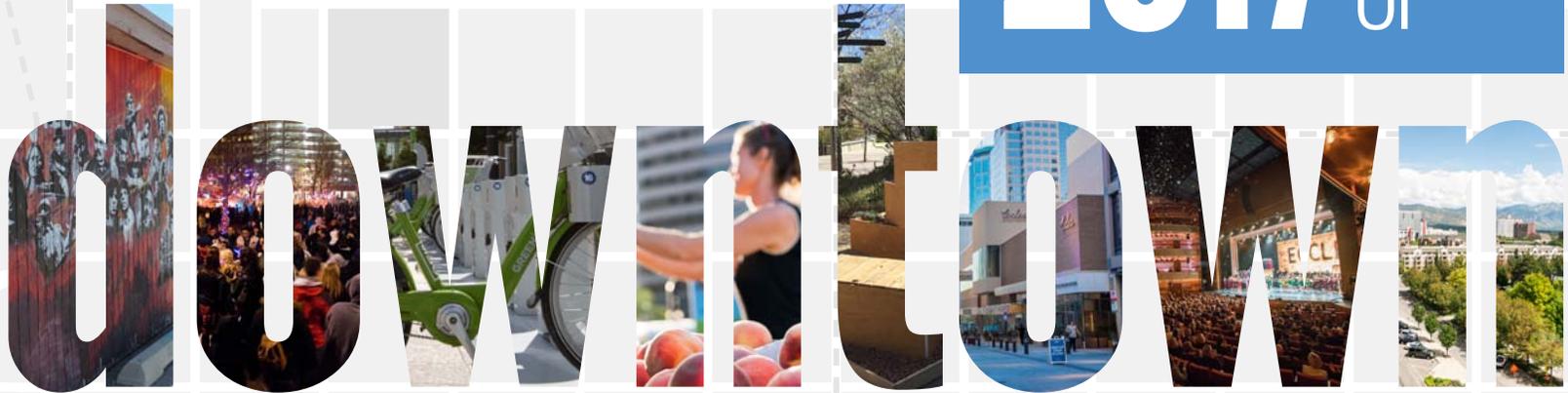


2017 STATE OF

OF



SALT LAKE CITY

2016-2017 ECONOMIC BENCHMARK REPORT

Produced
by the
Downtown
Alliance
and CBRE.

CBRE

ALLIANCE



2017 STATE OF DOWNTOWN

HOW TO USE THIS REPORT

The 2017 State of Downtown report offers a comprehensive analysis of downtown Salt Lake City's economy to assist key stakeholders, such as property owners, investors, developers, retailers, brokers, policy makers and civic leaders, make informed decisions.



Close Deals: Get the information you need about downtown Salt Lake City relevant to your career, industry and investments.



Start A Business: Make sure you have a clear understanding of technology, access to transportation, talent and tools to help your business thrive.



Be Street Smart: Stay up-to-date with all those cranes and discover what's on the horizon for downtown's changing skyline and economy.

Want More Information? Contact Jesse Dean at jesse@downtownslc.org or visit downtownslc.org/research.

★ RANKINGS

- 1ST** ▶ Pro-Business State for 43rd Consecutive Year - Polina and AEDI, 2015
- 1ST** ▶ State for Business - Wall Street Journal, 2016
- 1ST** ▶ State for 2016 Economic Outlook Rankings - CNBC, 2016
- 1ST** ▶ Projected Annual Job Growth Rate Through 2017 - HIS Global Insights, 2016
- 1ST** ▶ State for Future Livability - Gallup Wellbeing, 2016

- 1ST** ▶ Best State for Business and Careers - Forbes, 2016
- 1ST** ▶ Best Cities for Job Creation - Gallup Well-being 2014
- 1ST** ▶ Hiking City - Outside Magazine, 2016
- 2ND** ▶ In Nation for Business Growth - PEW, 2016
- 6TH** ▶ Lowest Crime Rate in U.S. - FBI, 2016

“America’s Next Boomtown”
Forbes, 2016

“Job Growth Leader”
Business Facilities Magazine, 2016

“Healthiest Metro Areas”
Atlantic Cities Magazine, 2016

“Top Travel Destination”
Fodor’s Travel, 2016

“Best Places for Business and Careers”
Forbes, 2015





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2016-2017 AT A GLANCE

 **76,050**
EMPLOYEES

\$3.5B 
wages paid downtown

11.9M  TOTAL
OFFICE
SQ. FT.

14.8%
downtown office vacancy

 **2.6M**
RETAIL SQ. FT.

\$837.6 MILLION
downtown
retail sales

\$217 MILLION
annual spending by
convention attendees

 citywide
convention
233K delegates

501 
total downtown acreage

\$6.12B
TOTAL DOWNTOWN PROPERTY VALUE

67.8% 
HOTEL OCCUPANCY

33K  parking
spaces

STRENGTHS

Regional Access

With an international airport just ten minutes from the urban center, downtown has unparalleled international access. The airport serves as the nation's 25th busiest airport with over 300 flights departing daily and direct service to 96 cities.

Urban Revitalization

Downtown is the region's economic engine and has been a dynamic force in Utah's economic development. Continued real estate investments in all sectors have helped to revitalize the urban center and foster growth.

Housing Access & Opportunity

Urban housing is becoming increasingly accessible as new for-rent developments come online throughout downtown.

Educated Workforce

Salt Lake City's population has a median age that is consistently lower than the national average. Salt Lake City is also well educated: according to a report produced by the Lumina Foundation, of the adults aged 25-64 that live in Utah nearly 48% have earned a college degree or certificate.

