

Economic Benchmark Report

DOWNTOWN SALT LAKE CITY

Published May 2022



CBRE

How to Use THIS REPORT

We love downtown Salt Lake City. The Downtown Alliance is committed to nourishing a welcoming downtown for everyone. We believe Downtown SLC is one of the best places in the world to gather, celebrate, create, work, live and play. Downtown SLC is the heart of culture, commerce and entertainment for the Intermountain West.

This report is a tool to help property owners, investors, developers, retailers, brokers, policy makers and civic leaders make informed decisions. The data is drawn primarily from the Central Business Improvement Area between the borders of North Temple and 400 South and between 300 East to 700 West. In some instances we have used data from the City, the County or the State.

We hope this report is useful to you in making sound decisions for your business. We welcome your feedback at info@downtownslc.org.



CLOSE DEALS

Use this report content with your clients, investors, tenants and customers.



START A BUSINESS

Learn about the residents, workers, businesses and opportunities in Downtown SLC.



BE STREET SMART

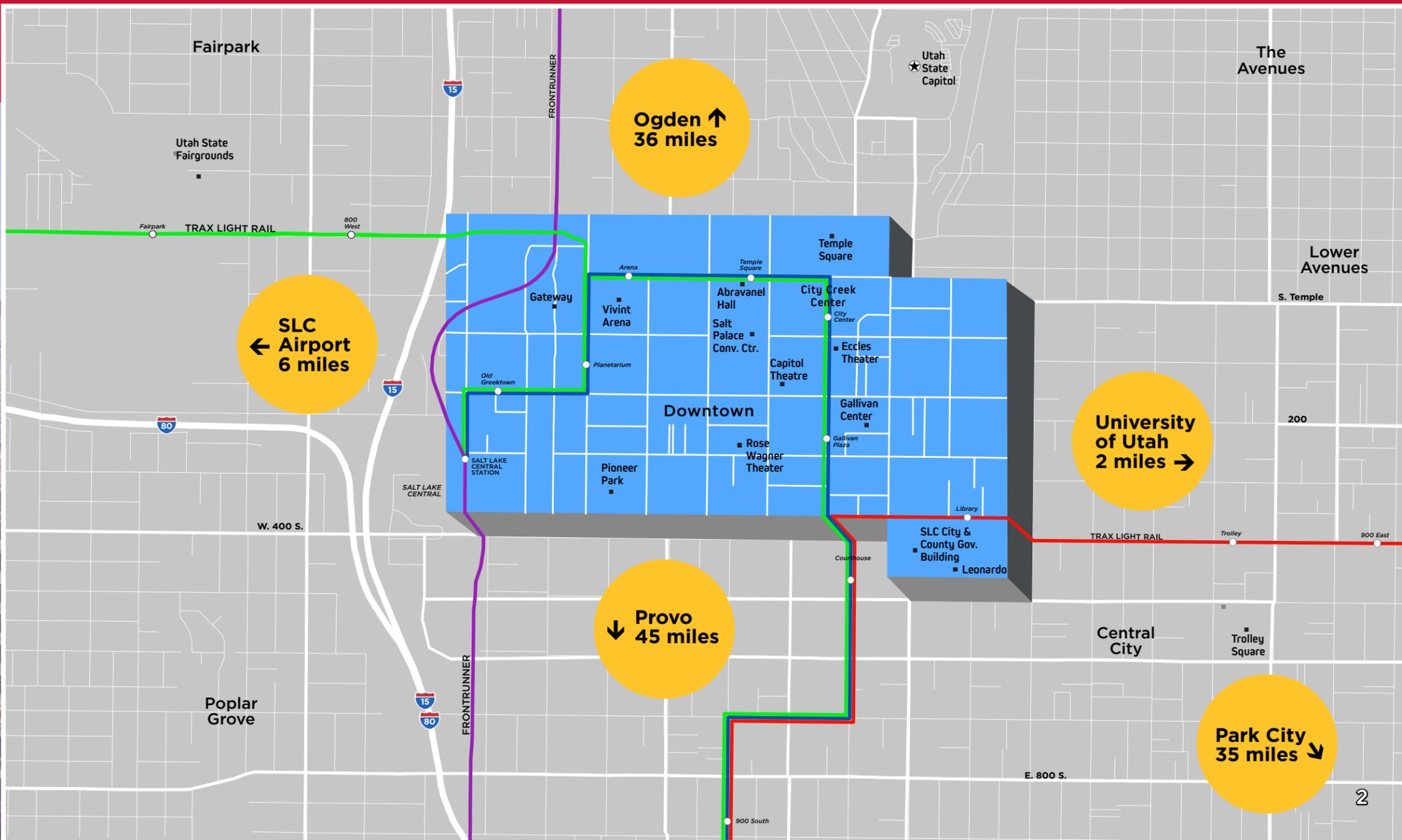
Learn what is coming down the street and on the skyline in 2022.

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The CBD = Downtown

THE HEART OF DOWNTOWN



Development

UNDER DEVELOPMENT

425,000
square feet of office space

2,600
apartments

697
hotel rooms

Source: Downtown Alliance.

Opportunities

HEALTH INNOVATION SECTOR

Salt Lake City is home to the fastest-growing life sciences community in the nation, with 538 bioscience-related patents awarded last year. The industry already accounts for eight percent of Utah's total GDP. A robust ecosystem of health innovation companies have emerged from the University of Utah, which recently announced a master-planned, 14-acre innovation district in the Rio Grande/Central Station District.

NEW STATE-OF-THE-ART CLASS A OFFICE SPACE

The new 95 State tower and other projects in and adjacent to the Central Business District have bolstered the supply of Class A office space in the market.

