

# DOWNTOWN SLC VITALITY, PROSPERITY & SAFETY



SALT LAKE CITY COUNCIL UPDATE | JANUARY 2025



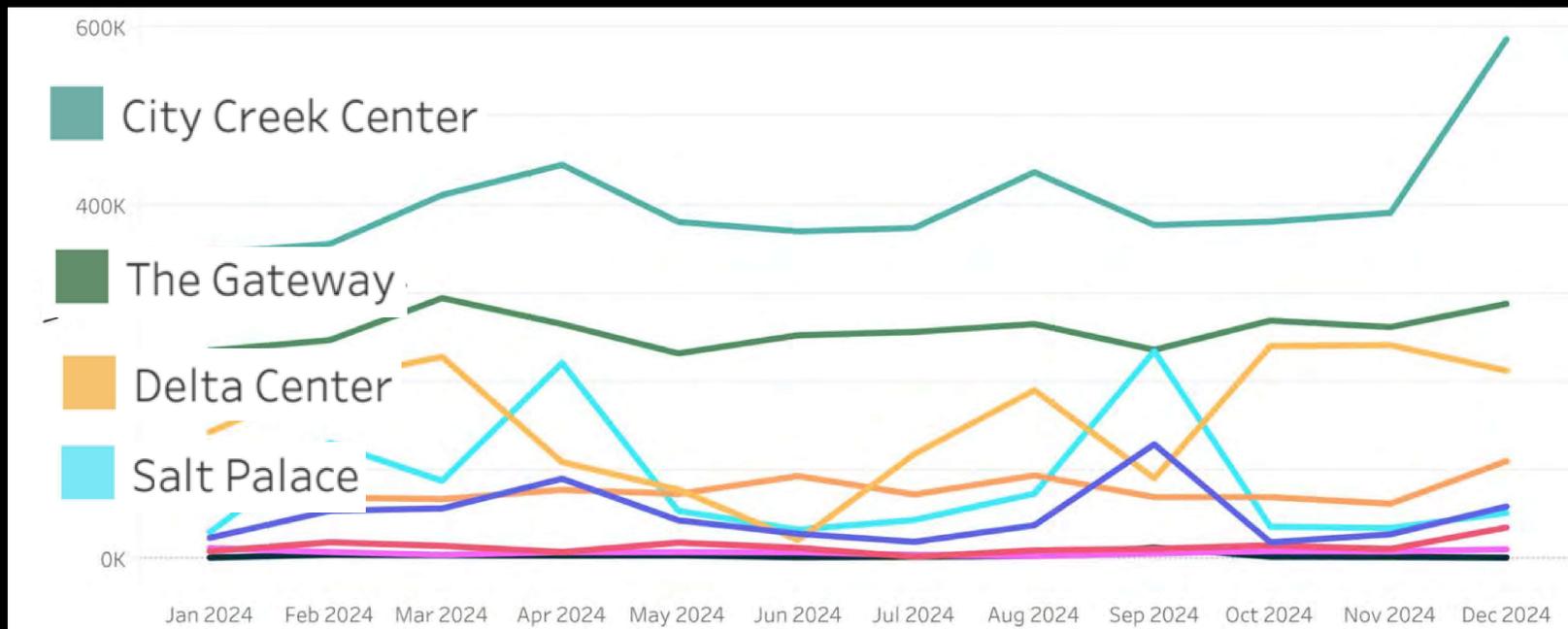
# CBIA boundaries



# 20.7M DOWNTOWN CUSTOMER DAYS IN 2024

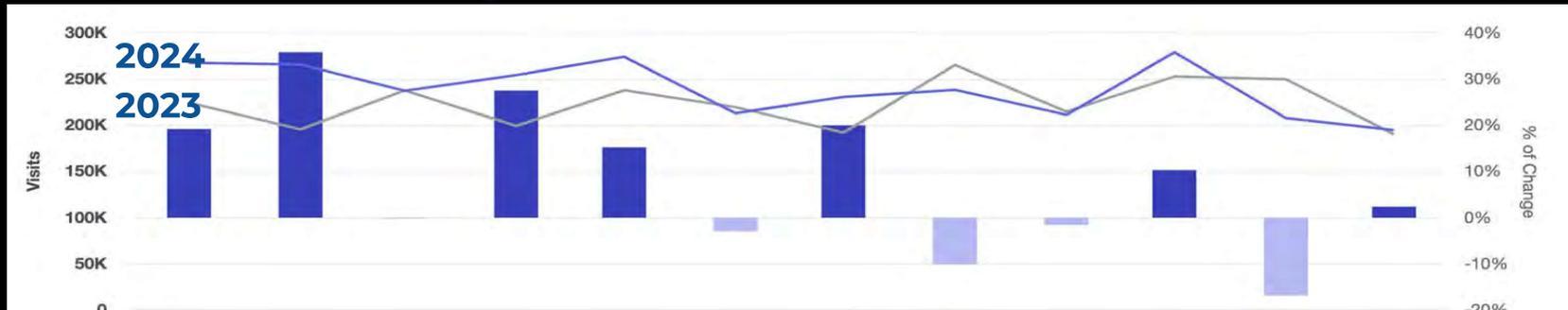
3.5% increase over 2023

Drivers: shopping, conventions, Delta Center, arts

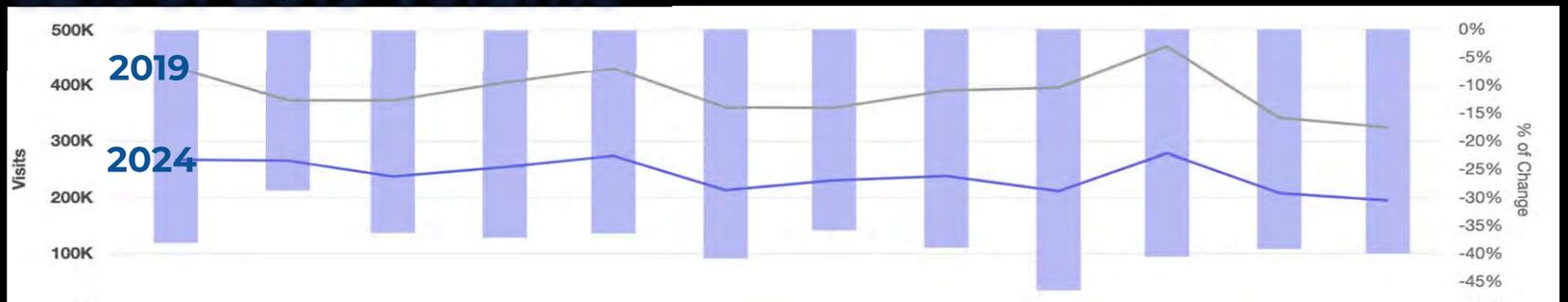


# 2024 OFFICE WORKER VISIT VOLUME

Visits were flat compared to 2023



Just 62% of 2019 volume



# **DOWNTOWN ALLIANCE CURRENT PRIORITIES**

- 1. Create social and economic vitality**
- 2. Support the development of public amenities**
- 3. Invest in safe streets and public spaces**
- 4. Promote shopping, dining and nightlife**
- 5. Champion quality development projects**

