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## Bianca Lyon

### Constituent Information

Name	Bianca Lyon	Contact Record Type	Applicant
Middle Initial		Account Name	
Title		Status	
Council District	4	Gender	Female
# of Board Memberships	0	Ethnicity	
Qualifications	Knowledge of city/county government, marketing experience, serve on Visit Salt Lake membership committee, parent of two young kids and Clark Planetarium member!	Diversity	
Member Id		Comments	
		Other	

### Contact Information

Send mail to		Mobile	
Home Phone	[REDACTED]	Other Phone	[REDACTED]
Phone		Business Phone	
Fax		Business Fax	
Email	[REDACTED]	Business Email	
Mailing Address	[REDACTED]	Other Address	[REDACTED]
Created By	Boards and Commissions Liaison, 6/13/2018 9:12 AM	Last Modified By	Boards and Commissions Liaison, 6/13/2018 9:12 AM
Description			

### Activity History

#### Email: Application Successfully Submitted

Related To	APP00004178
Task	<input checked="" type="checkbox"/>
Due Date	6/13/2018
Assigned To	Boards and Commissions Liaison
Last Modified Date/Time	6/13/2018 9:12 AM
Comments	<p>To: bianca.shreeve@gmail.com</p> <p>CC:</p> <p>BCC:</p> <p>Attachment: --none--</p> <p>Subject: Application Successfully Submitted</p> <p>Body:</p> <p>Thank you for your submission. We appreciate your interest in Salt Lake County's Boards and Commissions process. We have received your application and are submitting it for review and consideration to the appropriate board coordinator. We will be in contact with you shortly for the next steps involved in the selection process. If you are selected for an interview, you can expect a phone call from the Board Coordinator.</p>

Thank you, again, for your interest in serving. We do appreciate the time you invested in this application.

Regards,

Salt Lake County Boards & Commissions

[boards@slco.org](mailto:boards@slco.org)

## Applications

**APP00004178**

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Board **Clark Planetarium Advisory Board**

Date **6/13/2018**

## Notes & Attachments

**PDF\_BiancaLyon\_2018.pdf**

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Type **Attachment**

Last Modified **Boards and Commissions Liaison**

Description

[View file](#)

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# **Bianca A. Lyon**



## **EDUCATION**

Master's of Public Administration (2012): University of Utah, Salt Lake City, Utah.

Bachelor's of Science in Political Science (2006): University of Utah, Salt Lake City, Utah.

## **PROFESSIONAL EXPERIENCE**

### **City Creek Center: Marketing and Tourism Specialist (Mar. 2017 – present) Salt Lake City, UT**

- Draft, manage, and oversee all aspects of City Creek Center's tourism marketing efforts aimed at attracting attract domestic, international, and regional shoppers to City Creek Center.
- Foster, develop, and maintain positive relationships and represent City Creek Center with tourism partners including Utah hotels, attractions, Visit Salt Lake and Utah Office of Tourism and other tourism membership organizations.
- Manage development of creative and advertising materials for use in City Creek Center's outreach and marketing efforts.
- Participate in aspects of City Creek's overall marketing plan process including budget preparation, action plan details and overall document preparation.
- Oversee holiday Santa set operations; execute center events and promotions relevant to marketing and business objectives.
- Serve as Manager on Duty as scheduled by the General Manager.
- Oversee Customer Service team.

### **Salt Lake City Department of Airports: Public Relations and Marketing Manager (Apr. 2014 – Mar. 2017) Salt Lake City, UT**

- Served as spokesperson to the media on topics relating to airport operations, travel information and the terminal redevelopment program.
- Represented airport at stakeholder meetings, managed outreach and community education for the airport's \$2.9 billion terminal redevelopment program.
- Developed and oversaw implementation of communications strategies and community relations opportunities to tourism partners and organizations.
- Served as liaison between airport and Airports Council International-North America and represented airport as panelist at national conferences.
- Worked with airlines, concessions and other airport tenants on media outreach, including the launch of new routes, store openings and programs.
- Oversaw the airport's \$80,000 website redesign. Managed social media and website for the Salt Lake City International Airport, including content from various departments and airport tenants.

### **Salt Lake City Mayor's Office: Assistant to the Chief of Staff (Feb. 2010 – Apr. 2014) Salt Lake City, UT**

- Represented the Mayor and Chief of Staff at community, professional, and city related events and activities.

- Served as spokesperson for the Mayor's Office regarding specific policies, proposals and projects.
- Researched, developed, and advised on policy issues within the Mayor's Office; including the City's idle free ordinance, and issues related to special events.
- Directed special projects and provided administrative support to Chief of Staff and Mayor's Office Executive Team.
- Managed Mayor Becker's social media networks, and served as a member of the Mayor's Communications team regarding messaging, communications, press opportunities and outreach.

**Salt Lake City Mayor's Office: Executive Assistant to the Mayor (Jan. 2008 – Feb. 2010)**

**Salt Lake City, UT**

- Served as Executive Assistant to Mayor Ralph Becker; including coordination of professional invitations and media opportunities, as well as business, professional, political, and community relationships.
- Drafted talking points, official letters, e-mail correspondence, and communications on behalf of Mayor Ralph Becker.
- Represented Mayor during key City and Community meetings.
- Facilitated special projects as determined and assigned by the Mayor.

**OTHER PROFESSIONAL EXPERIENCE**

The Leonardo: Management Assistant (2007)

Salt Lake City, UT

Ralph Becker for Salt Lake City Mayor: Events Coordinator (2007)

Salt Lake City, UT

U.S. Conference of Mayors: Hinckley Institute of Politics Intern (2005)

Washington, DC

**REFERENCES**

**David Everitt, Moab City Manager** [REDACTED]  
Moab, Utah

**Beth Levine, Communications Consultant** [REDACTED]  
SmartMouth Communications

**Maria Farrington, Executive Director** [REDACTED]  
Holy Cross Ministries



## Board Appointment Approval

**Ben McAdams**

Salt Lake County Mayor

**Erin Litvack**

Deputy Mayor, County Services

**Rick Graham**

Deputy Mayor, Operations

**Karen Hale**

Deputy Mayor, Community  
& External Affairs

**Darrin Casper**

Deputy Mayor, Finance  
& Administration

On the 17th day of July 2018 the Salt Lake County Council consents to the appointment of Ms. Bianca Lyon as a member of the *Clark Planetarium Advisory Board*.

Her first, three-year term began July 1, 2018 and will end June 30, 2021.

Salt Lake County Council

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Aimee Winder Newton  
Chair, Salt Lake County Council

Attest:

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Sherrie Swensen, County Clerk

Please instruct the Council Clerk to return this form to Anna Vukin-Chow in the Mayor's Office, N2- 100 to process this appointment.