WEAKNESSES

Affordability

While still affordable compared to other major urban centers in the United States, residential rents downtown continue to climb while wages remain relatively stagnant. Downtown needs focused residential investment beyond market-rate units in order to sustain a diverse, mixed-income neighborhood and continue to attract a healthy workforce.

Urban vs. Suburban Mentalities

Downtown is an urban center located in a largely suburban county with a commuter-based population. The burden placed upon downtown with the high concentration of homeless service providers, vagrancy and loitering strains resources and hinders downtown's ability to sustain growth.

Building Regulations & Fees

Demolition ordinances and inflexible zoning policies have the potential to undermine downtown's regional competitiveness as an employment and residential center.

Liquor Laws

Utah's alcohol policies have improved to help support a welcoming and hospitable climate for tourism and business recruitment effort. Continued reform will ensure public safety and discourage underage drinking while supporting economic growth.

OPPORTUNITIES

Transportation

It has been almost 20 years since the inception of TRAX, Utah's light rail system. While there have been subsequent improvements like Frontlines2015, continued transportation improvements will enhance downtown as a regional multi-modal hub.

Station Center

Station Center represents a significant amount of mixed-use real estate development potential. Plans for a year-round public market combined with office, residential and retail projects will continue to bolster transit oriented development on the western edge of downtown.

Sports & Entertainment District

Downtown has an unprecedented opportunity to capitalize on renewed investments at the Vivint Smart Home Arena, Gateway and new development on Block 67. This district needs special branding and placemaking initiatives that can help to expand regional audiences, increase spending on retail, food and beverages and positively impact sales tax revenues.

Homeless Resources

The State of Utah, Salt Lake County and Salt Lake City are working collectively to address homelessness in downtown. This work includes ensuring mental health care, job training, substance abuse treatment and new investment in affordable housing, along with a regional approach to replace the existing centralized shelter model.

THREATS

Air Quality

Air quality is an issue across the Wasatch Front that threatens future investment, workforce retention and quality of life downtown.

Outdoor Industry

Recent announcements surrounding the Outdoor Retailer convention's decision to leave for Denver in 2019 could have significant impacts on Utah's ability to capitalize on relationships with the outdoor industry for future investments downtown and across the state.

Rio Grande Neighborhood

Drug dealing, loitering and other illegal behaviors in the Rio Grande neighborhood compromise the positive work of service providers and neighboring businesses while simultaneously discouraging investment in surrounding vacant parcels.

Regional Competition

Surrounding suburban areas are experiencing substantial amounts of office and residential growth. Lax regulations, land availability and construction costs are contributing to this increase.

2016-2017 PLANNING INITIATIVES

Cultural Core Action Plan

In 2010, Salt Lake County and Salt Lake City created a partnership to promote and develop arts and culture in the downtown area, and established a taxing district to provide a long-term revenue source. In 2016, the City and County selected a team of Salt Lake and national and local consultants to conduct the Action Planning process. The Cultural Core will benefit from the creative contributions of organizations, artists and people from throughout the Salt Lake region, and the Action Plan identifies ways in which partners inside and outside the Core can contribute to, and benefit from, its vitality.

Downtown Rising Action Plan

Building on the last decade's success, the Downtown Alliance launched the 2017 Downtown Rising Action Plan in February of 2017. The action plan highlights emerging trends, new objectives and projects that will help downtown maintain the same level of commitment that led to the past decade's transformation. The emerging trends, objectives and projects outlined in the plan were a culmination of public engagement surveys, stakeholder interviews and input from the Downtown Rising Steering Committee.

Salt Lake City Strategic Economic Development Plan

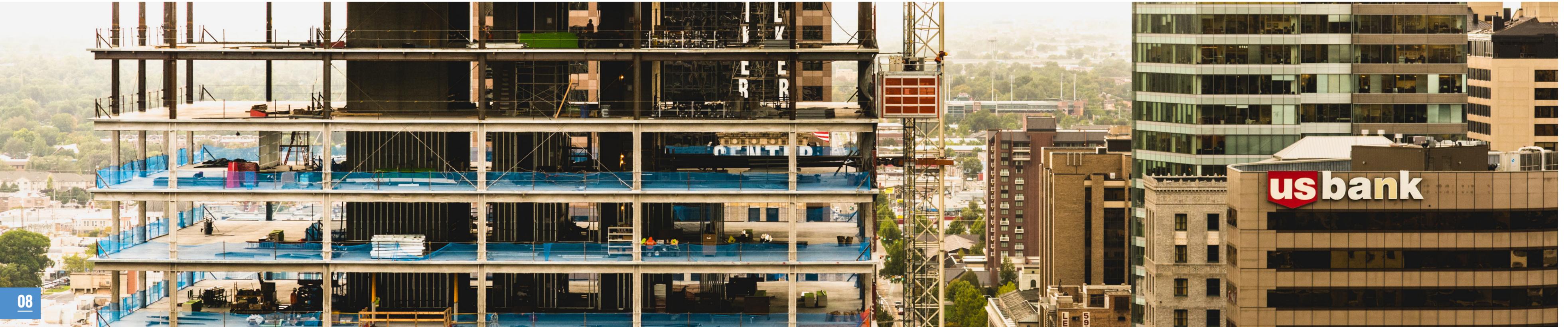
The strategic plan establishes an assessment of existing economic conditions of Salt Lake City through analysis of quantitative and qualitative data. This information guided a strategic framework that builds on existing strengths and seeks to overcome identified challenges to ensure Salt Lake City's fiscal health, enhance its business climate and promote economic growth.

