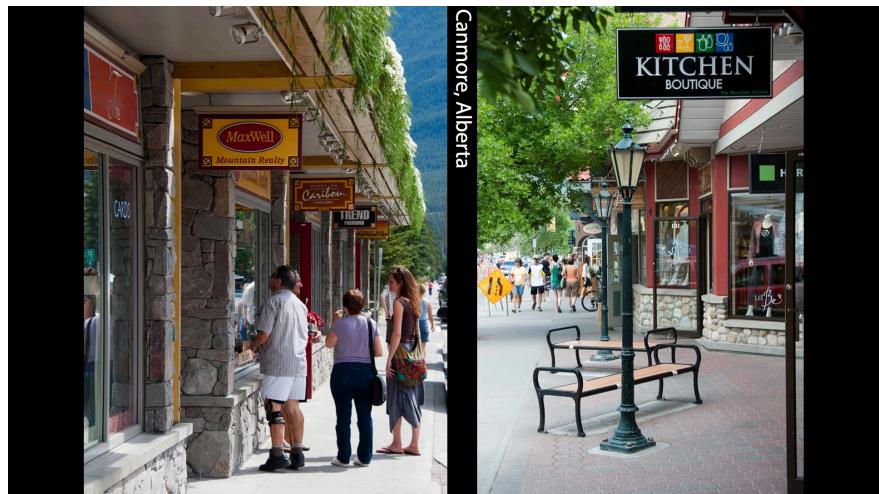
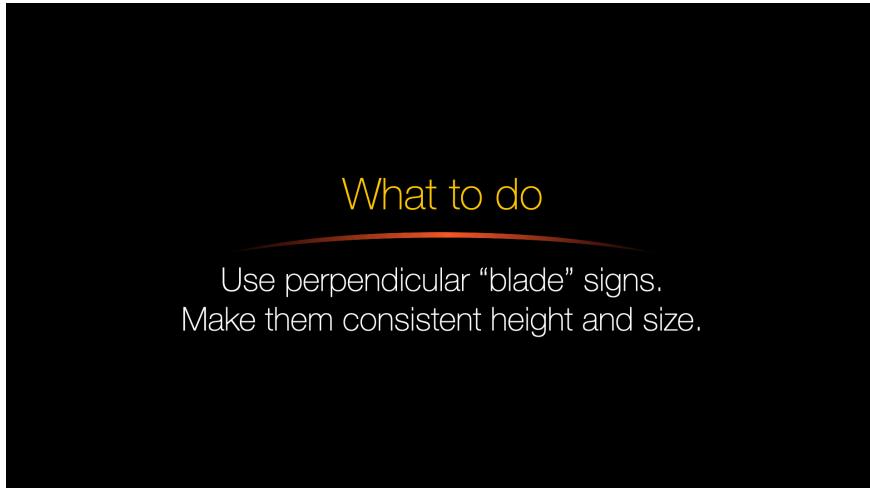
Suggestion 36: Add some landscaping here (bottom right). We understand this is the drive-up window, so there’s not much room, but adding some pots, perhaps a mural, and getting rid of the plastic banners, would add more appeal.

## BLADE SIGNS



Can you tell what is any of these buildings? (top right and bottom left) Develop a blade sign program for downtown Magna and the retail areas in Kearns.

These are a good example of blade signs in Leavenworth, Washington (bottom right) that are on all of their shops. They make it easy to see what stores are available, let you know immediately what they sell, and entice you to continue down the street with the promise of more interesting shops.



Use blade signs. These are signs that are perpendicular to the street. When we are walking or driving down a street, we see things that are perpendicular to us. We don't see what is on the face of a building unless we drive very slowly and turn from side to side to see what is inside the shops. Blade signs make it easy for people to see what is in the shops ahead.

Nantucket, Massachusetts (top right) uses very good blade signs, as does Carmel, California (bottom left). Most successful downtowns have blade signs.

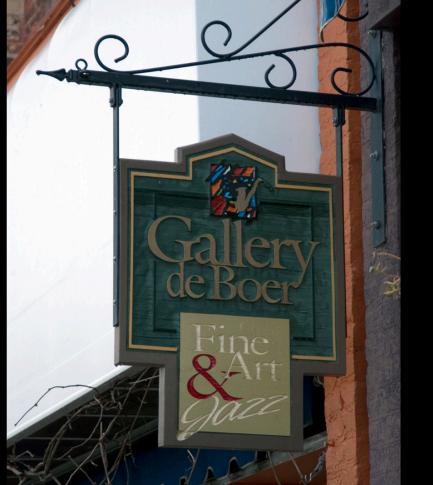
These (bottom right) are in Canmore, Alberta. There are some general rules for

blade signs: They should be no lower than seven feet, no higher than nine feet, and no wider than 42 inches. This will prevent sign clutter.

As with all of these examples, they don't have to be cookie-cutter. They can be very distinctive, decorative, and show off the business while sticking to general guidelines. You can work with your businesses to design and create effective blade signs. Be sure they promote what the business sells first, not just the name of the business. You can even put together a blade sign buying co-op to get discounts on the signs.

**Suggestions for retail signage:**

No lower than 7'  
No higher than 9'  
No wider than 42"



Always promote what it is you're selling - the lure to bring customers in...

before you promote the name of the business.



These are some additional, unique style blade signs in Canmore, AB (top left).

What kind of shop do you think "Laffin Crab" is? (top right) Perhaps a comedy club? A restaurant specializing in seafood? It's no longer in business--they sold kites and windsocks, but who would know by the name of their store.

Always promote what it is you're selling before the name of the store. Promote the lure to bring people in.

The only blade sign we saw in Magna was Colosimo's (bottom left).

There's no way to know what shops are along this street (bottom right) unless you go out into the street to see the front of the buildings. Blade signs solve that problem.

# RECRUITMENT

For locals AND visitors



Recruitment: It is critically important to expand the tax base by recruiting businesses for both locals and visitors.

Normally, when we do an assessment, we don't review the city's or town's existing plans, but we did in this case. We saw that in the general plan for Kearns, this area (top right), with the library, is to be developed into a "town center." The problem with this goal is that nearly all of this is privately owned, and there are existing strip malls, auto part shops, etc. on this property. It would take many years to redevelop this area into an actual "town center," unless the plan is for the township to purchase all this property, close down the existing businesses, tear down the buildings, and rebuild it all. Another



challenge is the highway runs right through the center of this area, and it's a major obstacle to the creation of a pedestrian-friendly town center. We love what you're doing with the civic center here, but a town center is where people can spend time and money (shopping and dining)--not just public services.

Kearns needs a town center, so we looked at all the different areas to see what was most feasible, and we kept coming back to this (bottom left and right).

Suggestion 37: Develop a conceptual Master Development Plan for this property to create a town center.



This is prime developable land (top left and right). It doesn't look like anything has been there since 2002. It might be necessary to move the skate park to make more room, but this property has space and potential to become a great town center. It's right next to Kearns' greatest asset, the Olympic Oval, right next to the fitness center and lots of park area, right across the street from the high school, and right in the center of Kearns.

We learned that the fitness center owns that land and already has a plan for its future use, so it might be necessary to find another area. But it is still important to monetize the sports and fitness facilities. As it is, people use the facilities,

but leave Kearns to do any shopping and dining. Monetizing your facilities and attractions is critical to being a successful town.

We thought this would be a great place for a Great Wolf Lodge (bottom left and right). This would provide Kearns with desperately-needed lodging facilities next to the Oval, plus it would offer another fun attraction with the indoor water park. This is a destination itself.



Or you could recruit a Kalahari resort (top left and right). With a destination hotel plus water park, Kearns would have year-round attractions and activities, plus provide the lodging for users of the Olympic Oval.

