

DOWNTOWN RISING

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.

2013—Public Safety Building scheduled for completion. Voters approved a \$125 million bond to construct the new facility for police and fire departments.

Airport TRAX Line scheduled to open.

January 2012—Harmons opening as part of the City Creek Center shopping development. Harmons will be the first full service grocery store in the Central Business District.

Summer 2011—Gallivan Plaza scheduled to open. The new design includes more space for concerts, a two story meeting facility and greatly expanded ice rink.

July 2010—Harmons City Creek breaks ground.

March 2010—Goldman Sachs announces new offices at 222 South Main and the addition of 1,500 new jobs, making Salt Lake City the second largest Goldman Sachs office in the Americas.

January 2010—Construction begins on Federal Courthouse. Expected completion in 2013.

December 2009—222 South Main, the Gold LEED Certified Building, opens.

November 2009—Voters approve \$125 million bond for the construction of a new Public Safety Building to be located downtown.

Summer 2009—City Creek Food Court opens.

Jan- Dec 2009—Over 30 new small businesses open in the downtown area.

October 2008—Salt Lake City announces 135 S. Main as the location for the Performing Arts Center.

July 2008—The Metro Condominiums open.

Summer 2008—Patrick Dry Goods Condominiums open.

April 2008—UTA completes TRAX extensions to Salt Lake Central Station and FrontRunner North begins service to Ogden.

May 2007—Fidelity Investments consolidates regional offices in new regional HQ offices at the Gateway.

December 2006—Construction begins on City Creek Center.

May 31, 2006—Business and community leaders launch Downtown Rising.

2013
2012
2011
2010
2009
2008
2007
2006

Summer 2013—Frank E. Moss Federal Courthouse scheduled for completion. This project will fill a five-acre block on the south side of downtown and includes nearly 370,000 square feet.

Six Gateway, Adjacent to the Hyatt Place Hotel at The Gateway, scheduled for completion. This project will include 105,000 square feet of Class-A office space.

March 2013—Scheduled completion of the Salt Lake City Public Safety Complex.

March 22, 2012—Scheduled opening of City Creek Center, one of the largest mixed-use developments in the U.S. City Creek includes high-end retail, 700 residential units and 5000 parking stalls.

August, 2011—Mid Jordan and West Valley TRAX lines scheduled for completion.

Summer 2011—The Leonardo is scheduled to open.

Spring 2011—Construction begins on Public Safety Complex.

Expected completion of Broadway Park Lofts. With 80 residential units, Broadway Park expands residential and retail development in the Pioneer Park neighborhood.

June 2010—EA moves headquarters to downtown Salt Lake City.

May 2010—City Creek Richards Court Condominiums open along with Deseret Book Store and the Blue Lemon restaurant.

March 2010—Main Street pedestrian bridge placed.

Jan-Dec 2010—An additional 30 business open in downtown Salt Lake City.

December 2009—Salt Lake City Redevelopment Agency purchases the Utah Pantages Theater and begins evaluating possible uses, including a future Film and Media Center.

September 2009—OC Tanner "America's Coolest Jewelry Store" opens in a historic renovation of the Salt Lake City Public Library / Hansen Planetarium.

The Leonardo—a science, technology and art center—begins renovation in the old Salt Lake City Public Library Building.

2009—Hyatt Place Hotel opens at The Gateway. This is the first Hyatt hotel in Salt Lake City.

August 2008—Construction begins on FrontRunner south—a key component of UTA Front Lines 2015.

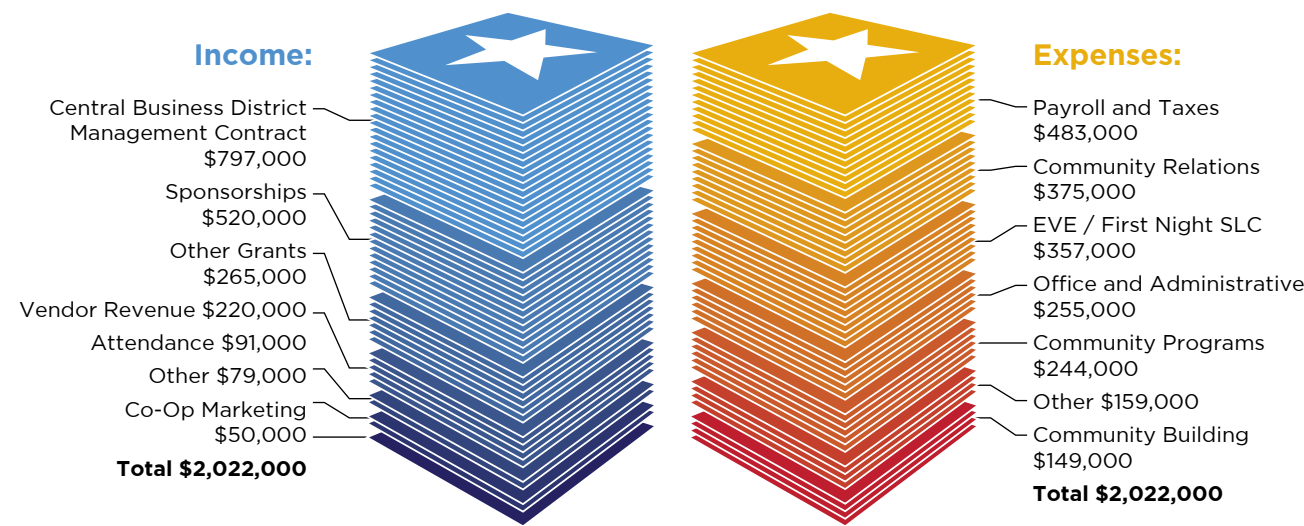
August 2007—Hamilton Partners breaks ground on 222 Main.