SLC Transit Master Plan

The Salt Lake City Transit Master Plan is a blueprint for the future of transit. The Transit Master Plan emphasizes providing choices in travel and reducing dependence on the single-occupant automobile. Numerous Salt Lake City plans in the last decade have identified the availability of safe, high-quality, convenient transportation choices as a critical tool to support the achievement of broader outcomes, including health, economic competitiveness and quality of life.

Growing SLC: A Five Year Housing Plan

Downtown has experienced incredible amounts of residential growth over the last five years. Salt Lake City's "Growing SLC: A Five Year Housing Plan" initiative is working to better understand the current growth and assess future needs in terms of housing stock and affordability. The plan identifies new zoning strategies and incentives that could increase the number of affordable housing units across the city.



CURRENT & FUTURE DEVELOPMENT

Downtown is thriving with new construction and development, which has resulted in more residents, workers, visitors and wealth in the urban center.

In 2016, several projects were completed that have significant impacts on the downtown core. Most notably, 111 Main office tower and Eccles Theater opened in October 2016. 111 Main brings an additional 439,611 total rentable square feet of Class A office space and 2,000 square feet of rentable retail lobby space to the downtown market. The Eccles Theater is a 2,500-seat theater that hosts nationally touring Broadway shows, concerts, comedy acts and other popular entertainment events. The other major development story for 2016 continues to be market-rate residential unit construction in downtown Salt Lake City.

Hotel growth remains strong with projects like the AC Hotel, Regent Street Hotel, Convention Center Hotel and Aloft Hotel either under construction or planned. Continued office development will be a key component in bringing additional jobs and potential residents to the downtown area. Several proposed office projects include 151 State, Block 67 and 650 Main, totaling over 1.5 million square feet in new office space.



654,291

New office space completed (sq. ft.) (2016-present)

Note: Includes office space repurposed from existing structures



22

New restaurant openings (2016-present)



2,140,172

Available office space (sq. ft.) (as of Q2 2017)



3,256

New residential units completed, under construction or planned (2016-present)



1,054

New hotel rooms completed, under construction or planned (2016-present)

Note: Does not include 800-1200-room planned convention hotel



317,469

Available retail space (sq. ft.) (as of Q2 2017)



Planned Developments

- 01 Regent Street Hotel
- 02 650 Main
- 03 151 State Street
- 04 The Morton
- 05 Block 67
- 06 West Gateway Commons
- 07 Milagro Apartments
- 08 Northwest Pipeline
- 09 Hardware Village
- 10 4th & 4th Apartments
- 11 Pierpont Apartments

DOWNTOWN OFFICE MARKET



\$25.37 SQ. FT.
Asking Lease Rate (FSG)

14.8%
Vacancy Rate*

415,656 SQ. FT.
Net Absorption (past 12 months)

0 SF
Under Construction

Downtown's office market expanded in size by 5.8% during the 2016-2017 timeframe—more rapidly than any other 12-month period in the last decade. New development, renovations and repurposed buildings have effectively transformed the marketplace, attracting a diverse set of office users and creating increased opportunity for prospective downtown office tenants.

The addition of 111 Main to the skyline was the principal driver of growth in the 2016-2017 period. The 439,611-sq.-ft. tower was only the second development over 250,000 sq. ft. built since 1998 (the other was 222 Main in 2009), providing additional Class A space at a critical moment of expanded interest and demand downtown. A full 75% of the building was leased by the time it completed in September 2016.

But the story downtown is broader than just one building. Demand has been strong, with annual net absorption (measuring the net change in occupied space) averaging positive 251,902 sq. ft. since 2013. Law and tech-related tenants have been particularly active, accounting for 29% and 22% of the top 50 new leases since 2016, respectively. Finance, real estate, and other business services have also been active. In an age where amenities, access and lifestyle are increasingly important in the battle for talent and business, the diversity of tenant mix downtown speaks to its attractiveness as destination, both on a local and regional level.

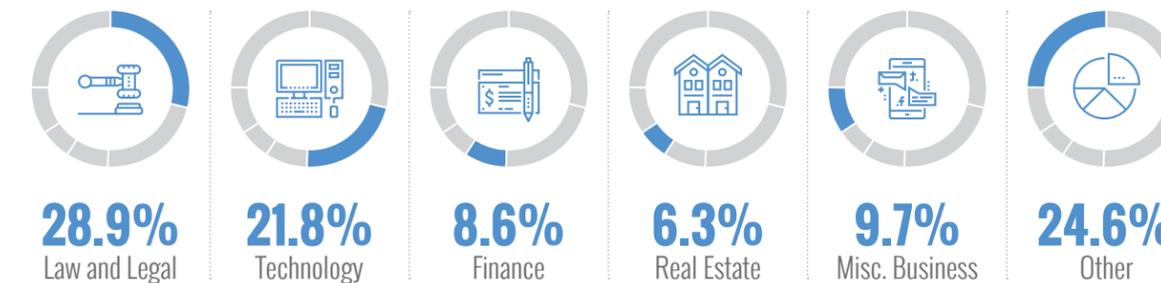
Source: CBRE Research, Q2 2017.
Note: Trend arrows indicate year-over-year change.
*Year-over-year increase in vacancy due almost entirely to new office product.

In response to demand, owners of existing properties have been actively repositioning their assets. During 2016-2017, both the Clift Building and South Temple Tower underwent significant renovations and upgrades. Even more drastic are the Station 41 and School Improvement Network buildings, which created new office space in the heart of downtown out of large repurposed retail spaces (a big-box sporting goods store and a car dealership). This activity has resulted in increased the amount of office available for lease downtown, accounting for most of the 220-basis-point increase in downtown vacancy—which reached 14.8% at mid-year 2017—over the last 18 months. While substantial, this increase in vacancy is muted compared to other spikes associated with development-booms in the past 15 years, and is safely below the high of 19.0% reached in 2012.