A DIVERSIFYING DOWNTOWN ECONOMY

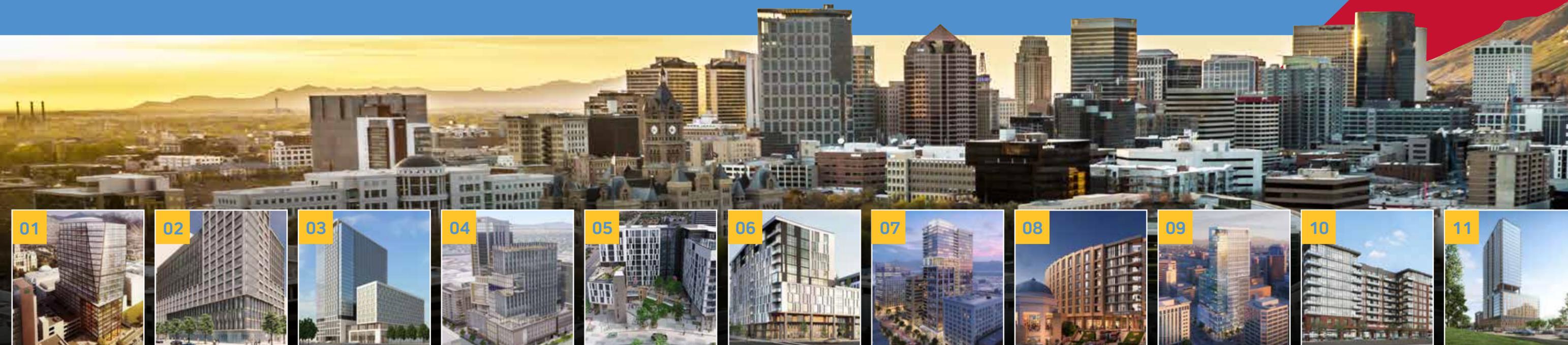
As the downtown residential population doubles in the next 30 months and continues to grow, there are opportunities for retail, restaurant and services to serve the growing residential population.

Challenges

REAL ESTATE AND CONSTRUCTION COSTS

Construction costs in Utah have increased more than 15 percent in the last year due to labor shortages and supply chain issues. Residential real estate prices rose 50 percent between 2020 and 2022, and home construction has not caught up with population growth. And the red-hot Utah economy has brought new investment and higher prices to commercial properties in the Central Business District.

01	Sundial Tower	Office at 477 Main Street, 425,000 SF, 23 stories, Hines
02	465 Main	Residential, 15 stories, 244 apartments, PEG Companies
03	Domain Tower	Mixed use at 370 S West Temple, retail, 342 apartments, 202 room hotel, The Domain Companies
04	West Quarter Phase 2	Mixed use at 200 West 125 South. The Ritchie Group
05	Le Meridien	Hotel at 300 West 125 South, 11 stories, 144 rooms, The Ritchie Group
06	The Charles	Residential at 300 West 100 South, 12 stories, 240 apartments, The Ritchie Group
07	160 South Main	Residential, 31 stories, 400 apartments, Hines
08	Asher Adams	Hotel at 20 South 400 West, hotel, eight stories, 225 rooms, Athens Group
09	Astra Tower	Residential at 200 South State, 685,000 SF, 40 stories, 372 apartments, Kensington Investment Company
10	Moda Luxe	Residential at 242 S 200 E, 9 stories, 220 apartments, JF Capital
11	Worthington	Residential at 200 East 300 South, 31 stories, 359 apartments



Downtown OFFICE MARKET

Opportunities

New Class A Inventory. The addition of 95 S State and 650 S Main in early 2022 have added over 800,000 square feet to the downtown inventory. New properties as well as redevelopment projects in the Granary District are attracting office users to the downtown market.

Life Sciences growth. National and home-grown life science tenants are seeking out downtown Salt Lake due to the location's strong connection to talent sources, opportunities to expand and proximity to the international airport.

Challenges

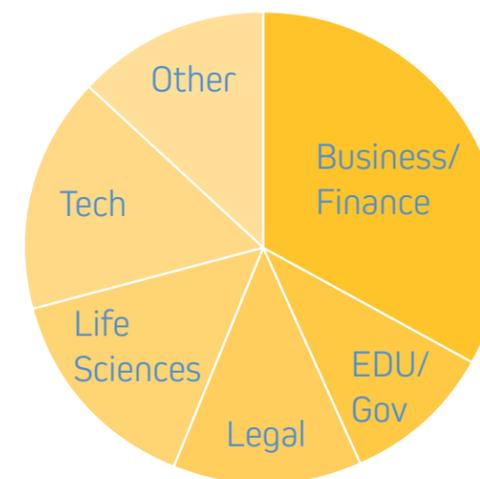
Suburban competition. Office availability in the suburbs is in direct competition to the downtown market. Leveraging unique downtown amenities will be vital to attracting and retaining talent.

Differing occupier sentiment. Return-to-work policies vary across tenants and industries. Understanding office-users' needs and providing a safe and collaborative space is important for those returning to the office or implementing a hybrid work system.

Leased Area by Industry

Industry	Total SF Leased
Business/Finance	855,637 SF
EDU/Gov	263,113 SF
Legal	334,560 SF
Life Sciences	378,608 SF
Tech	413,752 SF
Other	331,854 SF
Total	2,577,524 SF

Source: CBRE Research, Q1 2022.



\$30.45/SF FSG
Asking Lease Rate

12.6M SF
NRA

22.9%
Vacancy Rate

824,658 SF
YTD 2022 Deliveries

Comparative Office Rents

Downtown SLC vs. Other Downtowns

- 1 Salt Lake City (\$30.45 FSG)
- 2 Phoenix (\$26.95 FSG)
- 3 Las Vegas (\$27.96)
- 4 Reno (\$24.60)
- 5 Denver (\$39.63)
- 6 Los Angeles (\$44.64)
- 7 Seattle (\$51.14)
- 8 San Francisco (\$78.62)



Impact Project

95 STATE AT CITY CREEK IS TEEMING WITH OFFICE INNOVATIONS

95 State at City Creek brought 515,000 square feet of Class A office space in 25 stories to the heart of downtown.

It is the first structure in the state to have LEED, WIRED, and WELL certifications, which prioritizes human and social capital in the building. The building features an 11,000-square-foot fitness and recreation space, touchless safety features, and a walk score of 96, the highest in the state. The world-class features and design are attracting new-to-market international firms.

