

2020 state
of

DOWNTOWN

**2019-2020 Downtown
Economic Benchmark Report**

A comprehensive report produced by the
Downtown Alliance and CBRE.



How to use this report*

The 2020 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 as they make informed decisions. For the purposes of this report downtown Salt Lake City's boundaries are defined as the area between North Temple and 400 South, and I-15 and 300 East.

*THE 2020 ASTERISK This benchmark was published in December 2020 with content gathered earlier in the year. At the time of publishing, the impact of the COVID-19 pandemic is not yet fully known and is not fully accounted for in this report. We will reflect the impact and evolving trends in future benchmark publications. We hope that this benchmark is useful to you in making sound decisions. We welcome your feedback at info@downtownslc.org.



Close Deals

Use this report to get the information you need about downtown Salt Lake City relevant to your business, industry, investments, or career.



Start a Business

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



Be Street Smart

Stay up-to-date with downtown's changing skyline and discover what's on the horizon for the heart of Utah's hot economy.

Want more information?

Contact Ryan Mack at ryan@downtownslc.org or visit downtownslc.org/building-downtown/reports-data.

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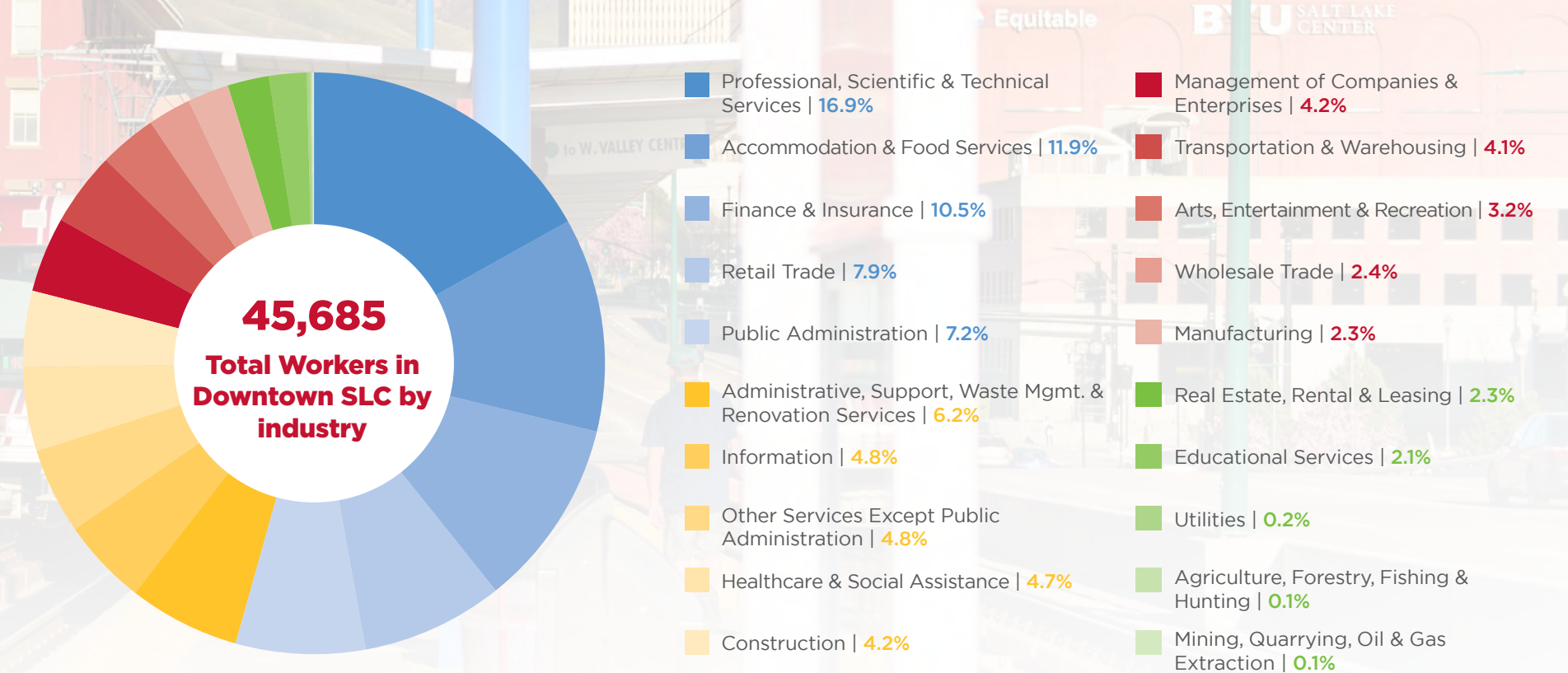
21 Parks + Public Spaces

2019-2020 at a Glance

45,685 WORKERS	16.2M TOTAL OFFICE SQ. FT.	5.5M RETAIL SQ. FT.	\$1.5 BILLION Salt Lake Tourism Impact
260 underutilized acres	70.2% HOTEL OCCUPANCY	\$3.4B total wages paid	7.6% Class A Vacancy
\$950.5M downtown retail sales	424K citywide convention delegates	\$7.62B TOTAL DOWNTOWN PROPERTY VALUE	3,000 On-Street & 30,000+ Public parking spaces
\$287 MILLION direct visitor spending	\$30.47 per SQ. FT. lease rate YR/FSG	\$74,836 AVERAGE ANNUAL WAGE	790,787 Hotel Room Nights Booked

INDUSTRY SNAPSHOT

The largest employment sector in the Salt Lake City Central Business District (CBD) is the **Professional, Scientific, and Technical Services** sector, employing 11,341 workers. The next largest sectors are **Accommodation and Food Services** (7,988 workers), and **Finance and Insurance** (7,042). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the CBD are **Management of Companies and Enterprises** (LQ = 2.82), **Finance and Insurance** (2.66), and **Professional, Scientific, and Technical Services** (2.51).



Source: Produced by JobsEQ® for the Economic Development Corporation of Utah.



Current + Future Development



Challenges

CONSTRUCTION AND REAL ESTATE COSTS

Construction and real estate costs are at an all-time high, driven in part by Utah's robust economy and growing population. From 2010 to 2016, Utah had the fastest population growth rate in the country and the highest increase in nonagricultural jobs. Investors' caution globally has also constrained capital. However, Salt Lake City is better poised for rebound than many cities.