Not surprisingly, downtown asking lease rates reflect new or upgraded office space on the market, with the overall average rate rising 12% year-over-year to \$25.37 per sq. ft. (full-service gross) at mid-year 2017. While a market-high, this is still lower than any other major downtown in the region except for Phoenix. But rents in downtown vary widely building by building, with Class B office ranging from the mid-teens to the lower \$30s, and new Class A office (such as Dick's Sporting Goods and 111 Main) reaching as high as the upper \$30s.

Moving through the remainder of 2017 and into 2018, office demand drivers—such as job growth—remain in place to support healthy market fundamentals, although the lack of present office development (as well as the maturity of the broader economic cycle) suggest more tempered headlines for the time being. But with several major potential office developments on the horizon (such as Hardware Station, 151 Tower, and 650 Tower), downtown's office market is expected to remain dynamic in the coming years.

Lease Activity by Industry (for top 50 new lease transactions since 2016)



Source: CBRE Research, Q2 2017.

Comparative Rents Downtown SLC vs. Other Downtowns



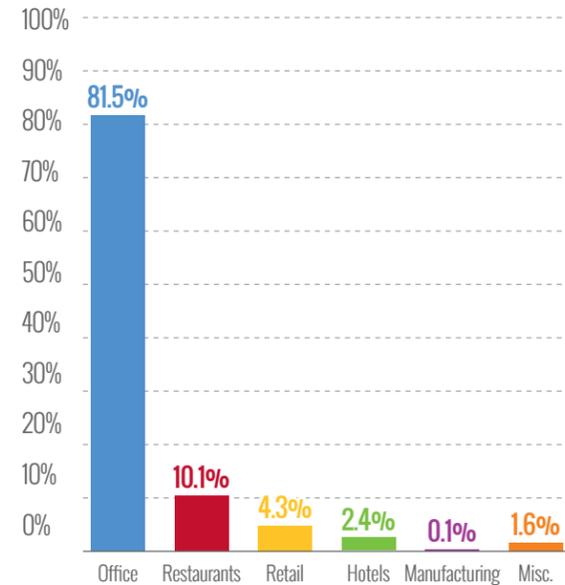
Downtown	Rent	Rank
Phoenix	\$24.11	1
Salt Lake City	\$25.37	2
Las Vegas	\$30.60	3
Portland	\$30.77	4
Denver	\$33.99	5
Los Angeles	\$37.56	6
Seattle	\$42.08	7
San Francisco	\$72.90	8

Source: CBRE Research, Q1/Q2 2017.



WORKFORCE AND EMPLOYMENT

Distribution of Downtown Employment by Sector (2016)



Source: Kern C. Gardner Policy Institute, University of Utah.

Workforce

Downtown is Utah's business and innovation hub. The strength of downtown's economy rests on a highly educated and young workforce that is helping to drive Utah's rapidly growing economy.

The University of Utah and Westminster College are both a short public transit or car ride from downtown. Neumont University, Brigham Young University, LDS Business College and Salt Lake Community College all maintain campuses in the urban center. With Utah State University to the north as well as Brigham Young University and Utah Valley University to the south, the Salt Lake area is plentiful with young educated talent ready to join the workforce. Graduates are typically around 26 years of age when they complete their bachelor's and around 30 years of age when they complete graduate school. Students come from across the nation to attend these well-respected universities, resulting in increased enrollment, retention of students, and degrees awarded. The top majors awarded are in science, technology, education and math categories, which are represented by major employers downtown. The University of Utah David Eccles School of Business, Brigham Young University Marriott School of Management, and Utah State University Jon M. Huntsman School of Business are top-ranked programs that support the strong finance, insurance and real estate industries in Salt Lake.

Downtown is also home to many of Utah's leading coding schools, including DevPoint Labs, V School, Dev Mountain and Iron Yard. These schools represent future growth potential for downtown as a technology hub, as many new companies are seeking talent from these programs.

Wages by Downtown Sector (2016)



Source: Kern C. Gardner Policy Institute, University of Utah.



Employment

Employment in downtown is estimated to have grown by nearly 3,000 jobs to 76,050 from 2015 to 2016. Office is by far the biggest employment sector in the downtown area, representing over 81% of all jobs. The 111 Main office tower and its 439,611 square feet of office space was the big story of 2016, driving much of the new employment growth. Downtown employment growth remains strong, with the technology sector continuing to diversify the traditionally finance- and law-centric employment sectors of the urban office economy.

While downtown remains the regional center for commerce and employment, rapid growth and development in Draper, Lehi, Provo and Ogden could mean the loss of jobs and employers to other markets. In order to remain competitive with these growing markets, downtown needs additional office space. Several office projects are on the horizon that will bring 1.5 million additional square feet to the urban center.



Estimated Employment Change by Sector in Downtown

Sector	1990	2001	2005	2007	2014	2015	2016	Change 1990-2016	Change 2007-2016
Office	42,000	51,350	51,250	53,000	59,000	59,800	62,000	47.6%	17.0%
Restaurants	3,350	7,300	7,400	7,200	7,700	7,700	7,700	129.9%	6.9%
Retail	1,550	2,700	2,600	1,800	3,400	3,450	3,300	112.9%	83.3%
Hotels	1,250	1,800	1,800	1,800	1,800	1,800	1,800	44.0%	0.0%
Manufacturing	500	500	450	50	50	50	50	(90.0%)	0.0%
Misc.	500	750	1,100	1,100	1,050	1,050	1,200	140.0%	9.1%
Total	49,150	64,400	64,600	64,950	73,000	73,850	76,050	54.7%	17.1%

Source: Kern C. Gardner Policy Institute, University of Utah.



