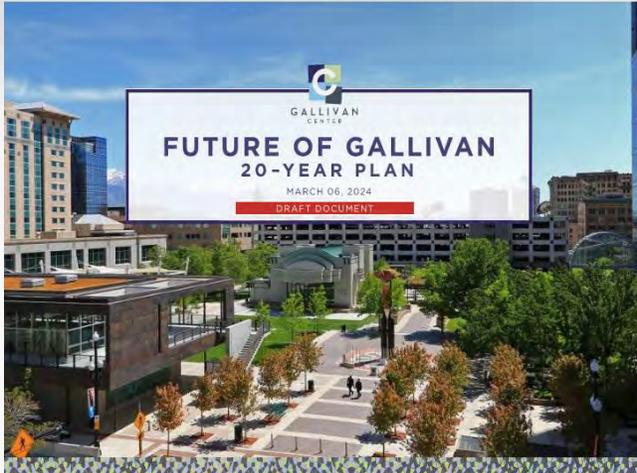


FUTURE OF GALLIVAN



20-Year Plan

Celebrating all the good things the Gallivan Plaza is, was, *and could be*.

Meet our team

GSBS Architects

Phil Myrick LLC

CIVITAS

Looking at the Future

Building upon what the Gallivan is, looking at the identity of the plaza into the future, and how we get there

MOSAIC OF THE ARTS

WHAT DOES THIS PLAN ACHIEVE? A VISION AND IDENTITY

The Vision of the Gallivan Plaza is to become a "mosaic of the arts", where different forms of art come together in one space to form a picture of the arts and culture in Downtown Salt Lake City

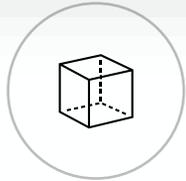


GUIDING PRINCIPLES



Center Stage

A move from the "living room" of Salt Lake City to "Center Stage". Gallivan Plaza is the art and cultural anchor.



6 sided and 4 season Activation

As a mostly enclosed space, the Gallivan Plaza looks to have increased ground floor activation and spaces/programming that can be activated during the 4 seasons



Gallivan Centric

There are unique aspects here that can only be found at the Gallivan



Third-Place

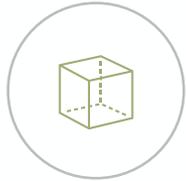
The Gallivan Plaza is a place where socialization, sharing ideas, and connections are cultivated.

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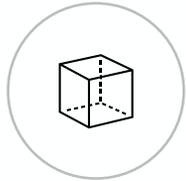
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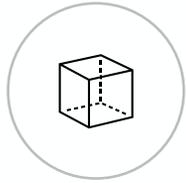
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Third-Space

