

2012★2013 ANNUAL REPORT

BUILDING A DYNAMIC AND DIVERSE COMMUNITY THAT IS THE REGIONAL
CENTER FOR CULTURE, COMMERCE AND ENTERTAINMENT.



ABOUT THE DOWNTOWN ALLIANCE

The Downtown Alliance is dedicated to building a dynamic and diverse community that is the regional center for culture, commerce and entertainment. Our vision is a downtown embraced by visitors and residents throughout the Intermountain West.

The Downtown Alliance promotes public and private partnerships that spur urban growth and economic activity in Salt Lake City's Central Business District. The 35 blocks within our boundaries are the region's central business, arts, culture and entertainment districts.

Established in 1991, the Downtown Alliance is partially funded through special assessment on commercial property. Our \$2 million annual budget is comprised of 40 percent special assessment funds and 60 percent private funding from events, sponsorships and cooperative marketing. The Downtown Alliance is a strategic partner of the Salt Lake Chamber, the largest business organization in the state of Utah.

Downtown Alliance

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Salt Lake City, UT 84111
801-359-5118
downtownslc.org

Photo Credits:
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INCOME*

CBID Management
\$900,250

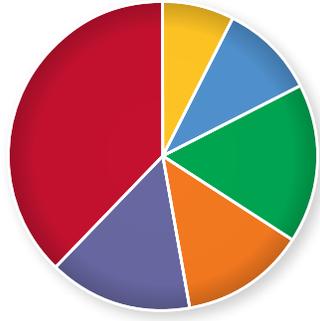
Community Relations
\$182,500

Community Building
\$235,100

Community Programming
\$389,700

Downtown SLC Presents
\$300,500

GREENBike SLC
\$349,500



EXPENSE*

Administration
\$676,632

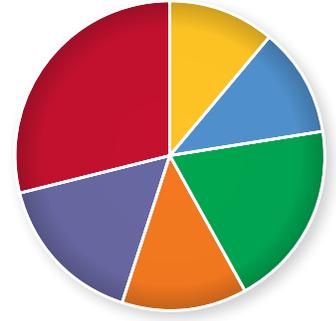
Community Relations
\$231,200

Community Building
\$261,542

Community Programming
\$444,849

Downtown SLC Presents
\$298,950

GREENBike SLC
\$367,605



*unaudited projected financials 2013-14

BOARD

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Property Reserve Inc.

Vasilios Priskos (Past Chair)
InterNet Properties, Inc.

Peggy Lander (Incoming Chair)
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Christina Alter
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Zions Bank

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David Golden
Wells Fargo Bank

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Infinite Scale Design

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Mayor Ralph Becker (Ex-Officio)
Salt Lake City

Mayor Ben McAdams (Ex-Officio)
Salt Lake County

Councilman Luke Garrott (Ex-Officio)
Salt Lake City Council

Scott Beck (Ex-Officio)
Visit Salt Lake

D.J. Baxter (Ex-Officio)
Redevelopment Agency of Salt Lake City

Babs De Lay (Ex-Officio)
Downtown Merchants Association

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Programs Manager

Nick Como
Communication Director

Alison Einerson
Winter Market Manager



A YEAR IN DOWNTOWN SALT LAKE CITY

There are many ways to think about building a city.

One involves brick and mortar buildings, occupancy rates and leases. Another is the emotional connection people have with their urban center. Four years ago, only 30 percent of Utahns said they felt a sense of ownership and connection to downtown. Today that number has nearly doubled. Just like the rest of downtown, people's love for their capital city is on the rise.

In just one year City Creek Center has made a real contribution to the larger downtown community. More than 16 million people experienced City Creek Center last year. The mixed-use project has been successful in its own right, dramatically increasing retail sales downtown and bringing new shoppers from across the region. But it has also been a catalyst for other investment—financial and emotional—in our larger downtown.

The Gateway and other independent retailers are also reinventing themselves in the constant evolution that is part of any healthy city. New retailers opening at The Gateway in the past twelve months include La Jolla Groves, Malawi's Pizza, Blickenstaff's, Called to Surf, Bon Bon, Brow Spa 24 and Tokyo City.

We applaud the efforts of all downtown retailers, large and small, to grow with new circumstances. We appreciate the intrepid small business owners, investors, residents, commuters, athletes and artists who made downtown shine this year.



In April 2013, the Airport TRAX Line opened, creating new connectivity from our international airport into the heart of downtown. In partnership with Salt Lake City, SelectHealth and other sponsors, the Downtown Alliance launched GREENbike SLC, a bike share system that connects office workers, residents and visitors to retail, entertainment and cultural venues.

New residents, offices, restaurants and shops are populating a downtown that is more vibrant than ever and there are many projects, plans and people to come. Other downtown businesses that opened doors last year include Eva's Bakery, Plum Alley, Pallet, Vivace, Zest Kitchen & Bar, Valter's Osteria, NATA Gallery, Chalk Garden Co-Op, and Manhattan Finds. The best part? These businesses are just a few examples of many opening doors in the Central Business District.