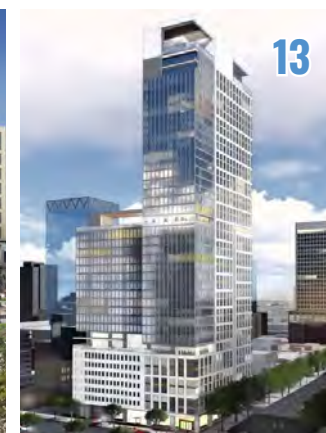
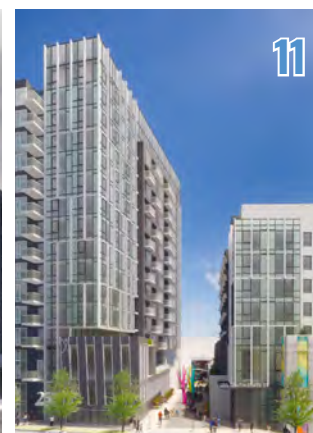
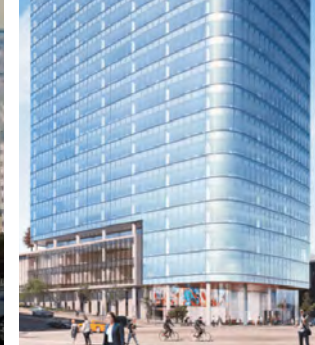
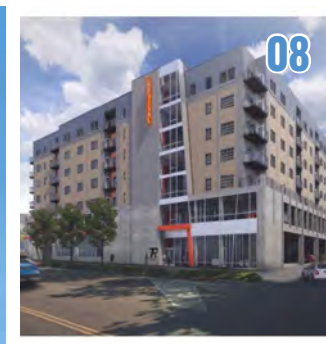
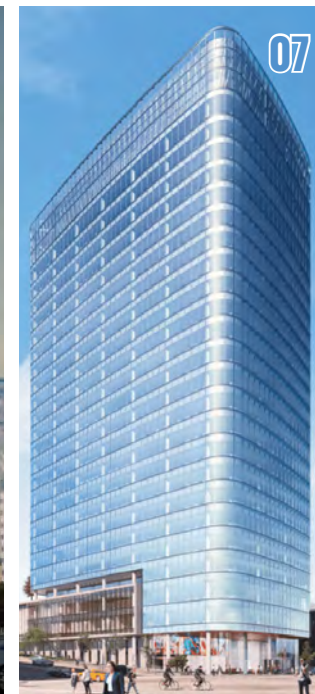
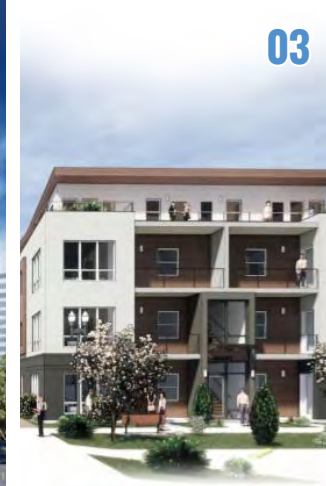
Opportunities

HEALTH INNOVATION SECTOR

Salt Lake City is home to the fastest-growing life sciences community in the nation with 538 bioscience-related patents last year. A robust ecosystem of health innovation companies has emerged from the University of Utah. Public and private investment is attracting life sciences and health IT companies to the Rio Grande District.

RESIDENTIAL DEMAND

The demand for downtown housing continues to exceed the supply due to population growth and one of the strongest job markets in the nation.



Current & Future Development

- 01 THE WEST QUARTER
- 02 LIBERTY SKY
- 03 THE BEVERLY
- 04 MYA & AVIA
- 05 THE OLIVE
- 06 CONVENTION CENTER HOTEL
- 07 95 STATE
- 08 THE REVIVAL
- 09 PAPERBOX LOFTS
- 10 THE BIRDIE
- 11 255 S. STATE STREET
- 12 UNION PACIFIC HOTEL
- 13 KENSINGTON TOWER

- 260
acres of underutilized lots (2020)
- 2,079
planned residential units projected to break ground in 2018-2019
- 3,600+
residential units completed or under construction (2018)

Source: Downtown Alliance.



Downtown Office Market

Challenges

SUBURBAN COMPETITION

Office space can be built faster and cheaper in the suburbs than in the urban core. Downtown must leverage the benefits of transit, creative collaboration and amenities for recruiting top talent.

ECONOMIC UNCERTAINTY

Economic uncertainty related to the COVID-19 pandemic has softened demand for office space across the country.

Opportunities

NEW INVENTORY

Over 1 million sq. ft. of new and adaptive-reuse Class A office space is under construction in and around the CBD.

URBAN AMENITIES TO RECRUIT TALENT

Downtown office stock is surrounded by unique dining, nightlife, transportation, and arts and entertainment amenities that are not available in suburban developments.

COMPARATIVE RENTS

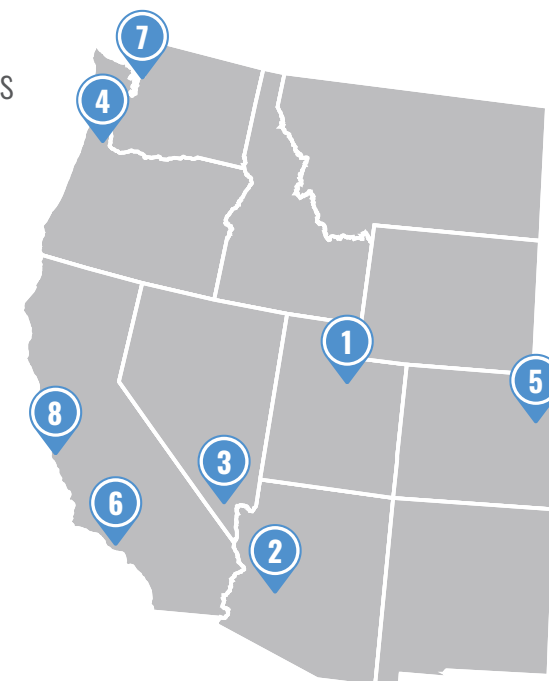
Salt Lake City lease rates compare favorably to other western cities in our competitive set.



