



More Content.
Better Engagement.



SUCCESS STORY:

CITY OF EAGLE



Name	Date	Time	Location
Coffee with the Mayor	November 9, 2022	9:00 AM - 10:00 AM	Community Hall
Historic Preservation Commission	November 9, 2022	9:00 AM - 10:00 AM	Community Hall
Special City Council Meeting <small>Due to Ada County voting at City Hall, the City Council meeting is moved to Wednesday, November 9th.</small>	November 9, 2022	9:00 AM - 10:00 AM	Community Hall
Public Hearing - #: ZOA-04-22	November 9, 2022	9:00 AM - 10:00 AM	Community Hall
Mayor's Youth Advisory Council - Canceled	November 9, 2022	9:00 AM - 10:00 AM	Community Hall
Design Review Board	November 9, 2022	9:00 AM - 10:00 AM	Community Hall
Eagle Urban Renewal Agency	November 9, 2022	9:00 AM - 10:00 AM	Community Hall
Coffee with the Mayor	November 9, 2022	9:00 AM - 10:00 AM	Community Hall
Eagle Library Board	November 9, 2022	9:00 AM - 10:00 AM	Community Hall
Parks, Pathways and Recreation Commission	November 9, 2022	9:00 AM - 10:00 AM	Community Hall

CITY OF EAGLE | 660 E. CIVIC LANE | EAGLE, ID 83818 | WWW.CITYOFEAGLE.ORG

SUMMARY



The City of Eagle nestled away in the Boise foothills in Ada County, Idaho.



Already an Mvix client, the city needed a different digital signage solution to make communications about meetings, events, and classes happening at the library and the city hall more accessible.



Mvix deployed a custom digital signage solution for the city featuring their new content management system, Mvix CMS V3.



The city's newly-implemented system comprises six devices: three inside city hall and three at the library. Additionally, the City of Eagle implemented 2 custom packages with Mvix to integrate with their website calendar, which helps save their staff's time.



Following the implementation of the network, the City of Eagle now has an intuitive and easy-to-use platform for creating and updating details about upcoming events, classes, and meetings.

INTRODUCTION

The **City of Eagle** is a rural suburb of Boise in Ada County, Idaho. The last few years have seen the city's population grow following in-migration from neighboring states, with the current population standing at roughly 33,000 people.

The city's Eagle Public Library (EPL) offers several free classes and programs structured for various age groups. It strongly advocates for early literacy and offers programs for young children. Adults also get to participate in crafts, support groups, book clubs, knitting for charities, and more free classes several times a month.

EPL is set to be the first library in Idaho to be certified as a Family Place Library. This certification requires that EPL provide bi-annual 5-week courses for kids and their parents at the library. The library will provide early development toys for the kids and parents to play with and bond over. A trained library director and professionals such as physicians, speech pathologists, early childhood development experts, and nutritionists will be available to provide educational resources, talk to the parents and answer any questions.

The City of Eagle hosts several events and service projects throughout the year. These events, including the

