

# Gallivan 101:

A deeper understanding of the  
Gallivan Center's Role





# Owners' Association

- Collaborates to maintain and fund the upkeep of the plaza
- Contribute to the space from which they benefit

# Timeline

- 1980's RDA acquisition of Block 57 Properties
- 1993 construction of underground parking structure and plaza
- 1998 Wells Fargo building built
- 2000 Marriott building built
- 2010 Ice rink expansion and relocation
- 2012 Gallivan Hall



# Block 57 Owners Group

- Subject to Conditions, Covenants & Restrictions
- Operates as a non-profit
- Meets quarterly
- CRA functions as both an owner & operator
- CRA holds Maintenance & Administration Contract

# Keys to Success

- Success is driven by our diverse offerings and unique funding structure
- Key funding is generated from association assessments and CRA
- On-site revenue = financial flexibility to grow programming and set aside funds for capital repairs and replacement
- Gallivan Center strives to:
  - Maintain, beautify, and activate Gallivan Center year-round: ensuring the space is well-kept and constantly engaging for the public
  - Generate appropriate revenue to fund ongoing activities, including free, family-friendly, all-ages activities throughout the year.
  - Balance income generation with other “no ticket required” activities or access.

# Funding & C,C, & R's

- Association dues
- Revenue generated on-site
- Non-reliance on City's general fund budget
- CRA provides additional programming funding

# Gallivan Center Staff

- Director
- Operations and Maintenance Manager
- 6 Maintenance and Custodial staff
- Event Ad/Mark Manager (Programs and Events)
- Event Ad/Mark Manager (Rentals): VACANT
- Event Coordinator (Rink and Concessions): VACANT
- Office Facilitator I
- Office Technician II
- 25-30 seasonal and/or part-time hourly staff, assisting with rink and concessions activities, rentals, and various programs and events throughout the year.



# Programming & Activation

- Dynamic hub for both passive enjoyment and active programming
- Vibrant mix of live music, festivals, and community gatherings
- Gallivan Center holds and maintains space for the community

# Featured Events

- Big Band Dance Nights
- Ice Skating
- Twilight Concert Series
- Armed Forces Day
- Family Fun Day
- Mexican Independence Day Celebration
- Utah Symphony Night
- Tuesday and Thursday Food Truck Rallies

# Rentals

- Gallivan Center facilitates nearly 100 private rentals each year
- Versatile spaces meet a wide range of programming and activity needs
- Indoor and Outdoor spaces can be divided into distinct space or combined

# Assessments & Recommendations Study

- The Community Reinvestment Agency of Salt Lake City (CRA) has partnered with consultants GSBS Architects, Civitas, and Phil Myrick to assess and develop recommendations for the future of Gallivan Center.
- Staff is currently working with the consultants to finalize the Gallivan Plaza Assessments and Recommendations Study.
- Recommendations within the study focus on several key areas, including wayfinding enhancements, maintenance and capital projects planning, and future programming.
- The purpose of this study will be to provide a roadmap for how the Gallivan Center can best meet the evolving needs of the community and further position the plaza as a central, cultural hub for the city.
- Staff anticipates bringing the results of the study to the Board in a future meeting.



GALLIVAN  
CENTER

# Questions