The soul of any city is made up of the people who love it and downtown belongs to everyone. We must continue the momentum generated by 2012's success and take downtown to the next level with projects such as the Utah Performing Arts Center, a streetcar system, a year-round public market and a convention center hotel.

The Downtown Alliance will continue to build a dynamic and diverse community that is the regional center for culture, commerce and entertainment. We proudly join with others who are building our city center and creating a shared future that is as bright and beautiful as all the people who love downtown.



FARMERS MARKET AND ART & CRAFT MARKET

For 21 years the Downtown Farmers Market has been creating community and building relationships between families, neighbors, farmers, food vendors, artists and other downtown businesses. The market draws over 200,000 annual visitors with 34 separate market days from June through October. Shoppers purchase food and produce from producers and farmers across the region. A signature event for Salt Lake City, the market has a significant impact on the Pioneer Park neighborhood, encouraging investment in a food-based, micro-economy around the park. It also acts as a giant test kitchen for dozens of local entrepreneurs who have launched successful brick and mortar businesses from the market.

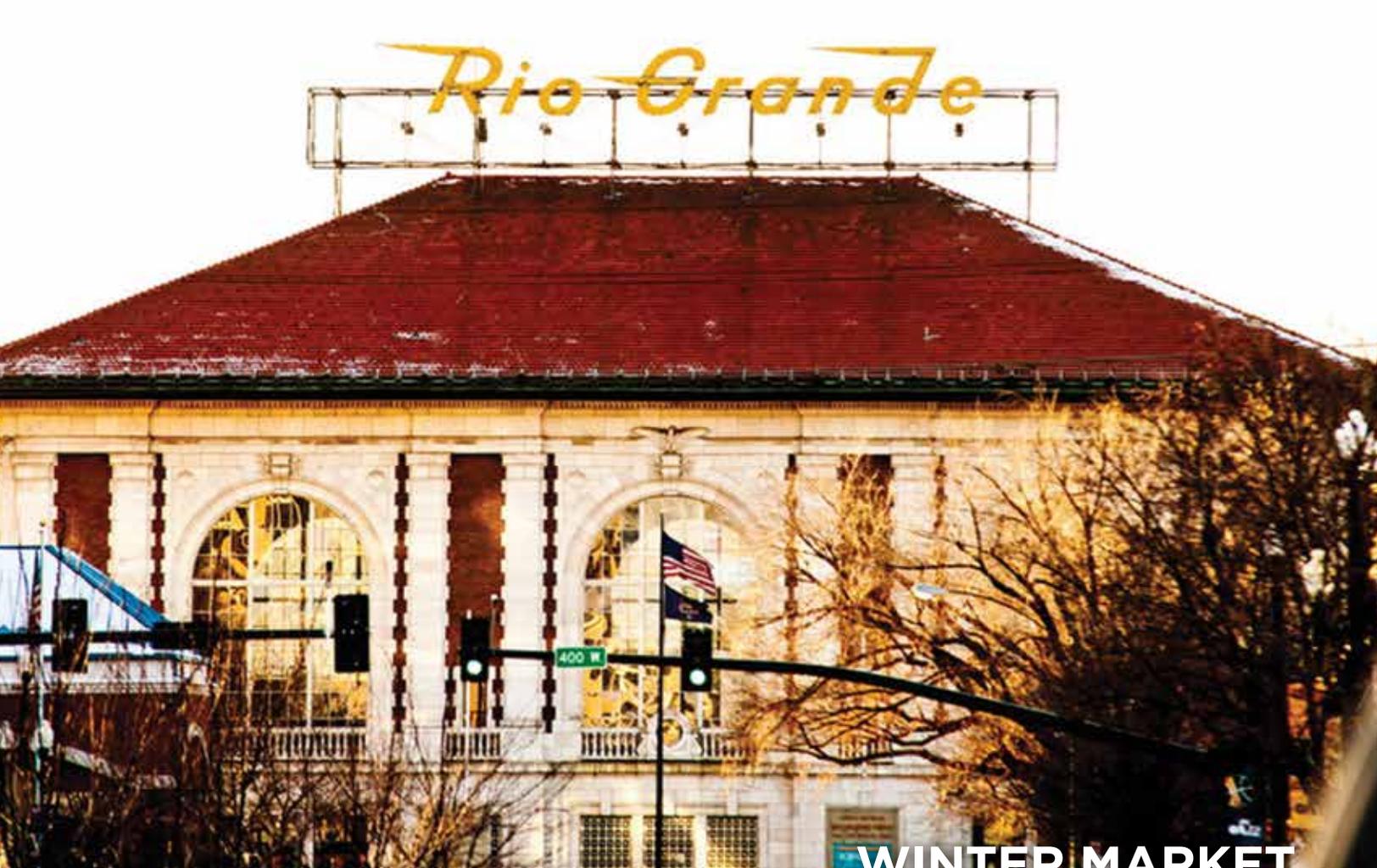
The adjacent Art and Craft Market creates a bustling outlet for local artists who share their talents with thousands of customers every weekend. Sales of art and crafts at the market create an important income source for dozens of Utah artists. Along with live music, non-profit outreach and community programming at weekly events, the Arts and Crafts Market is a defining feature of Saturday mornings in downtown.