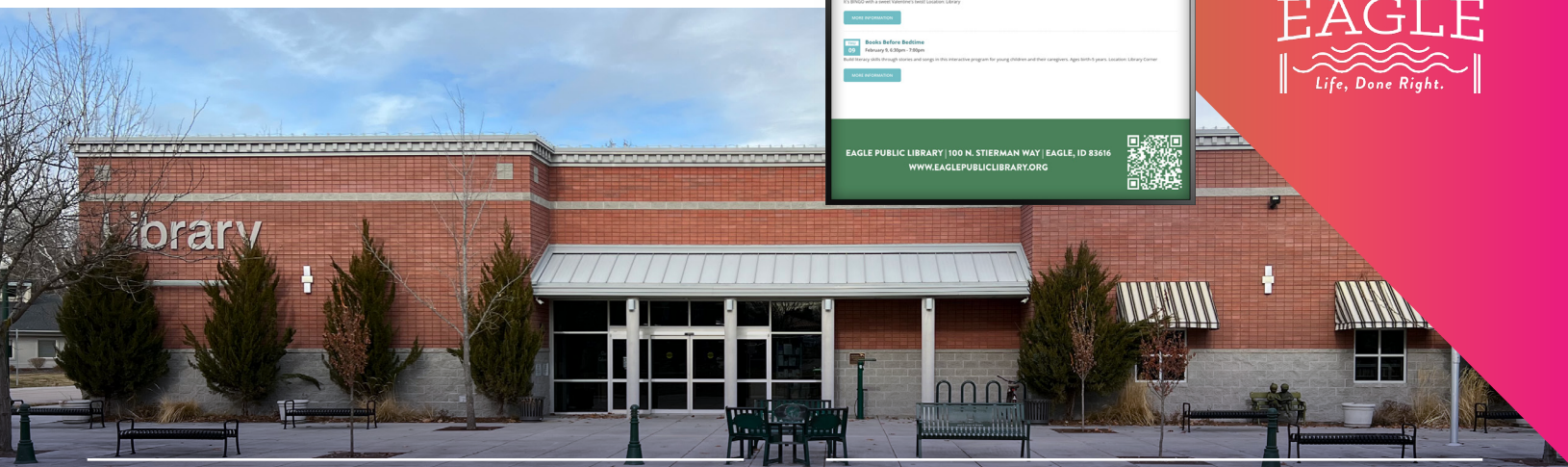
Eagle Fun Days, Veterans Day Breakfast, Harvest Fest, Jazz Festival, and the occasional Trash Bash Clean-up events, help to bring the community together. More new events are lined up, with the city aiming to eventually host a major city event every month.

"Life, Done Right!" is the city's motto. The residents do this by maintaining a family oriented community that invests in each other's well-being. The city organizes events that foster better relationships by providing opportunities for everyone to get together, work together, and have wholesome fun while at it.

UPCOMING EVENTS

- Storytime!**
February 5, 10:00am - 11:00am
Read story books through stories and songs in this interactive program for young children and their caregivers. Ages birth-5 years. Location: Community Hall.
- Kid's Class: Button Trees**
February 7, 4:00pm - 5:00pm
Read story books through stories and songs with buttons. Location: Community Hall at Eagle City Hall.
- Music and Rhythm**
February 8, 10:00am - 11:00am
Read story books through stories and songs in this interactive program for young children and their caregivers. Ages birth-5 years. Location: Community Hall.
- Choice: A Read What You Want Book Club**
February 8, 10:00am - 11:00am
Share your recent favorite books, and learn what others are reading! Second Wednesday of each month at 11am.
- Teen Class: Parents' Wall Hanging**
February 8, 6:00pm - 8:00pm
Get creative with patterns and design a colorful wall hanging! Exclusively for ages 13-18. Location: Library Center.
- Storytime!**
February 9, 10:00am - 11:00am
Read story books through stories and songs in this interactive program for young children and their caregivers. Ages birth-5 years. Location: Outside on Library.
- Kid's Class: Valentine's BINGO**
February 9, 4:00pm - 5:00pm
A BINGO with a twist! Handmade at Eagle Public Library.
- Books Before Bedtime**
February 8, 6:00pm - 7:00pm
Read story books through stories and songs in this interactive program for young children and their caregivers. Ages birth-5 years. Location: Library Center.

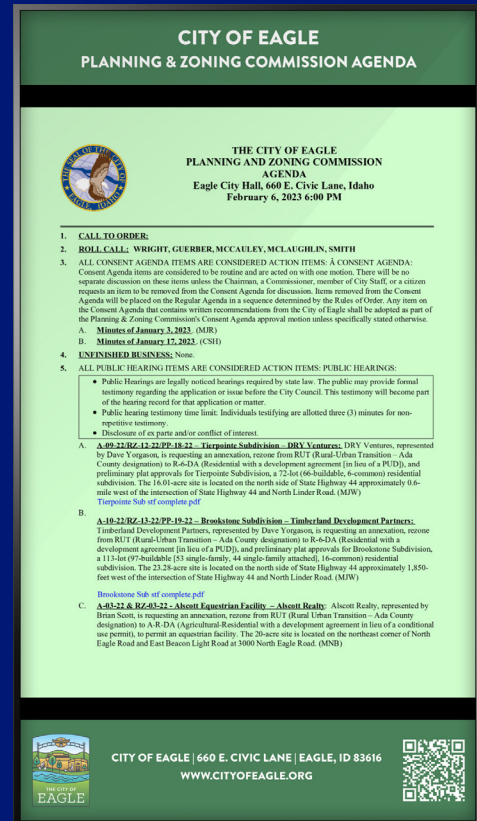
EAGLE PUBLIC LIBRARY | 100 N. STIERMAN WAY | EAGLE, ID 83616
WWW.EAGLEPUBLICLIBRARY.ORG