You would also want to build a destination Main Street like this (bottom left and right) in Cape May, NJ. All you need is two or three blocks, and have small retailers along it. It could be pedestrian-only. Sometimes when Kalahari develops one of their resorts, they create a little retail village right next to it.



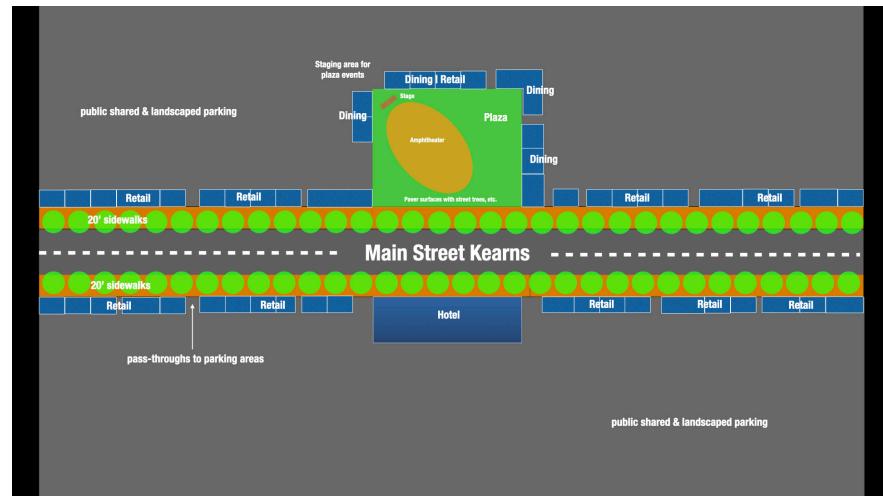
This little downtown shopping area (all photos this page) is in Canon Beach, Oregon. They developed a pedestrian area with small shops and restaurants. These could be rented to small businesses and local artisans, as a business incubator.

This would be an attraction for both businesses and locals.



## LOCALS FIRST

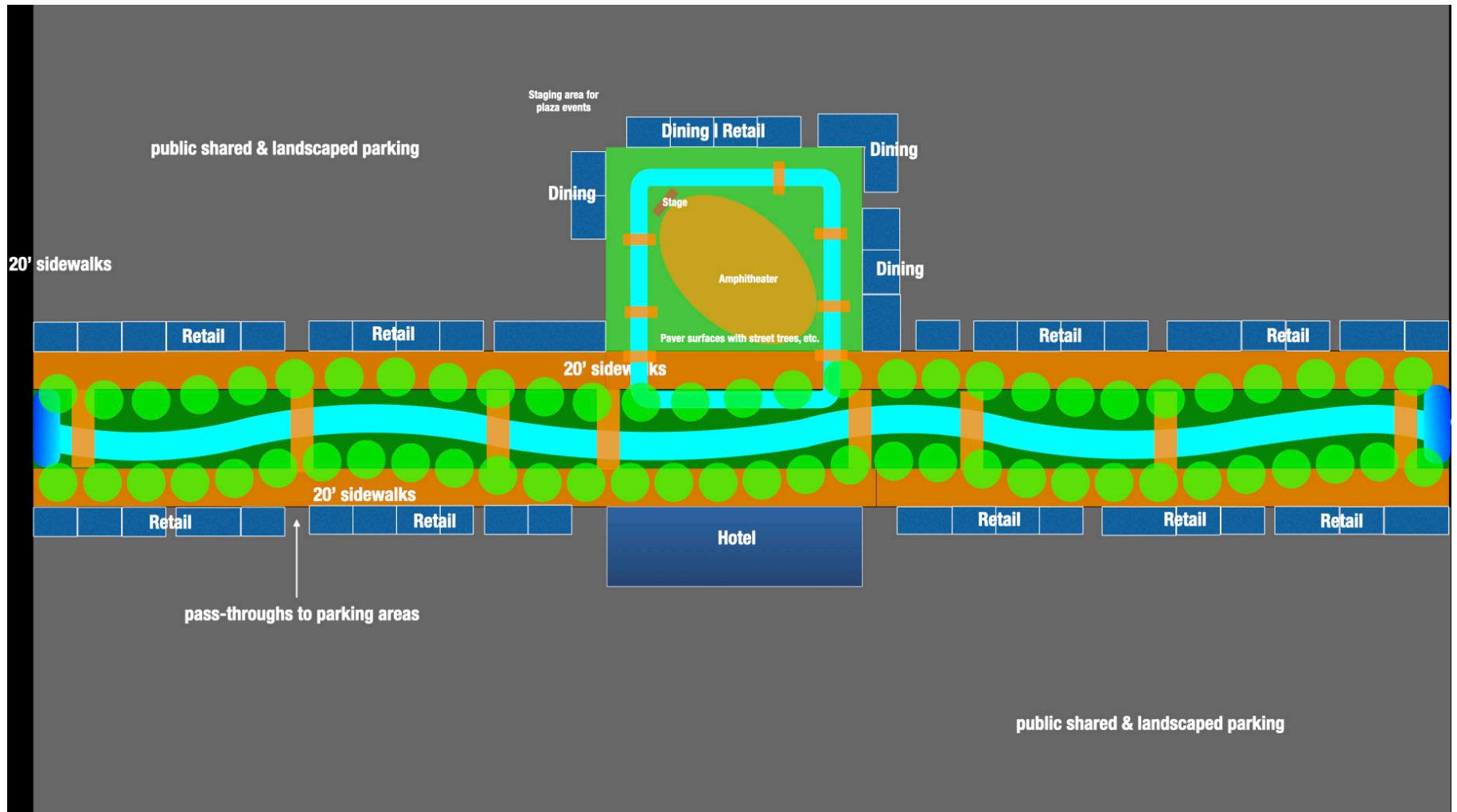
Visitors follow | The importance of downtowns



