



SALT LAKE CITY TRANSMITTAL

To:
Community Reinvestment Agency Chair
Salt Lake City Council Chair

Submission Date:
06/06/2025

Date Sent to Council:
06/09/2025

From:

Department *
Community Reinvestment Agency

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**Community Reinvestment Agency
Director Signature**

DANNY WALZ

Mayor's Office Chief of Staff Signature

Rachel Otto

**Community Reinvestment Agency
Director Signed Date**
06/09/2025

Chief of Staff's Signed Date
06/09/2025

Subject:
Straw Poll for Ballpark Activation Community Benefit

Additional Staff Contact:
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Presenters/Staff Table
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Document Type
Information Item

Budget Impact?
☒ Yes
☐ No

Budget Impact:
75,000

Recommendation:
The Salt Lake City Community Reinvestment Agency (CRA) requests a straw poll to approve the use of \$75,000 from the State Street Fund-Strategic Intervention Program to approve a Professional Services Agreement to Activate the Smith's Ballpark stadium from July to December 2025.

Background/Discussion

The CRA has been working diligently to establish a Professional Services Agreement with a production company to activate the stadium from July through December as a temporary interim use. This activation is part of a broader strategy to maintain vibrancy and community presence at the site while long-term development plans are being finalized. A separate process to secure a longer-term agreement is also in progress to extend the interim use and ensure continued engagement with the space as redevelopment project details evolve.

Will there need to be a public hearing for this item? *

☒ Yes
☐ No

Public Process

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SALT LAKE CITY COMMUNITY REINVESTMENT AGENCY

STAFF MEMO

DATE: June 9, 2025

PREPARED BY: Lauren Parisi, Senior Project Manager and Makena Hawley, Project Manager

RE: Straw Poll for Ballpark Activation Community Benefit

REQUESTED ACTION: Straw Poll to Approve \$75,000 for Ballpark Activation

POLICY ITEM: Ballpark Redevelopment

BUDGET IMPACTS: \$75,000 from the State Street Fund-Strategic Intervention Program

EXECUTIVE SUMMARY:

The Salt Lake City Community Reinvestment Agency (CRA) requests a straw poll to approve the use of \$75,000 from the State Street Fund-Strategic Intervention Program to approve a Professional Services Agreement to Activate the Smith's Ballpark stadium from July to December.

BACKGROUND INFORMATION

The CRA has been working diligently to establish a Professional Services Agreement with a production company to activate the stadium from July through December as a temporary interim use. This activation is part of a broader strategy to maintain vibrancy and community presence at the site while long-term development plans are being finalized. A separate process to secure a longer-term agreement is also in progress to extend the interim use and ensure continued engagement with the space as redevelopment project details evolve.

FUNDING SOURCES

Initially, the CRA intended to fund the interim activation through non-project area operations funds. However, unexpected property-related expenses have significantly reduced the availability of those funds, creating a shortfall. To move forward, the CRA is proposing the use of funding from the Strategic Intervention Program of the State Street Project Area. This investment will deliver meaningful community benefits by reactivating a central neighborhood asset, enhancing public safety, and fostering a lively, inclusive, and positive atmosphere during a pivotal period of transformation.

To date, the CRA Board of Directors (Board) has appropriated \$11,105,245 to the State Street Project Area Fund-Strategic Intervention Program and \$6,615,245 has yet to be allocated to a project. If the Board approves the \$75,000 for the Ballpark Activation, the remaining balance of these appropriations would be \$6,540,245.

FUNDING HISTORY

Appropriation History	Budget
RDA-FY23-SS-Strategic Intervention-SS [Capital Reserves]	\$3,736,642
RDA-FY24-SS-Strategic Intervention-SS [Capital Reserves]	\$3,364,709
RDA-FY25-SS-Strategic Intervention-SS [Capital Reserves]	\$4,003,894
Total Appropriations	\$11,105,245

Projects Funded	Budget
PRJ-000110 Major Street Acquisitions Budget	\$3,550,000.00
PRJ-000112 RDA - 937 South 200 West Property Acquisition Budget	\$186,642.00
PRJ-000112 RDA - 937 South 200 West Property Acquisition	\$703,358
PRJ-000117 MeadUP Underpass Park	\$50,000
Total	\$4,490,000

Available	\$6,615,245
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STRAW POLL REQUEST

Proposed Appropriation	Budget
New Project: Ballpark Activation Community Benefit	\$75,000
RDA-FY24-SS-Strategic Intervention-SS [Capital Reserves]	

Remaining Appropriations	Budget
RDA-FY24-SS-Strategic Intervention-SS [Capital Reserves]	\$2,536,351
RDA-FY25-SS-Strategic Intervention-SS [Capital Reserves]	\$4,003,894
Total Remaining	\$6,540,245

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