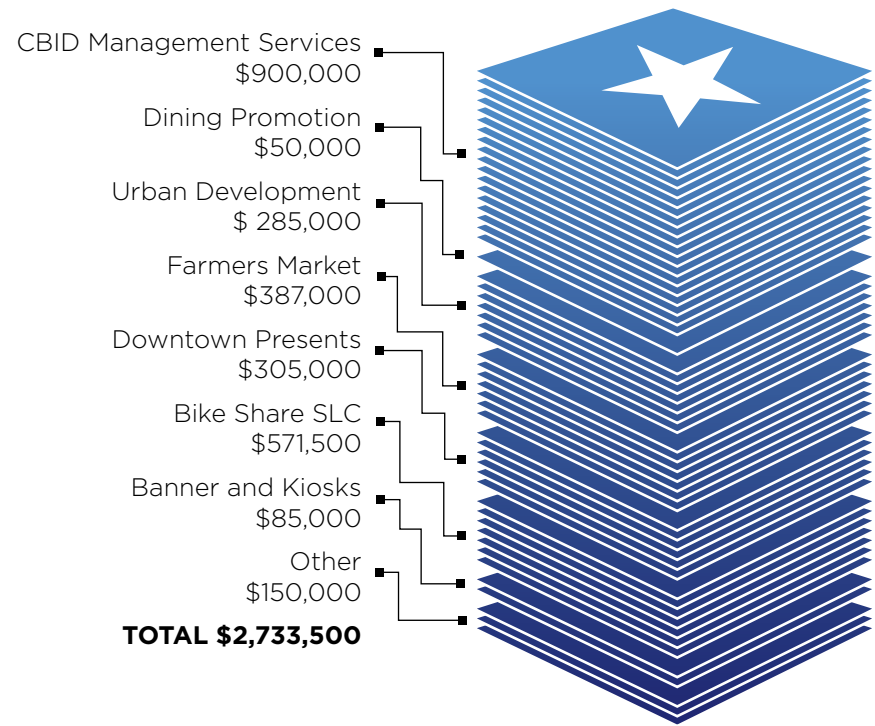
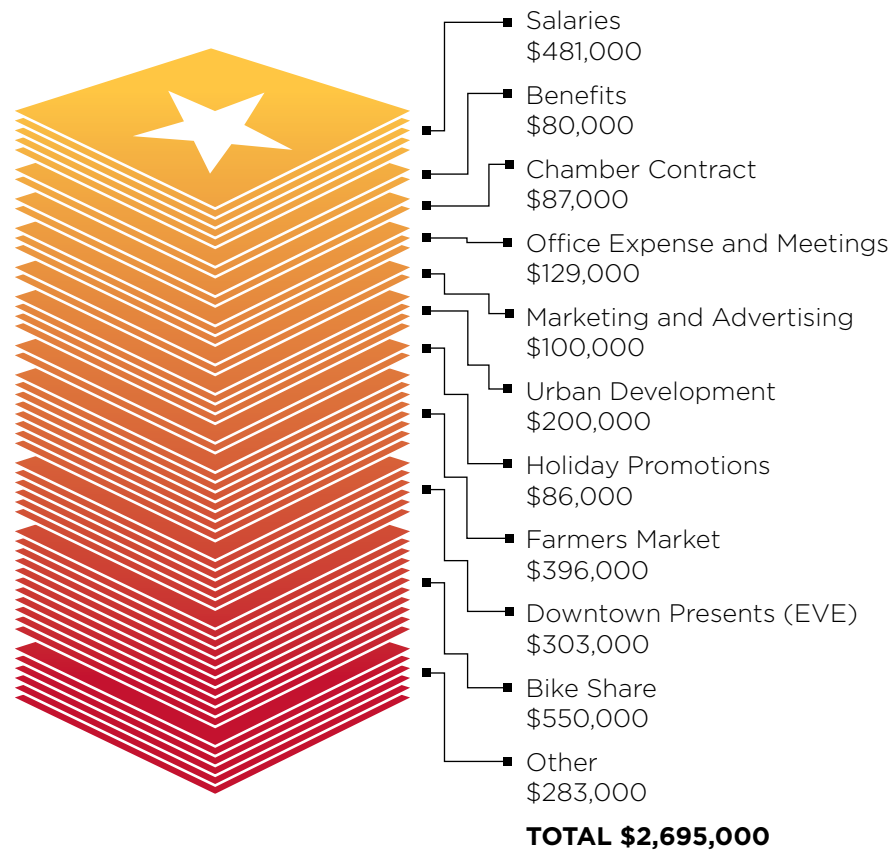


