

WEST VALLEY CITY

THE FOOD CAPITAL OF THE WORLD.

2026-2031 MARKETING PLAN

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2026-2031

WEST VALLEY CITY MARKETING PLAN

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EXECUTIVE SUMMARY

West Valley City has an opportunity to become known for something no other city can authentically claim: The Food Capital of the World.

While many cities compete to be everything to everyone, the strongest brands own a single, memorable idea. This strategy positions West Valley City as the epicenter where culture, community, and cuisine come together to create an identity that is authentic and unmistakable.

This is a citywide brand strategy that aligns communications, economic development, tourism, events, and community engagement around one clear vision. Every campaign, partnership, and story should reinforce the same message: the world already lives here.

West Valley City can own a single memorable idea: The Food Capital of the World.

WHY THIS PLAN MATTERS

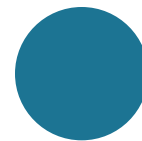
People remember one thing about successful brands. Cities should be no different.

Rather than promoting dozens of unrelated messages, this strategy focuses resources on a single positioning that supports tourism, business attraction, resident pride, and economic development.

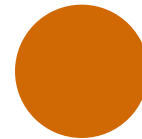
The brand should become a practical organizing system for City communications, events, partnerships, economic development, and community storytelling.

The Core Brand Logic

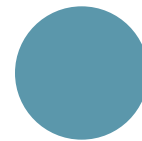
A focused brand helps every department tell the same story in different ways.



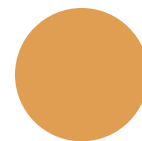
Food



Culture



Community



Destination

CURRENT BRAND ASSESSMENT

West Valley City already has many of the ingredients required for a distinctive regional brand. The opportunity is to connect those strengths under one memorable position.

Strengths

Diverse population, authentic international food scene, strong events program, growing social presence, and central regional location.

Challenges

Weak statewide brand identity, competition from neighboring cities, and limited awareness of restaurant diversity.

Opportunity

Become synonymous with international food and community pride.

Strategic Need

Move from many disconnected messages to one public story that residents, businesses, partners, and visitors can repeat.



BRAND PLATFORM

Position

West Valley City is the Food Capital of the World.

Supporting Message

The world already lives here.

Internal Movement

WVC IS ME

Brand Personality

- Welcoming
- Authentic
- Energetic
- Diverse
- Optimistic
- Community-driven

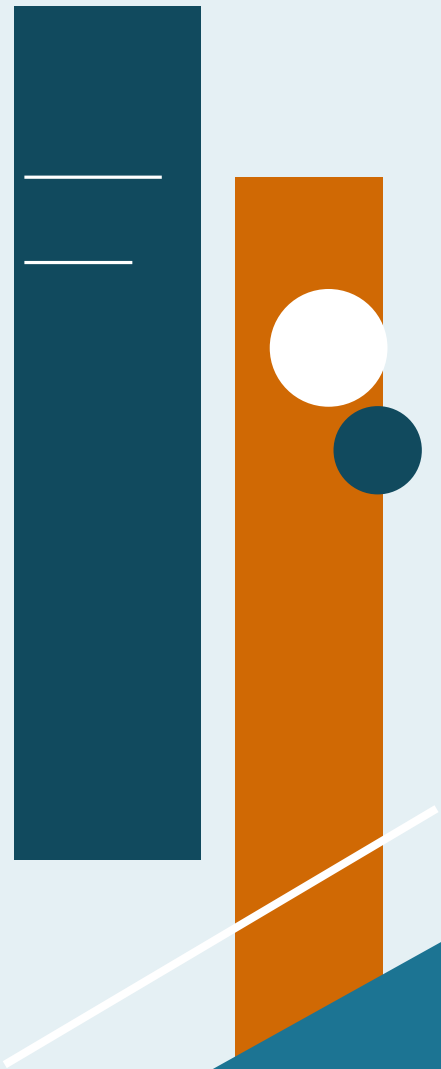
Every resident belongs. Every culture has a seat at the table.

WEST VALLEY CITY

FOCUS

STRATEGIC PILLARS

3-5 YEAR MARKETING & BRAND STRATEGY



STRATEGIC PILLARS

1

Own Food

Create weekly restaurant features, chef stories, a Restaurant Passport, interactive food map, Food Friday, awards, creator partnerships, and seasonal campaigns.

2

Build Community Pride

Expand WVC IS ME through merchandise, resident storytelling, neighborhood activations, volunteerism, youth engagement, and signature events.

3

Drive Economic Development

Support restaurant recruitment, culinary entrepreneurs, business retention, corridor activation, and partnerships with chambers and tourism organizations.

4

Become a Destination

Develop itineraries, influencer trips, regional advertising, media outreach, food festivals, and travel content that attracts visitors.

TARGET AUDIENCES

The brand should speak to the people who already make West Valley City strong and the audiences who can help grow its reputation.

Residents	Regional visitors	Food enthusiasts
Restaurant owners	Entrepreneurs	Developers
Media	Content creators	Prospective residents

A successful rollout should give each audience a clear reason to participate: pride, discovery, business opportunity, investment confidence, or a better story to share.



MARKETING STRATEGY

The marketing strategy should connect owned, earned, paid, partner, and experiential channels so every touchpoint reinforces the same brand.

Channel Mix

- Owned Media: social channels, website, and newsletters.
- Earned Media: local and national food stories.
- Paid Media: regional campaigns around signature events.
- Partnerships: restaurants, influencers, schools, tourism, and chambers.
- Experiential: festivals, passports, tastings, markets, and community nights.

