

DOWNTOWN SLC VITALITY, PROSPERITY & SAFETY



SALT LAKE CITY COUNCIL UPDATE | JANUARY 2025



January 16, 2025

SLC Council Members and Staff:

Following are our slides and notes for our annual update to Council on January 21, 2025.

Recognizing the limited time available for our updates, we have been brief in this outline. We are including here links to our:

[November 2024 monthly Ambassador Report.](#)

[Our most recent CBIA Quarterly report \("Disbursement memo"\)](#)

[2024 Economic Benchmark report](#)

[2024 Vitality Report](#)

You will find substantially more detail on our operations in these documents. And, of course, we are available to answer questions.

We look forward to working with you on downtown key initiatives this year.

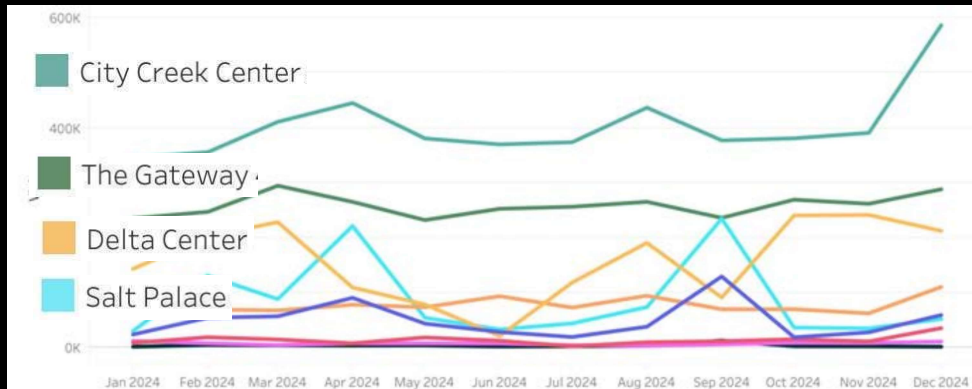


Current CBIA boundaries:
North Temple to 400 South
600 West to 300 East

20.7M DOWNTOWN CUSTOMER DAYS IN 2024

3.5% increase over 2023

Drivers: shopping, conventions, Delta Center, arts



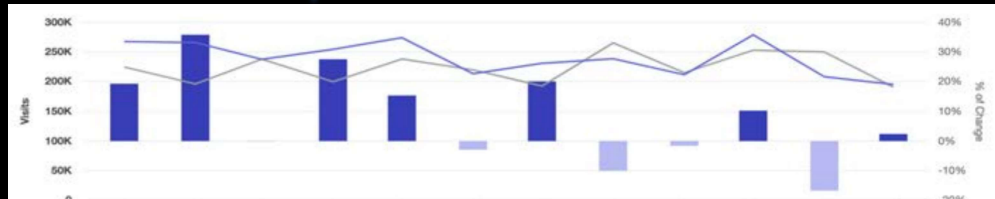
Customer Days

We will be evaluating downtown visitation for our annual downtown economic benchmark report. Our preliminary measurements in Placer.ai indicate that downtown had 20.7 million customer days in 2024, a 3.5 percent increase over 2023. A customer day is anytime a visitor, worker or downtown resident spends at least 90 minutes downtown on a given day.

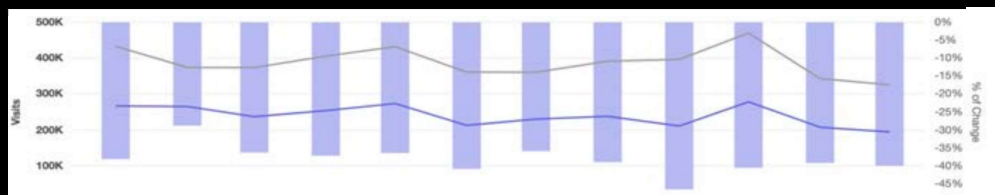
visitation drivers: shopping, conventions, Delta Center, arts

2024 OFFICE WORKER VISIT VOLUME

Visits were flat compared to 2023



Just 62% of 2019 volume



OFFICE WORKER VOLUME

After three years of double digit growth in the number of office workers downtown, we saw less than 1 percent of growth in 2024. The total volume of office workers in 2024 was 62% of the office worker volume in 2019.

Class A office space leasing is strong. Class B and C office space has high vacancy rates.