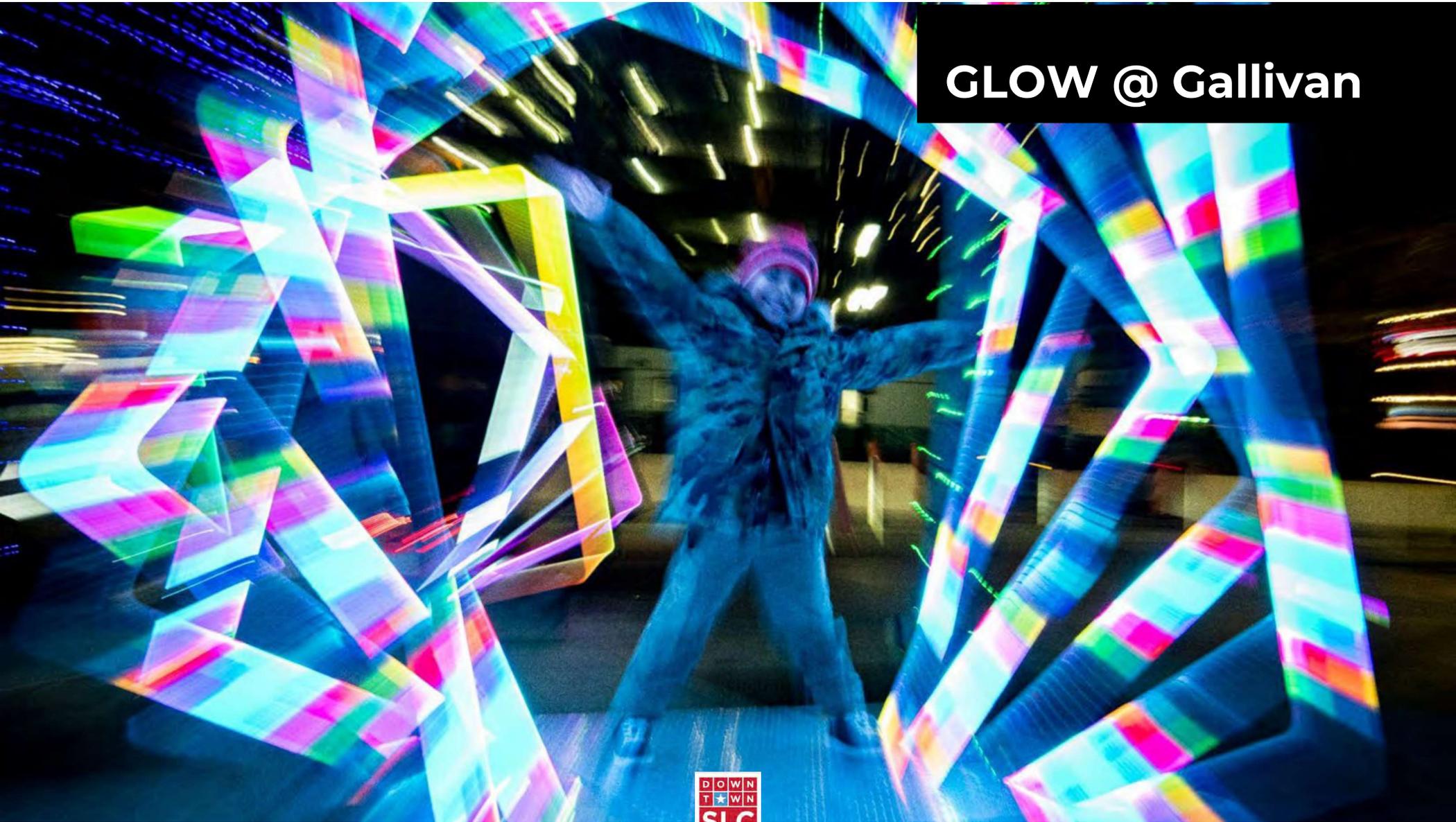




We CREATE VITALITY downtown  
LAST HURRAH! at The Gateway

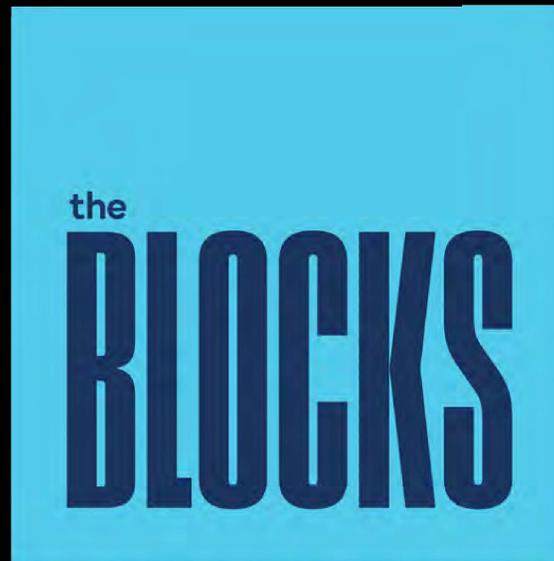


# GLOW @ Gallivan





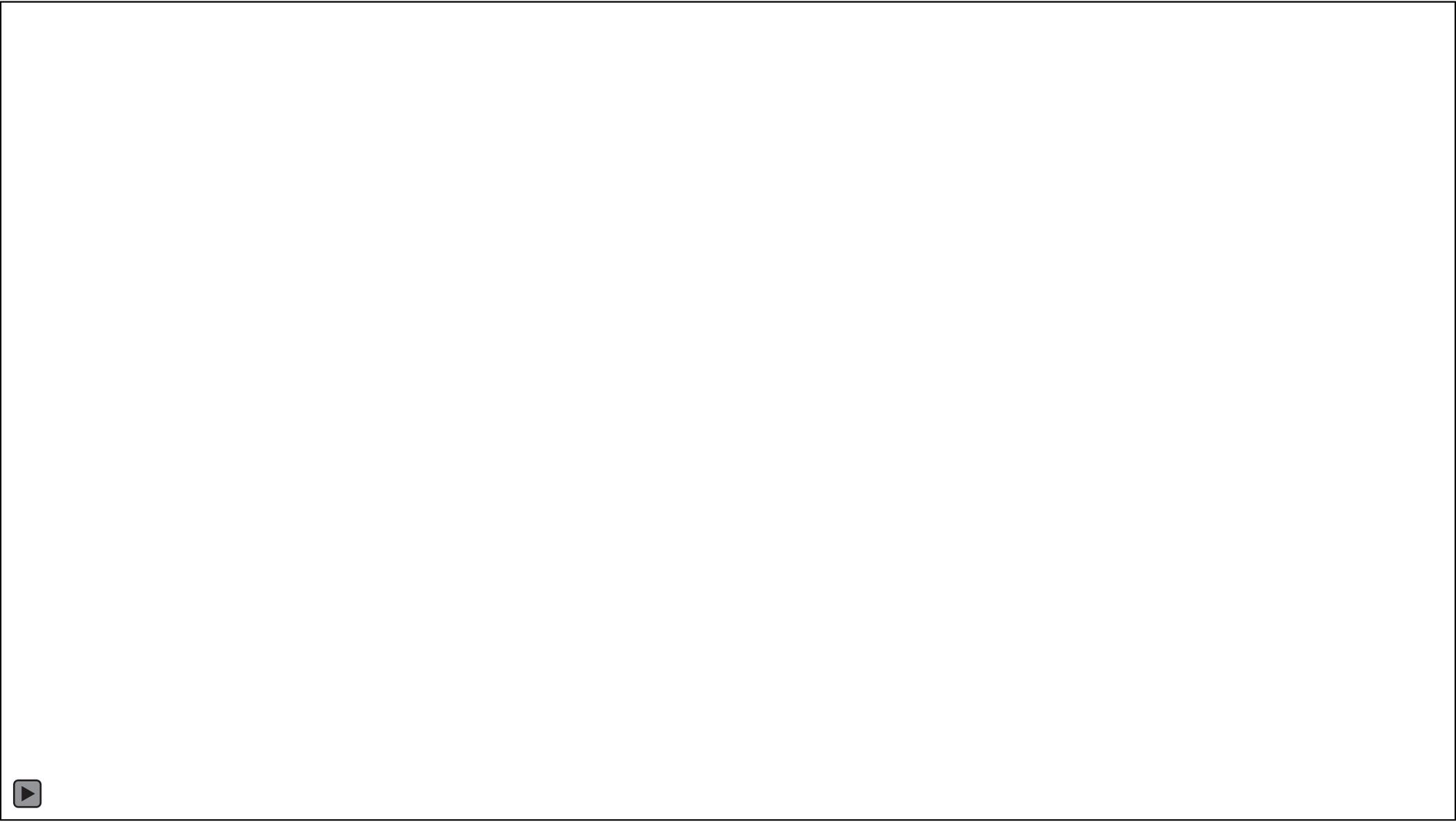
**We AMPLIFY ARTS Downtown**



**ARTS DISTRICT**

**VIDEO:** Blocks programming Summer 2024





MOTION | ART | MUSIC | COMMUNITY

# FRAME BY FRAME

feat.  
**SASHA  
MARIE**

**ENZO | SOCIAL ANTIDOTE | GATO**

Sundance  
Film Festival  
2025

The Blocks Arts District  
