2011-2012 ANNUAL REPORT

Building a downtown community of culture, commerce and entertainment.
The Downtown Alliance is dedicated to building a dynamic and diverse community that is the regional center for culture, commerce and entertainment. We work closely with our colleagues at the Salt Lake Chamber and our partners at Salt Lake City to create a downtown embraced by visitors and residents throughout the Intermountain West.

COMMUNITY PROGRAMS

One of the many ways we work to improve downtown is by creating and promoting community events. The Downtown Alliance is proud to produce the Downtown Farmers Market and Art & Craft Market that attracts up to 10,000 people every Saturday in Pioneer Park. This year we saw a 20 percent increase in attendance, with an annual attendance of more than 210,000.

We’ve worked to leverage the popularity of the Farmers Market to Tuesday nights, August through October, expanding the reach of this signature downtown event. In partnership with the Utah Film Center, the Downtown Alliance developed and sponsored the Pioneer Park Picture Show showcasing art movies on Friday nights to audiences of up to 500 people.

Events in Pioneer Park help change the dynamic of a challenged downtown location, encouraging vibrancy and private investment in the adjacent blocks. Next year, we plan to use the power of the Farmers Market to create a year-round presence in the Rio Grande neighborhood.

During the holidays, we produce events and activities designed to bring regional visitors to our urban center. From the Old World Christmas Market to the Holiday Window Wonderland, Lights On! and the New Year’s EVE event, the Downtown Alliance creates reasons for shoppers, diners, arts patrons and other revelers to enjoy the holidays downtown. This year, record crowds came out to celebrate Alliance events. EVE doubled the attendance income from last year and welcomed an estimated 40,000 people over December 29th, 30th, 31st.

We like to eat! And we want Utah diners to know that downtown is the culinary capital of Utah. Dine O’ Round included 43 restaurants that reported sales increases of up to 50 percent during the two-week promotion. We also partnered with Salt Lake Magazine for the second edition of Tastemakers, which increased ticket sales by 25 percent over last year, bringing 1,250 diners to 20 downtown restaurants over two days in May.

The Downtown Alliance isn’t responsible for every good thing that happens downtown. But, we try to help where we can. In addition to producing our own events, we leverage our resources to support other organizations through marketing, administrative help and financial support.

We support more than 31 downtown events including the Twilight Concert Series, Salt Lake City Jazz Festival, Live Green, Utah Arts Festival, Urban Flea Market and Greek Festival. In all, more than one million people come downtown every year because of events produced or supported by the Downtown Alliance.
COMMUNITY BUILDING

We care how downtown looks and feels. That’s why we worked with Salt Lake City to advocate for an updated wayfinding system. As a result of our advocacy, Salt Lake City updated aging signs with accurate directions. The City is planning a complete overhaul of signs within a few years and the Alliance will continue to support updated and improved signage that help residents and tourists alike find their way to parking, dining, shopping, events and downtown’s main attractions.

Nobody comes downtown just to park their car. When visitors do choose to drive, parking should be as convenient and hassle free as possible. The Downtown Alliance supports the move to new solar-powered pay stations that allow parkers to pay by credit card, coins and soon, by phone. We also support extending the hours of parking enforcement to create greater turnover of stalls between 6 and 8 p.m.

We work closely with Salt Lake City, Salt Lake County, EDCU, Visit Salt Lake, GOED, and our colleagues at the Salt Lake Chamber to build a downtown that is the center of commerce. A strong economic region is anchored by a vibrant urban center. Our partnership with Salt Lake City and EDCU has focused on corporate headquarters recruitment within the boundaries of the Central Business District.

The Downtown Alliance and Salt Lake Chamber support projects that help to grow Salt Lake’s convention industry and local economy. A convention hotel that utilizes a privately-led financing model with limited public investment is the right project for our community. We have worked hard to build support for this approach with public officials and business leaders. A convention hotel, built with limited public funds, will attract larger conventions, improve the economy and help downtown continue to rise.