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THE BIG MOVES



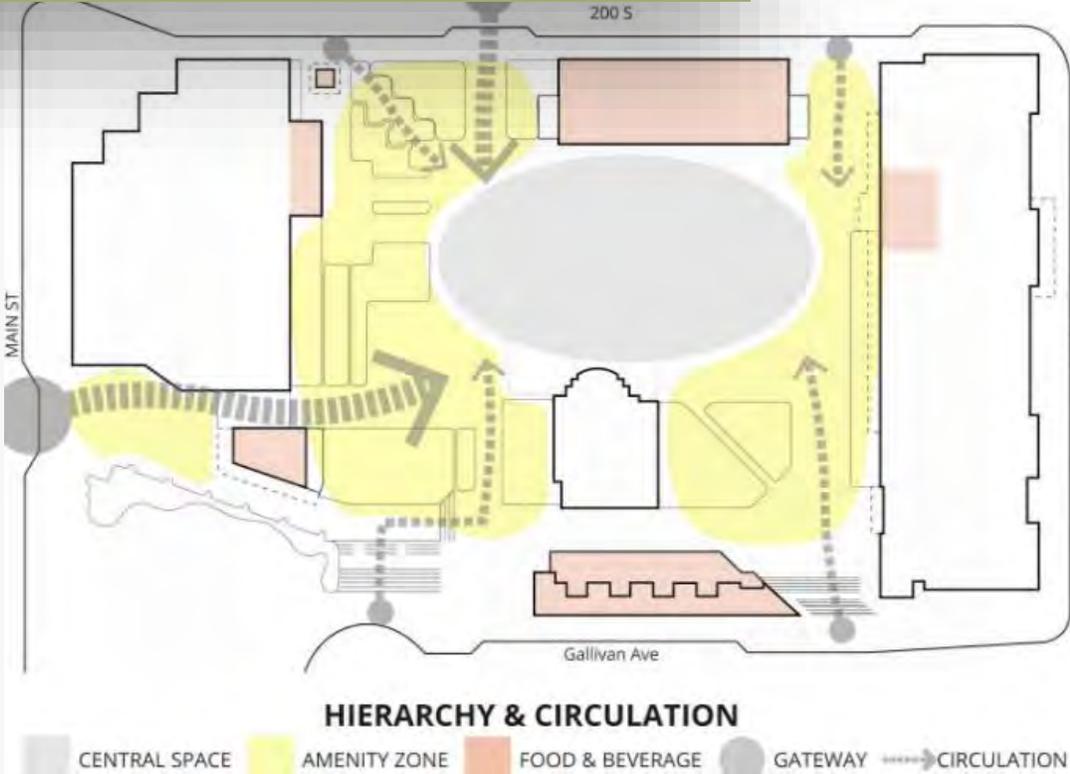
BIG MOVES

Restructuring of activating the edges versus the center

Current



Future



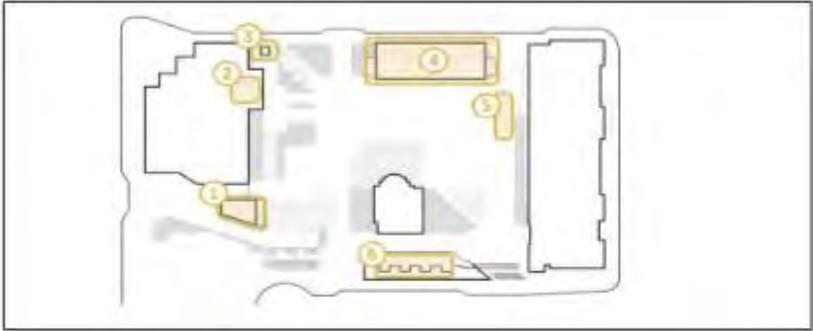
BIG MOVES

Expanded food and beverage options

FOOD AND BEVERAGE ANCHOR

There should be a minimum of one food and beverage anchor. It is preferred that there be two bars or restaurants of good size. These options include:

FIGURE 1.1: FOOD AND BEVERAGE DIAGRAM



1 A Pavilion family restaurant with plaza seating



MILLENNIUM PARK GRILL

PARC CAFE, DETROIT

SHAKE SHACK, MANHATTAN

2 Grab-and Go café space within office buildings



GALLERY CARTS

THE BUSINESS JOURNALS

INNOVATION-OFFICE-PARK-CAFE

3 Kiosk Café



BRYANT PARK

EATER DC

TIME OUT

4 Renovate, wrap, or build on Gullivan Hall



THE GROVE | AERIAL

THE GROVE | ROOFTOP

THE GROVE | EXTERIOR

5 Restaurant in One Utah Center



BELMAR

MARRIOTT BELLA PIASTRA

PLAZA RESTAURANT

6 Temporary or Permanent Outdoor Bar and Grill



AL FRESCO DINING

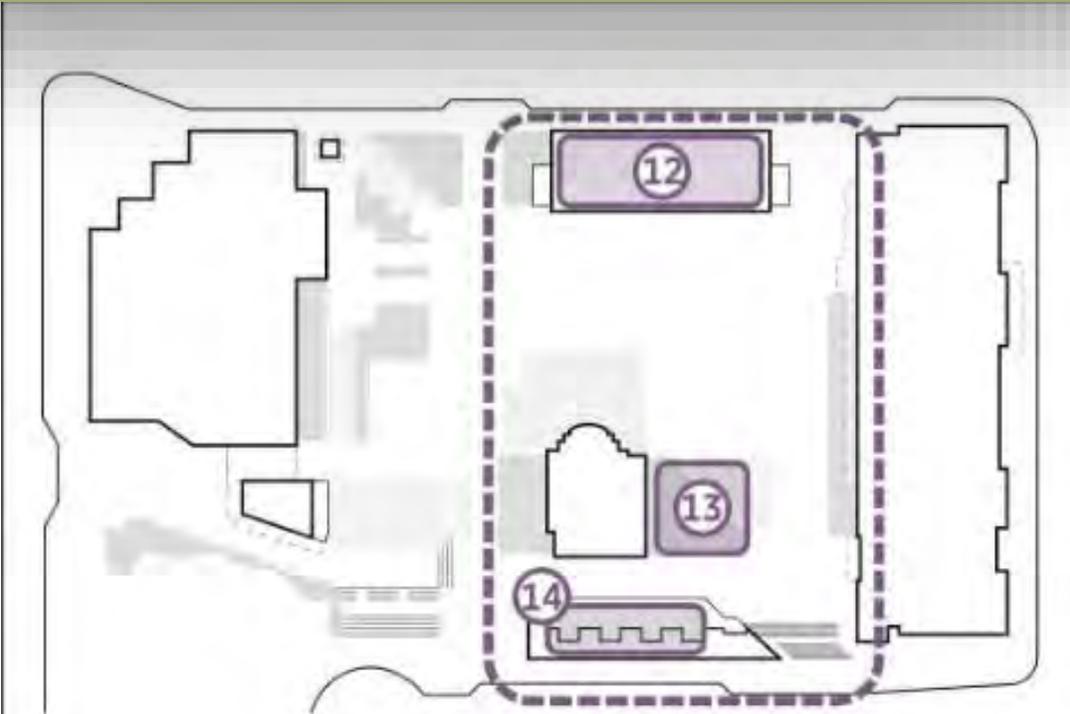
BAR ROOFTOP

BAR AT FOUNTAIN SQUARE

BIG MOVES

Balancing every-day activities with big events

Plaza rentals allow for parts of the plaza to remain open



Comfort for a larger number of guests



GOVERNANCE AND MANAGEMENT

BIG MOVES



Additional Food and Beverage Concessions



Corporate Naming Sponsorships



Expanding Storage Options by moving Gallivan Staff out of stage building



Addition of Marketing Personnel



Increasing Advertising Budget



Addition of Fundraising Personnel

BUILDING UPON THE STRUCTURE

Additional fundraising, marketing, and programming staff



THE CONCEPTS



SUMMER ACTIVATIONS



8 Active play zone, visible from two axes



CLIMBING TOWER



WATER PARK



PLAYGROUND

10 Work zone with powered tables and nooks, outdoor conference rooms



L.L. BEAN



PARALLEL PARK | VANCOUVER



WORK ZONE

WINTER ACTIVATIONS



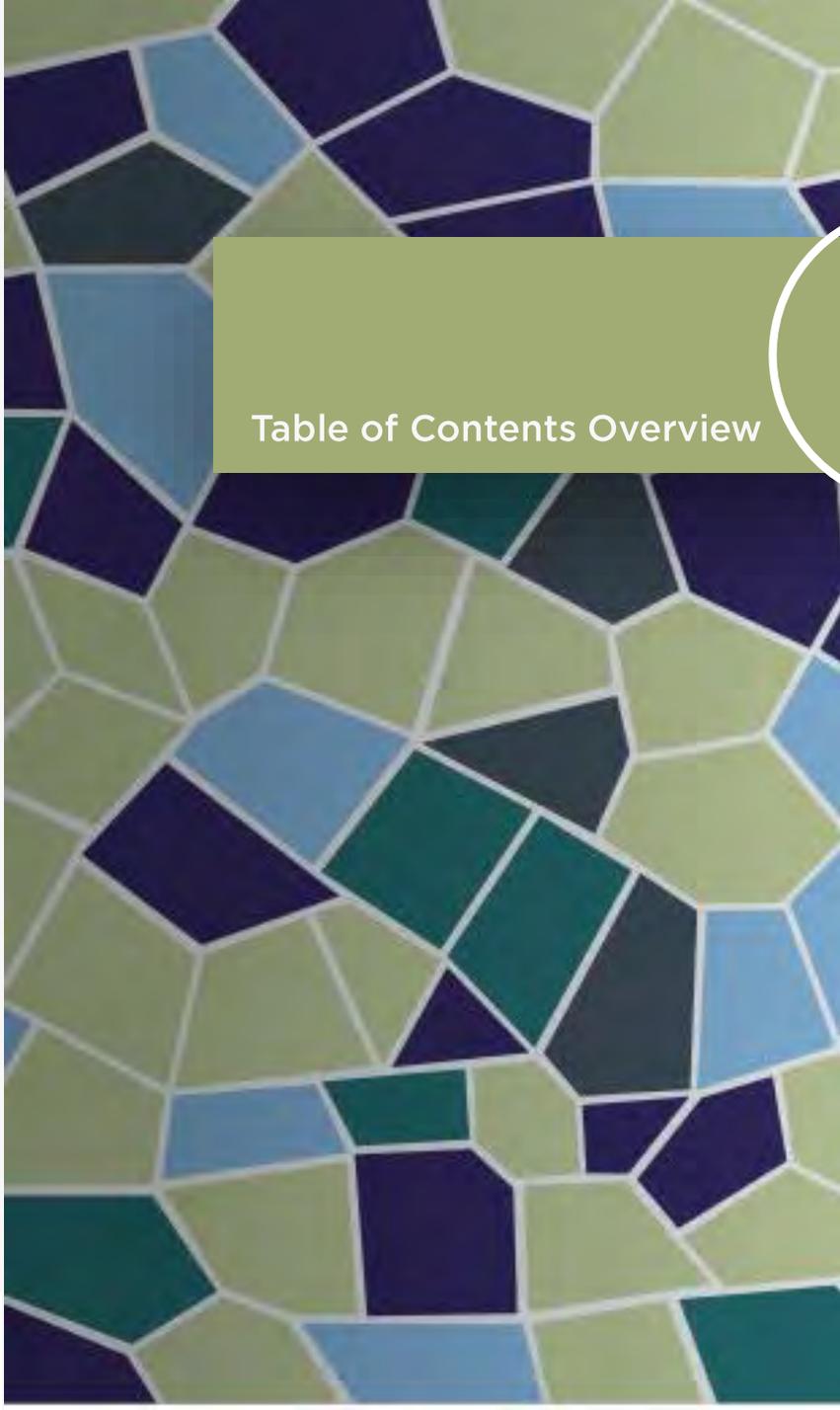


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6. Overview of Gallivan Management and Operations
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