RETAIL AND RESTAURANTS

2016 Selected Retail Sales by Category in Downtown

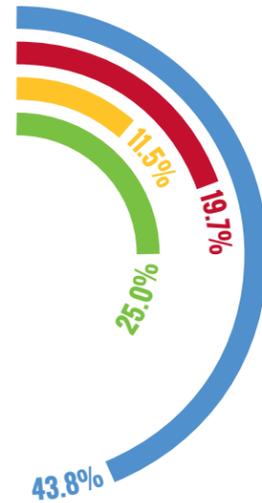
Eating & Drinking
\$366.7M

Clothing & Shoe Sales
\$165.4M

Department Store Sales
\$96.2M

Other Retail Sales
\$209.3M

Total
\$837.6M



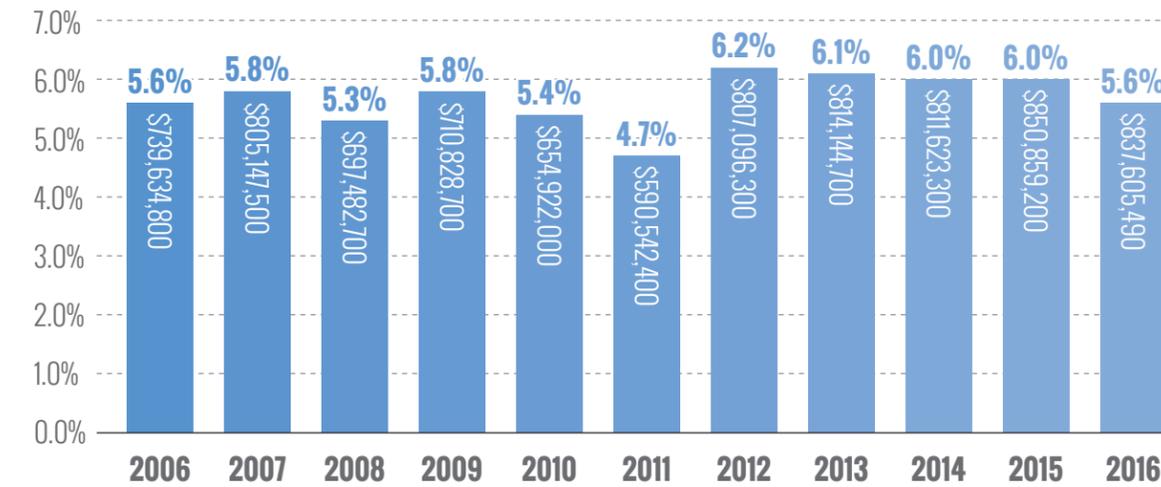
Source: Utah State Tax Commission.

Downtown's retail and restaurant renaissance is helping to reshape the urban center's economy and add vibrancy. Visitors enjoy a dynamic mix of eclectic and first-to-market restaurants and retail options all located in a dense, walkable environment. The broad retail categories used in the 2016 retail sales categories were: clothing, furniture, restaurants (including fast food), drinking establishments, department stores, general merchandise and specialty retail (books, stationary, gifts, luggage, sporting goods, hobbies, etc.). Retail sales of automobiles, gasoline, building and garden were not included; these retail categories have little activity downtown.

Downtown is home two major shopping destinations, City Creek Center and The Gateway. City Creek Center maintains its role as the most popular shopping experience in downtown, accounting for a significant percentage of downtown's sales in clothing and clothing accessories. Phoenix-based Vestar purchased The Gateway in early 2016 and has helped to inject new life and activity to the previously underperforming center. Vestar will be investing over \$100 million in tenant and infrastructure improvements coupled with an aggressive event schedule and tenant recruitment strategy. The most recent tenant announcement was the addition of Dave and Busters, a popular entertainment concept featuring arcade games and gourmet food in the former food court space.

Local, independent restaurants and retailers are also very successful in downtown and helping to shape Salt Lake City's reputation as a "foodie destination." Notable openings in 2016-17 include Lake Effect, Fireside on Regent, White Horse Tavern, Mollie and Ollie's, HSL, Stanza, J Dawg's, Johnny Slice, The Big "O" Donuts, City Barber, Uintah Standard and The Bureau.

Downtown Annual Share of County Retail Sales* Zip Codes 84101 and 84111 (2016 dollars)



Source: Utah State Tax Commission

*Includes: Furniture and Home Furnishing Stores, Electronics and Appliance Stores, Food and Beverage Stores, Health and Personal Care Stores, Clothing and Clothing Accessories Stores, Sporting Goods, Hobby, Music and Book Stores, General Merchandise Stores, Nonstore Retailers, and Food Services and Drinking Places.

Retail sales totaled \$837.6 million in 2016, continuing downtown's economic growth and increasing popularity among visitors, employees and downtown residents. Sales in Salt Lake County continue to improve with favorable economic conditions translating to increased consumer spending. This is particularly noticeable in the food services and drinking places category. Food services and drinking places accounted for over \$366.7 million in sales, or 43.8% of retail activity in 2016.

Downtown's retail and restaurant sales growth will hinge on several factors: (1) the successful resurgence of The Gateway, (2) regional retail competition, (3) consumer preference for internet shopping, (4) availability of liquor permits for restaurant and bar developments.