2012 ACCOMPLISHMENTS

1. Celebrated the 20th anniversary of the market.
2. Expanded the season to 21 weeks.
3. Met attendance goals, averaging 10,000 visitors per week.

2013 GOALS

1. Increase attendance and economic impact by 20 percent.
2. Increase sponsorships and community outreach 20 percent.
3. Expand Tuesday market size and number of weeks.



WINTER MARKET

Building upon the success of the Farmers Market, the Downtown Alliance successfully launched a series of pop-up winter markets to enliven downtown through the year and support Utah's agricultural and prepared foods industries. The pop-up markets were held November to April at Rico's warehouse, Gallivan Center, Pierpont Place, Caputo's Market, The Hellenic Center and the Salt Lake Hardware Building. Each market averaged 45 vendors and 1000 patrons.

The pop-up winter markets laid the groundwork for a successful launch of a weekly winter Saturday market. Fulfilling one of the visions of Downtown Rising, the Downtown Alliance plans to launch a new Public Market that will continue to support development in the Rio Grande neighborhood.

2012 ACCOMPLISHMENTS

1. Obtained Farmers Market Program Promotion Grants totaling \$90,000.
2. Launched a series of winter pop-up markets with six unique markets throughout downtown.
3. Pop-up markets hosted over 4,500 shoppers and generated more than \$135,000 in vendor revenues.

2013 GOALS

1. Launch a weekly Saturday Winter Market from November to May.
2. Sign a lease agreement for a permanent winter market space.
3. Average 1,000 attendees per winter market.



HOLIDAYS IN THE CITY

From holiday lights at the Gallivan Center and Temple Square to the Macy's candy windows, our snow-draped city core is magical during the holidays. The Downtown Alliance creates events and environments to attract and delight regional audiences downtown in December. More than 19 miles of strands of bright LED lights, strung by the Downtown Alliance through city streets, tied the downtown holiday experience together.

From November 23 through the new year, holiday visitors hopped on and off the new free Jingle Bus circulating between The Gateway, Temple Square, Gallivan Center and City Creek Center. Spontaneous caroling, free holiday light tours and cross shopping between retail outlets were all happy by-products of this new program.

The Holiday Market at the Gallivan Center brought new charm to our urban center with a focus on local and handmade goods. Fire pits, hot chocolate and one-of-a-kind gifts created a complementary experience to retail shopping and ice-skating and holiday programs such as Ballet West's Nutcracker.

2012 ACCOMPLISHMENTS

1. Launched Jingle Bus circulator, connecting downtown's holiday landmarks for 36 days from November 23rd through the new year.
2. 19 miles of LED lighting strung throughout the CBD.
3. Launched holiday market at Gallivan Center, bringing downtown's first true outdoor winter shopping experience.

2013 GOALS

1. Expand ridership and hours of jingle bus circulator to provide greater connection to downtown's holiday landmarks.
2. Increase attendance and economic impact of holiday market by 20 percent.
3. Expand holiday lighting program to 25 miles of strands through additional public-private partnerships.



EVE

Held December 29, 30 and 31, EVE celebrates the coming new year in a safe, family-friendly, inclusive environment in the heart of Utah’s capital city. EVE is more than just a party—it’s an expression of optimism, creativity and community. For three nights diverse groups are drawn to our region’s urban center to share in art, culture, music, and winter activities. These common experiences connect us to our Capital City and to each other. EVE is unique to Utah. It was created to build on our Olympic legacy, as we celebrate the dawning of a healthier and happier new year. It is designed to break down barriers, build relationships and celebrate our shared humanity.

EVE sponsors include Wells Fargo, the LDS Foundation, Comcast, Intermountain Healthcare, Rio Tinto Kennecott Utah Copper, Salt Lake City, The Truth, Swire Coca Cola, LDS Hospital, Harmons, American Express, City Creek Center, Salt Lake County’s Zoo Arts and Parks and Now Playing Utah.

This year EVE was hosted at the Gallivan Center, The Gateway, Discovery Gateway, Clark Planetarium, the Church History Museum, Tabernacle, Assembly Hall, the Joseph Smith Memorial Building, Off Broadway Theater, Salt Lake Art Center, Broadway Center Cinemas, Discovery Gateway and The Leonardo.

2012 ACCOMPLISHMENTS

1. Increased community participation with new community partners, including The Leonardo, Discovery Gateway, and The Gateway.
2. Three nights of local and national headlining musical acts at the Gallivan Center.
3. Total attendance of all venues reached over 40,000.