THE CHALLENGE

The City of Eagle wanted a solution that would allow them to seamlessly display images, videos, and calendar listings to advertise City Hall and library events, meetings, and classes. The ideal solution would be one that also offers great flexibility in changing content and showing updates quickly, as the City has an events-packed calendar every year. The city needed a solution that would save time and require minimal staff engagement when sending out communication on events and classes.

Fortunately, the city is quite familiar with the many benefits of digital signage and how the right solution could help achieve all these objectives. This is because the city has had four non-touch Plus devices on Mvix's V2 platform at the public library. How well things have been going with the initial digital signage deployment and the city's growing needs informed the need to upgrade and scale the digital signage solution.



Choosing Mvix Digital Signage Solutions

“Choosing Mvix for our digital signage deployment wasn't based solely on our previous experience,” noted John Gonzales, IT Technician for the City of Eagle.

“The excellent experience certainly played a significant role in the decision.”

The pricing was, indeed, one of the primary factors behind the decision. Incurring a one-time cost with no ongoing fees after the system deployment is great for the city's budget. The city was also impressed with the flexibility and ease of accessing the online management portal from anywhere for remote system management.

That said, the city invested time in conducting thorough research and confirmed that the Mvix solution was the best one for their needs. It also helped that there was plenty of great information online on the product features, how it works, and why it would be a good fit for the city's needs. The online product demo further helped the city better understand what the platform can do and what to expect reasonably.

Lastly, the many great reviews and testimonials from other clients helped to inspire even more confidence in Mvix's platform. The city was sold not just on what Mvix had to say but what others had to share about their experience with the company and our products.

“ We wanted a solution we could access at any time, from anywhere. The system has made working from home stress-free for our team.”

John Gonzales, IT Technician for the City of Eagle.

DEPLOYMENT AND USAGE

What City of Eagle needed:



Share important details and updates on calendar events and meetings



Flexibility to change content and show updates quickly through custom template automation



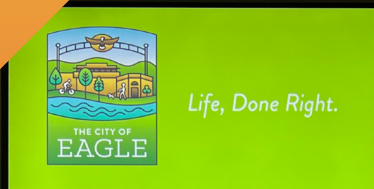
Inspire interest and drive up the attendance numbers for all events

With their needs established, The City of Eagle engaged with Mvix with expert advice on the best solutions to communicate with its residents.

Mvix's team successfully implemented two deployments with the City of Eagle in two locations, in addition to professional services.

- 3 Plus devices at the City Hall
- 3 Lite devices at the Library
- Upgrade to the latest content management system - Mvix CMS v3.
- Custom Interactive Innovations packages that integrate with the city's calendar.
- Professional services - personalized staff training, implementation assistance, technical support





WED 18 JAN 2023
11:26AM

CITY OF EAGLE EVENTS

Name	Date	Time	Location
Kids' Class!	January 24, 2023	04:30 PM - 05:30 PM	Community Hall 660 E Civic Ln Eagle, ID
Coffee with the Mayor - Canceled	January 25, 2023	09:00 AM - 10:00 AM	Council Chambers 660 E Civic Ln Eagle, ID
Teen Class! Ages 13-18	January 25, 2023	04:00 PM - 05:00 PM	Eagle Library 100 N Stierman Eagle, ID
Storytime! Ages 0-5	January 26, 2023	10:30 AM - 11:00 AM	Eagle Library 100 N Stierman Way Eagle, ID
Kids' Class	January 26, 2023	04:30 PM - 05:30 PM	Eagle Library 100 N Stierman Way Eagle, ID
Books Before Bed Storytime	January 26, 2023	06:30 PM - 07:00 PM	100 N Stierman Way Eagle, ID 83616
Kids' Class	January 28, 2023	02:00 PM - 03:00 PM	100 N Stierman Way Eagle, ID 83616