"Downtown Salt Lake City has been reaching new heights over the last decade with stunning new buildings, a renewed Regent Street, and new Eccles Theater," says Matt Baldwin, Director of Real Estate Development at City Creek Reserve. "95 State at City Creek demonstrates our continuing commitment to invest in quality projects that serve not only the tenants of the building but also benefit the greater community."



Opportunities

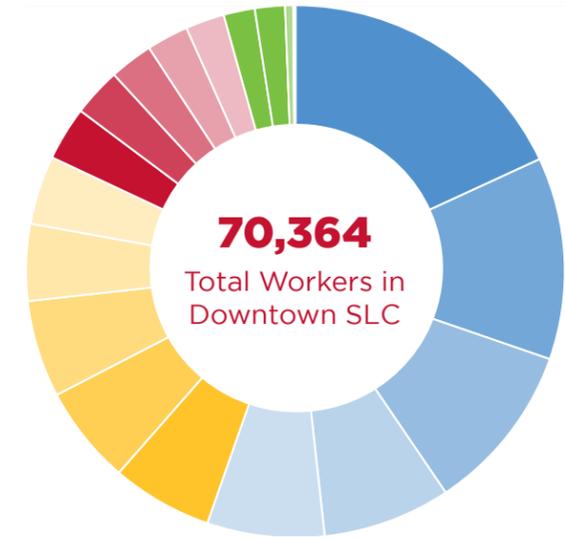
Strong population growth. In-migration and native growth are driving population expansion in the state and region. The immediate downtown population will double in the next three years as high-rise residential products are completed.

An educated workforce. Eleventh in the United States, 32.6 percent of Utahns have a bachelor's degree. And five universities in northern Utah are funneling more educated talent in the market each year. Utah's high school graduation rate is 88.1, one of the highest in the nation.

Challenges

Competitive Labor Market. With Utah's unemployment rate near 2 percent, talented workers are in a position to negotiate compensation and benefits. Companies are responding strategically and creatively to adapt and make their work environments competitive. Downtown amenities (arts, entertainment, walkability, restaurants, and bars) have proven to be attractive benefits in these negotiations.

Workforce & EMPLOYMENT



By Industry

- Professional, Scientific & Technical Services | **18.1%**
- Finance & Insurance | **12.3%**
- Accommodation & Food Services | **10.2%**
- Public Administration | **7.7%**
- Retail Trade | **7.0%**
- Management of Companies & Enterprises | **6.1%**
- Information | **6.0%**
- Administrative, Support, Waste Mgmt. & Renovation Services | **5.9%**
- Healthcare & Social Assistance | **4.7%**
- Construction | **4.2%**
- Other Services Except Public Administration | **3.3%**
- Transportation & Warehousing | **2.9%**
- Arts, Entertainment & Recreation | **2.6%**
- Educational Services | **2.5%**
- Real Estate, Rental & Leasing | **2.3%**
- Wholesale Trade | **1.9%**
- Manufacturing | **1.8%**
- Utilities | **0.5%**
- Mining, Quarrying, Oil & Gas Extraction | **0.1%**
- Agriculture, Forestry, Fishing & Hunting | **0.05%**

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

Wages by Sector in Downtown (2022)

FINANCE ▶ \$112,338 Avg. Annual Wage ▶ 8,413 Employment ▶ \$945M Total Wages	MANUFACTURING ▶ \$50,788 Avg. Annual Wage ▶ 150 Employment ▶ \$7.6M Total Wages
RESTAURANT ▶ \$23,117 Avg. Annual Wage ▶ 3,112 Employment ▶ \$71.9M Total Wages	HOTEL ▶ \$29,497 Avg. Annual Wage ▶ 780 Employment ▶ \$23M Total Wages
RETAIL ▶ \$44,377 Avg. Annual Wage ▶ 2,076 Employment ▶ \$92.1M Total Wages	MISCELLANEOUS ▶ \$94,244 Avg. Annual Wage ▶ 13,343 Employment ▶ \$1.3B Total Wages
PROF, SCI, TECH ▶ \$115,300 Avg. Annual Wage ▶ 8,894 Employment ▶ \$1B Total Wages	GOVERNMENT ▶ \$74,569 Avg. Annual Wage ▶ 4,208 Employment ▶ \$313M Total Wages

Source: Utah Department of Workforce Services.

Educated Workforce

55,436 degrees awarded in 2021, an eight percent increase

67,665 enrolled in public colleges (Fall 2021)

Utah's public postsecondary student body is almost **20%** minority

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

Source: Utah System of Higher Education.
*Wallethub.com.

Retail & RESTAURANTS



Opportunities

RESIDENTIAL GROWTH = RETAIL OPPORTUNITY

The residential population in the Central Business District will grow to 10,000 by 2024, nearly double the residents in 2021. Strong downtown residential growth is projected to continue through the decade and will diversify the downtown economy as people occupy downtown throughout the daytime and evening.

NIGHTTIME ECONOMY VISITORS ARE LEADING THE POST-PANDEMIC RE-OCCUPATION OF DOWNTOWN

Utahns have signaled their interest in gathering for concerts, performances and dining. Downtown Alliance data showed downtown evening visitation in Q1 2022 was nearly on par with pre-pandemic visitation. We project that Utah patrons will buy 3 million tickets to downtown performances in 2022. Each visit downtown is an opportunity for restaurants, bars and merchants.

Challenges

A SHORTAGE OF LIQUOR LICENSES IS INHIBITING COMMERCIAL DEVELOPMENT

Would-be investors and entrepreneurs looking to capitalize on downtown residential and tourism growth are finding that they can't develop commercial concepts because liquor licenses may not be available.