DOWNTOWN TRANSPORTATION

Transit Scores

Transit Scores measure access to public transit. For each address, scores consider hundreds of routes to nearby amenities. Points are awarded based on the distance to amenities, pedestrian friendliness, and how well a location is served by public transit. Scores are scaled from 0-100.



Source: Walk score.

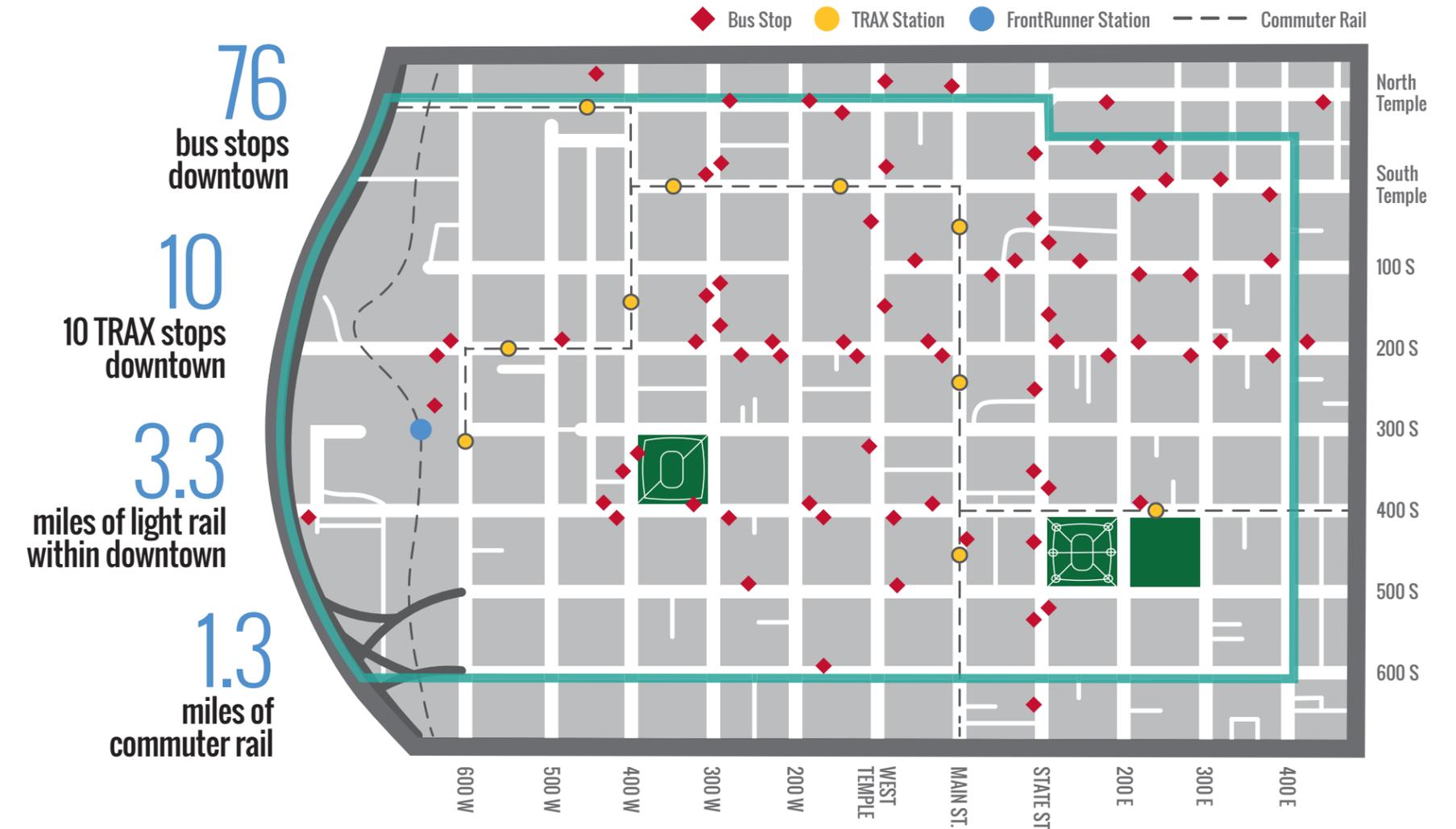
Downtown's employees, visitors and residents have access to high-quality regional transportation options from commuter rail to last-mile connections. The urban center acts as a multimodal hub that is complemented by well-maintained roads, public transit, bicycle lanes, sidewalks, and a nearby international airport.

Continued transportation investment will ensure downtown's ability to compete on a national level for recruitment and retention of the urban center's various industries and skilled labor. These projects include:

- 1.** Downtown Circulator: a downtown bus circulator will help to bridge the transit gaps created by the regional TRAX and FrontRunner rail lines.
- 2.** TRAX Extension to the new SLC Airport: The existing Airport TRAX line needs over \$65 million to reach the new terminal and directly connect visitors from around the world to downtown.
- 3.** Downtown Streetcar: Two potential routes have been identified for a streetcar that could stretch from downtown to the University of Utah. The streetcar would enhance the existing bus and rail options available while also helping to promote more residential density in downtown.
- 4.** Grand Boulevards: State Street, 400 South, 500 South and 600 South are all state roads that serve thousands of commuters moving in and out of downtown on a daily basis. These streets need continued attention, along with public and private investment to create a more dynamic entrance and exit to Utah's urban center.



TRANSIT STOPS DOWNTOWN



DOWNTOWN MOBILITY

Downtown is the most bike friendly and walkable district in Utah—a key component to the quality of life for the thousands of residents, employees and visitors who live, work and play in its boundaries.