The Downtown Alliance supports the Utah Performing Arts Center, a 2,500-seat state-of-the-art performing venue located in the heart of our city on Main Street’s Block 70. This center directly aligns with our key mission of creating a vibrant capital city that is both rich in the arts and helps to promote downtown development. We have helped Salt Lake City manage communication efforts for the Utah Performing Art Center, and we will continue to advocate for a new performing arts center as a central part of downtown’s cultural core.

Working with Salt Lake City, and title sponsor SelectHealth, the Downtown Alliance announced plans to launch a Bike Share program. Rio Tinto provided major financial support in conjunction with Fidelity Investments, BackCountry.com, and Visit Salt Lake. Intermountain Healthcare’s LDS Hospital has agreed to purchase helmets for all annual Bike Share members. These bikes will hit the streets in the Spring of 2013.

We have solidified and expanded our partnership with the University of Utah. Now in its third year, our Paint the Town Red/Home of the Utes promotion expanded to include other events and activities to celebrate the first season of the U’s PAC 12 status. Community pep rallies were complemented by business recruitment receptions for visiting team dignitaries and business leaders from other communities.
COMMUNITY RELATIONS

Brick-and-mortar developments are important, but regional attitudes and perceptions about the urban center are just as crucial to the long term success of downtown. The Downtown Alliance works with multiple media outlets to build a sense of connection, ownership and pride for the region. The media world is rapidly changing and we are responding proactively. We continue to grow both traditional and new media relationships that promote our rising downtown.

We continue to strengthen our long-standing relationships with local media outlets. This year we helped to influence hundreds of stories and articles, representing millions of dollars worth of advertising in equivalency value. We have formal paid media relationships with KUTV, KTVX, KSL, Comcast, City Weekly, Cumulous Radio, Simmons Media, Bonneville, KCPW and KRCL. In partnership with Salt Lake Magazine, we produce the Essentials Guide to Downtown that highlights restaurants, museums, galleries, shopping, and cultural attractions.

Our new branding campaign is designed to engage people from across the Intermountain West. We invite all to take ownership and pride in downtown with our campaign “MY OWN DOWNTOWN.” This campaign includes outdoor advertising and television ad buys on Comcast and local stations.

The Downtown Alliance is a leader in using social media to influence and interact with diverse audiences who are important to our mission.

We utilize platforms such as Facebook, Twitter, Instagram, and Pinterest to build personal relationships between our organization, downtown, and people across the state and country. We also spend time building relationships one-on-one or with small groups. We staff booths at multiple community events and maintain a speakers bureau to talk with Rotary and Kiwanis clubs, community councils, professional associations and educational groups.

The Downtown Alliance measures our community relations outreach through a quantitative survey conducted every August and September. This past year, visitation downtown was up in every age group and category. 41 percent of Utahns responded that their perceptions of downtown had improved over the past year, while 54 percent said they had remained the same. Those surveyed were also asked whether they agreed or disagreed with the statement, “I feel a sense of ownership and connection with downtown Salt Lake City”. 50 percent of the respondents agreed, a 16 percent increase from those who agreed with the same statement three years ago.
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 culture, art, 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 — Airport TRAX Line scheduled to open.
2013 — Public Safety Building scheduled for completion.

February 2012 — Harmon’s opens as part of the City Creek Center shopping development. Harmon’s is the first full-service grocery store in the Central Business District.

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

July 2010 — Harmon’s 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.


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 headquarters at the Gateway.

December 2006 — Construction begins on City Creek Center.

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

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.

June 2012 — Six Gateway scheduled for completion. Adjacent to the Hyatt Place Hotel at The Gateway, this project will include 105,000 square feet of Class A office space and will serve as the corporate headquarters for Barrick Gold North America and Energy Solutions.

March 22, 2012 — 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 5,000 parking stalls.

August 2011 — Mid Jordan and West Valley TRAX lines completed.

Summer 2011 — The Leonardo opens.


October 2010 — Renovation begins at the Gallivan Center Plaza.

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

May 2010 — City Creek Richards Courtyard 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 businesses 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.

222 South Main, the Gold LEED Certified Building, opens.

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 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.

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