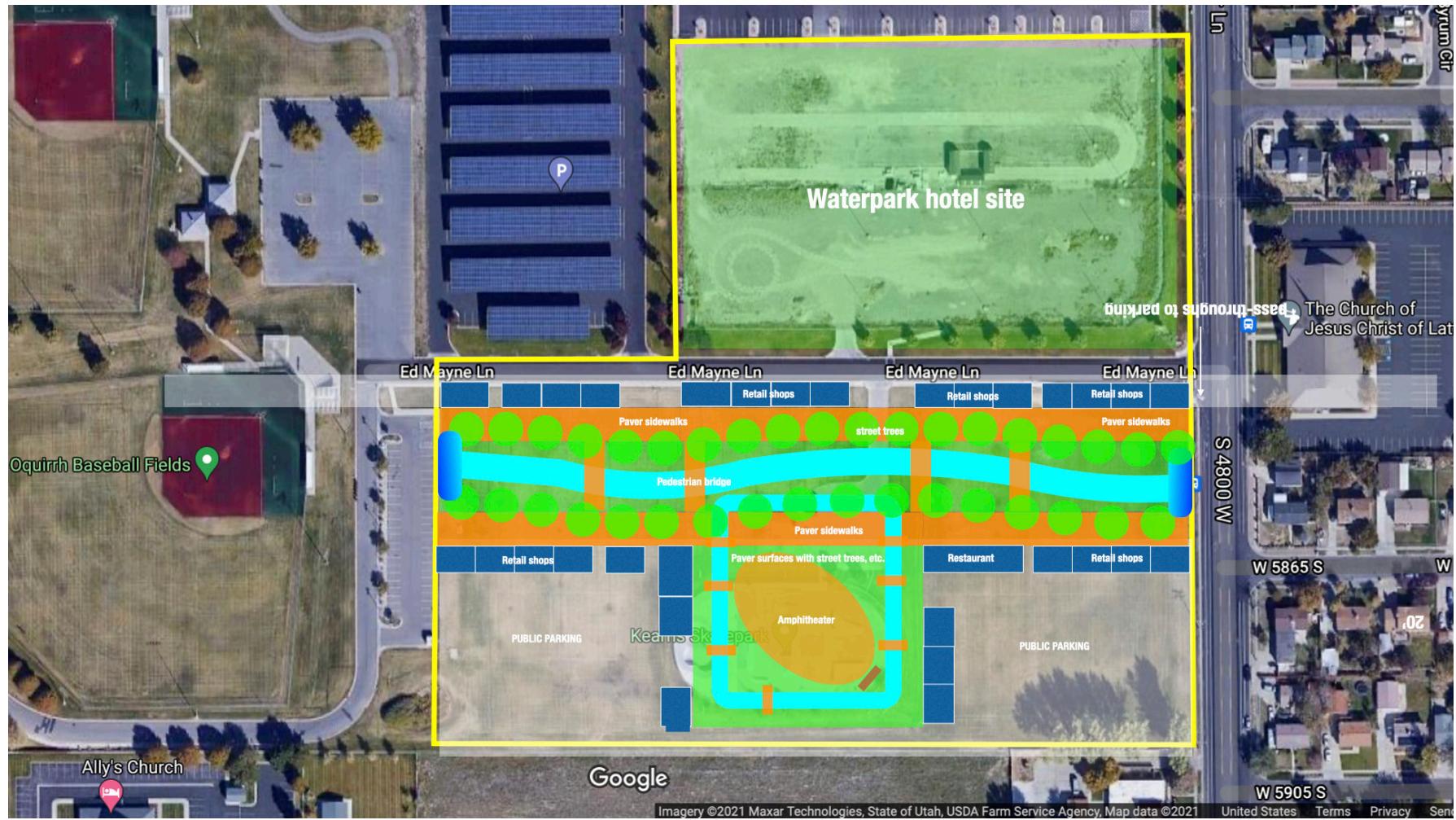
Locals First and Visitors Follow: The importance of downtowns.

Looking at the vacant land next to the Olympic Oval, I sketched a simple idea for what could be included in a destination town center for Kearns. If this property isn't available, it might be necessary to find an alternative location, but Kearns does need a town center area that is monetized.

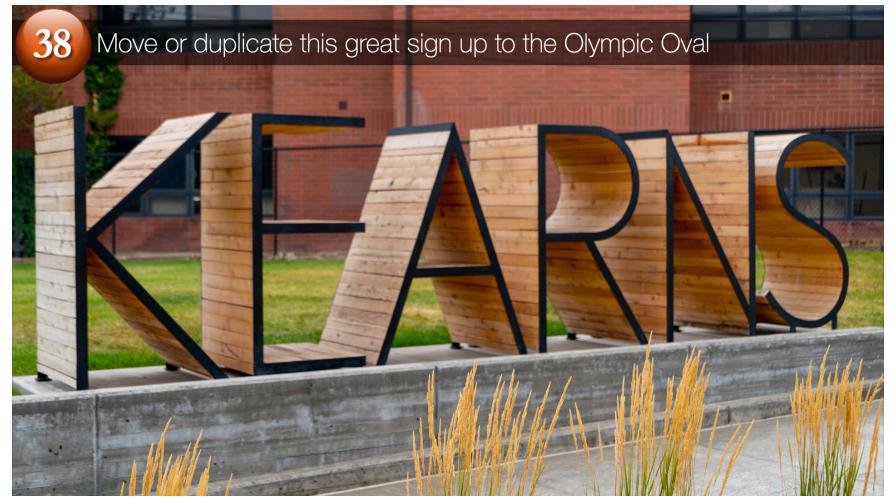
If you take a two- to three-block long street (bottom right), have the hotel in the center, and across the street build a plaza with an amphitheater, and line both sides of the street with small, unique retail shops and dining, you would create a place that locals and visitors would love to spend time and money.



Instead of a street, you could instead create a water feature that flowed from one end of the town center to the other (photo this page). You could include small foot bridges to cross, as well as pass-throughs between the retail buildings to allow convenient access to parking next to the center.



Another idea would be to have the full waterpark hotel located next to the retail area as shown above. Relocate the amphitheater, and include the retail shops and restaurants along the water feature. You could include a skating rink in this plan as well.



Suggestion 37: Develop a conceptual Master Development Plan for this property (top left). The ideas I quickly sketched for you are just quick ideas.

Suggestion 38: This sign (top right) outside the library is fantastic. Either create another one or move this one to the Olympic Oval. There is currently no sign or selfie spot at the Olympic Oval that lets visitors know they are in Kearns.

When you want to recruit any business or investment, they are going to judge your community by your downtown. Kearns, you don't have one. Magna, most of your downtown is empty. A vibrant downtown is your best recruitment tool.



Downtowns create a sense of community. Downtown should be the gathering place for the community. They are our "Third Place."

Our First Place is our home (bottom right).



Our Second Place is where we work (top left).

Our Third Place is where we gather with friends and family to relax and "hang out" (top right).

Right now, Kearns doesn't have a downtown. Magna has an old downtown, but it's not a gathering place for residents--there is not a critical mass of shops and restaurants. It has potential, though.



Downtowns and tourism reduce the tax burden on residents.

Any money put into developing a vibrant downtown is an investment, not an expense. This is about placemaking.

39 Magna: Create a Downtown Master Development Plan (next 10 years)

**Placemaking**

- Planning
- Design
- Programming
- Management
- Public spaces

What's the focus | What's it feel like  
 What it looks like  
 What happens there: activities  
 Who takes care of it & funds it  
 What's included: FF&E

Best downtowns in Utah

- 25th Street in Ogden
- Downtown Springdale
- Main Street Park City
- Downtown Provo (somewhat)
- Downtown Helper (up and coming)
- Station Park, Farmington (manufactured)

Suggestion 39: Magna, create a downtown master development plan extending out 10 years. It should address placemaking: the planning, design, programming, and management of public spaces (top left). The goal is to create a community gathering space that will promote health, happiness, and well-being.

Currently, Magna's historic downtown isn't used much as a gathering space. Kearns has the library and the pretty space with benches outside the library. But how often do people sit there and spend their leisure time socializing? Probably not much--because there is nothing to do there. There are no shops,

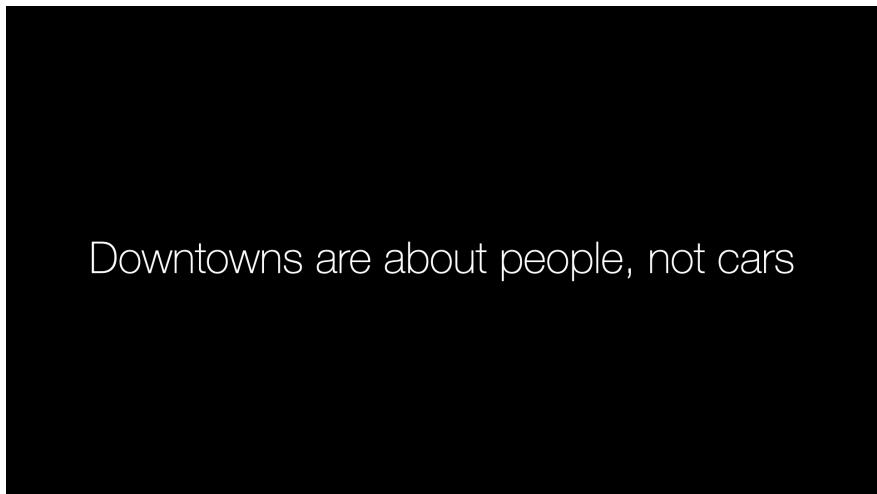
**PlaceMaking ingredients**

- Public gathering areas | wide sidewalks | plazas | year round public markets
- Programming: seating areas | things to do: activities
- Shops | eateries | sidewalk cafes
- Extensive beautification | street trees | planters
- Cultural depth: street vendors | musicians | artisans
- It's about people | pedestrian-friendly | safe | well lit
- Life after 6:00