2013 GOALS

1. Capitalize on the indoor-outdoor capabilities of the Salt Palace Convention Center.
2. Increase attendance and economic impact by 25 percent.
3. Increase community participation by bringing on additional sponsors and community partners.



DINE O' ROUND

Downtown Salt Lake City is the culinary capital of Utah and Dine O' Round is one of the best opportunities to sample some of our state's finest dining options. For two weeks, over 40 downtown restaurants offer a special prix fixe menu for lunch and dinner bringing new patrons to their tables and creating lasting customers. Diners enjoyed two-course lunches for \$5 or \$10 and dinners for \$15 or \$30, depending on the restaurant.

Restaurants who participated reported sales increases of up to 50 percent during the two-week promotion. In 2013, Downtown Dine O' Round will return bigger than ever with a goal of including 50 restaurants and will introduce a new spring promotion to boost restaurant sales during the off-season.

2012 ACCOMPLISHMENTS

1. Used social media and digital advertising to drive foot traffic to restaurants.
2. Targeted spending on print and traditional media campaigns to support social media efforts.
3. Developed a new brand for Dine O' Round linked more closely to other downtown branding.

2013 GOALS

1. Expand social media and digital advertising campaigns by 20 percent to increase foot traffic and sales in restaurants.
2. Increase participation to 50 restaurants.
3. Create a spring promotion to provide needed foot traffic and business to restaurants during the off-season.



CITY OF LEARNING

Fulfilling one of the goals of Downtown Rising, the Alliance has worked to create a City of Learning, building closer relationships with Utah's universities and colleges and the downtown business community.

The "Paint the Town Red" and "Home of the Utes" promotions encouraged downtown businesses to show support for the University of Utah athletics and decorate storefronts for a chance to be recognized during a fall 2012 Ute football game.

Downtown also proudly welcomes Neumont University to the renovated Salt Lake Tribune Building on Main Street. Injecting new vitality with 500 daily students, Neumont joins other downtown campuses including Salt Lake Community College, LDS Business College and the BYU Extension at the Triad Center.

The enthusiasm, creativity and sense of possibility generated by university students is an important element to creating a more dynamic city center. The Alliance will continue to look for ways to encourage 18-24 year olds to live, work and play in downtown Salt Lake City.

2012 ACCOMPLISHMENTS

1. Increased participants in the "Home of the Utes" and "Paint the Town Red" program to include more businesses in the CBD.
2. Welcomed Neumont University, a nationally accredited four-year computer science school that will feature dorms and classrooms in the renovated Salt Lake Tribune Building on Main Street.
3. Increased outreach to college age demographics to increase awareness of downtown events.

2013 GOALS

1. Increase participation of "Paint the Town Red" program by 20 percent.
2. Partner with UTA to reestablish a Trax line between downtown and the University of Utah.
3. Pursue new downtown residential opportunities for University students.



SLC GREENBIKE

Offering a user friendly biking option for office workers, residents and visitors, GREENbikeSLC is Utah's first bike share system and is on the leading edge of the national bike share phenomenon. The network of ten stations lets members take a bike from any station for 30 minute trips, returning it to the same or another station, as many times as they might like for one daily, weekly, or annual price. Whether GREENBike members are looking to grab a quick bite, shop, or go to a meeting, the system offers a convenient and easy way to access all of downtown.

As of July 1, the system has been in operation for less than three months. During this time, over 2,689 people used the system and these members have taken 10,574 trips. These users have burned more than 1.2 million calories and prevented the emissions of more than 30,732 pounds of carbon dioxide as well as other pollutants associated with motor vehicle emissions. These numbers far exceeded usage projections and plans are already underway to expand this popular and successful program.

2012 ACCOMPLISHMENTS

1. Launched the most successful bike share program of its size in the country.
2. To date, more than 2,689 users have taken 10, 574 trips on GREENbikes.
3. Within three months, two new stations were installed and four other stations were expanded to keep up with demand.