Comparative Rents

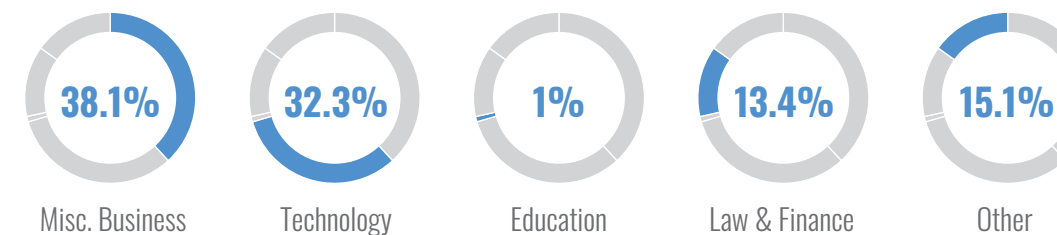
Downtown SLC vs. Other Downtowns

- #1 **Salt Lake City** (\$25.53)
- #2 **Phoenix** (\$26.19)
- #3 **Las Vegas** (\$29.64)
- #4 **Portland** (\$34.96)
- #5 **Denver** (\$35.09)
- #6 **Los Angeles** (\$45)
- #7 **Seattle** (\$56.71)
- #8 **San Francisco** (\$80.40)



Lease Activity by Industry

(top 50 new lease transactions since 2017)



Source: CBRE Research, Q1 2020.
*Net absorption spans 15-month period from 2017 through Q1 2020. Arrow indicates year-over-year trend, not negative growth.

Market Overview

In 2019, occupied office space in downtown Salt Lake City grew by 274,435 sq. ft. (measured by net absorption). Additionally, vacancy decreased by 250 basis points over the same period, from 13.9% to 11.4% in 2019. This positive growth is largely attributed to a large lease signed by WeWork for flexible office space, in addition to a strong undercurrent of diverse users varying in size and industry background.

Bolstered by a resilient local economy and strong demographic base, demand for office space in the downtown Salt Lake City market is expected to continue strong—despite global uncertainties. While large blocks of vacant space are currently limited, active construction in the downtown area (including the 95 State Class A tower and Industry's flexible-space complex) will service new or expanding office tenants seeking both quality and flexible urban space, along with strong amenities and ease of access. As of year-end 2019, there were 648,000 sq. ft. of active construction in downtown Salt Lake City.

Workforce + Employment



Challenges

SKILLED WORKERS

Utah needs more skilled workers—across the state and in the Salt Lake City CBD. Employment in downtown is projected to increase 1.3% over the next year, according to data from the Economic Development Corporation of Utah (EDC Utah). We also need those workers to be educated. Average annual job growth is 1.7% for jobs in the CBD that require a bachelor's degree. Jobs in the CBD that require a postgraduate degree are growing by 1.6%. Over the next year the fastest-growing occupation group in the CBD is expected to be in healthcare support, with a projected +2.3% year-over-year rate of growth.

Opportunities

NATURAL INCREASE AND NET MIGRATION OF WORKERS

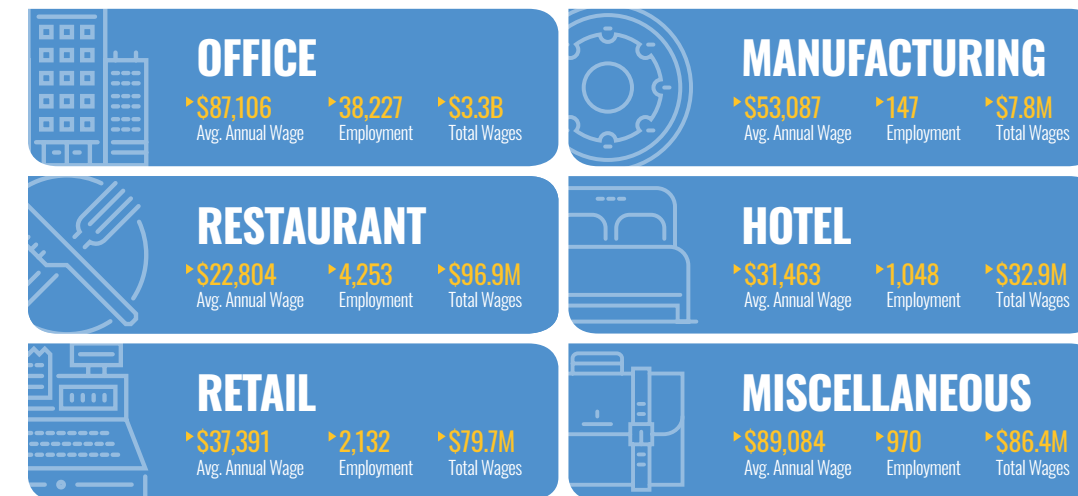
The Kem C. Gardner Policy Institute estimates 59% of our population growth through 2028 will come from natural increase (births minus deaths) and 41% will come from net migration. Utah's healthy economy is drawing workers to the state, as is its educational, healthcare and other quality-of-life opportunities. Average annual wages per worker in the region increased by 4.7% last year.

Estimated Employment by Sector in Downtown

Sector	2015	2016	2017	2018	2019
Office	33,711	35,438	36,067	36,686	38,227
Restaurants	3,653	4,127	3,864	4,182	4,253
Retail	3,146	3,070	2,642	2,569	2,132
Hotel	1,222	1,270	1,317	1,172	1,048
Manufacturing	300	299	236	154	147
Miscellaneous*	1,059	1,110	940	923	970
Total Employment	43,090	45,315	45,065	45,685	46,776
Total Wages	\$2,812,009,446	\$3,064,132,321	\$3,156,214,207	\$3,420,132,501	\$3,633,614,561
Avg. Annual Wage	\$65,260	\$67,618	\$70,038	\$74,836	\$77,681

Source: Utah Department of Workforce Services.
*Miscellaneous includes mining, construction, utilities, transportation and warehousing.

Wages by Sector in Downtown (2019)



Source: Utah Department of Workforce Services.

48,462 degrees awarded in 2018-2019 academic year*

189,000 enrolled in public colleges (Fall 2019)

Utah has the **LOWEST** student debt in the country**

Source: Utah System of Higher Education.
*(all degrees) Utah System of Higher Education.
**Wallethub.com.



Retail + Restaurants



Challenges

PANDEMIC DAMPENED TRAFFIC

The COVID-19 pandemic has curtailed the daily flow of downtown's typical clientele—office workers, conventioners and cultural event patrons—and accentuated the value of downtown residents.

MISPERCEPTIONS ABOUT NIGHTLIFE

Salt Lake's visitor economy, while growing, is hindered by visitors' misperceptions about hospitality and specifically alcohol service.