This is Soda Row in Daybreak, South Jordan | "Neighborhood Retail"

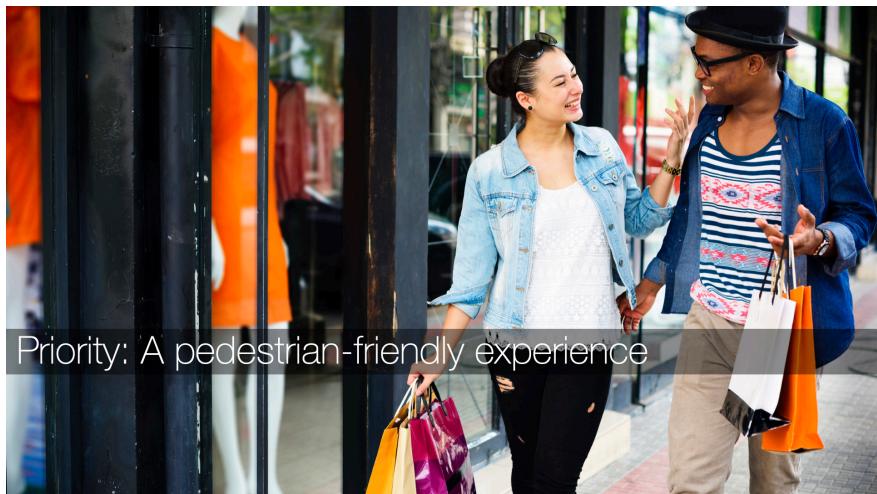
no dining, no entertainment, and no activities. Downtowns should be more about people getting together, rather than cars going from one place to another.

In Daybreak, South Jordan, they have Soda Row--a one-block long bit of retail (bottom right). That's all they need to get local residents to spend time there.

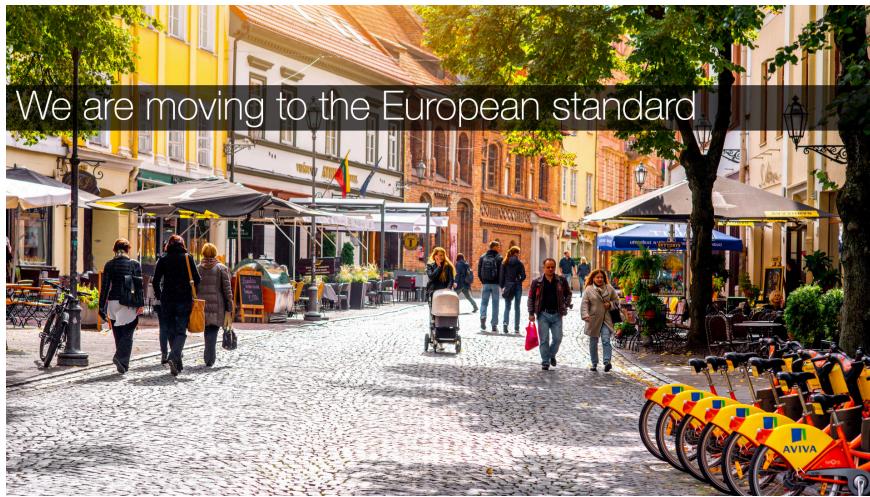


Soda Row in Daybreak (top left and right). This little one-block long retail core has interesting shops and some dining, and that's all it takes to become a gathering space for the small community.

People want a pedestrian-friendly experience.



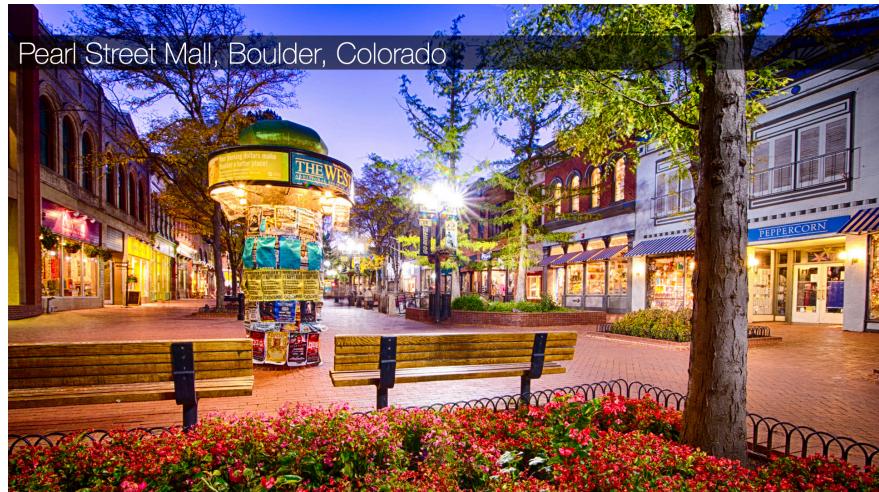
Priority: A pedestrian-friendly experience



We are moving to the European standard, where we are eating later in the evening. We want our shopping and dining districts to be about people, not cars. Most cities in Europe were built before the advent of the automobile, and many of their streets are not open to cars. They are amazingly successful (top left and right).

Many cities in the United States are working to become more pedestrian-friendly as well. There's Third Street Promenade in Santa Monica (bottom left).

New York City has closed 60 miles of lanes of traffic (bottom right). They are giving more space to pedestrians and bicyclists. More and more, people want out of their cars.



Again in New York City, they've created bulb-outs where lanes of cars used to be (top left) and pocket parks (top right). This gives more space for people to walk, sit, play games, and gather together.

Pearl Street Mall in Boulder, Colorado (bottom left) is a pedestrian-only area with shops, restaurants, and entertainment (bottom right).



McKinney, Texas (top left) has narrowed their streets and widened their sidewalks to make their downtown more for people than cars.

Revelstoke, British Columbia (top right) is another great example of a downtown that has created more spaces for people to gather, sit, and spend leisure time.



Revelstoke, British Columbia



Newport on the Levy in Kentucky (bottom left) has wide sidewalks to allow for plenty of outdoor dining.

Bourbon Street in New Orleans (bottom right) is all about pedestrians.



#### SHIFT HAPPENS!

So what kinds of stores are successful in these little downtown shops? We've all seen the decline of malls and big department stores. People can buy so much online, and they don't feel the need to shop in person for many essentials. But people are drawn more than ever to unique shops. Items that are more unique than what they typically get from a big online retailer. Downtowns are more about Etsy-style shops than Macy's.

What stores do well in a modern downtown? The butcher; the baker; and the candlestick maker (top right). It's hard for downtowns to compete with big



online merchants or big box stores, but it's hard for big box stores to compete with handcrafted, unique items sold in little shops with friendly, customer-service oriented shop owners, like Colosimo's in Magna.

Many people thought Millennials were going to fill up downtowns, but it turns out that more Baby Boomers are moving into downtowns instead. When Millennials start having children, they are more attracted to single family homes, and as Boomers retire, they don't want all the work with their big houses.

Downtowns have become the places to go after work and on weekends to dine, shop, and be entertained. It's critical to be open after 6:00 pm.