The key components to navigating downtown include:

Mobility

Connected streets make the pedestrian experience better and encourage healthier lifestyles through active living. The 2015 Downtown Master Plan prioritized creating better connections and increasing the amount of mid-block crossings. The mobility scores reflect not only the connectedness of streets but the friendliness of streets for those walking and biking. The index is a score from 0 to 100, with 100 being a ‘walker’s paradise.’ These scores help illustrate the current state of downtown’s streets and help to identify what must be done to improve the pedestrian environment.

Bicycle Lane Improvements

Significant Improvements have been made to downtown’s bicycle infrastructure over the past five years, including separated bicycle infrastructure along 300 South and 200 West.

GREENbike

GREENbike, downtown’s bike share program, is now operating year-round and continues to increase its number of stations and available bicycles. The additional access has led to greater use and more annual pass holders.

MOBILITY SCORES



Source: Walk score.



GREENbike Overview

Bikes available	275
Stations active.....	33
Number of rides.....	141,000
Vehicle miles avoided.....	817,000
Increase in station use.....	33%

Source: GREENbike Salt Lake.



300 South Bike Lane Progress Report (January-June 2013 • January-June 2015)

Sales along 300 South increased.....	9%
Bike ridership along 300 South increased.....	30%
Bike ridership for Twilight Concerts increased.....	84%

Source: Salt Lake City.

HOSPITALITY

TOURISM AND CONVENTIONS

2016 Statewide Visitor Statistics



23,155,527
Salt Lake Intl. Airport



10,087,077
National Parks



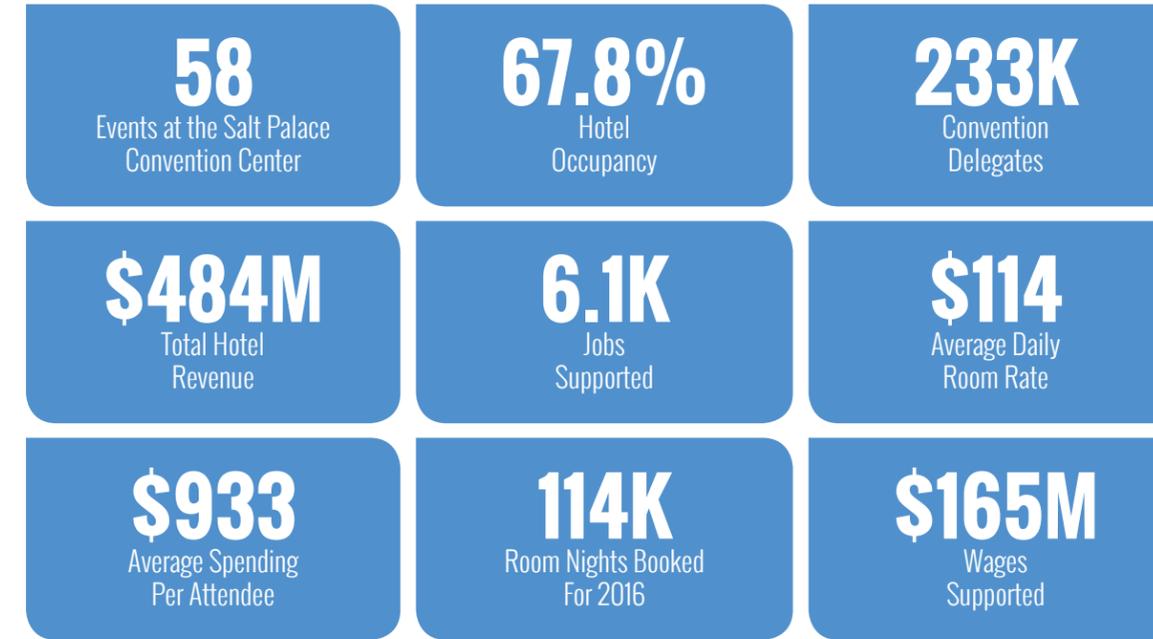
5,175,615
State Parks

Source: Salt Lake City International Airport, State of Utah.

Utah's natural playground and vast public lands fuel the state's economy and create a great quality of life for its residents. More than 23 million passengers arrived at Salt Lake International Airport in 2016. Over 10 million recreational visits were made to Utah's five national parks and another 5.2 million visits occurred at Utah's 40 State Parks. Utah's 14 ski resorts hosted a record 4.6 million skier days during the 2016-2017 season. Notable news in the downtown convention industry in 2017 was the Outdoor Retailer convention's decision to choose a new destination beginning in 2018. The convention brings an estimated \$45 million per year to the state and is a key economic driver for downtown's hospitality and restaurant industry.

The Salt Palace Convention Center is the main driving force for downtown's convention industry and is the largest convention center in Utah. However, surrounding convention district hotels also attract a convention business of their own. The conventions held in hotel meeting space are smaller than the citywide conventions, but still contribute important revenue to downtown's economy.

Negotiations continue between Salt Lake County and private developer DDRM for an 800-1200-room convention center hotel. The County is currently in talks with DDRM to determine the best site location for the hotel. DDRM's past portfolio includes the luxury property St. Regis at Deer Crest and a 1,578 room Hilton Anaheim convention hotel. The hotel will be an important asset in attracting new convention business and activity throughout downtown.



Terminal Redevelopment Program

Cost.....**\$2.9 Billion***
Estimated Economic Output.....**\$3 Billion**
Jobs Created.....**23,919**

Note: No additional taxes were levied to finance the airport redevelopment.



CULTURE AND ENTERTAINMENT

Downtown is home to several museums, performing arts and music theaters, a professional sports arena and large community gathering spaces. With new developments like the recently completed George S. and Dolores Doré Eccles Theater, plus additional partnerships and projects in the pipeline, downtown will continue to grow as the cultural core of the Mountain West.