WORKFORCE

Restaurant and retail operators tell us that attracting and retaining employees is a challenge due to Utah's low unemployment rate.

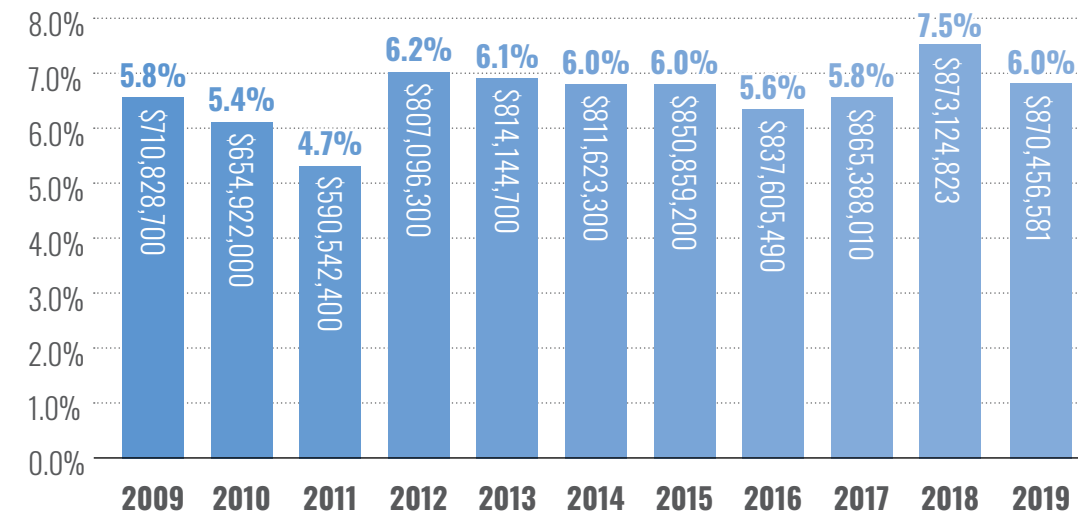
Opportunities

INVESTMENT IN RESTAURANT AND RETAIL DEVELOPMENT

The Utah Restaurant Association says downtown Salt Lake City has the sixth fastest-growing restaurant market in the nation. Robust residential development, new office towers and the completion of the convention center hotel will stoke a growing customer base for CBD retailers and restaurants. The confluence of transportation patterns, residential development and BioHive initiatives in the Rio Grande neighborhood make it an ideal location for a permanent farmers market. Pedestrianizing parts of Main Street for a public promenade and entertainment district will enhance downtown's appeal as a destination.

Downtown Annual Share of County Retail Sales*

Zip Codes 84101 and 84111

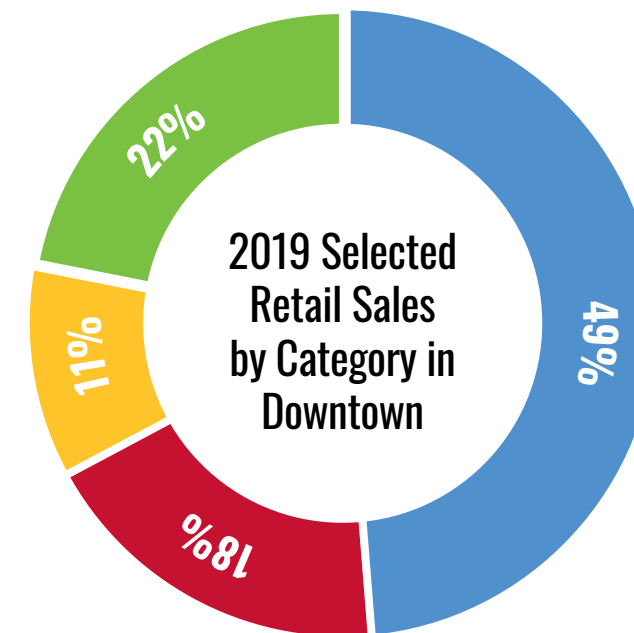


Eating & Drinking
\$429.7M

Clothing & Shoe Sales
\$163M

Department Store Sales
\$96M

Other Retail Sales
\$193.1M



Source: Utah State Tax Commission.
*Includes sales of food and drink

Market Overview

Downtown is defined in part by its historically strong retail and restaurant economy. Retail assets include two major retail centers—City Creek and The Gateway—and over one hundred other independent local and national operators lining downtown's CBD and stretching along transit arteries toward the airport, the University of Utah and cities to the south. With 9.1% of retail shopping center space available for lease, retail leasing opportunities have increased from prior years. Additional areas in and adjacent to the CBD are currently under development.

Downtown retailers' and restaurateurs' customer base includes 240,000 daytime workers in the CBD, 2.8 million annual ticket holders to downtown cultural and sporting events and 557,439 convention and meeting attendees that gather in SLC annually. Downtown's residential population is growing. The county's population growth is projected to average 1.6% annually over the next five years. Downtown retail and restaurant operators are well-positioned to thrive.



Residential Real Estate



Challenges

AVAILABILITY AND COST OF HOUSING

Utah's housing crisis is America's housing crisis. Utah is struggling to keep up with the demand for housing, despite the robust construction statewide of apartments, condos, townhomes and single-family dwellings. In the CBD, high demand and low vacancy rates are driving up residential rent prices. Downtown must continue to support initiatives and policies that encourage residential development of all types.

Opportunities

CONSUMER INTEREST

One in five Utah residents is interested in living downtown according to a 2020 survey of Utahns.

INVESTMENT IN AFFORDABILITY

Salt Lake City officials have spent approximately \$38 million on affordable housing initiatives in the last five years to encourage developers to build low-income units. The initiatives have led to the construction of more than 2,000 affordable units, cutting away at the 7,500-unit housing gap in the city. City leaders are also seeking creative ways to preserve or rehabilitate existing affordable housing instead of just relying on new construction. Salt Lake City residential rental rates are relatively low among its competitive set of western U.S. cities.