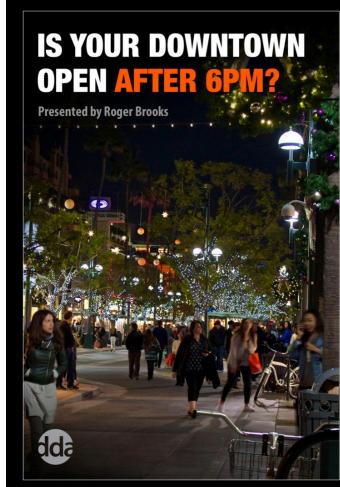
Millenials are having their kids in their late 30s and early 40s, and now, about 72% of households see both parents working outside the home. Convenience is critical.

They average time for dinner has gone from 5:30 or 6:00 to 7:00 or 7:30. People are eating later and shopping later.

Seventy percent of all brick and mortar retail spending takes place after 6:00 pm. Are your stores open?

So if you build a couple blocks for downtown retail shopping, they need to be

open in the evening hours.



40

DestinationDevelopment.org  
Resource Library  
Product development



### In essence placemaking is:

Improving the quality of life for your citizens by creating a community “living room” - where the locals can hang out 300+ days a year.



Suggestion 40: Watch the videos in the Destination Development Resource Library about product development. We even have a video about how to help keep your downtown open after 6 pm (top left).

The top priority for your downtown is creating a “community living room”--a place your locals can go to decompress (top right).

In essence, you want to create a place that helps improve the quality of life for your citizens by giving them a friendly, beautiful space where they can relax, do some shopping, have a bite to eat, and spend time with each other.

Think of downtown as your  
“Community Living Room”



Yarmouth, Nova Scotia



Think about activities you enjoy doing at home when people come to visit you. You might play games, have a meal or snack together, sit around and chat.

Your downtown can provide a place to do all those things. Get some giant chess sets, some tables, chairs and umbrellas. You could set these up in a park or plaza, or even on a wide sidewalk.

Outdoor dining (top right) is a great draw for downtowns. Seeing diners enjoy their delicious food encourages other people to sit down with a snack or meal and spend time there too.

Little gathering spots like this (bottom left) are great.

This little pop-up plaza (bottom right) is great. It takes up about three parking spaces, provides seating and games, and can be moved when necessary.



Be sure to add entertainment. Outdoor entertainment is a fantastic way to attract people downtown. This is in Nelson, BC (top left), and this is in Asheville, NC (top right).

We can imagine having fire pits like these (bottom left) in Kearns and downtown Magna.



Or places where you can host "The Taste of Kearns" or "The Taste of Magna" events (bottom right). Having buskers, street entertainers, food trucks, seating, and games downtown can bring downtown to life.

## PUBLIC PLAZAS

The key ingredient: **programming**

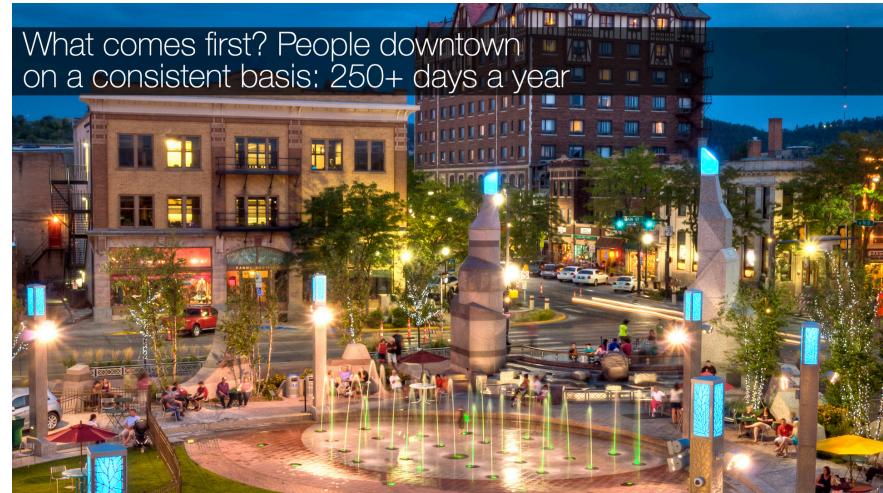


### Studies show...

For retail to be sustainable, they need customers 250 days a year - minimum.

**For downtowns:** Bringing people downtown will put customers in front of their stores. Then it's up to the retailer to pull them in the door.

**The trick:** Not to compete **WITH** your retailers!



The key ingredient to successful retail downtown is being able to get people to spend time downtown 250+ days a year. The best way to do that is with programming on a public plaza.

That would be one percent of your population downtown on any given night.

Concentrate on Friday and Saturday nights for one year, then add Thursday, then add Sunday afternoon, then add Wednesday, and then add Tuesday. It's a process, and it doesn't have to be done all at once.

Buskers, street musicians, and performers all add life and vitality to a downtown. This is in Canon Beach, Oregon (bottom right).



We want you to see what some communities are doing to bring their downtowns to life.

One great example of a successful plaza is in Waterloo, Ontario. They had a parking lot in front of a Shoppers Drug Mart (top left) that they decided to close to parking (top right, bottom left and right) and create a plaza. The space is programmed year-round with activities, including ice-skating in winter, and the businesses are doing better than ever.

Sure, people have to walk a little further because of the loss of parking spaces,

but it's worth it. Initially Shoppers Drug Mart thought taking away their parking would kill their business, but it actually caused sales to go up 300%. The plaza and activities on it attract more people than ever before.



The plaza in Waterloo hosts free yoga classes (top left), and the yoga instructor's business has increased because she can sell the yoga mats, and the free classes she offers on the plaza brings more students to her other, paying classes.

Ice skating on the plaza in the winter (top right) is a popular attraction.

Another case history of a successful plaza is Rapid City, South Dakota. We recommended that they turn this parking lot (bottom right) into a plaza. Here is the plaza now on a Saturday afternoon (bottom left).



We recommended that they turn this parking lot (top left) into a plaza and take down the empty building on the right. The building was sold to a city "booster" who donated \$2 million to help build the plaza. Here is the plaza now on a Sunday morning at 10 am (top right, bottom left and right).

With the plaza in place, that building owner now makes two times as much per square foot of the building due to the activity generated from the plaza. And he now has a waiting list of people interested in renting space in his building.

This photo was taken on a Sunday morning at the Main Street Square (top

right). Now the plaza space is continually packed with people and activities. They have a beer garden during events, a splash pad in the summer, restaurants on the perimeter, and car clubs have events downtown. Build the plaza first for your residents, and visitors will follow. Remember: If you hang out downtown, so will visitors.

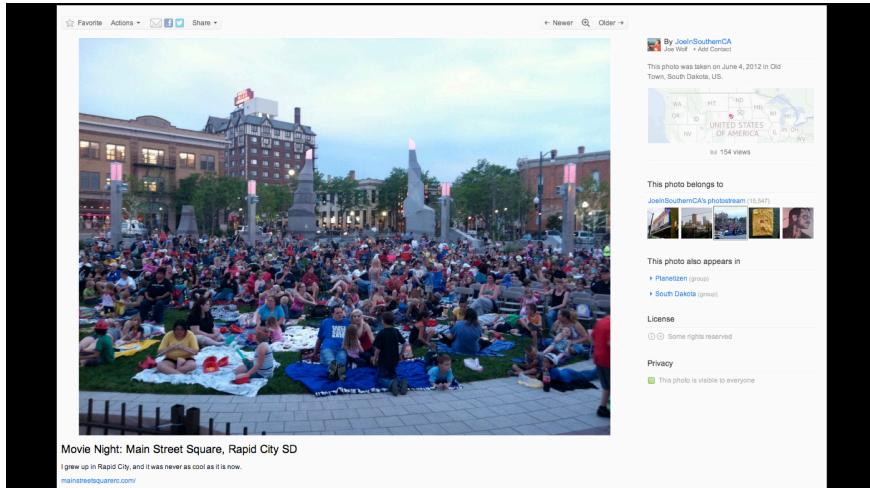


The splash pad is 1,500 square feet, and now they feel it is too small. Due to its popularity, they wish it were as big as the whole circle area (top left).