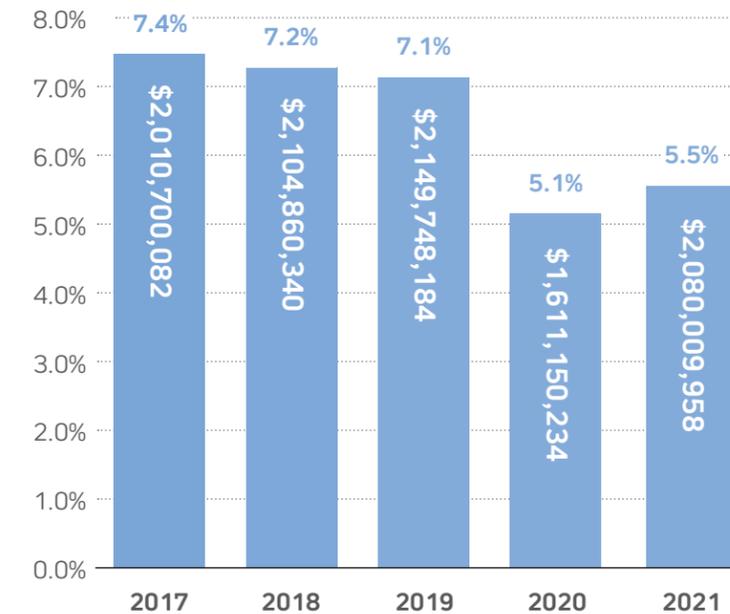
LABOR SHORTAGES AND INCREASED COSTS

Utah unemployment was at just 2 percent at the end of 2021. The low supply of workers has driven up staffing costs for merchants, restaurants and bars downtown and across the state. Some are addressing the challenge by adjusting their service model and hours of operation.



Downtown Annual Share of County Retail Sales* Zip Codes 84101 and 84111

Downtown Retail Sales Were Inordinately Impacted by the Pandemic



\$2B
Total Taxable Sales

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



Market Watch

FLAGSHIP FINDS UNPARALLELED SUCCESS AT CITY CREEK CENTER

Böhme was founded by Vivien and Fernanda Böhme, sisters from Rio de Janeiro, Brazil who immigrated to the United States as young girls. With the usual struggles of an immigrant family, work was inevitable from an early age. Their strong work ethic, dedication and passion for success led them—at just 23 and 24 years old—to open Böhme in 2006.

Their women's lifestyle brand found quick success and in 2019, with 14 stores in four states, they opened their marquee flagship emporium in downtown Salt Lake City. "What made City Creek Center a desirable location in-particular was the high-visibility space inside a regional destination for tourism and the local community," said Douglas Tilton, Vice President of Operations.

The past three years have not been easy on retailers, but Tilton says, "we could not be happier. COVID was a disruption, but we bounced right back and in 2021 we had our best year ever at any location—exceeding expectations by 40 percent."

Böhme's Salt Lake store posts higher sales than any other location in many weeks of the year.

"We are looking forward to conventions coming back, Temple Square renovations getting completed and the opening of the Hyatt Regency convention hotel." Tilton says the future for downtown Salt Lake City is very bright. "We've done so well even with the limitations. We're delighted for the future."

Residential

Opportunities

MORE APARTMENTS ARE COMING TO DOWNTOWN

In the Central Business District, there were 3,974 residential units under construction in 2021. When this inventory is occupied it will double downtown's residential population.

SALT LAKE COUNTY'S INVENTORY OF RENTAL HOUSEHOLDS IS ALSO GROWING

The number of rental households in Salt Lake County is projected to increase 8.4 percent between 2021 and 2024.

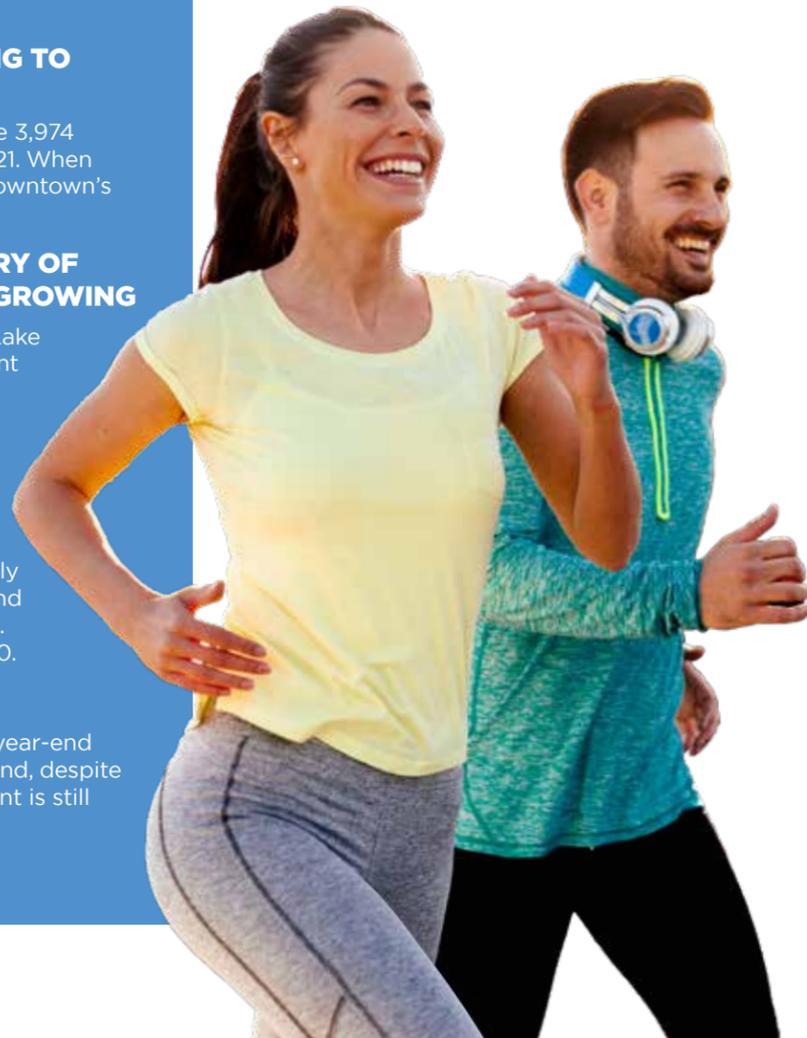
Challenges

AFFORDABLE HOUSING

Compared to 2019, downtown single family home prices have increased 25 percent and condominium prices increased 19 percent. Average monthly rent downtown is \$1,400.