Utah Film Commission  
Visit Salt Lake  
FICE

FEB 1ST, 2025 | FREE ENTRY | 6PM - 10PM  
223 FLORAL ST, SALT LAKE CITY



# We keep Downtown SAFE & CLEAN

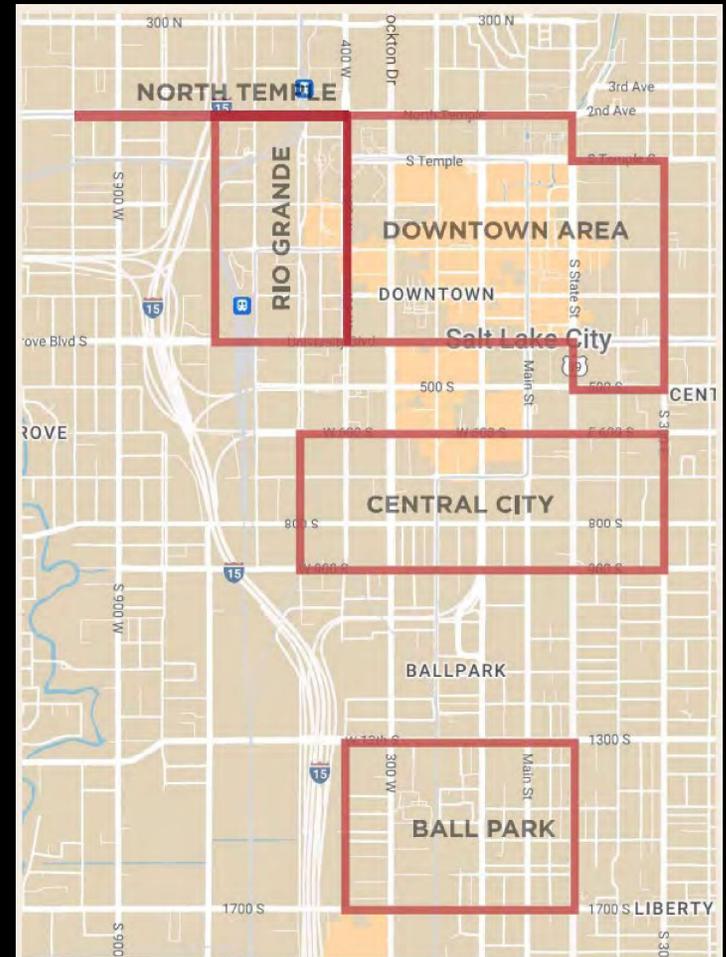
November 2024

## Outreach and Hospitality:

**1,641 wellness checks**  
**35 safety escorts**  
**1,236 business contacts**

## Cleaning initiatives:

**382 bags of garbage collected**  
**96 needles disposed**





salt lake CITY WEEKLY

CITYWEEKLY.NET JUNE 27, 2024 VOL. 41 NO. 5

FREE

UTAH'S INDEPENDENT NEWS PAPER

# WALKING THE BEAT

On Main Street and in Salt Lake City's hardest-hit neighborhoods, the Downtown Ambassadors are here to help.

BY BENJAMIN WOOD



# We grow: Downtown Farmers Market



## WE GROW: DOWNTOWN FARMERS MARKET



The Downtown Farmers Market is a catalyst for neighborhood development. The Pioneer Park neighborhood has been revitalized with 1003 apartments, 19 restaurants, and five hotels since 1996.

