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 envisioning 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.

2009—Public Safety Building scheduled for completion. Lennon approved a $35 million bond to construct the new facility for police and fire departments. Airport TRAX line scheduled to open.

January 2010—Ammon Hennacy-Henderson speaking as part of the Salt Lake City Center Opening Celebration. This is the first full-service grocery store in the Central Business District.

Summer 2010—Goldman Sachs announced scheduled for completion. This project will fill a five-acre gap in downtown Salt Lake City.

February 2011—Golden Spike announces scheduled to open. This is the first full-service grocery store in the Central Business District.

February 2012—Hyatt Place Hotel opens at The Gateway. This is the first Hyatt hotel in Salt Lake City.


December 2012—Main Street pedestrian bridge placed.

February 2013—Central Library and Hansen Planetarium scheduled to open. This will be the first full-service grocery store in the Central Business District.

2009—Launch Downtown Rising.

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

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.

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.

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 KUOT, KTVX, KSL, Comcast, City Weekly, Citizen 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.

BUILDING

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Building a new decorating contest for downtown Christmas Market, Lights On!, and 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.

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