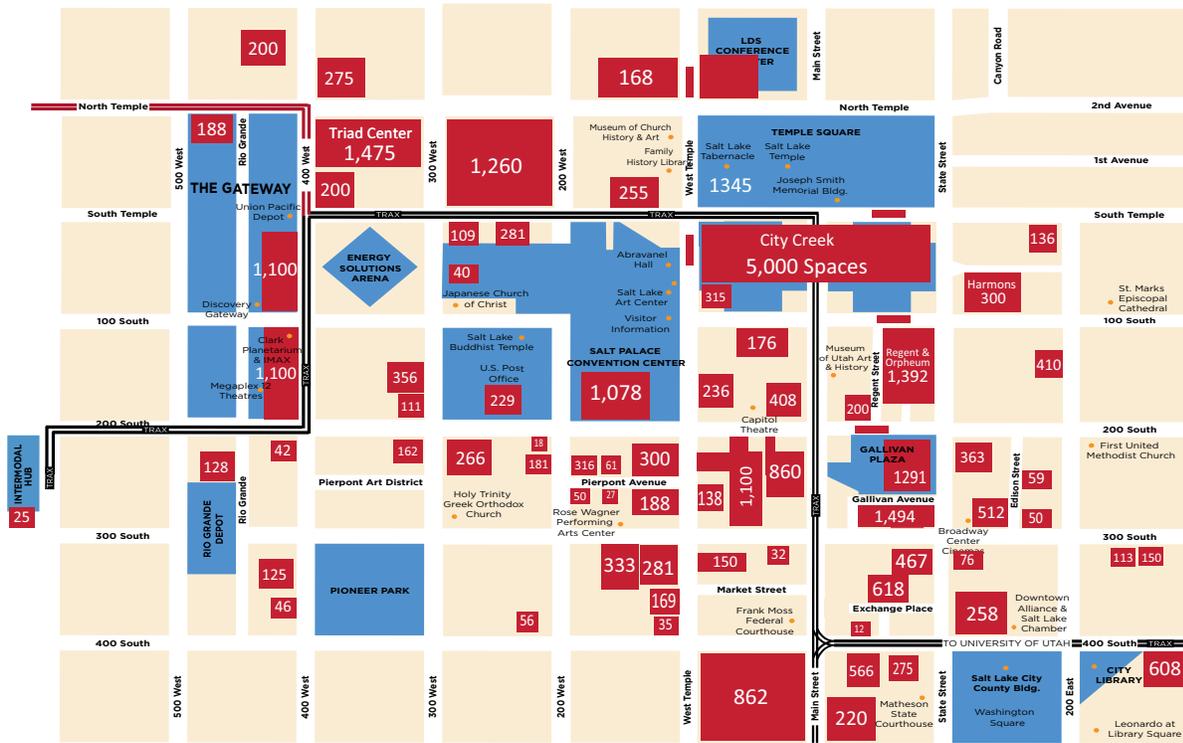
2013 GOALS

1. Increase 2012 end of year ridership by at least 50 percent.
2. Secure funding to double the amount of downtown GREENbikes and stations.
3. Educate 50 downtown businesses and their employees about the benefits of GREENbike.

PARKING MAP

Downtown Salt Lake City, Utah

OVER 30,000 PUBLIC PARKING SPACES AVAILABLE



PARKING

In 2012, The Downtown Alliance launched an aggressive educational campaign to help regional audiences understand downtown's parking system. The campaign included a new website, 100,000 parking map postcards, consistent signage, advertising in social and traditional media and provided tools for downtown visitors and businesses to access on-street, garage, and lot parking spaces.

The Downtown Alliance will continue to provide outreach and education to businesses, property owners, and the public on the new parking system for on-street parking while increasing awareness of downtown Salt Lake City's surface and garage lots.

Based on survey results from May 2013, the Alliance's efforts to raise awareness for parking changes resulted in positive overall public perceptions of the new parking systems. A majority of Salt Lake and Davis County residents have a positive attitude about parking downtown.



2012 ACCOMPLISHMENTS

1. Increased awareness of Salt Lake City's new solar powered parking system.
2. 27,000 unique visitor views to parkingslc.com.
3. 100,000 in printed collateral distributed to downtown businesses and office buildings.

2013 GOALS

1. Continue educational campaign for downtown property owners, businesses and visitors.
2. Assemble private parking lot owners and obtain funding for a universal parking signage system around downtown.
3. Reduce perceptions that parking is unavailable in downtown by 25 percent, as measured by an annual survey.



PUBLIC POLICY

The Downtown Alliance serves as a public-private nexus in advancing community goals for Utah's urban center. Leveraging partnerships with other relevant organizations such as the Salt Lake Chamber, Visit Salt Lake, EDCUtah and the Governor's Office of Economic Development, we identify priorities and advance public policies that improve the Central Business District.

This year, the Alliance worked on issues as diverse as impact fees, zoning issues, the Downtown Master Plan, state liquor law modernization, state cooperation in a year-round public market location and funding priorities for state and local governments.

Significant progress was made on public policy initiatives supported by the Alliance, including an interlocal agreement between Salt Lake City and Salt Lake County to manage the New Performing Arts Center and the completion of the Public Safety Building.

2012 ACCOMPLISHMENTS

1. Represented the interests of downtown property owners in Salt Lake City downtown master plan efforts.
2. Advocated efforts to secure funding for the New Performing Arts Center.
3. Strengthened relationships with city and county political leaders who are committed to supporting downtown's development and cultural assets.

2013 GOALS

1. \$50,000 in commitments for the continued support of Downtown Rising's vision.
2. Organize a multi-industry coalition to support sensible improvements of Utah's liquor laws.
3. Help develop a cultural trust for downtown.
4. Improve impact fees and city processes to encourage more private development in downtown.