HOUSING AVAILABILITY

Downtown vacancy rates were 2.89% by year-end 2021, the lowest in more than a decade. And, despite a housing construction boom, development is still down compared to pre-Covid levels.



Downtown Apartment Construction and Development

3,846

Existing Units

3,974

Units Under Construction

4,405

Additional Units Propose

2.0%

Vacancy Rate

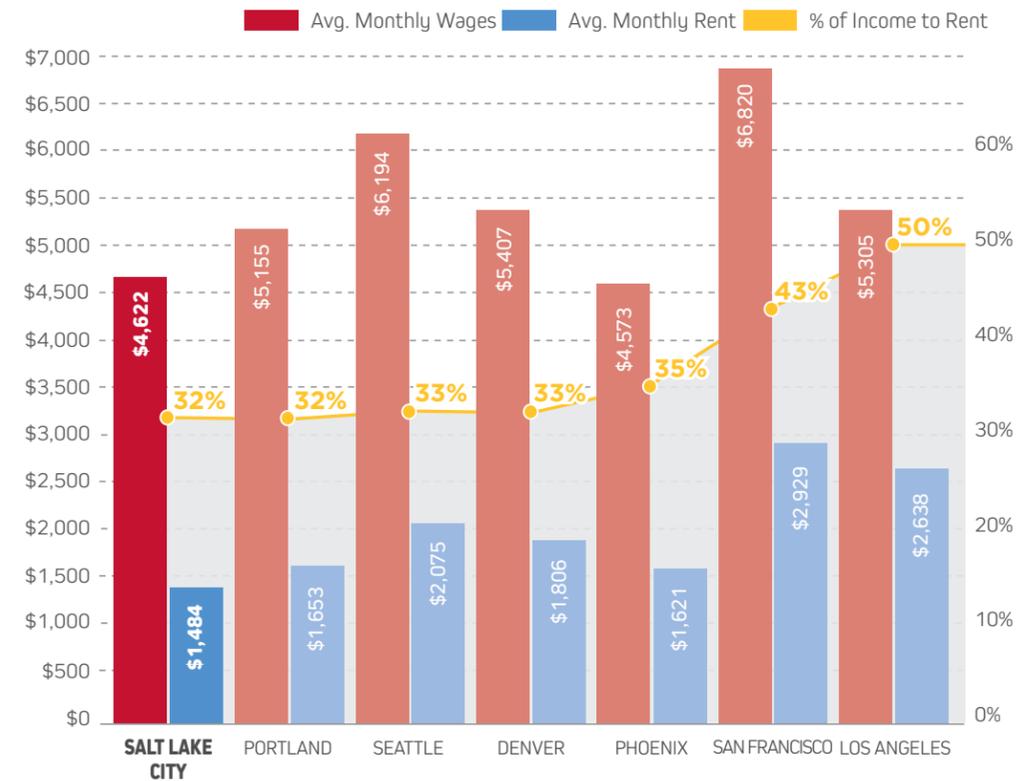
Projected 103% Growth in Apartment Units 2021 - 2024

Downtown Housing Market Prices 2021

	Average Price	Annual Increase
Single Family	\$428,700	25.3%
Condo	\$379,950	19.6%

Source: Kem C. Gardner Policy Institute

Western Market Rent-to-Income-Ratio Comparison (All Rentals)



Sources: CBRE, Inc. Yardi, U.S. Bureau of Labor Statistics

Downtown Rental Rate Comparison by Class

Downtown Category	Class A		Class B	
	Rent	\$/SF	Rent	\$/SF
Studio	\$1,554	\$2.63	\$1,100	\$2.64
1 Bed 1 Bath	\$1,749	\$2.40	\$1,253	\$1.84
2 Bed 1 Bath	\$1,670	\$2.00	\$1,820	\$1.67
2 Bed 2 Bath	\$1,975	\$1.91	\$1,629	\$1.64
3 Bed 2 Bath	\$2,503	\$1.98	\$2,041	\$1.46
Overall	\$1,898	\$2.16	\$1,468	\$1.73

Sources: CBRE, Inc.

Impact Project

LIBERTY SKY: A DEMARCATION POINT FOR DOWNTOWN RESIDENTIAL

Notes from Natalie Gochnour, Associate Dean in the David Eccles School of Business and Director of the Kem C. Gardner Policy Institute.



Cowboy Partners and Boyer Company recently completed Salt Lake City's first high-rise luxury apartment community, Liberty Sky. Natalie Gochnour, Director of the Kem C. Gardner Policy Institute talks about why this project excites her, and the future of residential projects downtown.

"Great regions have a center, a place where people come

together. They are centers of finance, transportation, arts and culture, and entertainment. They are also often the seat of government. Downtown is going through a renaissance and Liberty Sky is part of that transformation.

When I think of Liberty Sky and what it means for Salt Lake City, I think of what residential living has meant to downtown San Diego and Denver. The addition of housing in those urban cores produced more amenities, becoming a catalyst for urban renewal. Living downtown means you're part of a vibrant, urban fabric. Downtown Salt Lake was once a sleepy commuter area that was quiet after 6 pm. Projects like Liberty Sky elevate the city to a 24/7 dynamic living experience.

I see Liberty Sky as a demarcation point for Salt Lake City. It's not unlike when we got a full-service downtown grocery store or when Trax service was built—each of these projects 'turned a page,' and when you have high-rise apartment living that has an imprint in the skyline, this is another demarcation point. We will look back at this as introducing new types of living and new ways of living into our Capital City."



Transportation & MOBILITY



Opportunities

A SUPER TRANSIT CORRIDOR AT 200 SOUTH

The completed reconstruction of this key east-west corridor will include floating bus platforms, buffered bike lanes, new landscaping, sidewalks and curb ramps.

THE TECHLINK PROJECT

Transportation planners are examining new TRAX connections from Ballpark to Central Station along 400 West, from the University of Utah to Central Station directly along 400 South and a connection from the University of Utah main campus to Research Park. These investments will create powerful connections between the University and the emerging Innovation District in the Rio Grande and Central Station neighborhood.