Vivint Smart Home Arena Renovation and Economic Impacts

The Vivint Smart Home Arena is a key economic driver for downtown. Since 1990 the arena has helped to shape downtown's west side and continued investment and renovation will preserve and enhance its standing and importance to the city and state. Miller Sports and Entertainment plans to spend an estimated \$125 million on site, arena structure and facilities renovations of the Vivint Smart Home Arena.

Estimated Total Economic Output with Renovations for Future Operations - 2015-2041

Impact Type	Wasatch Front	Salt Lake County	Salt Lake City
Direct Effect	\$2,805,009,328	\$2,805,009,328	\$2,387,545,500
Indirect Effect	\$1,218,700,531	\$1,166,316,053	\$700,195,430
Induced Effect	\$333,892,759	\$319,271,590	\$93,253,006
Total Effect	\$4,357,602,543	\$4,290,596,948	\$3,180,993,897

Downtown Salt Lake City Venues (2016 Attendance)

 1.4M VIVINT SMART HOME ARENA SPORTS ARENA	 95,000 THE COMPLEX LIVE MUSIC
 345,235 CLARK PLANETARIUM SCIENCE MUSEUM	 73,364 THE ECCLES THEATER PERFORMING ARTS
 272,450 DISCOVERY GATEWAY CHILDREN'S MUSEUM	 71,555 ROSE WAGNER PERFORMING ARTS CENTER
 166,231 CAPITOL THEATRE PERFORMING ARTS	 65,000 UTAH MUSEUM OF CONTEMPORARY ART CONTEMPORARY ART MUSEUM
 158,088 ABRAVANEL HALL PERFORMING ARTS	 45,954 THE LEONARDO SCIENCE MUSEUM

Temple Square, 10-acre Pioneer Park, Gallivan Plaza, Library Square and Washington Square attract millions on an annual basis. The future of downtown's parks and public spaces is bright, with projects like Regent Street nearing completion, proposed improvements to the historic Pioneer Park and the completion of Abravanel Plaza.

Library Plaza

26 days activated **202K** estimated participants

Washington Plaza

9 days activated **162K** estimated participants

Pioneer Park*

22 days activated **34K** estimated participants

Twilight Concert Series

7 days activated **78K** estimated participants

Downtown Farmers Market

16 days activated **225K** estimated participants

The Gateway

44 days activated **69K** estimated participants

Gallivan Plaza

365 days activated **203K** estimated participants

Temple Square

365 days activated **5M** estimated participants

Other Downtown Locations

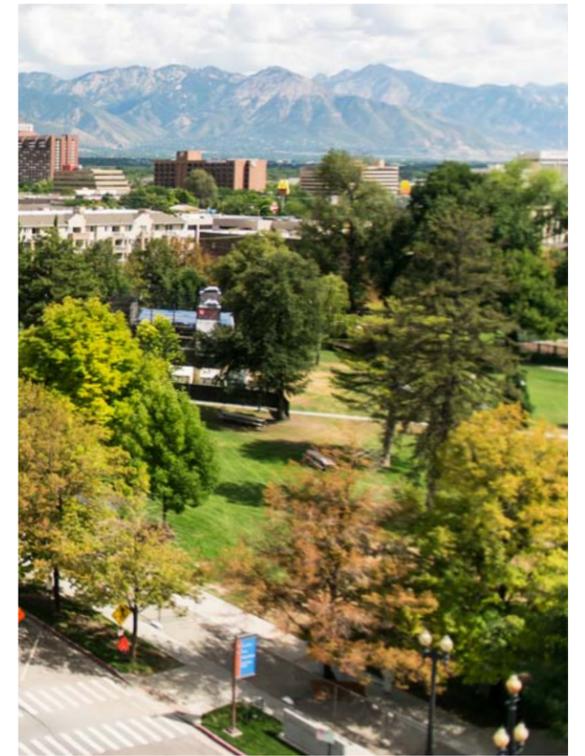
65 days activated **99K** estimated participants

Total

919 days activated **6M** estimated participants

Source: Salt Lake City Special Events Permitting, Downtown Alliance, Salt Lake County, The Church of Jesus Christ of Latter-day Saints, Salt Lake City Arts Council. This does not include free expression permits or film permits. *Excludes Downtown Farmers Market and Twilight Concert Series.

PARKS AND PUBLIC SPACES





RESEARCHED, WRITTEN AND COMPILED BY

Jesse Dean, Director of Urban Development, Downtown Alliance
Justin Banks, Community Development and Research Coordinator, Downtown Alliance
Joseph Farrell, Salt Lake City Research Team Lead, CBRE
James A. Wood, Ivory-Boyer Senior Fellow, Kem C. Gardner Policy Institute, University of Utah

GRAPHIC DESIGN

Chris Bennett, Senior Graphic Designer, CBRE

PHOTOGRAPHY

Austen Diamond
Brent Rowland
David Newkirk
Isaac Riddle
Ryan Mack

CREDITS

Alliance for Biking and Walking
Architecture Belgique
Boyer Company
Building Salt Lake
CBRE
Church of Jesus Christ of Latter-day Saints
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Patrinely Group
PEG Development
Salt Development
Salt Lake City Arts Council
Salt Lake City Department of Economic Development
Salt Lake City Housing and Neighborhood Development
Salt Lake City International Airport
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Salt Lake City Planning
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Wright Development Group

The logo for CBRE, consisting of the letters "CBRE" in a bold, black, sans-serif font.