SAFETY AND MAINTENANCE

The Downtown Alliance works with businesses, residents, law enforcement and social service providers to create a safe, clean and friendly downtown for everyone. This year we coordinated a series of meetings with community members about cleaning and safety issues in the Rio Grande neighborhood. While the conversations focused on one neighborhood, much of the analysis and potential solutions have relevance for the rest of downtown.

One of the concerns identified was limited access to public restrooms at night when many people sleep on the streets or in Pioneer Park. The lack of city maintenance, cleaning and trash removal services around the Road Home and St. Vincent's Dining Room was also cause for concern.

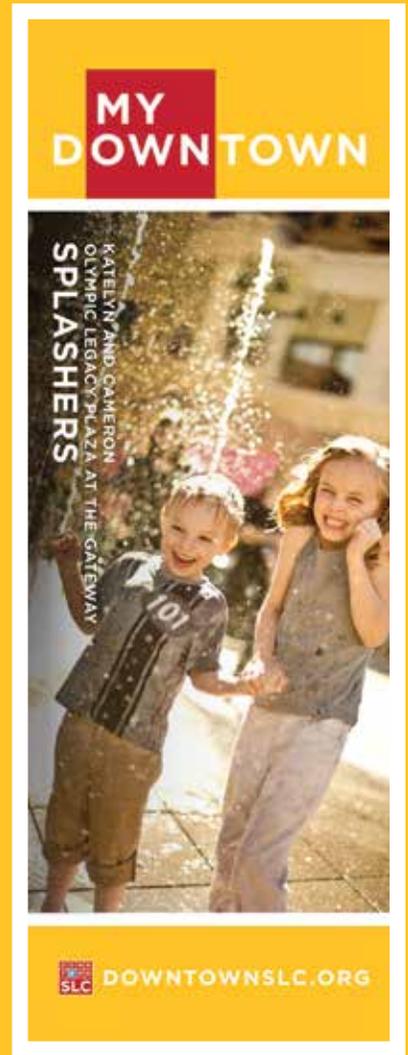
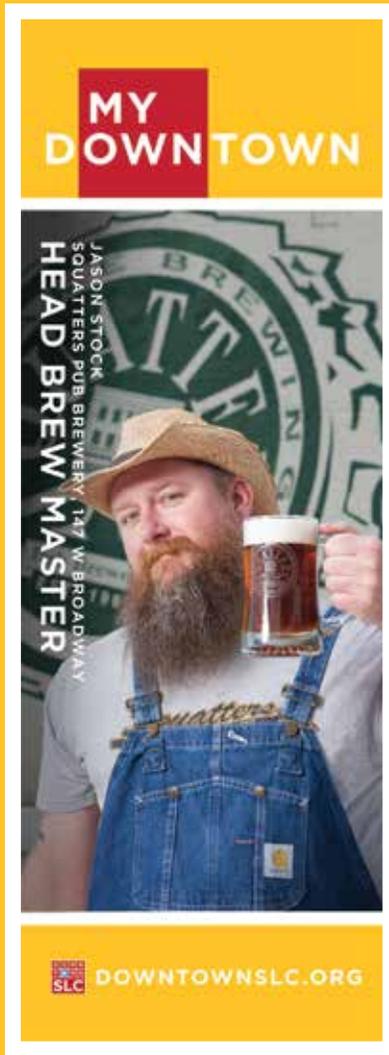
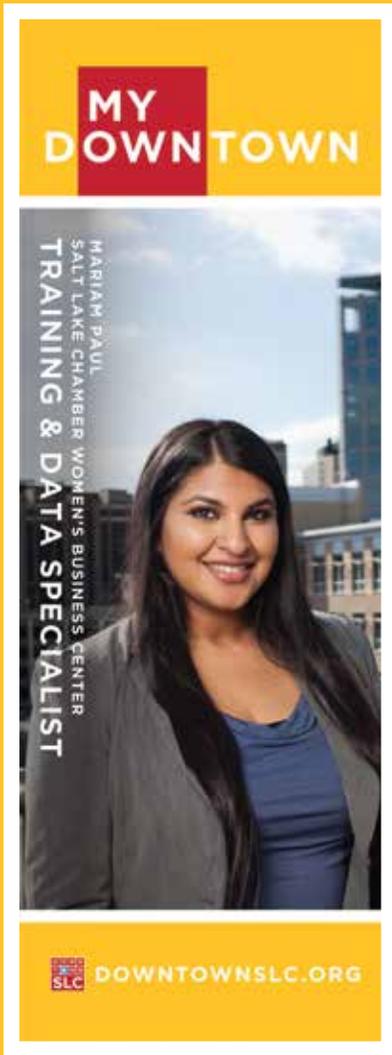
The Alliance led an effort to find solutions to these issues including an investment in additional public restroom facilities, a new ambassador effort and a new program to help provide employment to homeless people and other marginalized populations who can assist in street cleaning and trash removal.