See the Downtown Economic Benchmark Report for more details.

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**



These FY2025 key objectives were developed and ratified by the Downtown Alliance Advisory Board.

We are now in the process of developing our FY2-26 key objectives and accompanying budget. Next year's objectives will be ratified in May of 2025.



WE CREATE VITALITY DOWNTOWN:

The most recent examples include:

LAST HURRAH! This year, 24,500 people flooded The Gateway between 8pm-1am for free New Year's Eve programming.

That is a 22% increase in attendance over last year.

Gateway merchants feedback was overly positive.

There were no safety incidents reported.



GLOW @ GALLIVAN

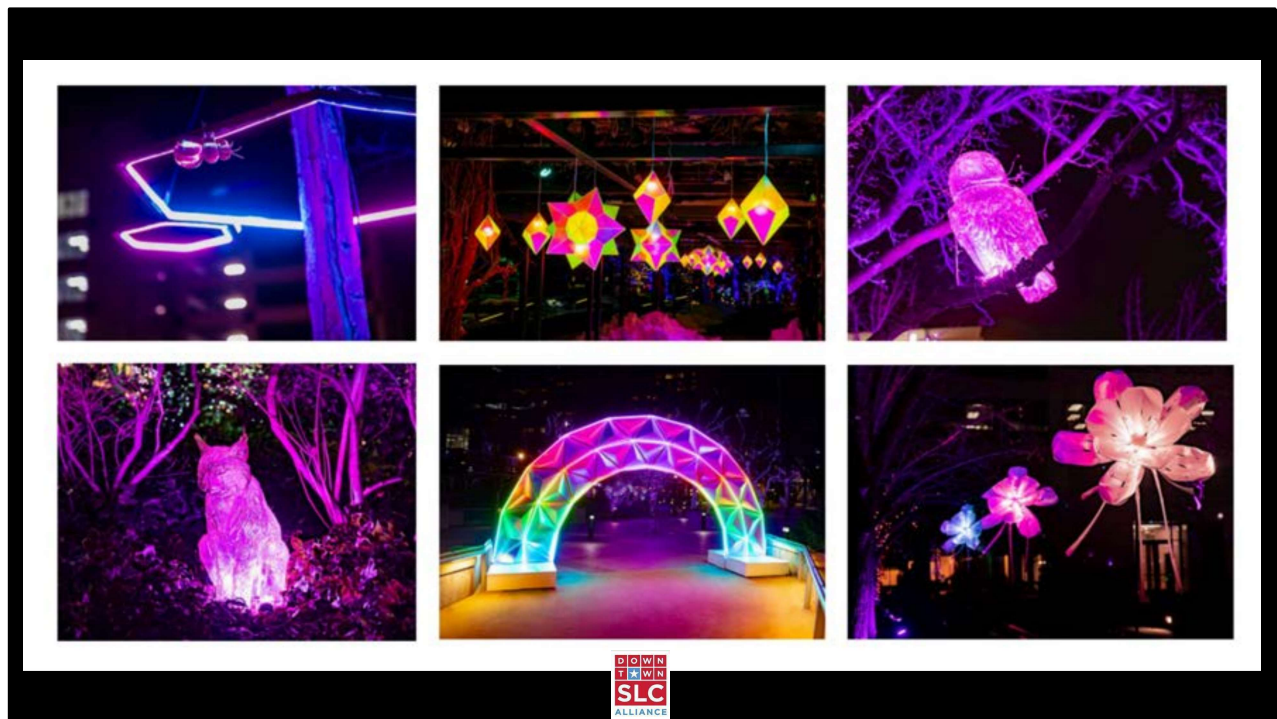
We light up the darkest nights of the year from November through March 1 with Glow @ Gallivan.

GLOW's 30 features are dynamic and create different effects through the day and night time hours.

The Alliance and The Blocks Arts District both invest in this light sculpture garden. This investment compliments what the skating rink and lighting at Gallivan Plaza.

We promote all the Gallivan assets to drive traffic downtown. We have engaged nearly 1 million social media users with content this year. Engagement is up 171% over last year.

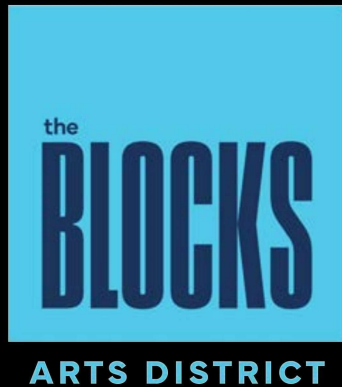
GLOW attracted 193,800 visitors last year (2023-2024).