Challenges

200 SOUTH CONSTRUCTION

200 South is Utah's busiest transit street, used by 10 routes and 34 buses an hour. The street itself will be under reconstruction through 2024 as transportation infrastructure is upgraded. The street construction project will require patience and cooperation from business owners; Downtown Alliance's construction ombudsman will facilitate communications among all stakeholders. Also, the Astra Tower, Hyatt Regency Hotel, West Quarter and other residential projects on 200 South will be in various states of development in 2022 and 2023.

THE EXPANSION OF FOOD DELIVERY SERVICES

Uber now generates more revenue from deliveries than passengers. While downtown restaurants are selling more meals through these services, the impact at the curb and on the streets is real and is complicating access in the Central Business District. Transportation planners are looking at curb management strategies and bike delivery to maintain access and flow.

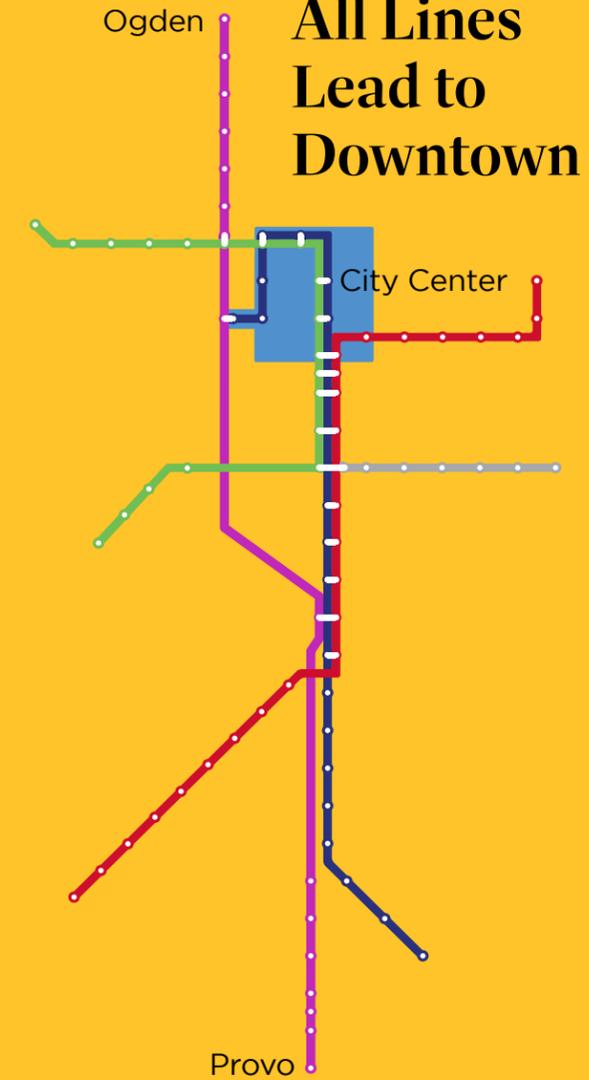
Salt Lake City International Airport Highlights (2022)



Source: Salt Lake City International Airport



All Lines Lead to Downtown



UTA ANNUAL RIDERSHIP

97,142	383,919	61,206	80
Annual Bus Ridership within the CBD	Annual Trax Ridership within CBD	Annual Front Runner Ridership with the CBD as Destination	Bus and Trax Stops Within the CBD

Source: UTA

Hospitality & TOURISM

Challenges

LABOR SHORTAGE AND INCREASED COSTS

Utah unemployment was at just 2 percent at the end of 2021. Against this low supply of workers, the booming Utah hospitality industry is dealing with high demand for workers. Hospitality jobs grew by 17,700 in 2021—more than any other industry in the state. Hospitality operators are paying more for labor. In extreme cases, operators have had to limit services, hours of operation and room availability due to labor shortages.

Opportunities

CONVENTION CENTER HOTEL OPENING IN 2022

The opening of the 700-room Hyatt Regency Convention Center Hotel positions Salt Lake City for attracting many more of the city-wide conventions that fill hotel rooms across the county. Convention and meeting visitors contribute more than \$54 million to the local economy annually. Visit Salt Lake has already landed major new meetings, including the bi-annual Outdoor Retailer Show that will take up residency again in SLC for summer and winter shows.

SLC IS TRENDING!

The NBA is bringing the high-profile All Star Weekend to Salt Lake City in February 2023. Salt Lake is the U.S. city under consideration by the International Olympic Committee to host the 2030 or 2034 Winter Games. SLC is a gateway for 11 million people visiting seven National Parks in Utah and Wyoming. And our economic and cultural ascension is piquing curiosity around the world. People want to visit SLC.



