The Downtown Alliance has a contract with Salt Lake City for $1.205 million to provide economic development, marketing and other services for the Central Business District. The rest of our income is raised through a variety of sponsorship, grants and private fundraising campaigns.

### 2017-2018 INCOME & EXPENSE

#### INCOME

<table>
<thead>
<tr>
<th>G&amp;A</th>
<th>$203,627</th>
</tr>
</thead>
</table>

**COMMUNITY RELATIONS**

- Annual Meeting/State of Downtown: $12,250
- Downtown Magazine: $152,800
- Dining Promotions: $36,587
- Branding Campaign: $2,695
- C Relations Other: $388,500
- Total Community Relations: $540,405

<table>
<thead>
<tr>
<th>DOWNTOWN SLC PRESENTS</th>
<th>EVE (Last Human) $283,360</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Banners &amp; Kiosks $75,986</td>
</tr>
<tr>
<td></td>
<td>Cultural Core $5,592</td>
</tr>
<tr>
<td></td>
<td>Garden Stroll $2,000</td>
</tr>
<tr>
<td></td>
<td>Gospel Brunch $2,000</td>
</tr>
<tr>
<td></td>
<td>Misc. Events &amp; Activities $75,000</td>
</tr>
<tr>
<td></td>
<td>Q &amp; A $2,468</td>
</tr>
<tr>
<td></td>
<td>Total Downtown SLC Presents $698,845</td>
</tr>
</tbody>
</table>

**COMMUNITY BUILDING**

- Creating a Downtown-Urban Exploration: $85,800
- Downtown Merchant: $-60,444
- Homeless Mitigation: $50,500
- Downtown Rising: $99,485
- C-Building Other: $228,000
- Total Community Building: $694,750

**TOTAL DTA**: $1,438,782

**TOTAL INCOME**: $2,535,672

#### EXPENSE

<table>
<thead>
<tr>
<th>G&amp;A</th>
<th>$278,450</th>
</tr>
</thead>
</table>

**COMMUNITY RELATIONS**

- Annual Meeting/State of Downtown: $36,844
- Downtown Magazine: $129,111
- Dining Promotions: $51,523
- Branding Campaign: $196,627
- C Relations Other: $21,984
- Total Community Relations: $359,089

**DOWNTOWN SLC PRESENTS**

- EVE (Last Human) $122,251
- Banners & Kiosks $47,999
- Cultural Core $2,000
- Garden Stroll $5,592
- Holiday Programming $161,676
- Misc. Events & Activities $36,812
- Q & A $75,000
- Total UFCU $398,045

**COMMUNITY BUILDING**

- Creating a Downtown-Urban Exploration: $113,432
- Downtown Merchant: $-48,701
- Economic Research & Development: $11,379
- Homeless Mitigation: $189,259
- Downtown Rising: $225,495
- C-Building Other: $75,522
- Total Community Building: $658,366

**TOTAL DTA**: $1,295,423

**TOTAL EXPENSE**: $2,314,396

#### MEDIA

**MAGAZINE**: Our bi-annual magazine celebrates the diverse personalities who are creating our city. Story topics range from new developments, transplants to our city, dining and nightlife, as well as biographies on individuals who work each day to make downtown the premier place to live, work, shop, eat and play in the Intermountain West.

**FACEBOOK**: Organic growth on one of the original social networks has ensured our audience of over 28,000 is eager to engage with downtown. This one-stop shop provides a cross-section of downtown news, events and the occasional福利.

**OVER 250,000 PEOPLE REACHED ORGANICALLY, 28K FOLLOWERS**

**INSTAGRAM**: Instagram is the social media platform with our best engagement. Featuring a mix of art, events, history and nightlife, clicks and comments fill our feed. No surprise really: our skyline, thamed by the Wasatch Mountains is never short on amazing views.

**TWITTER**: Our 84,000 followers favorite, retweet and reply to our 140-character posts enthusiastically. Building community with short bursts of news, updates and photos keeps downtown at the forefront of their minds on a daily basis.

**WEBSITE**: We manage several websites for each of the nonprofits under our umbrella: downtownslc.org, slcfarmersmarket.org, downtownrising.com and downtownslc呈献.org. Each serves a unique missions and goal, with custom content, news and more.