The whole oval becomes an ice rink in the winter (top right), and their first year, they made \$130,000 renting ice skates.

Every night at 9:00 pm, Rapid City turns on the fountains on their splash pad, and they turn on the LED lights and have music playing (bottom left).

The splash pad operates 120 days a year, and the ice skating rink operates 120 days a year--there's 240 days of activity right there. You don't need 240 days of events, just 240 days of activity that brings people downtown.



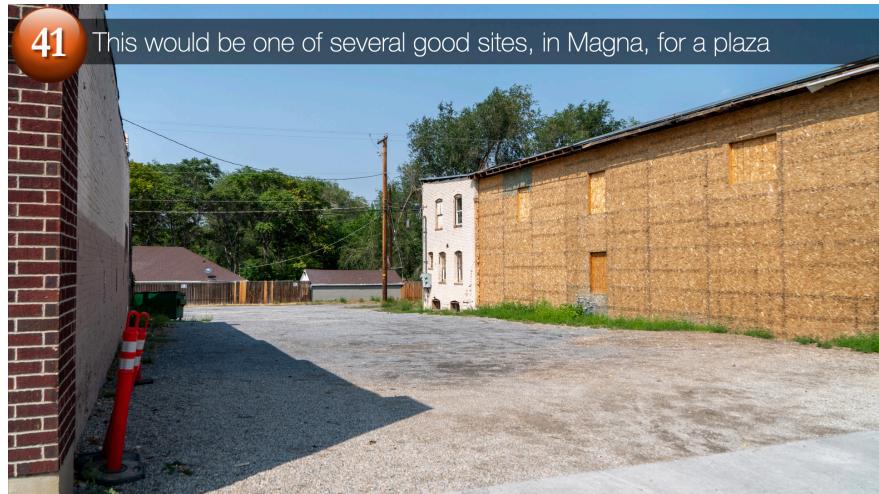
They also have movies on the square every Monday night. Online, someone posted this picture with the note, "I grew up in Rapid City and it never was as cool as it is now," (top left).

More and more cities are recognizing the need for and value of having a programmed plaza in their downtown. Here are some others:

Central Park Plaza in Valparaiso, Indiana (top right).

Indian Creek Plaza in Caldwell, Idaho (bottom left). One fantastic thing about Caldwell's plaza is the ice ribbon they included. It is so popular, they make \$300,000 a year renting ice skates. The plaza was just finished a few years ago, and it's already changing the face of their downtown--new businesses are opening up and they are attracting visitors from other cities.

Ovation Plaza in Edmonton, Alberta (bottom right).



There is also Every Plaza in Topeka, Kansas, which just recently opened (top left).

And Create Play Plaza in Michigan City, Indiana (top right and bottom left).

The most important feature of any successful plaza is the programming: Activities on the plaza. There should be things to do, and the plaza needs to be surrounded by commerce: shops, restaurants, entertainment.

**41** Suggestion 41: This empty lot in Magna is one of several sites in Magna that would make a good plaza. If restaurants were recruited into the neighboring buildings, these sides could be opened up, and there could be outdoor dining on the plaza. You don't need a lot of space.

Using paver stones for the base is an excellent way to start. The pavers are attractive and can be lifted to install any additional wiring needed.

## OTHER NOTES & FIRST IMPRESSIONS



### OTHER NOTES & FIRST IMPRESSIONS

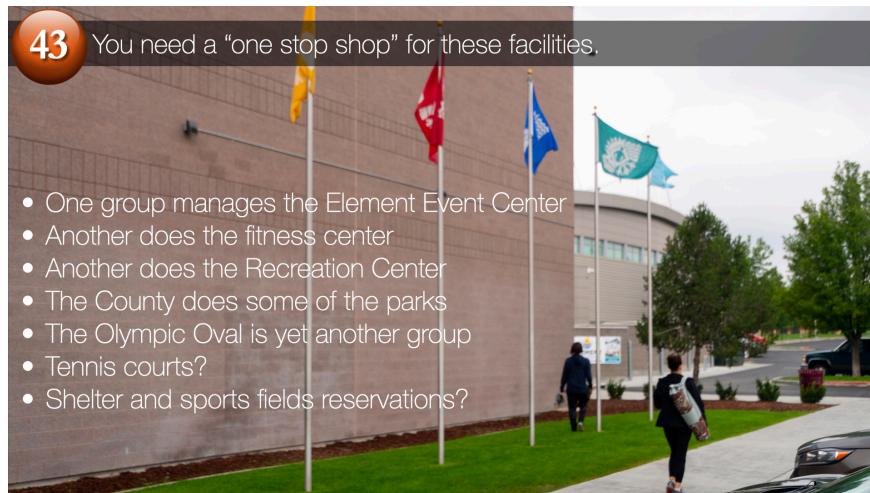
Just outside the Kearns Library, we noticed the bike and skateboard racks (top right). These are awesome. Wherever Kearns ends up developing their town center (downtown), they should include these.

This area right outside the library (bottom left) is very nice. Kearns does need a gathering area that is surrounded by commerce, though. If Kearns added some activities, food trucks, and vendor booths to this park, it would encourage people to spend time here.

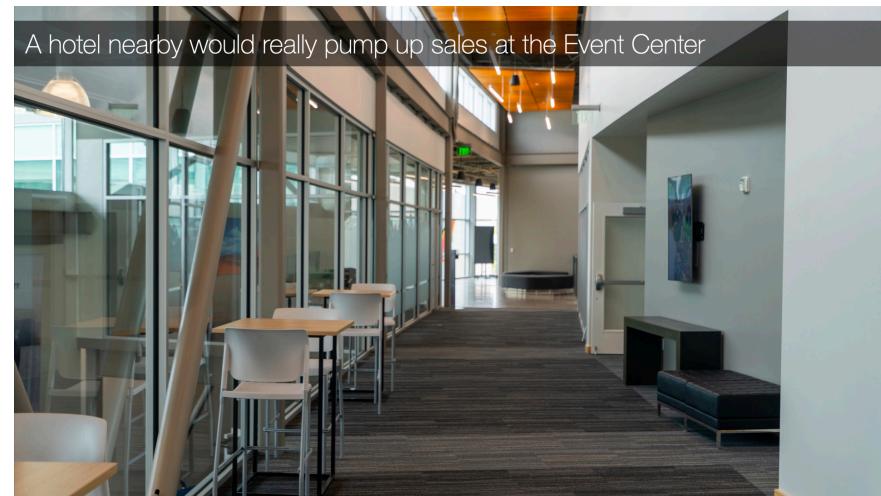


We were considering the strip mall across the street, where the Big Lots is located, wondering if the parking lot could be redeveloped into a plaza. Turn the buildings into restaurants and small shops, add activities, and it could be a good gathering space.

Suggestion 42: Be sure to keep the gardens weeded and the landscaping fresh (bottom right). Doing so will show that Kearns cares about its town and its facilities.



