

ESTIMATED & UNAUDITED

INCOME

G&A

TOTAL DTA	1,438,782	TOTAL INCOME	2,535,672
Total Community Building	694,750		
C-Building Other	228,000	Total UFCU	398,045
Homeless Mitigation Downtown Rising	192,500 188,450	G & A	24,680
Cultural Downtown Merchants	-	Winter Market Art & Craft Market	96,741 64,044
Create Downtown- Urban Explorati Create Downtown-Other	on 85,800	Summer Market Public Market	212,580
COMMUNITY BUILDING		URBAN FOOD CONNECTIONS OF UTAH	
Total Community Relations	540,405	Total Downtown SLC Presents	698,845
COMMUNITY RELATIONS Annual Meeting/State of Downtown Downtown Magazine Dining Promotions Branding Campaign C Relations Other		Banners & Kiosks Cultural Core Garden Stroll Gospel Brunch Holiday Programming Misc. Events & Activities G & A	75,985 - 2,000 - 238,750 75,000 23,750
G&A	203,627	EVE (Last Hurrah)	283,360

DOWNTOWN SLC PRESENTS

EXPENSE

G&A		DOWNTOWN SLC PRESENTS	
G&A	278,168	EVE (Last Hurrah)	122,25
		Banners & Kiosks	47,999
		Cultural Core	220,715
COMMUNITY RELATIONS		Garden Stroll	5,92
Annual Meeting/State of Downtown	36,844	Gospel Brunch	1,400
Downtown Magazine	129,111	Holiday Programming	161,675
Dining Promotions	51,523	Misc. Events & Activities	36,812
Branding Campaign	119,627	G & A	12,225
C Relations Other	21,984		
		Total Downtown SLC Presents	609,004
Total Community Relations	359,089		

URBAN FOOD CONNECTIONS OF UTAH

COMMUNITY BUILDING

TOTAL DTA 1,	295,423	TOTAL EXPENSE	2,314,396
Total Community Building	658,166		
Downtown Rising C-Building Other	225,945 57,512	Total UFCU	409,969
Homeless Mitigation	189,259	G & A	184,054
Economic Research & Development	11,938	Art & Craft Market	37,321
Downtown Merchants	11,379	Winter Market	57,671
Create Downtown-Other	48,701	Public Market	5,000
Create Downtown- Urban Exploration	113,432	Summer Market	125,923

The Downtown Alliance has a contract with Salt Lake City for \$1.205 million to provide economic development, marketing and other services for the Central Business District. The rest of our income is raised through a variety of sponsorship, grants and private fundraising campaigns.

MEDIA



MAGAZINE: Our bi-annual magazine celebrates the diverse personalities who are creating our city. Story topics range from new developments, transplants to our city, dining and nightlife, as well as biographies on individuals who work each day to make downtown the premier place to live, work, shop, eat and play in the Intermountain West.

75,000 CIRCULATION



INSTAGRAM: Instagram is the social media platform with our best engagement. Featuring a mix of art, events, history and nightlife, clicks and comments fill our feed.

No surprise really: our skyline, framed by the Wasatch Mountains is never short on

850 AVERAGE "LIKES" PER PHOTO, 38.5K FOLLOWERS

TWITTER: Our 84,000 followers favorite, retweet and reply to our 140-character posts enthusiastically. Building community with short bursts of news, updates and photos keeps downtown at the forefront of their minds on a daily basis.

1.5 MILLION IMPRESSIONS, **84K** FOLLOWERS

WEBSITE: We manage several websites for each of the nonprofits under our umbrella: downtownslc.org, slcfarmersmarket,org, downtownrising.com and downtownslcpresents.org. Each serves a unique missions and goal, with custom content, news and more.

MEDIA RELATIONS: Strong connections to local media have helped garner and influence an ever-increasing number of positive stories about downtown. Our efforts have resulted in television, radio, print and digital placements across the state.

\$5 MILLION IN EARNED PUBLICITY VALUE

CONTRIBUTORS

200K ANNUAL USERS

Alzheimer's Association Layton Construction Co Blue Iguana Laziz Foods Buzzed Coffee Truck Love Communications Magic Space Entertainment Cannella's Carnegie's Public House Mountain Town Olive Oil CBRE Nate Wade Subaru Cedars of Lebanon Nicholas & Company Christopher's Prime Steakhouse O.C. Tanner City Creek Center Odyssey House City Creek Living Olio Skin & Beard City Creek Reserve, Inc. Rib & Chop House Comcast Richter 7 Rico Brand/Frida Bistro Discrete Dominion Energy Ririe Woodbury Dance Company Fat Jack's Burger Emporium Rocky Mountain Power Fidelity Rowland Hall George S. & Dolores Doré S & S Entertainment Eccles Foundation Salt Lake Brewing Co Goldman Sachs & Co Salt Lake City Arts Council Google Fiber Salt Lake City Corp Greek Orthodox Church Salt Lake City Corp/Gallivan Center Salt Lake City Council Office Green Pig Pub GREENbike Salt Lake City Dept. of Airports GSA Mtn Plains Service Ctr Salt Lake City Mayor's Office Salt Lake City Transportation Harmons Neighborhood Grocer Salt Lake County Hilton Salt Lake City Center Salt lake County Center for Intermountain Health Care the Arts Intermountain LDS Hospital Salt Lake Film Society Lake Effect Select Health