- 1,003 Apartments
- 19 Restaurants
- 5 Hotels

The market supports family farms and makers across the state with over \$11 million in sales to consumers.

**\$11 million**

Annual direct-to-consumer sales at Farmers Market

**25%**

BIPOC owned businesses

**65%**

Women owned businesses

**35%**

of businesses started at the Market

**16**

Utah counties represented

**300**

Market vendors

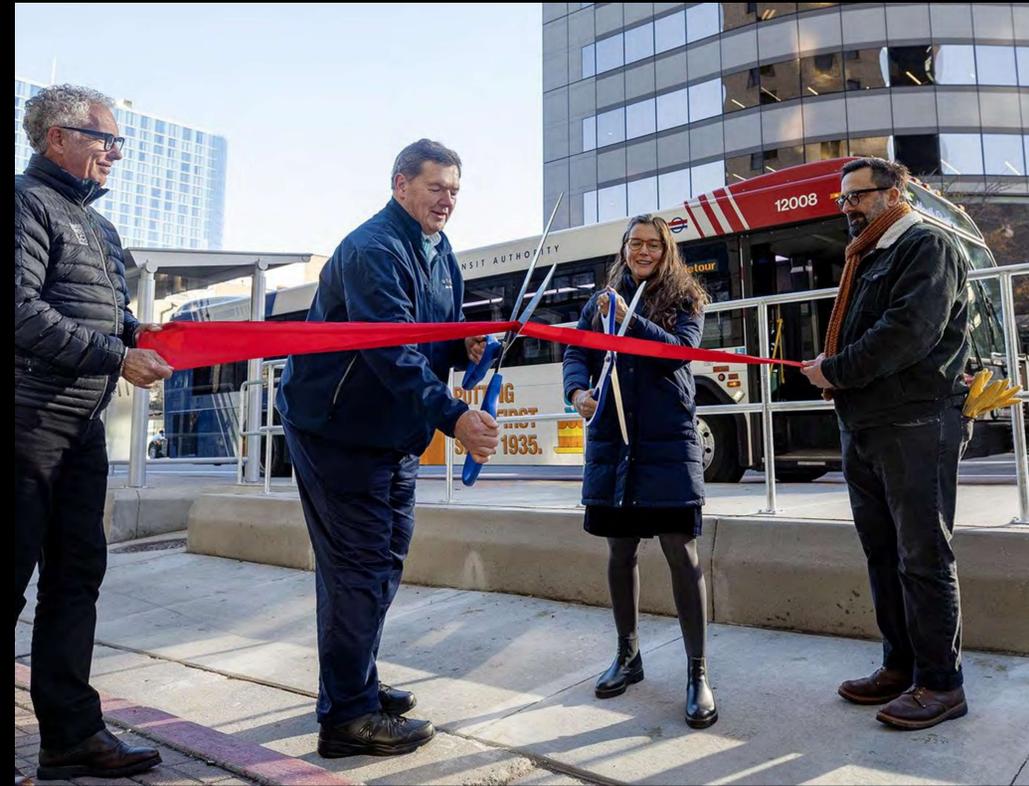
**252,000**

Downtown Farmers Market Shoppers (Utah's LARGEST community event!)

# We PROMOTE Downtown

## 2024 promotional stats

- 285,825 social media followers
- 11,557 newsletter subscribers (39% open rate!)
- 526 mentions of Downtown SLC programming in news media = \$12.4 Million in earned media coverage



# We CONVENE Downtown stakeholders

Gather Input.

Share information.

Foster collaborations.