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Custom Interactive Innovations

The City of Eagle took advantage of Mvix's new Interactive Innovation sector to produce custom templates for their digital signage screens to showcase events through seamless automation. Under Ryno Colyn, Director of User Experience at Mvix, the city now has custom-designed templates featuring the city logo and brand color, as well as calendar automation to populate events occurring in the city. This will also produce analytical data for the City in tracking events and overall engagement.

“Ryno was fantastic to work with,” said Dana Biberston. “He was swift to answer any of our questions, open to all our ideas and changes, communicated his progress and vision easily, and kept us in the loop of all progress. We appreciated his expertise and willingness to listen to and implement several requests until we were able to finalize the product that would work best for our interests and needs. He helped make this a great experience from start to finish!”





WHY IT WORKED

The Results

While the digital signage rollout at The City of Eagle is still relatively recent, events have been well attended, and the displays have been helpful in communicating upcoming classes, meetings, and events.

The City of Eagle is, however, considering adding more digital signage solutions to the museum, parks, and other sites throughout the city in the future. Deciding to move ahead with these plans will be contingent on the impact of the current system and the response from the public.

If and when that time comes that the City of Eagle needs to scale its digital signage network even further, they have made it clear that Mvix would be the provider of choice.

Key Success Contributors

Mvix worked closely with the city to fully understand their needs and what they hoped to achieve with the digital signage. The company's client coordinator ensured both parties were on the same page regarding

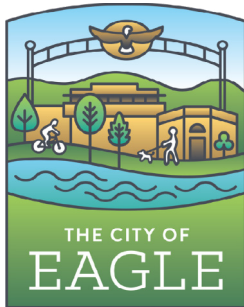
the project's specifics before moving on to the implementation phase.

Implementing the digital signage solution for the City of Eagle was quite seamless. Mvix's highly-skilled and experienced technical team ensured flawless deployment with no delays.

In addition to the product demo, Mvix's team provided in-depth training to the city's staff, who would be managing the newly deployed digital signage network. The platform is inherently user-friendly, and with the training, the city's staff were confident that they would have no trouble designing and updating content for publishing. The many templates and layouts available have made it easy for the city's personnel to design content for publishing, which saves plenty of time.

"We are satisfied with the MVIX signage system," said John Gonzales. "The online CMS platform is super easy and responsive. The devices are very responsive to changes in the portal. MVIX technical support is very quick to respond to tickets and has been helpful." Colyn has reiterated Mvix's commitment to offering continued technical support to the City of Eagle and ensuring they get value for their investment.

ABOUT THE COMPANIES



The City of Eagle

The City of Eagle is a uniquely beautiful city with all the charm of a rural suburb, even though it is just ten miles from the state's capital. It was first settled in 1862, as people moved there for the gold, and it has remained a gem to this date.

The city holds many events every year and is looking to add even more. For all the fun and joy that comes with these events the city honors its heritage, history and tradition by maintaining its small-town charm.

Discover more about the [City of Eagle](#), including local government, community, businesses, and more.

Mvix

Mvix is a leading digital signage company providing end-to-end solutions for clients across various verticals. From waiting room and lobby signage to video walls, menu boards, wayfinding signs, and interactive kiosk displays, Mvix will provide you with precisely what you need.


The company was founded in 2005, and right from the beginning, its unrelenting dedication to 100% customer satisfaction has remained steady. Among these clients include local councils and government agencies. With its powerful software, robust media players, hundreds of data apps and integrations, and professional management services, Mvix has successfully designed and implemented digital signage solutions for its clientele, which currently stands at over 18,000 clients. [Get a glimpse](#) of Mvix's biggest update ever, Mvix CMS v3.

CONTACT INFORMATION

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