Median Two Bedroom Apartment Rents Salt Lake City vs. Other Metros (2019)

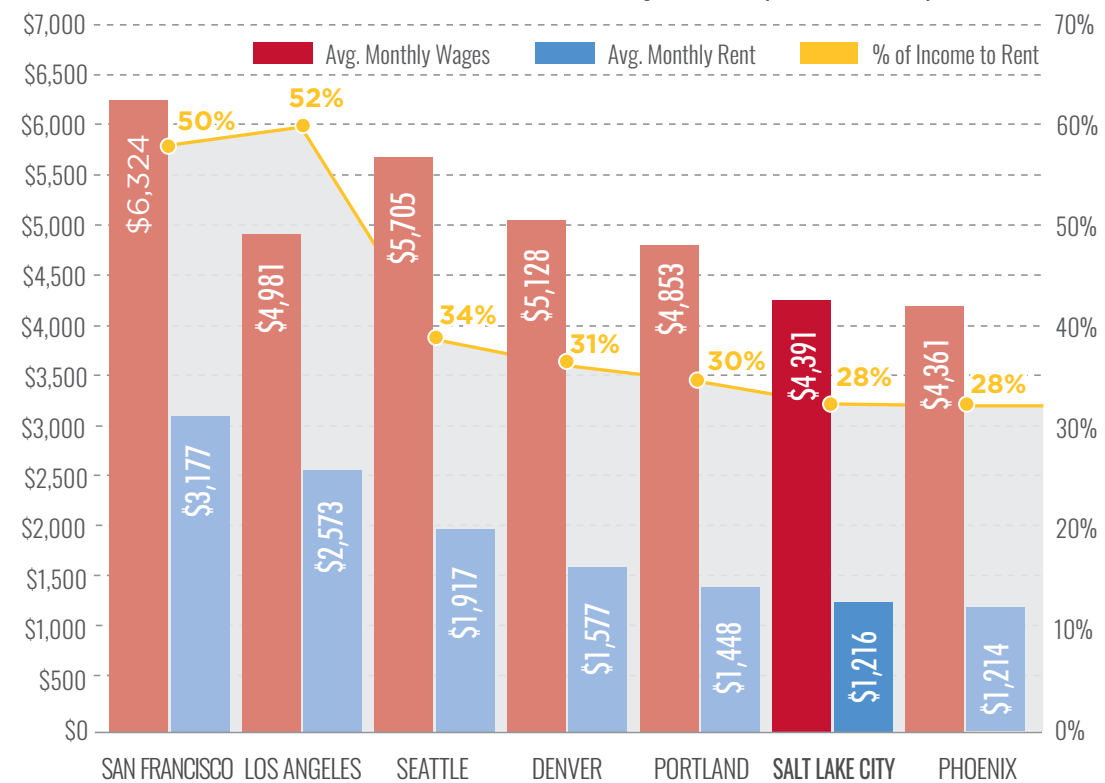
1. Salt Lake City	\$1,091	6. Seattle	\$1,680
2. Phoenix	\$1,100	7. Los Angeles	\$1,760
3. Las Vegas	\$1,195	8. San Diego	\$2,050
4. Portland	\$1,325	9. San Jose	\$2,670
4. Denver	\$1,360	10. San Francisco	\$3,100

\$1,731
Regional Average

● below regional average
● above regional average

Source: Apartmentlist.com, June 2019.

Western Market Rent to Income Ratio Comparison (All Rentals)



Sources: Apartmentlist.com and CBRE, Inc. Federal Reserve Bank of St. Louis.

Market Overview

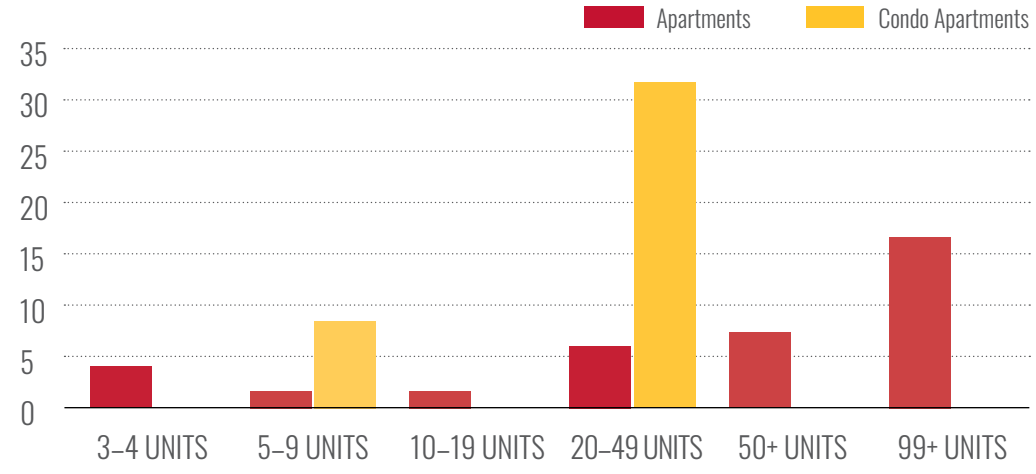
From 2014 to 2018, 75 apartment buildings—109 planned unit developments and 89 single-family dwellings—were built within a two-mile radius of downtown Salt Lake City, adding more than \$751.2 million in market value to Salt Lake City's core, and more than 9.9 million square feet of residential space. However, there is still limited supply, high demand and housing affordability is still an issue, other factors affecting affordability include housing and zoning policies, economic growth, transportation access and utility costs. Real wages have been stagnant.

From 2009 to 2016, real income in Salt Lake City only grew at 0.31% per year while rental rates grew approximately 1.03% per year. Building or rehabilitating housing for upper-income households or high or ultra-high net worth individuals increases the number of housing units relative to demand, but doesn't resolve the affordability problem. Downtown needs continued housing development in all income brackets to keep up with the rising demand. Financial, political and regulatory requirements create constraints on development. Salt Lake City's Redevelopment Agency has refocused much of its effort to assist affordable housing growth at all income levels.