# FY 2024 REVENUE = \$5,481,666

## Contract revenue =

### Special Assessment Area

\$1,644,000 (30%)

### Ambassador expansion

\$1,333,813 (24%)

### Cultural Core

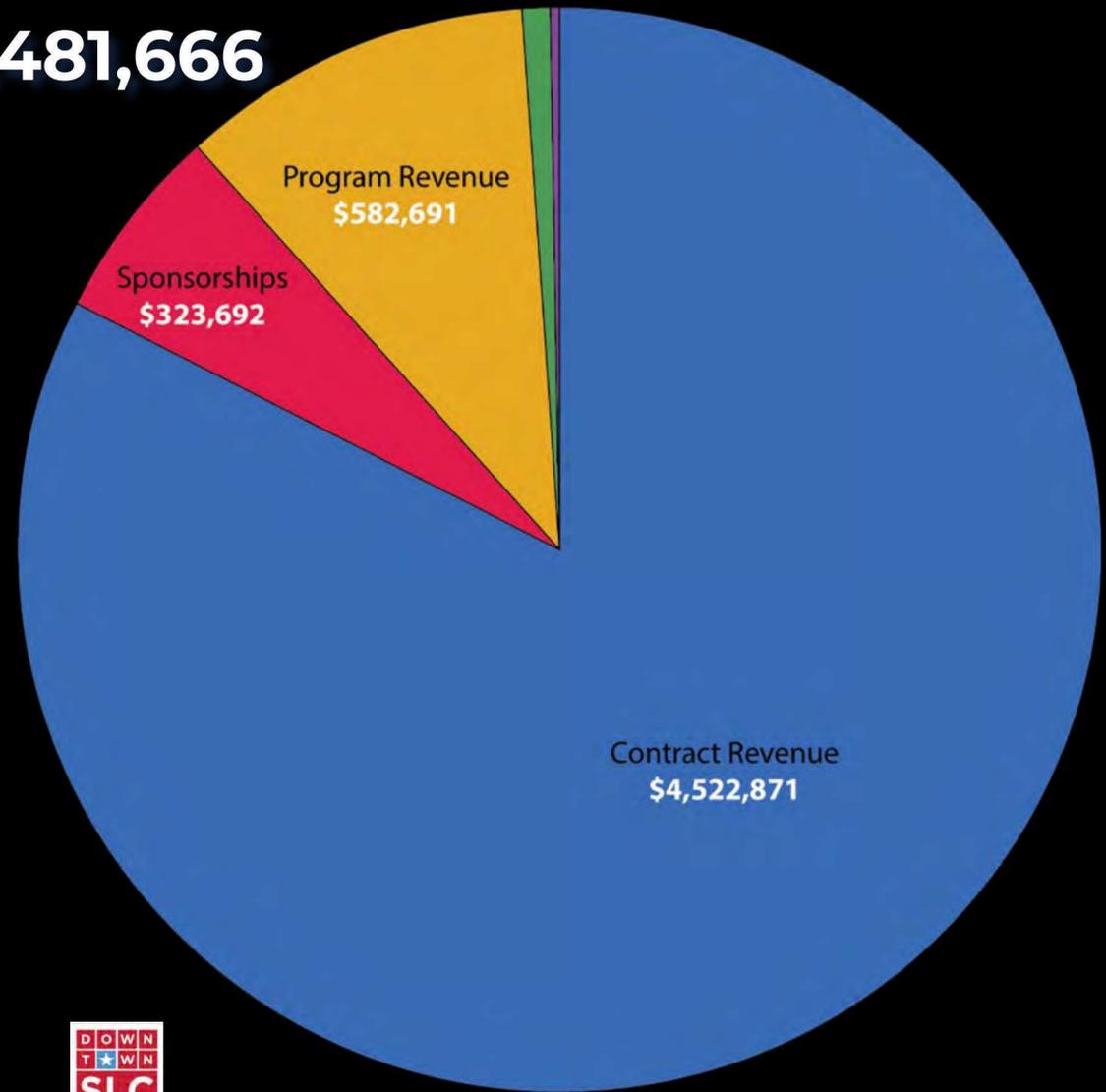
\$600,000 (11%)

### SAA Surplus

\$664,293 (12%)