**200K ANNUAL USERS**

**MEDIA RELATIONS**: Strong connections to local media have helped garner and influence an ever-increasing number of positive stories about downtown. Our efforts have resulted in television, radio, print and digital placements across the state.

**$5 MILLION IN EARNED PUBLICITY VALUE**

#### CONTRIBUTORS

- Alzheimer’s Association
- Blue iguana
- Buzzed Coffee Truck
- Cannella’s
- Cascade Broadcasting
- City Creek Living
- City Creek Center
- Christopher’s Prime Steakhouse
- City Creek Produce
- City Creek Lending
- City Creek Reserve, Inc.
- Concierge
- Discrite
- Dominion Energy
- Federal Reserve Bank of Dallas
- George S & Dorene Dunlavey Foundation
- Goldsmith Sachs & Co.
- Google Fiber
- Greek Orthodox Church
- Green Pig Pub

**WEBSITE**: [downtownslc.org](http://downtownslc.org), [slcfarmersmarket.org](http://slcfarmersmarket.org), [downtownrising.com](http://downtownrising.com) and [downtownslc呈献.org](http://downtownslc呈献.org). Each serves a unique missions and goal, with custom content, news and more.

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**$5 MILLION IN EARNED PUBLICITY VALUE**

- Layton Construction Co
- Laclede
- Love Communications
- Magic Space Entertainment
- Mountain Town Olive Oil
- Nole Wade Subaru
- Nicholas & Company
- OLC Tanner
- Odyssey House
- Otto Skin & Beard
- RB & Chop House
- Richer 7
- Rico Brand/Frida Bistro
- Rime Woodbury Dance Company
- Rocky Mountain Power
- Rowland Hall
- S & S Entertainment
- Salt Lake Brewing Co
- Salt Lake City Arts Council
- Salt Lake City Corp
- Salt Lake City Corp/Gallivan Center
- Salt Lake City Council Office
- Salt Lake City Dept. of Airports
- Salt Lake City Mayor’s Office
- Salt Lake City Transportation
- Salt Lake County
- Salt Lake County Center for Iha Arts
- Salt Lake Film Society
- Select Health
- Spiritual Assembly of the Baha’is of SLC
- State of Utah
- Utah Arts & Museums
- Utah Education Savings Plan
- Utah Lottery
- Utah Mountain Sports
- Utah Office of Tourism
- Utah Symphony / Utah Opera
- Utah Transit Authority
- Vector Management Group
- Vestar Corporation
- Visor
- Visit Salt Lake
- Viva Jazz
- Wasatch Cooperative Market
- Whiskey Street
- Winder Farms
- J. Wong’s Asian Bistro
- ZAP
- Zeal Kitchen & Bar
**WHAT IS THE DOWNTOWN ALLIANCE?**

The Downtown Alliance, Salt Lake City and Visit Salt Lake partnered to launch the “Downtown Street Ambassador Program” in spring 2018. The program will deploy as many as eight ambassadors in major pedestrian thoroughfares throughout the year. The goal is to create an even more welcoming and safe city center for residents and visitors, as well as providing additional outreach efforts for people experiencing homelessness.

Since 1992, the Downtown Farmers Market has been the place for farmers and food purveyors to interact with residents of Salt Lake City and beyond. Several hundred farmers, food vendors, and art and craft vendors fill Pioneer Park each Saturday morning, providing income for farmers and entrepreneurs and a stronger community connection to food for local families.

Over 45 restaurants participated in our two-week restaurant promotion. Diners enjoy $5 or $10 two-item lunches and $15, $25 or $35 three-course dinners and provide restaurants the opportunity to increase foot traffic and reach new potential customers. Diners also enjoy events like our Chef Showdown, further engaging our dining community with restaurants.

Over 4,864 HOLIDAY RIDERS!

**HOMELESS OUTREACH**

Downtown Rising is an established vision and brand that ensures the long-term health and prosperity of Utah’s capital city. It is the voice of business in promoting and determining projects and priorities for the future of downtown. We launched the 2017 Downtown Rising Action Plan with priorities to guide development for the next ten years. $5 BILLION INVESTED IN DOWNTOWN RISING PROJECTS SINCE 2007

A partnership between Salt Lake City and Salt Lake County, the Cultural Core is an initiative to promote art, culture and placemaking in the downtown core. In May of 2017, Downtown SLC Presents was awarded a five-year contract to manage the Cultural Core and promote art, performance groups and events, as well as creating new opportunities for residents across the state. Simply put, the Cultural Core is a game-changer for Salt Lake.