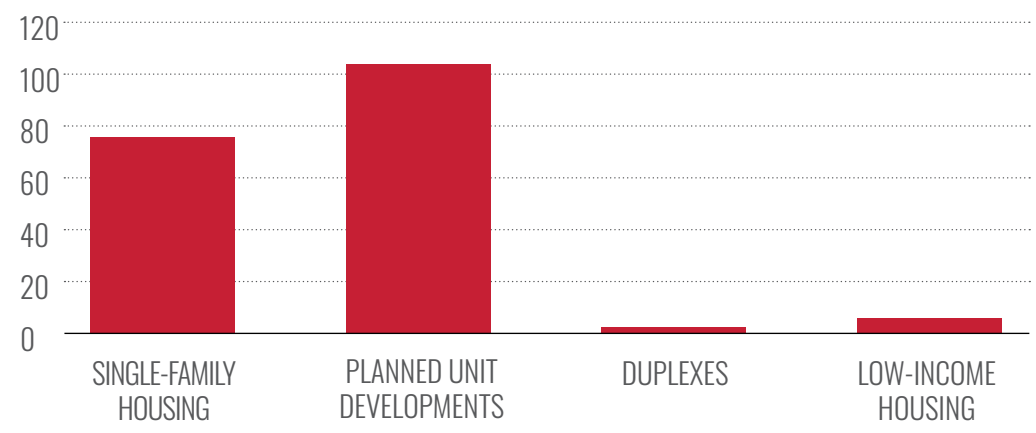


Apartments and Condos Built from 2014 to 2019 Within a 2-Mile Radius of the CBD



Sources: Salt Lake County Assessor.

Other Residential Construction from 2014 to 2019 Within a 2-Mile Radius of the CBD



Sources: Salt Lake County Assessor.

THE SALT LAKE CITY SKYLINE IS CHANGING

- 1. Union Pacific Hotel
- 2. 95 State
- 3. Liberty Sky
- 4. West Quarter
- 5. Convention Center Hotel
- 6. 255 S. State Street
- 7. Mya & Avia
- 8. 650 Main



Source: Downtown Alliance.



Transportation + Mobility

Challenges

GROWTH AND ACCESSIBILITY

Growth in Utah and the capital city makes it increasingly challenging to get people where they want to go in a timely manner. Meanwhile, transit users are asking for greater accessibility and frequency of service. Fortunately, Utah stands out as a model of collaborative planning, and our city and state leaders understand that making transportation investments that accommodate our population growth and support our capital city will bolster our economy and our quality of life.

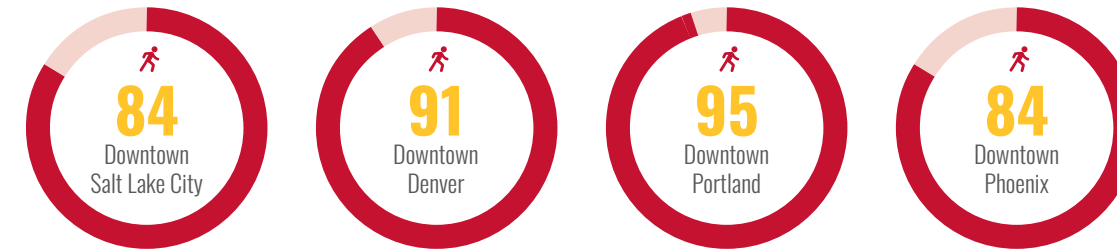
Opportunities

TRANSPORTATION PLAN AND INVESTMENT

Salt Lake City's population nearly doubles during the day as the workforce commutes into downtown. Providing public transit circulation and last-mile solutions for commuters is essential. Increasing FrontRunner and TRAX frequency and service hours will strengthen Wasatch Front economies. An economic analysis of Utah's transportation investment found that every \$1 invested in the state's Unified Transportation Plan produced a \$1.94 gain in gross domestic product.

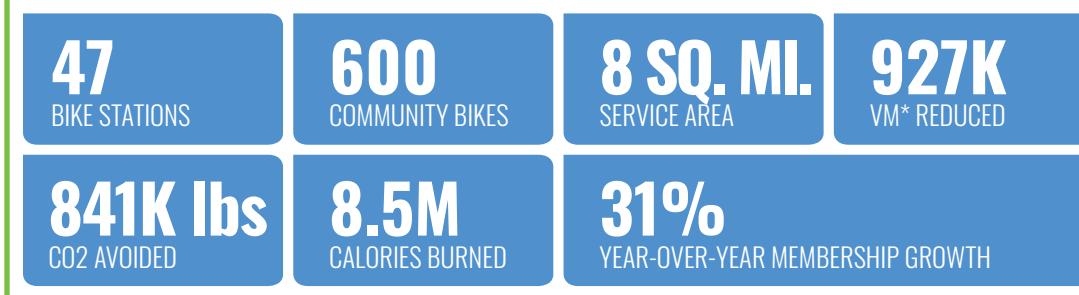


2019 Metro Walkscores



Source: Walkscore.com.

2019 GREENBIKE DATA



Source: GreenBIKE.
*VM=vehicle miles.



Downtown Salt Lake City Commuter Statistics (2019)*

- 19%** of residents commute by bike or walk
- 4%** of residents work from home
- 66%** of commuters commute by car, truck or van
- 10%** of commuters use public transportation
- 1%** of commuters use motorcycles

Salt Lake is ranked **16th** among "Best Bicycling Cities."

Salt Lake is ranked **54th** out of 73 cities for transit-based affordability.

Sources: Unitedstateszipcodes.org and Bicycling.com.
*84111 and 84101 zipcodes.



Hospitality + Tourism



Challenges

CANCELED CONVENTION AND MEETING BUSINESS DUE TO THE PANDEMIC

Downtown hospitality and tourism interests were rocked by the COVID-19 pandemic. Visit Salt Lake reports that \$99 million in visitor spending was lost in 2020 when 65 large conventions, meetings and athletic events were canceled.