2012 ACCOMPLISHMENTS

1. Acted as a community leader to develop consensus driven solutions to safety and security concerns.
2. Issued formal requests to city leaders for resources to provide trash receptacles and hire a street cleaning team.
3. Formed new alliances between the Downtown Alliance, Salt Lake City's Police Department, Volunteers of America and the Salt Lake City Mayor's office along with downtown businesses and residents to address concerns with constructive long-term solutions.

2013 GOALS

1. Launch of an ambassador program in partnership with Salt Lake City, the SLC Police department, Volunteers of America and Visit Salt Lake.
2. Fund a Portland loo to provide bathroom facilities to targeted populations.
3. Launch a street cleaning team supervised and administered by Salt Lake Valley Mental Health to provide employment for marginalized people.



MY OWN DOWNTOWN

Our branding campaign engages regional audiences in downtown to create a sense of ownership for Utah's urban center. My Own Downtown is an environmental graphics campaign that includes banners and other graphic assets throughout downtown. This campaign showcases the faces of downtown, and has expanded to include new businesses throughout the Central Business District.

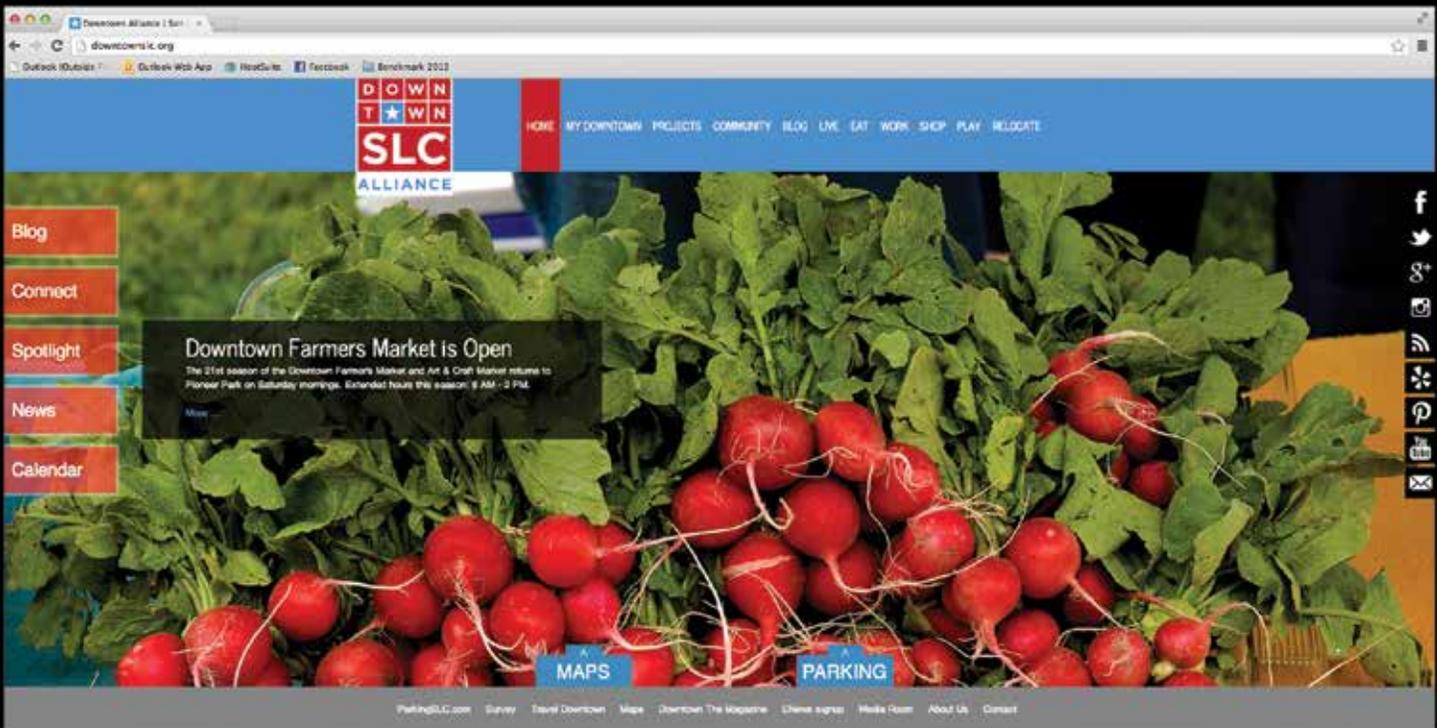
The Downtown branding effort also includes a new publication, *Downtown the Magazine*, with a circulation of 100,000 and TV commercials designed to showcase the diverse voices that make up downtown Salt Lake City.

2012 ACCOMPLISHMENTS

1. Launched the inaugural *Downtown the Magazine* in partnership with MediaOne Utah.
2. Increased downtown businesses included in the branded banner campaign.
3. Increased perceptions of ownership of capital city by 20 percent.