March 2007—Downtown Rising vision released. The vision outlines eight signature projects including a regional rail network, a year-round public market, dynamic urban living, a global exchange place and a performing arts center.

October 2006—Property Reserve announces plans for City Creek Center, the largest private mixed-use development ever undertaken in the heart of downtown Salt Lake City.



ANNUAL BUDGET



The mission of the Downtown Alliance is to build a dynamic and diverse community that is the regional center for culture, commerce and entertainment.

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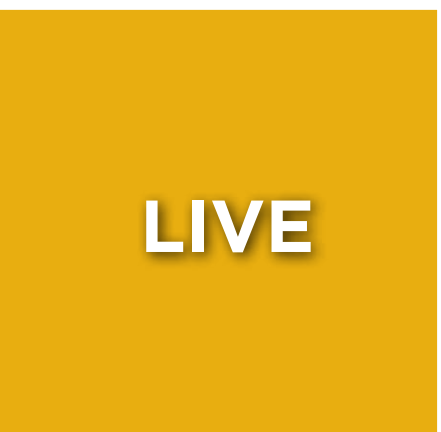
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The Downtown Alliance is a strategic partner of the Salt Lake Chamber.





COMMUNITY

PROGRAMMING

More than 1 million people visit downtown every year as a result of events produced or sponsored by the Downtown Alliance. Our efforts make downtown more dynamic and diverse.

Farmers Market / Art and Craft Market - Increased the size and scope of the Saturday Market by 20 percent with more vendors, patrons and an even greater impact on the Pioneer Park neighborhood. Nearly 200,000 visitors attend the Saturday and Tuesday Markets through the season.

Dine O' Round - Increased participation by 17 percent with some restaurants indicating a 50 percent increase in sales during Dine O' Round. We also partnered with Salt Lake Magazine on a new spring event called Tastemakers, resulting in 17,000 unique restaurant visits over two days.

EVE - Brought more than 20,000 people to downtown and benefitted from more than \$200,000 worth of earned and paid media. More than 800 downtown hotel packages were sold for EVE. At the turning of a new year, EVE celebrates the best of our community through art, culture and winter sports.

Home of the Utes - Continued to build a strong partnership between downtown businesses and the University of Utah through this new program.

Holidays - The Alliance helps to drive traffic to downtown through the holidays with lighting installations, the Old World Christmas Market, Lights On!, and a new decorating contest for downtown businesses.

BUILDING

We work closely with Salt Lake City, Salt Lake County, EDCUtah, Visit Salt Lake, GOED and our colleagues at the Salt Lake Chamber to build a downtown that is the center of culture, commerce and entertainment.

Corporate Recruitment - Worked with Salt Lake City and the Economic Development Corporation of Utah to forge a new partnership that dedicates financial and staff resources specifically on corporate headquarter recruitment for the Central Business District.

Convention Center Hotel - The Alliance and Chamber support policies and projects that help to grow Salt Lake's convention industry including the development of a convention center hotel that utilizes a privately-led financing model. We worked closely with business leaders to develop a consistent, forward-leaning position on this important project for downtown's continued development.

Year-Round Market - Identified a potential site for a year-round public market at the Rio Grande Depot, and worked with the Utah legislature who unanimously supported a resolution, authorizing the state to enter into a long term lease of the facility for a year-round public market.

Panhandling Education - Distributed 50,000 copies of the *Street News* through a partnership with the Salt Lake Mission to encourage downtown commuters, resident and visitors to donate resources to legitimate homeless service providers instead of giving money to panhandlers. We also worked with the Salt Lake City Police Department, Zions Bank and the Salt Lake City Mayor's Office to create the Homeless Outreach Service Team (HOST) program, with red donation parking meters and an education campaign.

Downtown Cultural Core - The Alliance supports the renovation of the Utah Theater and the construction of the Performance Art Center to enhance performance facilities for existing facilities. We have identified audience development as a critical need for the downtown area and support the inter-local agreement signed by the City and County to develop a system-wide approach to support the arts.

Parking Meters - We support Salt Lake City's efforts to modernize the parking meter system and develop a unified approach to parking throughout downtown that achieves the goals set forth in the Downtown In Motion plan.

RELATIONS

We build relationships with media and strategic audiences to create a downtown embraced by people throughout the Intermountain West.

Market Research - Conducted a regional quantitative benchmark study to gauge opinions about downtown. This study helps to shape our messages and allows us to track changes in perceptions. The 2010 study showed a 13 percent increase in the number of Utahns who feel a sense of ownership and connection to downtown compared to the past year.

Branding Campaign - Continued to refine an updated branding campaign designed to engage residents across the entire Intermountain region in the downtown city center. The campaign includes multiple elements that will grow over several years. A highlight of the campaign has been television commercials on KSL, KUTV and KSTU during morning newscasts. The commercials highlight various aspects of life downtown.

Media Partnerships - Continued to strengthen long-standing relationships with local media outlets that include paid partnerships and earned media. We continue to refine these partnerships, focusing specific messages for strategic audiences. Media partnerships include some paid and some donated media outreach in the form of "advertorial" featured content. New and existing relationships include KUTV, KTVX, KSL, Comcast, City Weekly, Citadel Communication, Simmons Radio, KRCL and KCPW.

Media Relations - Helped to generate or influence media coverage with a publicity value of more than \$12 million. Highlights included coverage in Delta SKY Magazine, media coverage of EVE, Farmers Market and multiple articles on economic development efforts downtown.