Suggestion 43: All the facilities at the Olympic Oval, including the Element Event Center, the fitness center, the recreation center, the parks, the oval, the tennis courts, the picnic shelters and sports fields, are all run by different groups or organizations. There is no coordination, even though they are all grouped together. If anyone wants to get information, there is no way to know who to contact. There's not even a front desk to find out where to go to get answers. Kearns needs to get all these organizations together and create a "one stop shop" for all of these facilities--at least to direct inquiries and coordinate them.



Suggestion 44: There should be a readerboard here (top right) to let people know about upcoming events.

All these fabulous facilities, and there is no lodging! A hotel nearby would really help attract more groups, events, and conferences at the Event Center. It's actually shocking that there is not a nearby hotel.

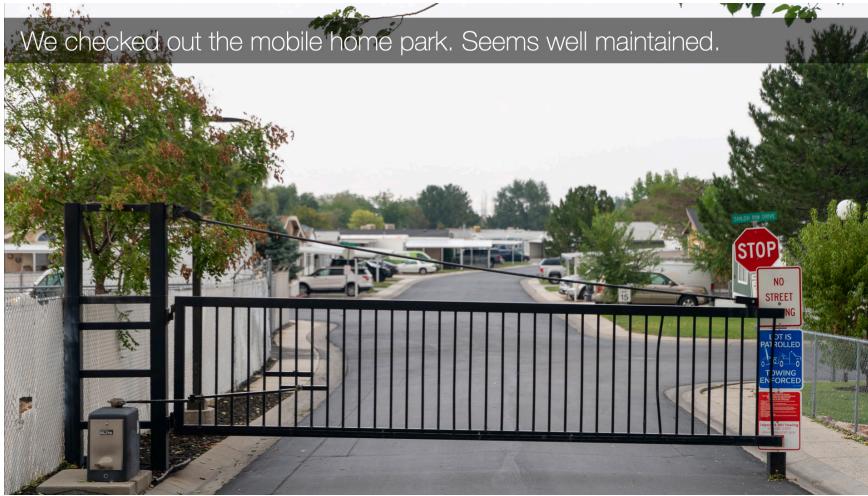
We did check out the South Valley Regional Airport. A nice facility!



General Plan: A walking village. Not sure what would need to be done.



We checked out the mobile home park. Seems well maintained.



We checked out the airport (top left), and it looks great.

In the general plan, this strip mall (top right) is referred to as a "walking village." Are there plans to develop this into a pedestrian plaza with shopping? We weren't sure, but if so, turning the parking lot into a plaza so that it could be for people rather than cars would be great.

And we checked out the warehouse district.



We checked out the mobile home park (bottom left), and it seems nice and looks well maintained.

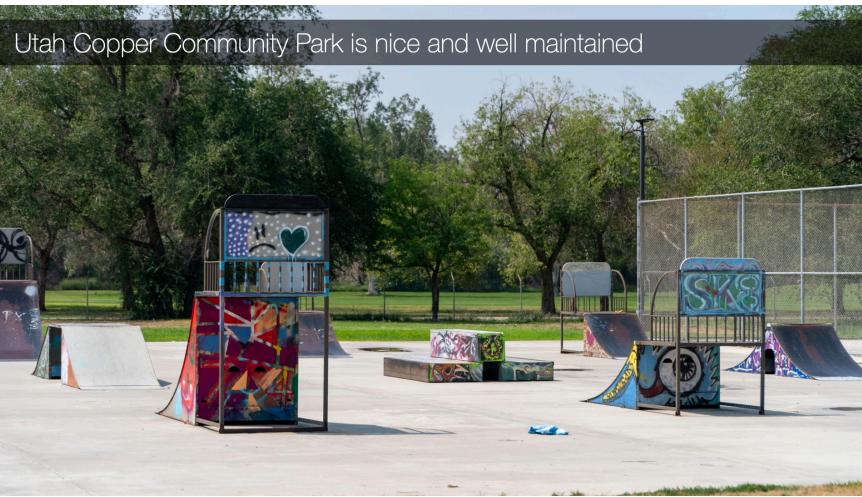
We also took a look around the warehouse district (bottom right).



Magna seems further along in developing a tourism industry, and it needs to focus specifically on downtown. This little area (top left) could become a small plaza with a few activities.

We were glad to see new housing going in. But Magna also needs to focus on getting rid of weeds (bottom left).

Suggestion 46: When we were at the Great Saltair (bottom right), we wondered if any events were ever held there. Later, we learned that big concerts are still being held there. Add a sign telling about upcoming events! Let visitors know what's happening!



Utah Copper Community Park is very nice, with great picnicking areas, a nice skate park (top left), and tennis courts.

Suggestion 47: Some of Magna's businesses need to really focus on curb appeal. The bars in these windows (top right) tell visitors that the town isn't safe. Not a good message. Add beautification.



The saloon (bottom left) does a nice job, but could still add some pots to improve its curb appeal.

Suggestion 48: We enjoyed visiting the Magna Museum (bottom right). There were a lot of displays of artifacts--the museum should focus on telling the stories about those artifacts. How were they used? When? By whom? Tell personal stories when possible.

49

This is fantastic. Tell us the stories - of the place - and what it took to build this amazing model.



50

Have the museum folks watch the following workshop

**PRODUCT DEVELOPMENT**

**Ghost Stories Make the Campfire Memorable**

**Presented by Roger Brooks**

**Watch the Video**

**Description**  
Roger Brooks has visited, literally, thousands of museums and historical sites. Yet, only a handful were so powerful that he will never forget them. Each is worth a special trip as a primary draw to the community and all were developed, managed, and curated on a minuscule budget. Here's your opportunity to see his "Very Best" list of small and rural museums (He did not include the Smithsonian among these) and you'll learn the top three things historical attractions should implement to become an outstanding destination, one that will bring visitors back time and time again.

**Help**

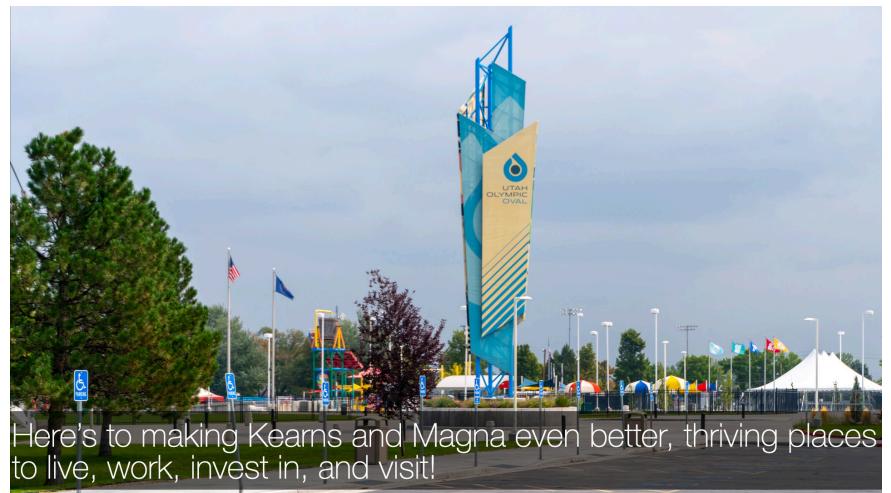


Suggestion 49: In the museum, we saw this wonderful model of the Great Saltair (top left). In addition to the display, tell visitors the story of how it was built, who built it, what has it been used for over the years.

Add information and context to the displays of artifacts (top right). Whenever possible, tell stories about who used the items, when, how they were used, and something about life during that time.

Suggestion 50: In the Destination Development Resource Library, watch the video "Great Stories Make the Campfire Memorable." It has suggestions for how to make museums fascinating so visitors will want to spend more time in them.