2021 Convention and Hospitality Overview



State-wide Visitor Statistics

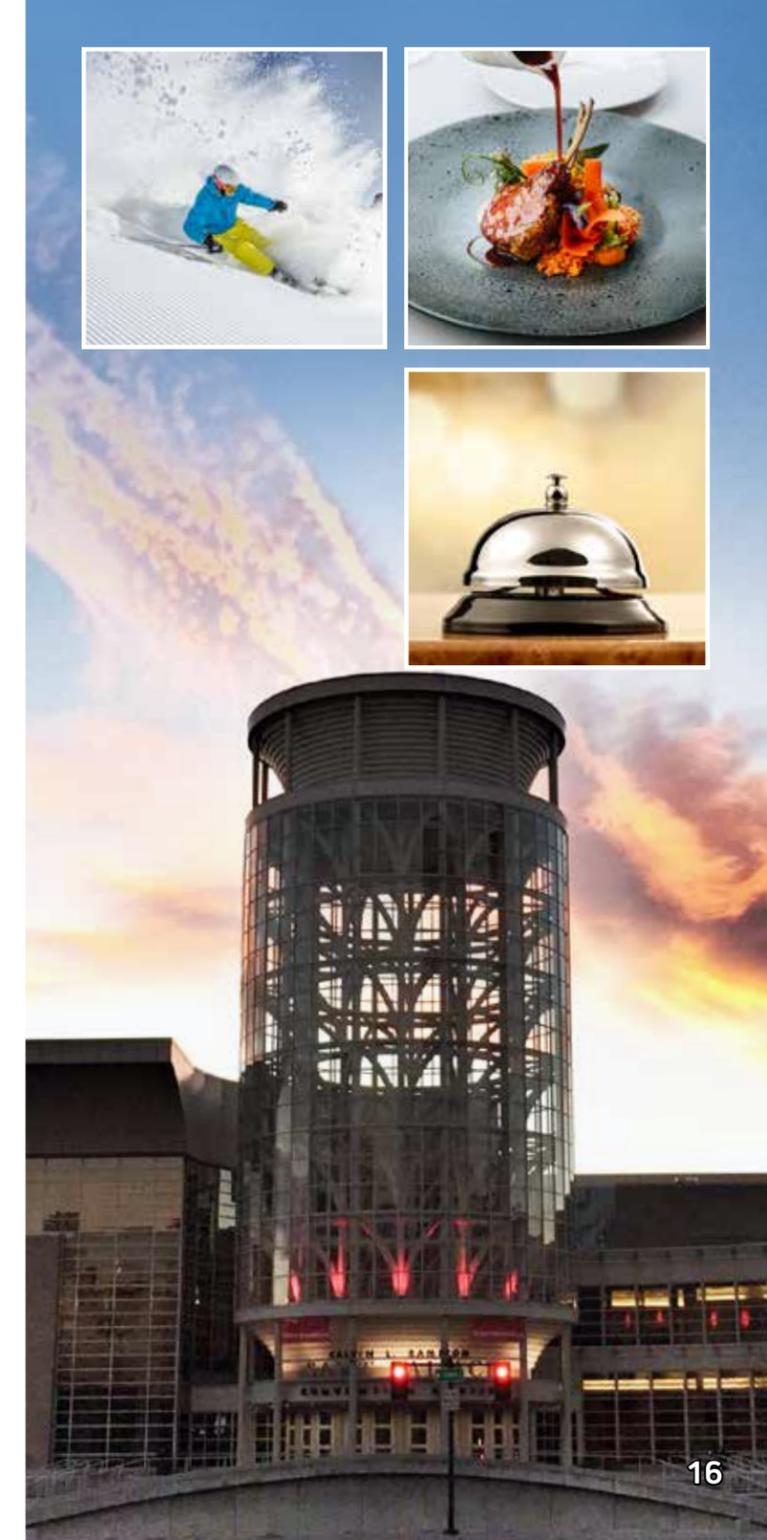


Sources: Kern C. Gardner Policy Institute, Ski Utah, UtahTourism.org, National Park Service, Visit Salt Lake, Smith Travel Research Analytics, Tourism Economics.

*Does not include 248,251 attendees to sporting events, quasi-consumer shows, or hotel/resort booked business.

**Does not include \$85.1M spending at sporting events, quasi-consumer shows, or hotel/resort booked business.

***For the convention district.



Culture & Entertainment



Opportunities

NIGHT TIME ECONOMY VISITORS ARE LEADING THE POST-PANDEMIC RE-OCCUPATION OF DOWNTOWN

Utahns have signaled their interest in gathering for concerts, performances, and dining. Downtown Alliance data showed downtown evening visitation in Q1 2022 was nearly on par with pre-pandemic visitation. Utah's affinity for downtown nightlife is an opportunity for those programming arts and entertainment.

RETURN TO THE STAGES

Dancers, opera singers, actors, and musicians are back on the stages. We project that Utah patrons will buy 3 million tickets to downtown performances in 2022.

900,000 VISITS ARE EXPECTED AT DOWNTOWN SUMMER FESTIVALS

Summer 2022 will see the full return of Living Traditions, PRIDE, Utah Arts Festival, Days of '47 Parade and dozens of other favorite and growing events like Brewstillery and the Kilby Court Block Party.

Challenges

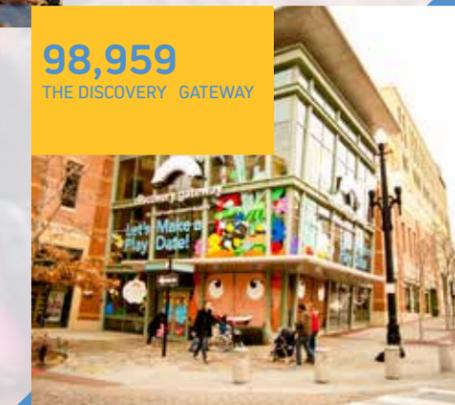
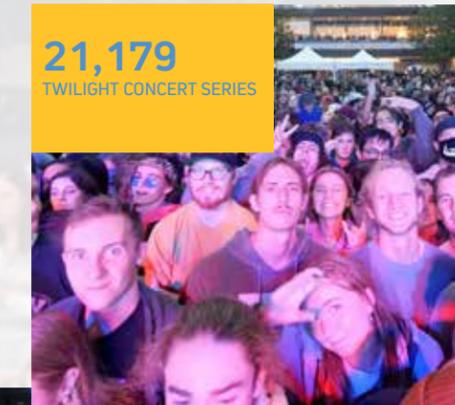
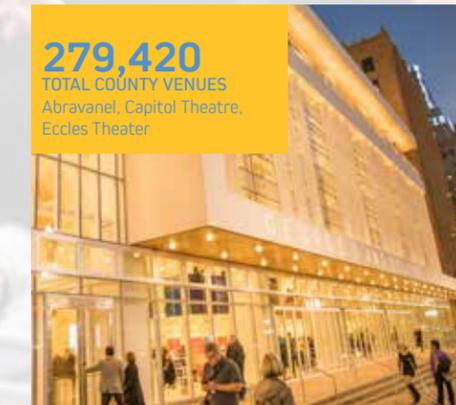
OPERATING AND PRODUCTION COSTS ARE RISING FOR ARTS ORGANIZATIONS

Inflation across the economy is impacting arts producers who must adapt their productions, education missions, funding and ticketing strategies to deliver their productions on budget.

HOUSING FOR CREATORS

Downtown Salt Lake City has long beckoned and nurtured artists, and downtown has benefited by having artists living, working, and animating downtown. However, rents have increased 30 percent in the last two years and our creative community is moving their studios and living spaces out of the Central Business District.

