



Nicole Martin

Prepared to successfully navigate Herriman's future

With a wealth of government, communications and economic development experience, I have the knowledge to elevate our community by being your advocate for limited, but responsive government, fiscal responsibility and smart development for high quality of life.

Extensive Government Knowledge

I worked for Herriman City for nearly four years, as both their first economic development director and their first public information officer (PIO). In short, I know Herriman--its unique issues, the city

council, the mayor and the staff.

Having worked in local government for more than five years, I also have an in-depth understanding of government, ensuring I can "hit the ground running", with Herriman benefitting from my established relationships with agencies, legislators, elected officials and with governments at the city, county and state levels.

Responsive Resident Communications

As the PIO for Herriman City, I handled multiple crisis situations, most notably, the Machine Gun Fire in 2010. My goal was and continues to be open, frequent communication with residents to empower them in the governing of their city.

With that in mind, I launched the city's social media outreach, earning Herriman the reputation for being the leader in innovative communications to residents.

Actual Economic Development Experience

As the Economic Development Director for Herriman City, I focused on building the foundation necessary to create a sustainable economic future that would ensure we would have a strong sales tax base and not unduly burden our citizens with high taxes.

Successful activities included:

- Worked with Salt Lake Community College to find a suitable location for their campus and was part of the working group to create the Herriman Campus Master Plan;
- Rebranded Herriman City to better reflect the young demographic and appeal to businesses;
- Created a marketing packet and represented Herriman at the largest convention for the shopping center industry, The International Council of Shopping Centers (ICSC);
- Established and led the Economic Development Committee, comprised of residents, businesses, developers and city staff;
- Secured a \$150,000 legislative appropriation to start the Herriman Innovation Center, with the intent of creating a small businesses incubator program.

Boards

Mountain West Small Business Finance

Marketing committee for the Economic Development Corporation of Utah (EDCUtah)

My participation in both of these boards is highly beneficial to Herriman during our current high-growth phase.

About Me

My husband, Dave and I have three children: two daughters and one son. Like many families in Herriman, my family lives and breathes soccer, enjoying hours upon hours at the beautiful parks in our city.

I am currently the communications director for Sandy City, responsible for all citizen outreach, social media innovation, legislative work and media relations.

When not working or watching soccer, Dave and I like to escape on our Harley-Davidson with 80s music on and cell phone off.