The Blocks and Downtown Alliance created GLOW in 2020 with with Art Theory Collective. New features have been added each year.

The Downtown Alliance and The Blocks provided initial funding for the project and Gallivan Center has been a wonderful partner. The George S. and Dolores Dore Eccles Foundation has become a funding partner.

We AMPLIFY ARTS Downtown



THE BLOCKS ARTS DISTRICT

[PLAY VIDEO IMBEDDED IN LINK]

We are very proud of the impact we are making in Downtown's Cultural Core through The Blocks Arts District. Brittney Helmers will brief the Council on The Blocks programming and impact at a later date. But here is 30 seconds of highlights from the last year.



For now, we just want to invite you to join us on the last night of the Sundance Film Festival as we activate one of our favorite allies on Floral Street for:

FRAME by FRAME

A celebration of SLC motion, art, music and community. – enterprised by The Blocks and in partnership with Sundance, Salt lake City, Utah Film Commission, Visit Salt Lake and our cool friends at FICE.

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**



We included our most recent monthly report of Ambassador services with the materials we shared with Council. Here are just a few highlights from

November:

Outreach and Hospitality

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

Cleaning initiatives

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



On a weekly basis we receive unsolicited appreciation for the Ambassadors work and impact from downtown businesses, visitors and stakeholders.



There was a nice feature in City Weekly last year.

We grow: Downtown Farmers Market



DOWNTOWN FARMERS MARKET

Our weekly Farmers Market is one of the largest farmers markets in the country with over 300 vendors from 16 counties who enjoy \$11 million in sales.

We provide a low barrier to entry for small businesses. And we have incubated dozens of concepts that have become Salt Lake City retailers: such as Laziz, Rico's, and The Bagel Project.

Did you know that:

65% of our vendors are women owned businesses

25% are BIPIC owned

35% of our vendors started their business at the 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!)

DOWNTOWN FARMERS MARKET

After 33 years, our weekly farmers market continues to be a catalyst for neighborhood and economic development in the Pioneer Park neighborhood and across Salt Lake City.

Last year, we drew 250,000 visits to downtown Salt Lake City, that is more visits than any of our beloved arts & culture organizations brought downtown.

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



MARKETING AND PROMOTIONS

We promote downtown through the Alliance's own robust social media channels and through local legacy news media.

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 news coverage

We CONVENE Downtown stakeholders

**Gather Input.
Share information.
Foster collaborations.**



We CONVENE downtown stakeholders to gather input, share information, and foster collaboration.

Downtown Merchants

- More than 300 Downtown merchants receive timely updates and communications on events, construction, and growth via the Alliances Downtown Merchants newsletter.

Downtown Development Committee

- An average of 80 downtown property owners, commercial real estate professionals, Salt Lake City & County officials, and other Downtown Salt Lake City stakeholders gather monthly in the Alliances Downtown Development Committee meetings to learn about key projects, policies and events. Content from these meetings is distributed to 200 stakeholders subscribed to our content.

Urban Exploration

- 110 downtown stakeholders joined the Alliance for an Urban Exploration, of downtown San Diego, where we examined the impact of Petco Park on Downtown San Diego, as well as Little Italy's Mercado and the role of neighborhood-driven business improvement districts in the overall economic

- development and placemaking of San Diego. This annual event is an unrivaled educational opportunity to learn about best practices—and challenges—in other growing cities.

The State of Downtown

- More than 200 downtown lovers joined the Alliance at the Delta Center for our annual meeting, the State of Downtown where we celebrate Downtown Creators and release the Alliance's Economic Benchmark Report.