2013 GOALS

1. 200 percent increase in branded banners in the downtown district.
2. Increase circulation and distribution of *Downtown the Magazine* by 200 percent.
3. Administer online video campaign on bi-annual basis.



MEDIA OUTREACH

The Downtown Alliance’s interactive social media platforms continue to evolve to help share downtown’s story. Using platforms such as Facebook, Twitter, YouTube, Instagram and Pinterest, we have positioned downtown as the center for commercial, cultural and civic activity across the region. We launched the inaugural *I Am Downtown* YouTube video contest and asked visitors and residents to tell compelling stories about our downtown.

In addition to our social media channels, the newly redesigned website, events calendar and e-newsletter to keep residents, visitors and stakeholders informed of what’s going on downtown. From restaurants, retail, commercial and residential development to cultural and entertainment activities, you can find it all on downtownslc.org.

The Downtown Alliance also works with multiple local media outlets to build a sense of connection, ownership and pride for the region. We have formal paid media relationships with KUTV, KTVX, KSL, Comcast, City Weekly, Deseret News, Cumulous Radio, Simmons Media, Bonneville, KCPW and KRCL.

2012 ACCOMPLISHMENTS

1. Complete redesign of the Downtown Alliance website, e-newsletter and online presence.
2. Increased facebook followers by 400 percent, twitter followers by 200 percent and Instagram followers by 400 percent.
3. *I am Downtown* YouTube contest had 55 submissions and over 20,000 views of the contest entries.

2013 GOALS

1. Continued delivery and sophistication on various social media platforms with increased followings of 20 percent.
2. Launch two more editions of the *I am Downtown* video contest.
3. Strengthen partnerships with existing and new media sources.



CONVENTION CENTER HOTEL

The Downtown Alliance has articulated the need for a privately financed convention headquarters hotel for many years. In 2012, we helped assemble a group of multi-industry supporters including developers, construction companies, restaurants, hotels and downtown retailers. This convention industry coalition supported efforts from Salt Lake County to develop a privately led financing plan for a 1000 room convention hotel in downtown Salt Lake City.

The plan consists of post-performance tax incentives designed to ensure no risk to Utah taxpayers. When built, the hotel will contribute 4,400 construction industry jobs and 2,060 annual jobs while bringing an estimated \$170.4 million in exogenous spending to downtown's economy.

A bill that would provide an incentive package for a privately financed hotel was introduced in the 2013 legislative session. The bill will be improved and reintroduced in 2014.

2012 ACCOMPLISHMENTS

1. Organized a coalition of business, hotel and political leaders to champion the needs for a 1000-room privately led, publicly supported convention hotel in downtown.
2. Produced a six-minute educational video with several prominent business and convention industry perspectives articulating the need for a convention hotel.

2013 GOALS

1. Advocate for state, county, and local post-performance tax incentives to provide support for a privately financed convention center hotel in downtown Salt Lake City.
2. Balance economic development needs represented by a convention hotel with concerns from existing downtown hotels about new inventory.



SIXTYNINE|SEVENTY

In cooperation with the AIA Utah Young Architects Forum and the Exoro Group, the Downtown Alliance helped to lead SixtyNine|Seventy, The Spaces Between: An Urban Ideas Competition. The competition focused on place making and connectivity in Blocks 69 and 70 bordered by State Street, 100 South, West Temple and 200 South.

With the construction of the new Utah Performing Arts Center and the renovation of the Utah Theater into a film and media center, the blocks have the capacity to anchor Salt Lake City's cultural assets including Capital Theater, UMOCA, Abravanel Hall, Temple Square, Gallivan Plaza, the Rose Wagner Center, Gallivan Center, Off Broadway Theater and the Salt Lake Film Society's Broadway Theater.

The contest generated more than 200 entries from more than 44 countries and over 20,000 visits. Winning entries encouraged new artistic and cultural interventions on the blocks, linking existing buildings and creating new connections in the core of downtown.

SixtyNine|Seventy was funded by Zion's Bank, the LDS Foundation, The Redevelopment Agency of Salt Lake City and the Sam and Diane Stewart Foundation.

2012 ACCOMPLISHMENTS

1. Held an international design competition for blocks sixty-nine and seventy in downtown.
2. Generated 200 entries from 44 different countries.
3. 20,000 total web visits.

2013 GOALS

1. Implement artistic interventions that contribute to place making, promotion and programming in Salt Lake's cultural core.
2. Encourage community leaders to begin the process of creating a cultural trust or other mechanism for strategically developing and promoting downtown's cultural amenities.

Picture above: Winning design from Urban Art Lab

A SHARED VISION FOR SALT LAKE CITY

This is Utah's capital city and it belongs to everyone. Downtown Rising is a shared vision for a great American city that embraces art, culture and education. It envisions a community that is welcoming, green and international. Downtown Rising celebrates the relationship between a dynamic metropolitan center and the success of the entire region. It is a commitment to our future.