Opportunities

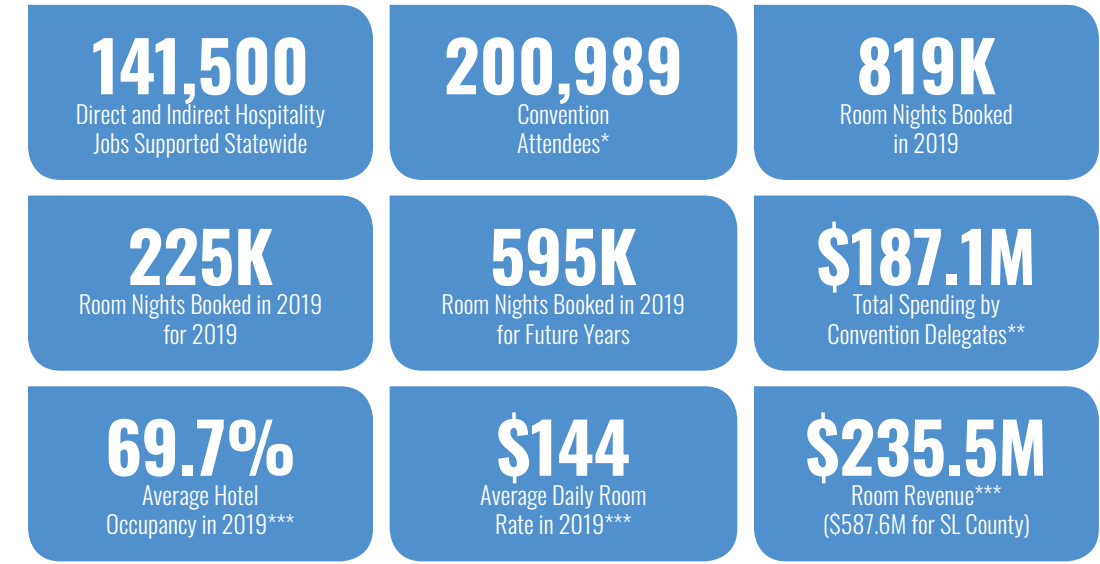
CONVENTION CENTER HOTEL

The completion of the 700-room Hyatt Regency convention center hotel is a vital new asset for attracting more city-wide conventions which bring high-spend attendees to downtown Salt Lake City. More citywide conventions also energize our downtown night-time economy, sustain hospitality jobs and foster new economic development opportunities for Utah.

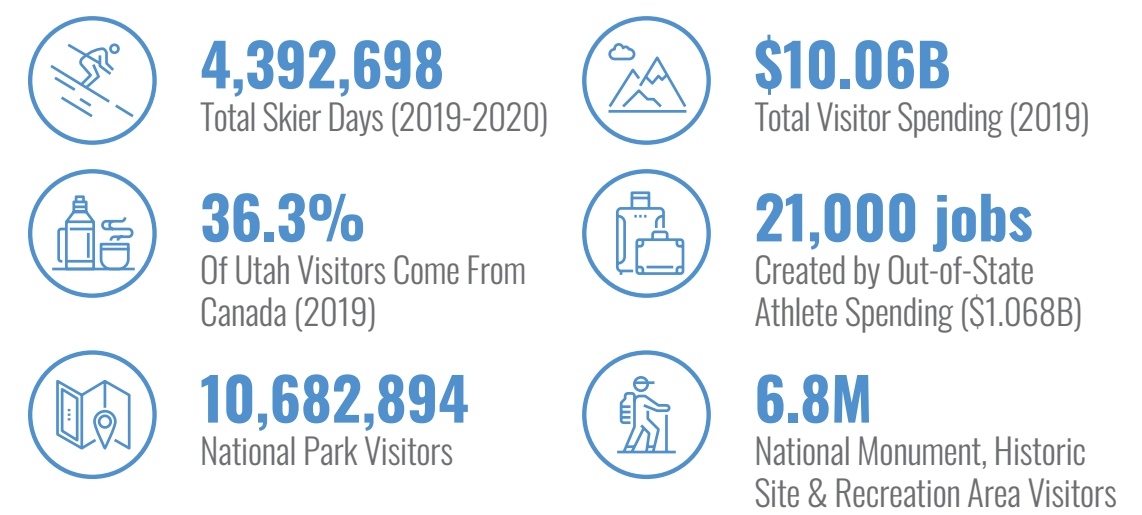
ELEVATED DESTINATION APPEAL

With a robust economy, picturesque setting, new airport and elevated cultural and dining assets, Salt Lake is a city in ascension with growing appeal for group meetings. Visit Salt Lake's sales team is booking business for 2021 and beyond. Conventions and meetings draw more than 300,000 out-of-town attendees annually that generate nearly one million hotel room nights and visitor days annually.

2019 Convention and Hospitality Overview



State-wide Visitor Statistics



Sources: Kern C. Gardner Policy Institute, Ski Utah, UtahTourism.org, National Park Service, Visit Salt Lake, Smith Travel Research Analytics.
 *Does not include 454,300 attendees to sporting events, quasi-consumer shows, or hotel/resort booked business.
 **Does not include \$143.4M spending at sporting events, quasi-consumer shows, or hotel/resort booked business.
 ***For the convention district.



Salt Lake City International Airport Highlights (2019)



Currently wrapping up a \$4 billion redevelopment program*



Source: SLCAirport.com, City of Salt Lake Airport Division.
 *The entire redevelopment is being funded by the airlines, savings, car rental fees, airport revenue bonds, passenger facility charges. No local tax dollars are being spent on the project.



Culture + Entertainment



Challenges

COMPETITION WITH DIGITAL ENTERTAINMENT

More than 40 arts groups are creating and producing downtown. All of these groups are competing for audiences' attention with in-home entertainment options. Downtown arts organizations need private and municipal support to amplify their messaging and compete with well resourced in-home entertainment marketers.

HOUSING FOR ARTISTS

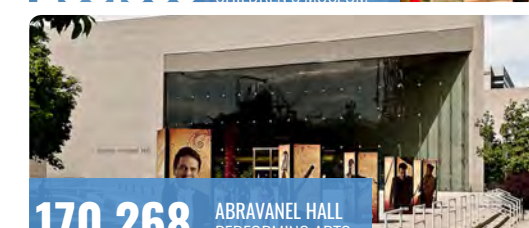
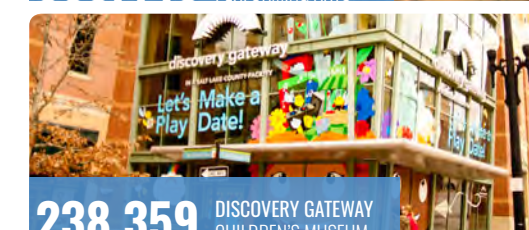
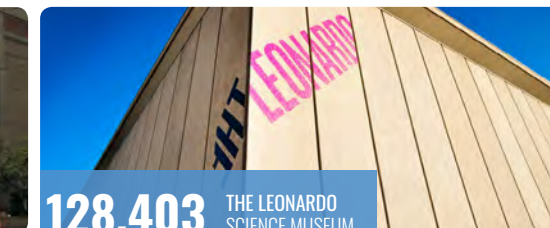
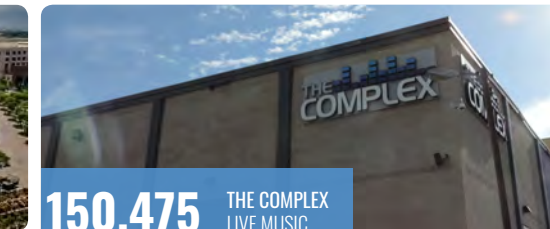
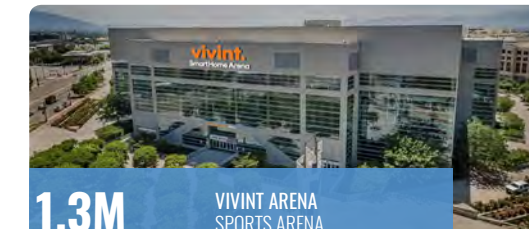
Additionally, we are seeing artists move their living and studio space out of the CBD to less-expensive Wasatch Front neighborhoods. The city benefits by having artists living, working and animating downtown.