Both Kearns and Magna have some amazing assets, including the parks (bottom right).



The playgrounds are wonderful (top left), the sports facilities (top right and bottom left) are great, and we were wowed by the Olympic Oval, and so many other things in both communities.

We hope this Assessment Report and the suggestions contained herein will help Kearns and Magna become even more successful, increase the quality of life for residents, and attract more visitors to enjoy these wonderful communities.



## Kearns & Magna Marketing Assessment

The following pages contain an assessment by our secret shoppers, who researched the area from a distance, reviewing marketing materials to see if they could find the area, and if the materials were convincing enough to make them want to visit.

### Printed Materials

I wasn't able to find any printed marketing materials for Kearns or Magna.

### Websites

In my "planning", I struggled to find information that highlighted the activities/amenities that Kearns and Magna have to offer. After discovering planning wouldn't be quick, I took a deeper dive to discover what Kearns and Magna have to offer potential visitors.

### TripAdvisor –

Kearns Township - [https://www.tripadvisor.com/Tourism-g57034-Kearns\\_Utah-Vacations.html](https://www.tripadvisor.com/Tourism-g57034-Kearns_Utah-Vacations.html)

Top Things to Do in Kearns, traveler ranked. Please note, there was only ONE thing listed

1. Utah Olympic Oval - <https://utaholympiclegacy.org/location/utah-olympic-oval/>

## Top Restaurants in Kearns

1. No restaurants in Kearns according to TripAdvisor

Magna Township - [https://www.tripadvisor.com/Tourism-g57053-Magna\\_Utah-Vacations.html](https://www.tripadvisor.com/Tourism-g57053-Magna_Utah-Vacations.html)

Top Things to Do in Magna, traveler ranked. There were only 5 "things" listed.

1. The Great Saltair – The Great Saltair is an event venue. No website linked to the TripAdvisor listing. Searched google for the website. <https://thesaltair.com/>
2. Great Salt Lake State Park - <https://utah.com/great-salt-lake-state-park>  
"The largest salt water lake in the Western Hemisphere"
3. Empress Theatre - <https://www.empresstheatre.com/> - This looks awesome! I love theaters.
4. Saltair Pavilion -
5. Copper Golf Club - [https://utah.com/copper-club-golf-course?fbclid=IwAR13Xp\\_HHO0Plx2DCVJ2SJbtauTlbAQOa\\_is9ZBpy8-qfY-WVM4kX9izG9k](https://utah.com/copper-club-golf-course?fbclid=IwAR13Xp_HHO0Plx2DCVJ2SJbtauTlbAQOa_is9ZBpy8-qfY-WVM4kX9izG9k) ; <https://www.facebook.com/Copper-Golf-Club-265238110328326/>

## Top Restaurants in Magna

1. El Habanero – No website linked through TripAdvisor. No website outside of TripAdvisor, only a Yelp page.
2. Brew Monkey Coffee House and Deli - <https://www.brewmonkeycoffeehouse.com/> -
3. Ken's Sandwich Shop – no longer open.
4. Main Street Grill
5. Subway

## Suggestions for using TripAdvisor:

Each merchant, restaurant, and attraction should make sure they are on TripAdvisor. TripAdvisor makes it easy to add your business, and it's free. Also, they need to follow their reviews and **ALWAYS** respond to the reviewer. This shows readers that they care and are willing to listen to their customers and improve. If there are negative comments, the business should never criticize; they should always remain polite, thank the reviewer, and say that they are sorry there was a problem, they appreciate the feedback, and they will improve.

Kearns Township Website – <https://www.kmtutah.org/>

Overall, this is a pretty standard municipal website. The font size, font type and coloring are easy to read. A few comments from reviewing the website, that I'd like to offer as suggestions.

- Add some information about the photographs I am welcomed with on the homepage. As a potential resident, or even visitor, it would be helpful to have some context on what the photos are.
- Adding some "tourism" related items would be nice. Even for residents. It appears there is nothing enticing new residents either.

Kearns Chamber of Commerce - <https://chamberwest.com/>

The website belongs to ChamberWest, a Chamber of Commerce that includes the business communities of West Valley City, City of Taylorsville, West Jordan City, and Kearns area. I am very impressed with all the initiatives and resources they offer these business communities.

I think my favorite part is that they have a "talk and chat" TV show called West Side Now that features local businesses, events, music, sports, food, interesting people and local information. I wasn't able to watch an entire episode, but they had one that featured ChamberWest president.

Magna Township Website – <https://www.magnametrotownship.org/>

Much like Kearns's website, this is a pretty standard website for a municipality. Again, the font size, font type and coloring are easy to read, and it is welcoming. A few comments from reviewing the website, that I'd like to offer as suggestions.

- As I explored the website, under the Community menu, there is an Arts Council item listed, and when I clicked on it, it took me to a blank WordPress blog. If the link needs updating to the blog, or if the blog doesn't exist anymore, it needs to be eliminated from the website.
- Like with Kearns website, add some information about the photographs I am welcomed with on the homepage. As a potential resident, or even visitor, it would be helpful to have some context on what the photos are.
- Finally adding some "tourism" related items would be nice. Even for residents. It appears there is nothing enticing new residents either.

Magna Chamber of Commerce - <https://magnachamber.org/>

Very standard Chamber website, but I am pleased to see that they have their own chamber. The font size, font type and coloring have continuity. A few things I noticed, and offer as suggestions are as follows:

- I wondered how long the "Local Experiences" have been "Coming Soon", as these features on Chamber websites are AMAZING for residents (current and potential), and visitors. I hope this is completed soon.
- In the footer of the website, "Become a Member" is the only item not capitalized. For aesthetic purposes, I recommend this being made capitalized.

Salt Lake Guides - <https://utah.com/salt-lake-city-guides-outfitters>

To access the digital guides, I attempted to use in part of my planning, I found the above listed website through a blog. The Google search referred to Kearns and Magna, however, none of the geographic guides specifically highlighted Kearns or Magna. It focused on types of activities.

My Impressions

If Kearns and Magna were located two hours from my house, would I make a special trip there based on what I saw, read and learned?

- I might visit ONCE if driving through, however, I don't believe I would return until there are some additional "things" to do while in town.
- Maybe when I get there, I'd find some additional attractions in the area, but despite doing the research, I feel like I'd be flying blind.

If I were driving through Utah (on my way to somewhere else), is there any place you'd stop? How much time would you spend at each (or the one) place you'd stop? If so, where? This can be as simple as a restaurant, a scenic viewpoint, anything.

- Outside of visiting the Olympic Oval, it doesn't seem like there is much as far as places to stop. Additionally, not being directly on a highway that I can see myself traveling on, unless I'm visiting relatives in the area, I don't see Kearns and Magna as destinations for me.

## SUGGESTIONS FOR PRINT MATERIALS:

Bentley University's Center for Marketing Technology found that 81% of visitors like to use printed brochures while traveling. So print materials are still a vital component of your marketing efforts.

We suggest that you create the following brochure in print AND have them available in PDF downloadable format on your websites. There is more information about each of this in this report.

### 1. The Very Best of Magna (or Kearns)

Market your top:

- Restaurants
- Retail shops
- Attractions
- Activities

Use specific criteria to select the ones that are truly your "best ofs:"

- Must be open year round (at least 8 months)
- Must be open 6 days a week
- Must be highly regarded by third-party sources (reviews, etc.)
- Must have good curb appeal
- Must be open until at least 7:00 pm
- Must be unique to the area (no chains)

Invite the participants. Each should have an entire panel of the brochure, and they should pay for their panel. The panels should not look like ads, rather they should include professional photographs, specific, descriptive text, and be informative (an advertorial format).



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