FY 2024 REVENUE = \$5,481,666

Contract revenue =

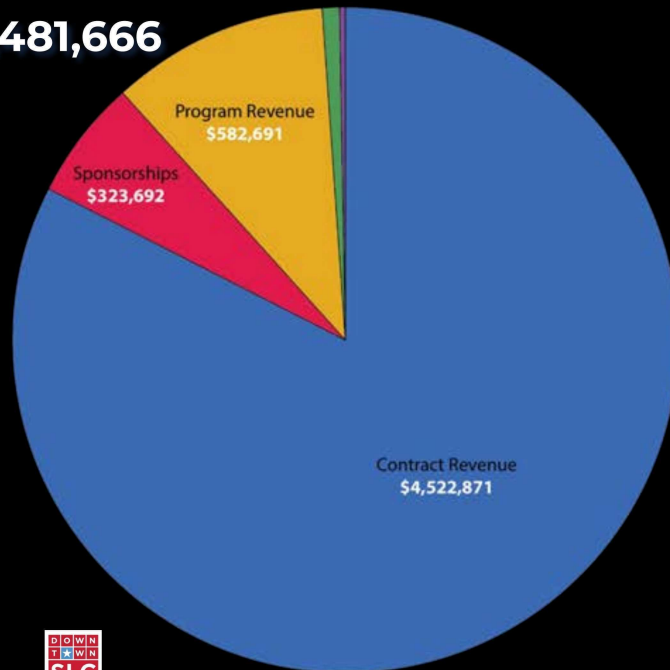
Special Assessment Area
\$1,644,000 (30%)

Ambassador expansion
\$1,333,813 (24%)

Cultural Core
\$600,000 (11%)

SAA Surplus
\$664,293 (12%)

Rolled over from previous year
\$280,765 (6%)

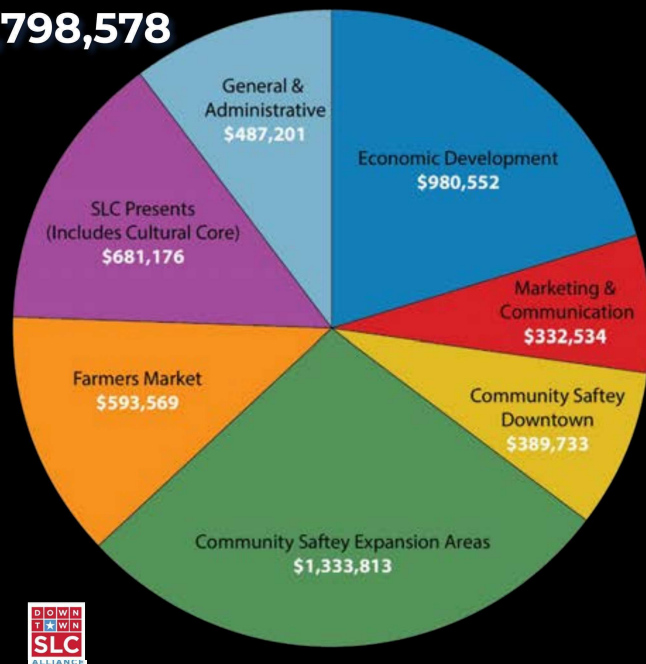


Commercial property owners fund investments in the vitality of the Central Business District through the Special Assessment Area. The Cultural Core interlocal agreement provides other contracted funds from the City and the County. The City has also requested ambassador services outside the CBIA and have contracted for those services.

FY 2024 EXPENSES = \$4,798,578

90% Programs

10% Administration



EXPENSES

With guidance from the Downtown Alliance Advisory Board, the Alliance invests strategically in Street Ambassador services, activations, marketing, economic development, holiday lighting, and other economic vitality development initiatives.

36% of expenses were for Ambassador services (Community Safety).

2025 KEY DOWNTOWN ISSUES

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



2025 key downtown issues

Downtown entertainment district development

We are grateful for the hard work by Council, the Mayor's office and Smith Entertainment Group in negotiating the Participation Agreement to develop an entertainment district around the Delta Center. We look forward to the successful resolution of the various other agreements needed to move this investment forward.

Office workplace reckoning

Placer data shows that daytime employee census grew XX percent in 2024 but is XX percent of the flow of employees we saw in 2019.

Neighborhood-ification

Major residential project have come on line and are leasing. We need to enhance "third-space" and services for our growing downtown population.

New, well-resourced competition

Billions of dollars are being invested in new "downtowns" in Daybreak, Vineyard (Utah City) and The Point. These developments promise walkable, entertainment-rich,

live-work-play commercial centers that have traditionally been a unique attribute of the Capital City's urban core. These well-resourced developments are competing for the downtown SLC's stock of commercial and office leases. We must invest in downtown to remain competitive.

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.**



In the course of the Alliance's work lighting trees and managing street banners, we are aware of various sections across the CBIA that can no longer be decorated or illuminated because the electrical infrastructure is not working.