2021 Tickets Sold



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

Opportunities

A MAIN STREET PROMENADE

Downtown is for everyone. Main Street is our commons. It is where we have gathered and celebrated for 170 years and it continues to have the highest pedestrian use in the entire state. The blocks between South Temple and 400 South attract locals and visitors. Let's pedestrianize this public space, close it to cars, and create outdoor spaces for dining, strolling, gathering and performing.

A DOWNTOWN PUBLIC MARKET

A public market—like Pike Place Market in Seattle or Ferry Station in San Francisco—will stimulate livability, conviviality and visitation downtown. Locating a market in the Central Station neighborhood will bring fresh food to the Rio Grande and Poplar Grove neighborhoods. The Utah Legislature appropriated funds in 2022 to evaluate uses (and necessary upgrades) for activating the historic Rio Grande Depot. Urban Food Connections of Utah has operated the successful Winter Market at the depot for eight years. UFCU is developing a capital campaign to create a permanent market in the Central Station neighborhood and possibly the Rio Grande Depot, pending studies and stakeholder input.

Challenges

NEED FOR MORE GREEN SPACES

Green spaces attract residents and families and create the opportunity to build community. Salt Lake has just 2.8 acres of park space per 1,000 people. Similar sized cities, on average, have more than 10 acres per 1,000 residents.

NEED FOR PROGRAMMING IN MORE PARTS OF THE WEEK AT PIONEER PARK

While the Downtown Farmers Market activates the Pioneer Park neighborhood with 10,000 people each Saturday, June through October, the park idles during many other parts of the week. When the park is activated, residents and visitors pour into the park, and in doing so, make the neighborhood safe and inviting.

Impact Project

Open Streets reimagines Main Street as the community's living room.

Downtown businesses felt the pandemic at a higher severity because the ambient audiences all but evaporated. Visitation fell to 13 percent, office workers to 22 percent, and performance venues were completely closed, which was catastrophic for bars, restaurants and retailers.

"We just crossed our fingers that we'd make it through," said Mike Askerlund of Alibi, a downtown bar.

Martin Norman opened his shop, Uniquely Utah, in the summer of 2020, "It was scary and stressful, we really didn't know how bad it would get. Downtown was silent."

"We knew we had to take dramatic steps to support downtown merchants," said Dee Brewer, Downtown Alliance Executive Director. "We decided to create outdoor dining and entertainment options to attract customers looking for a safe environment to socialize."

Working with Salt Lake City's administration, Police and Fire Departments, and the Utah DABC, the streets were closed every weekend—Thursday through Saturday—during the summer. Restaurants and bars extended their patios onto the sidewalks. Hundreds of artists were paid to animate the street with music, magic and even a roller skate disco. It was convivial, vibrant and wildly popular. On average, 40,000 visitors enjoyed Open Streets each weekend.

Today, Martin headlines his business's Instagram account, "proud pandemic survivor." And, he credits his success to Open Streets. "It immediately brought people back to the street and that summer it increased our sales by 20 percent." And, Mike echoed, "It was a terrific summer, with sales above 2019."

"Open Streets worked," said Jessica Thesing, Urban Affairs Director for Downtown Alliance. "This activation concept has merit long-term. Our Main Street can be a place people come to without a ticket or a plan, a place they know they will find city vitality. We will support and encourage a plan for making a Main Street promenade permanent, not just a special event."



2023 Downtown Alliance INITIATIVES



Create a Downtown Public Market

Following 30 years of successful Downtown Farmers Markets, initial planning has begun to create a Public Market in the Rio Grande/Central Station neighborhood. A capital campaign is forthcoming. With a generous appropriation from the Utah State Legislature, we will work with Utah state leaders to analyze uses of the historic Rio Grande Depot building. Whether it takes shape at the historic Rio Grande Depot or another location, we will continue to work toward creating this community asset.



Elevate Arts and Entertainment at Performance Venues and On the Street

Downtown Salt Lake City is the regional center for arts and entertainment with forty arts organizations producing music, dance, theater, visual arts and more. Downtown Alliance promotes the more than 80 events that happen each month. In addition, we bring murals, artists, and programming to the streets. Among our investments this year will be producing Locally Made, Locally Played concerts in Pioneer Park, animating Main Street each weekend with street performers, and brightening the streets with winter lighting and GLOW, a sparkling sculpture garden at Gallivan Plaza.



Deploy Street Ambassadors

The Downtown Alliance Street Ambassadors patrol downtown daily and are a resource to merchants, property owners, workers, tourists and people experiencing homelessness. With generous support from Salt Lake City and Visit Salt Lake, our Ambassador teams seek to make everyone downtown feel welcome and safe. The Ambassadors help people in need get to shelter and services. They help merchants and property owners ensure a safe environment for their customers and staff. They direct visitors to restaurants, shopping and attractions. This year we will enhance our services to all downtown users.



Open Streets: A Main Street Promenade

Each summer weekend we are creating a pedestrian promenade on Main Street with expanded sidewalk dining, music and street performers, and a few thousand friendly locals and visitors. Main Street is the City's living room and everyone is welcome. In February 2023, we look forward to warmly welcoming NBA All-Star Weekend visitors downtown.

Open Streets 2021 attracted more than 400,000 visitors over the summer weekends. Throughout this year the Alliance will work with downtown stakeholders to explore permanent infrastructure improvements to remake Main Street into pedestrian-first public space.

Salt Lake City

RANKINGS



UTAH: BEST STATE FOR GDP GROWTH

Forbes



BEST ECONOMIC OUTLOOK

FOX Business



UTAH: BEST STATE ECONOMY

Wallet Hub



UTAH: AMERICA'S ECONOMIC STAR

The Wall Street Journal



BEST PLACES FOR BOARD GAMERS

BestPlaces



MOST ROMANTIC CITIES FOR BOOMERS

Bestplaces.net



BEST PERFORMING LARGE CITY

Milken Institute



AMERICA'S TOP HYGGE CITY

Bestplaces.net



HEALTHIEST CITIES

WalletHub.com



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