

# Application Form

## Profile

Banca \_\_\_\_\_ Lyon \_\_\_\_\_  
First Name Middle Initial Last Name

\_\_\_\_\_  
Home Address

Utah State Office of Tourism \_\_\_\_\_  
Employer Job Title

\_\_\_\_\_ Drive \_\_\_\_\_  
Home Address Suffix or Apt

\_\_\_\_\_ UT \_\_\_\_\_  
City State Postal Code

\_\_\_\_\_  
Primary Phone

## Which Boards would you like to apply for?

\_\_\_\_\_  
 Clark Planetarium Advisory Board: Appointed

## Referred by:

\_\_\_\_\_  
 Ashton Thompson

## Qualifications

### Please tell us about yourself.

Banca has a broad background in marketing and community relations. She is a long-time member of Clark Planetarium and is passionate about the mission of the organization.

### Why are you interested in serving on a board or commission?

Banca has served one three-year term on the Clark Planetarium Advisory Board and, as allowed by the Board bylaws, would like to serve a second term.

### What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

### What unique perspectives could you bring to the board?

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## Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

**Are you a Salt Lake County employee?**

Yes  No

**Are you a current member of another Salt Lake County board or commission?**

Yes  No

**Race/Ethnicity \***

None Selected

**District \***

District 1

**Gender Pronouns \***

None Selected

**Age Range \***

**Languages \***

None Selected

**Political Affiliation**

None Selected

# **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**

### **Utah Office of Tourism: Community and Partner Relations Director (Apr. 2020 – present) Salt Lake City, UT**

- Execute the Utah Office of Tourism's responsible travel initiative, Forever Mighty.
- Create and execute partnership development strategies for the Utah Office of Tourism.
- Oversee partner relations outreach for Utah Office of Tourism, including state agencies, industry stakeholders and local Destination Marketing Organizations.

### **City Creek Center: Marketing and Tourism Specialist (Mar. 2017 – Mar. 2020) 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 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.
- Develop and execute social media strategies aimed at increasing tourism business to City Creek Center.
- Participate in aspects of City Creek's overall marketing plan process including budget preparation, action plan details and overall document preparation.

### **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.

**VOLUNTEER SERVICE**

Board Member, Clark Planetarium

**REFERENCES**

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]