Opportunities

INVEST IN AN ARTS RENAISSANCE FOR ECONOMIC DEVELOPMENT

In order to recruit top talent, companies are looking for work locations with rich cultural assets and a buoyant quality of life. Utah has a rich history and commitment to performing arts. Zoo, Arts & Parks (ZAP) funding has helped sustain legacy organizations and grow new artistic voices. We can build on our Cultural Core foundation to elevate arts programming and promotion for the benefit of residents, visitors and prospective employers. We can diversify our cultural offerings to expand our appeal to broader audiences.

2.8 MILLION VISITS AT DOWNTOWN VENUES IN 2019



Source: Downtown Alliance.



Market Overview

Creating “a downtown for all ages” is at the heart of Salt Lake City’s master plan, adopted in 2016. Downtown Salt Lake City is the urban center for commerce, arts and entertainment in the Intermountain West. Among U.S. cities, Salt Lake City over-indexes for working artists per thousand residents. It attracts millions of patrons to its museums, performing arts, music theaters, NBA sports arena and more.

Last year patrons enjoyed 1,300 events at Abravanel Hall, Capitol Theatre, George S. and Dolores Doré Eccles Theater and the Rose Wagner Performing Arts Center. Meanwhile, 1.3 million ticket holders attended sporting and other events at Vivint Smart Home Arena in 2019. The CBD is rich with diverse performance venues, murals, visual art, farmers markets, eclectic and multi-cultural dining and spontaneous experiences that invigorate a city.

Source: Salt Lake City Master Plan.



Parks + Public Spaces



Challenges

INSUFFICIENT PUBLIC SPACE DOWNTOWN

Salt Lake City's "Central Community" has just 2.8 acres of park space per 1,000 people. Similar size U.S. cities, on average, have 10.1 acres/1,000; Salt Lake City as a whole has 8.6 acres/1,000. Pioneer Park, Washington Square and Library Square must be maximized for optimal public access, gatherings and events.

Opportunities

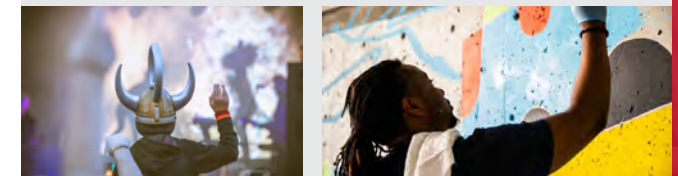
REIMAGINE CURRENT PUBLIC SPACES AND CREATE NEW ONES

Program Main Street as a vibrant pedestrian promenade. Add more tree canopy to our downtown walkways and public spaces. Promote access to the foothill trailheads near the State Capitol and Memory Grove. Invest in programming and infrastructure improvements at Pioneer Park, Gallivan Plaza, Library Square and Washington Square. Explore how new public spaces can be developed and programmed in the Central Station district.

2019 PUBLIC SPACE EVENT SUMMARY

WASHINGTON SQUARE	21 special events	11 days activated	147K annual participants
LIBRARY SQUARE	16 special events	23 days activated	164K annual participants
PIONEER PARK*	15 special events	29 days activated	11.5K annual participants
GALLIVAN PLAZA	359 special events	218 days activated	218K annual participants
TEMPLE SQUARE	7,500 special events	365 days activated	5M annual participants
THE GATEWAY	181 special events	202 days activated	240K annual participants
OTHER CITY EVENTS	283 special events	639 days activated	1.04M annual participants

Sources: 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.



2019 Events and Festivals

65 festivals in Salt Lake City


281+ days of events downtown

540,630 participants in downtown events

Sources: Salt Lake City Special Events Permitting, Downtown Alliance, Gallivan Plaza, The Gateway. *This data only includes ticketed events and festivals.



Salt Lake City Rankings

- 
1st Pro Business State
Pollina Corporate
- 
1st Most Fiscally Fit City
State Farm Insurance and BestPlaces
- 
2nd Best Place to Find a Job
Verified Movers
- 
2nd Most Romantic Cities for Boomers
Bestplaces.net
- 
3rd World's Most Hipster Cities
MoveHub.com
- 
5th Healthiest Cities
WalletHub.com
- 
4th Top 10 Mid-Sized American Cities of the Future
fDi Magazine
- 
2nd Category: Human Capital and Lifestyle
- 
6th Category: Connectivity
- 
6th Category: Business Friendliness





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Clark Planetarium
Clearwater Homes
Cowboy Partners
Discovery Gateway
Downtown Alliance
EDCUtah
FORM Development
Gardiner Properties
Giv Development
Greenbike SLC
GSBS Consulting
Kem C. Gardner Policy Institute
National Park Service
Patrinely Group
PEG Development
Property Reserve Inc.
Salt Development
Salt Lake City Airport
Salt Lake City Arts Council
Salt Lake City Corporation
Salt Lake City Department of Economic Development
Salt Lake City Housing and Neighborhood Development
Salt Lake City Planning

Salt Lake City Public Services
Salt Lake City Redevelopment Agency
Salt Lake City Special Permitting
Salt Lake County Arts & Culture
Salt Lake City International Airport
Salt Lake Chamber
Ski Utah
The BLOCKS
The Boyer Company
The Complex
The Leonardo
The Ritchie Group
Timberlane Partners
U.S. Census Bureau
University of Utah
Urban Food Connections of Utah
US Census Bureau
Utah Bureau of Economic and Business Research
Utah Department of Workforce Services
Utah Museum of Contemporary Art
Utah Office of Tourism
Utah State Parks
Utah State Tax Commission
Utah System of Higher Education
Utah Transit Authority
Value Penguin Inc.
Visit Salt Lake
Vivint Smart Home Arena
Walkscore.com
Wright Development Group