Every campaign should make the Food Capital of the World easier to see, easier to visit, and easier to share.

SIGNATURE INITIATIVES

01

Food Friday

A weekly restaurant and food-story feature that trains residents and visitors to expect a steady cadence of discovery.

02

Restaurant Passport

A citywide dining challenge that encourages exploration, repeat visits, and measurable participation.

03

Taste of West Valley City

A signature event platform that gives restaurants, residents, and partners a common celebration point.

04

Restaurant Toolkit

A resource package that helps local restaurants become ambassadors for the Food Capital of the World brand.

RESTAURANT TOOLKIT

The Restaurant Toolkit is a resource package that helps local restaurants become ambassadors for the Food Capital of the World brand.

It Includes

Brand Assets

Logos, social media graphics, window decals, and marketing materials.

Content Support

Ready-to-use captions, templates, and professional photo/video opportunities.

Promotion

Inclusion in the Restaurant Passport, food map, Food Friday, city campaigns, and signature events.

Business Resources

Marketing workshops, photography tips, and digital marketing best practices.

Recognition

A certification and awards program to celebrate participating restaurants.

Goal **Make it easy for every restaurant to promote both their business and West Valley City's identity, creating a unified brand that the entire restaurant community helps build.**



CONTENT STRATEGY

Maintain a consistent visual identity and reinforce the primary brand message in every campaign.

Recurring Series

- Food Friday
- Behind the Kitchen
- Meet the Owner
- Hidden Gems
- World Tour Wednesdays
- History Through Food
- Community Stories
- Restaurant Challenges

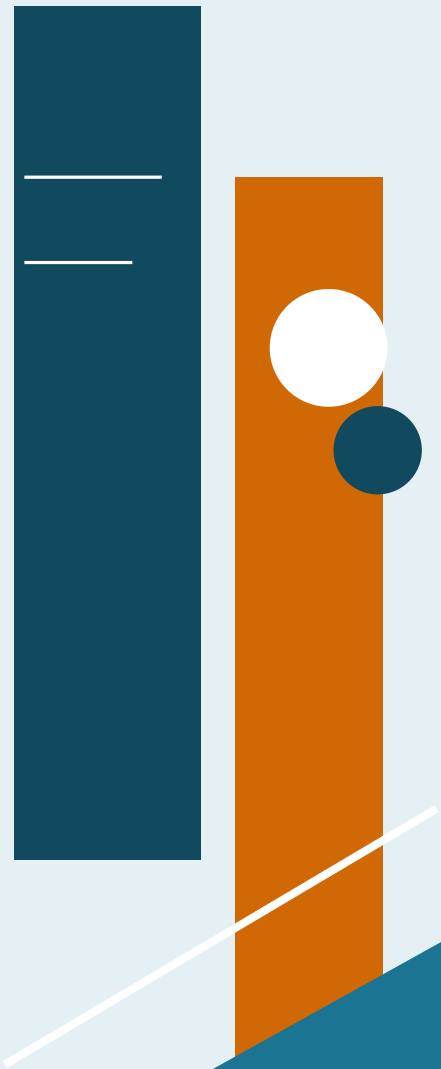
The brand becomes real when residents see it every week in stories, events, and local business activity.

WEST VALLEY CITY

TIMELINE

IMPLEMENTATION ROADMAP

3-5 YEAR MARKETING & BRAND STRATEGY



IMPLEMENTATION ROADMAP

Phase	Focus	Priority Moves
Year 1	Establish the Brand	Finalize identity, launch messaging, Restaurant Passport, food map, weekly content, creator partnerships, and baseline metrics.
Year 2	Expand the Movement	Launch annual food festival, restaurant awards, regional advertising, expanded partnerships, and WVC IS ME integration.
Year 3	Own the Conversation	Become Utah's recognized food destination through statewide PR, signature events, culinary ambassadors, and investment attraction.
Years 4-5	Scale	Pursue national recognition, expand tourism partnerships, measure economic impact, refine, and sustain successful programs.

KPIS

Success should be measured through community pride, local business strength, visitor activity, and brand visibility.

● **Brand awareness**

● **Resident pride**

● **Restaurant openings and retention**

● **Sales tax growth**

● **Visitor counts**

● **Hotel stays**

● **Website traffic**

● **Social engagement**

● **Media mentions**

● **Event attendance**



GOVERNANCE & DEPARTMENT ROLES

Marketing leads the brand, but every department reinforces it.

Parks, Library, Police, Fire, Economic Development, Public Works, Mayor, and Council should align projects and messaging with the city's core positioning.

Operating Principle

- Use the brand platform to guide campaign planning and public-facing language.
- Connect department projects to food, culture, community pride, or destination value where appropriate.
- Review major events and campaigns against the core message: The world already lives here.

The brand works when it becomes a shared operating system, not a marketing-only campaign.

APPENDIX

This designed PDF organizes the supplied West Valley City Marketing Plan content into a presentation-ready strategy document.

Suggested Production Next Steps

- Replace placeholder image blocks with approved West Valley City photography: restaurants, chefs, families, markets, events, and neighborhood food corridors.
- Add the official City logo and any approved campaign identity for WVC IS ME.
- Confirm final KPIs, owners, and baseline metrics before public release.
- Use this version as the structured design draft for review, editing, and final visual production.