### Rolled over from previous year

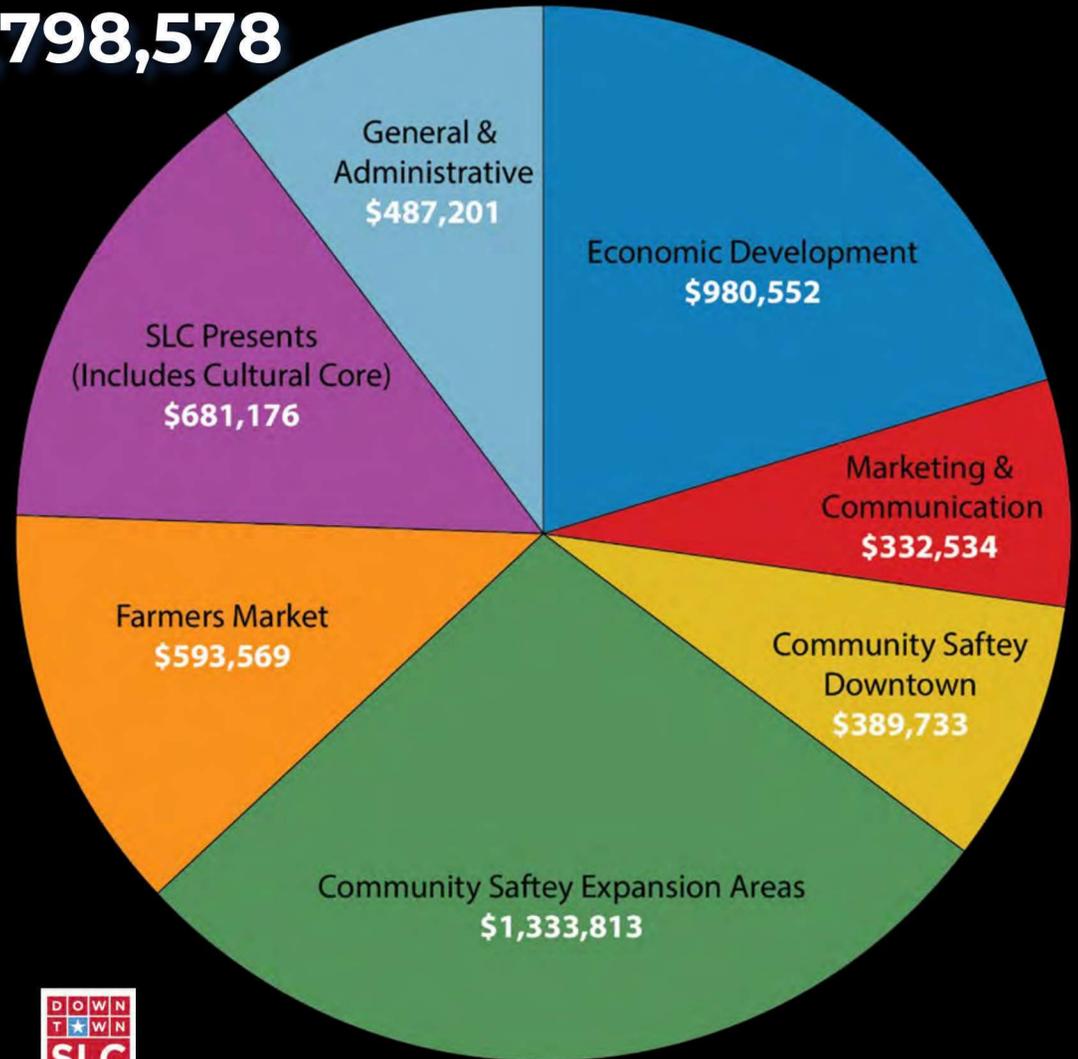
\$280,765 (6%)



# FY 2024 EXPENSES = \$4,798,578

90% Programs

10% Administration



# 2025 KEY DOWNTOWN ISSUES

1. Entertainment district development
2. Office workplace reckoning
3. Neighborhood-ification of downtown
4. New, well-resourced competition



# **BUDGET NOTE FOR COUNCIL**

**Downtown electrical infrastructure in tree wells and sidewalks has deteriorated and is not functional on a number of downtown streets. Evaluation and improvements are needed in order to:**

- 1. Light the City for the 2034 Winter Olympic Games**
- 2. Continue lighting the City for holiday and winter activations.**