# ANNUAL BUDGET

## INCOME



## EXPENSE



# BOARD OF DIRECTORS 2013-2014

Peggy Lander (Chair)  
*Property Reserve Inc.*

Jim Olson  
*Utah Jazz*

Kent Gibson (Past Chair)  
*Capstone Management*

Molly Mazzolini  
*Infinite Scale Design*

John Dahlstrom (Incoming Chair)  
*Wasatch Properties*

Gary Porter  
*The Church of Jesus Christ of Latter-day Saints*

Vasilios Priskos  
*InterNet Properties, Inc.*

Mayor Ralph Becker (Ex-Officio)  
*Salt Lake City*

Christina Alter  
*Goldman Sachs*

Mayor Ben McAdams (Ex-Officio)  
*Salt Lake County*

Lane Beattie  
*Salt Lake Chamber*

Councilmember Luke Garrott  
(Ex-Officio)  
*Salt Lake City Council*

Bruce Bingham  
*Hamilton Partners, Inc.*

Scott Beck (Ex-Officio)  
*Visit Salt Lake*

Linda Wardell  
*City Creek Center*

D.J. Baxter (Ex-Officio)  
*Redevelopment Agency of Salt Lake City*

Jake Boyer  
*The Boyer Company*

Babs Delay (Ex-Officio)  
*Downtown Merchants Association*

Jim Divver  
*Zions Bank*

## STAFF

Lane Beattie  
*President & CEO*

Carson Chambers  
*Assistant Farmers Market Manager*

Jason Mathis  
*Executive Director*

Nick Como  
*Marketing & Communication Director*

Kim Angeli  
*Special Events Director*

Jesse Dean  
*Director of Urban Development*

Cameron Arellano  
*SLC GREENbike Coordinator*

Alison Einerson  
*Winter Market Manager*

Kristin Beck  
*Public Space Program Director*

Liz Jackson  
*Community Outreach Coordinator*

Will Becker  
*SLC GREENbike Program Manager*

Tiia Libin  
*Grant Writer & Sponsorship Manager*

Ben Bolte  
*SLC GREENbike Director*

Camille Winnie  
*Clean & Safe Program Director*



## 2013-2014 ANNUAL REPORT

We are dedicated to building a dynamic and diverse community that is the regional center for culture, commerce and entertainment.







## WHO IS THE DOWNTOWN ALLIANCE?

We are a private 501(c)3 nonprofit company founded in 1992. As strategic partners of the Salt Lake Chamber, we provide management services for Salt Lake City in the Central Business District. We envision a downtown embraced by visitors and residents throughout the Intermountain West.

## CREATING A SENSE OF PLACE

We create a sense of place that sets downtown apart from other Utah communities. From June through October, we produce the Downtown Farmers Market and Arts & Crafts Market in Pioneer Park. We also produce a Tuesday Night Farmers Market during the height of harvest season from August through October. Our Markets help small businesses and family farms, but more importantly, they help to change the dynamic in the Pioneer Park neighborhood. Last year we set new records for attendance and sales, increasing foot traffic and spending by nearly 10 percent.

From November through April, the Downtown Alliance also hosted a series of bi-monthly Winter Markets in the Rio Grande Depot. This initiative brought 24,000 people to the Rio Grande building over the course of six months, supporting more than 60 local businesses and family farms.

For three nights at the turn of the year, downtown hosts a party for 40,000 of our closest friends at EVE. We partner with Discovery Gateway, The Leonardo, UMOCA, Broadway Centre Cinemas, Clark Planetarium, Temple Square and Off Broadway Theatre to build new audiences for downtown arts groups and attractions. EVE 2014 included a return to the Salt Palace with large-scale sculptures from Burning Man, a fine arts stage and the Ball Room with 2014 giant beach balls.

The Downtown Alliance is responsible for the annual Downtown Dine O' Round, a celebration of food in the heart of the city. With nearly 50 participating restaurants offering prix-fixe dinner and lunch menus, Dine O' Round can increase sales for participating restaurants by 50 percent. This program grew by 16 percent last year.

We also help to support other downtown events like the Twilight Concert Series, Greek Festival, Utah Arts Festival, Tumbleweed Film Festival, Rose Exposed Festival, Utah Aids Walk, Bumble Bee Bash and Living Traditions Festival. We are grateful for the creativity and hard work of our colleagues and supporters who make downtown the cultural center of the entire region.



## TELLING OUR STORY

We have a great story to tell. We communicate to an audience of over 30,000 through Facebook, Twitter, Instagram and YouTube to keep people up to date on what's up downtown. We hosted a weekly tweet up called City Chat and sponsored YouTube video contests reaching thousands of new viewers.