EX-OFFICIO

2017-2018 STAFF

**PROGRAMS**

**BENCHMARK REPORT**

For the past six years, the Downtown Alliance has compiled a comprehensive benchmark report that evaluates the state of downtown’s economy in partnership with CBRE. The report includes an analysis of development, employment, office market, residential, hospitality, retail, transportation and quality of life. We will continue to produce this report to encourage additional economic, activity and investment downtown.

**BENEFITS OF DOWNTOWN**

Downtown is abuzz year-round with events. From festivals to concerts and parades, you’ll be sure to find something happening.

**FUNDRAISING**

Through grants and corporate sponsorships we were able to extend public dollars and impact the downtown community.

Over 250 BANNERS HUNG DOWNTOWN

Through grants and corporate sponsorships we were able to extend public dollars and impact the downtown community.

Over 1,400 dining community with restaurants.

**Homeless Outreach**

We continued our partnership on Homeless Outreach with Advantage Services for the Clean Team, which employs 8-10 homeless women to work in a downtown urban farm while receiving job and life skills training. The produce grown at the farm benefits local school children.

The farm is managed by our partners Wasatch Community Gardens.

**HOLIDAY RIDERS**

**2017-2018 BOARD**

Kim Abrams - Goldman Sachs
Lloyd Allen - CBRE
Matt Baldwin (Incoming Chair) - City Creek Reserve, Inc.
Allison Bahjali - Ray Quinn & Nobeker PC
Brian Bohrman - Liberty Bank
Nate Boyer - The Boyer Company
John Dahlstrom - Wasatch Commercial Management
Molly Mazzolini (Chair) - Infinite Scale
David McMillon - The Church of Jesus Christ of Latter-day Saints
Derek Miller - Salt Lake Chamber
Abby Murtagh - Hilton Salt Lake City Center
Jim Olson (Past Chair) - Utah Jazz
Linda Wardell - City Creek Center - Taubman

Scott Beck - Visit Salt Lake
Jackle Biskupski - Salt Lake City Mayor
Camilla Fowler - Downtown Merchants Association
Lara Fritts - SLC RDA
Derek Kitchen - Salt Lake City Council District 4
Ben McAdams - Salt Lake County Mayor

**STAFF**

**RiProud**

The Rio Grande Winter Market now operates every Saturday from November through April and features a vibrant mix of nearly 70 vendors selling locally grown produce, grass fed meats, dairy, baked goods, foods trucks and more.

2,000 AVERAGE ATTENDANCE PER WEEK

THE CULTURAL CORE

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At the heart of the Cultural Core is a game-changer for Salt Lake.

The Downtown Alliance strings 25 miles of holiday lights on city streets Thanksgiving through the Sundance Film Festival.

**2017-2018 STAFF**

Derek Miller - President and CEO
Jason Mathis - Executive Director
Justin Banks - Research & Community Development Coordinator
Kristin Beck - Managing Director Cultural Core
Tyler Bloomquist - Artistic Director Cultural Core
Carson Chambers - Program Manager
Nick Como - Senior Director of Communication and Marketing
Jesse Dean - Director of Urban Development
Allison Eneverson - Program Director
Julie Jonke - Grant Writer
Christianna Johnson - Grant & Program Manager
Nancy Le - Operations Coordinator
Ryan Mckie - Community Engagement Coordinator
Meagan Plummer - Arts & Craft Assistant Manager
Cassandra Yerkes - Event & Communication Coordinator
Greg Yerkes - Business Outreach Coordinator

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- Over 4,864 HOLIDAY RIDERS!

- The Downtown Alliance and The Gateway partnered to launch a new event to ring in 2018 with Last Hurrah. Featuring live music, food trucks, spirits, games, fireworks and more, Last Hurrah was Utah’s largest New Year’s Eve celebration.

- Over 20,000 ATTENDEES

- **9,864 HOLIDAY RIDERS**

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