Last year our social media audiences grew from 25 to 40 percent with a big uptick in engagement. That means we have quality followers who are engaged and interested in downtown.

We also generated or influenced over \$2 million worth of positive media coverage about downtown Salt Lake City and saw a big jump in the number



of overall stories written about our urban center.

We work with our media friends through formal partnerships. We have a strong radio voice through the Broadway Media Group's X96 and produce weekly shows on KCPW, detailing the people, places and events shaping Utah's urban center. Our friends at MediaOne help us publish *Downtown the Magazine*, with an annual circulation of 120,000, distributed to households across Salt Lake and Davis Counties.

Last year we helped 60 nonprofit organizations promote their downtown events through our boulevard banner program.

## BUILDING A CITY

We promote urban development by building coalitions. Last year we worked with Salt Lake City to make impact fees more business friendly to encourage even more people to live and work in our urban center.

After many years of discussion and negotiation, our community moved forward to support a privately financed convention center hotel. The Downtown Alliance championed this project for several years. The proposal includes support from state, county and city leaders along with the private sector and hotel community. This is a big win for our long-term economy.

We also work to inspire the people of Utah about the urban heart of their capital city. Last year we launched CREATE DOWNTOWN, an invitation

to help define the destiny of our city core. Through CREATE DOWNTOWN, we brought international experts to our community to help us think strategically. And we took business and political leaders to New York City in our first urban exploration trip to build consensus around public-private partnerships to create a better downtown.

We help to launch new downtown projects like GREENbike, Salt Lake's bike sharing system. GREENbike started as a project of the Downtown Alliance. In its inaugural year, 6100 people rode our 65 bikes more than 26,000 times, avoiding 54,000 car miles and burning 3 million calories. It is the most successful bike share program of its size in North America.

## CLEAN AND SAFE

Downtown is the regional center for culture, commerce and entertainment. It is also the regional center for homeless services. Working with providers, law enforcement and local political leaders, the Downtown Alliance helped expand services and create a safer neighborhood. We lead efforts to start a Clean Team in and around Pioneer Park, to employ



homeless and recently homeless people. Not only did residents and businesses notice a dramatic improvement in their surroundings, but the program also provided meaningful jobs. We continue to expand the HOST meter program that encourages donating to service providers and not individual panhandlers.



## WE GET BY WITH A LITTLE HELP FROM OUR FRIENDS

We appreciate our friends at City Hall who help to fund our efforts. About 33 percent of our funding comes from a contract we sign with Salt Lake City to provide marketing and economic development support for the Central Business District. We also work hand-

in-hand with our colleagues at the Salt Lake Chamber, and value our strategic partnership with Utah's largest business organization. We share resources, staff support and offices, but more importantly we share friendships and a commitment to the future of our community.

### MANY OTHER PEOPLE, COMPANIES AND ORGANIZATIONS CONTRIBUTE TO OUR MISSION, INCLUDING:

- |  |  |
|--|--|
| American Express   | Muir Copper Canyon Farms                               |
| Amour Spreads  | Nicolas & Company                                      |
| Backcountry.com  | People Water   |
| BTS Investments  | Rocky Mountain Power Blue Sky Renewable Energy Program |
| CBRE   | Rico Brand   |
| City Creek Center Association                              | Salt Lake City Arts Council                            |
| City Weekly  | Salt Lake City   |
| The Church of Jesus Christ of Latter-day Saints Foundation | Salt Lake County Zoo, Arts and Parks                   |
| CRSA Architects  | Salt Palace Convention Center                          |
| Discrete Headwear  | Sam and Diane Stewart                                  |
| Fidelity Investments                                       | Family Foundation                                      |
| George S. and Dolores Doré Eccles Foundation               | SelectHealth   |
| Hamilton Partners  | Squatters Pub Brewery                                  |
| Harmon's Neighborhood Grocer                               | Swire Coca-Cola  |
| Intermountain Healthcare                                   | Sysco Intermountain Food Services                      |
| InterNet Properties  | Tulie Bakery   |
| K.C. Gardner Company LC                                    | Utah Transit Authority                                 |
| Key Bank   | US Foods   |
| Layton Construction  | Volkers Bakery   |
| Laziz Foods  | Visit Salt Lake  |
| Layton Companies, Inc.                                     | Wasatch Commercial Management, Inc.                    |
| LDS Hospital   | Wells Fargo Bank                                       |
| Liberty Heights Fresh                                      | Winder Farms   |
| Mountain Town Olive Oil Company                            | Zions Bank   |