State of Utah Sundance Institute Taco Taco Tankinz Noodle The Boyer Company The Gateway The Soap Lady Treo Rentals (Downtown 360) Tulie Bakery Utah AIDS Foundation Utah Arts & Museums Utah Educational Savings Plan Utah Jazz-Larry H Miller Sports Utah Office of Tourism Utah Symphony / Utah Opera Utah Transit Authority Vectra Management Group Vestar Corporation Vestar Visit Salt Lake Vive Juicery Wasatch Cooperative Market Whiskey Street Winder Farms J. Wong's Asian Bistro 7AP Zest Kitchen & Bar

Spiritual Assembly of the

Baha'i of SLC











2018-2019 ANNUAL REPORT

We are dedicated to building a dynamic and diverse community that is the regional center for culture, commerce and entertainment.









WHAT IS THE DOWNTOWN ALLIANCE?

We are a private 501(c)6 nonprofit company founded in 1992. As a strategic partner of the Salt Lake Chamber, we provide economic development services for the Central Business District. We envision a downtown embraced by visitors and residents throughout the Intermountain West. We own two subsidiary 501(c)3 companies; Urban Food Connections of Utah and Downtown SLC Presents.

PROJECTS

BENCHMARK REPORT

For the past seven years, the Downtown Alliance has compiled a comprehensive benchmark report that evaluates the state of downtown's economy in partnership with CBRE. The report includes an analysis of development, employment, office market, residential, hospitality, retail, culture, transportation and quality of life. We will continue to produce this report to encourage additional economic activity and investment downtown.

\$XXX BILLION IN TOTAL DOWNTOWN PROPERTY VALUE

URBAN EXPLORATION

For the past six years, the Downtown Alliance has hosted business and political leaders on three-day trips to other urban centers to build relationships and inspire new ideas for Utah's urban core. Past visits include New York, Chicago, San Francisco, Boston, Minneapolis and Austin.

OVER XX ATTENDEES

ADVOCACY

We work closely with Salt Lake City, Salt Lake County, EDCUtah, Visit Salt Lake, GOED, state leaders and the Salt Lake Chamber to build a downtown that is the center of culture, commerce and entertainment. We are at the nexus of public and private sector interests in building a successful downtown and facilitating dialogue and understanding between diverse stakeholders. STAFF SERVES ON **OVER XX COMMUNITY BOARDS**

BANNERS & KIOSKS

We manage over 769 banners along many of downtown's streets, as well as four kiosks on Main Street. Last year 44 nonprofit and art organizations took advantage of environmental advertising to promote their downtown events.

3.286 BANNERS HUNG DOWNTOWN

FUNDRAISING

Through grants and corporate sponsorships we were able to extend public dollars and impact the reach for several programs: Dine O'Round, Last Hurrah, Urban Exploration, Art & Craft Market and State of Downtown. All received significant support from private sector partners.

\$XXX,XXX RAISED THROUGH PRIVATE FUNDRAISING

EVENT SPONSORSHIPS

Downtown is abuzz year-round with events. From festivals to concerts and parades, you'll be hard-pressed to find a quiet week in downtown. We're proud to support these events with promotional, in-kind and monetary assistance.

\$XX,XXX CASH PLUS IN-KIND SPONSORSHIPS

HOMELESS OUTREACH



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PROGRAMS



The Downtown Alliance, Salt Lake City and Visit Salt Lake partnered to launch the "Downtown Street Ambassador Program" in spring 2018. The program will deploy as many as eight ambassadors in major pedestrian thoroughfares throughout the year. The goal is to create an even more welcoming and safe city center for residents and visitors, as well as providing additional outreach efforts for people experiencing homelessness.



Since 1992, the Downtown Farmers Market has been the place for farmers and food purveyors to interact with residents of Salt Lake City and beyond. Several hundred farmers, food vendors, and art and craft vendors fill Pioneer Park each Saturday morning, providing income for farmers and entrepreneurs and a stronger community connection to food for local families.

225.000 ANNUAL ATTENDEES



The Rio Grande Winter Market now operates every Saturday from November through April and features a vibrant mix of nearly 70 vendors selling locally grown produce, grass fed meats, dairy, baked goods, food trucks and more.

2,000 AVERAGE ATTENDANCE PER WEEK



Over 45 restaurants participated in our two-week restaurant promotion. Diners enjoy \$5 or \$10 two-item lunches and \$15, \$25 or \$35 three-course dinners and provide restaurants the opportunity to increase foot traffic and reach new potential customers. Diners also enjoy events like our Chef Showdown, further engaging our dining community with restaurants.

OVER 1,400 IMAGES UPLOADED USING THE HASHTAG #DineORound



Holiday season visitors to downtown can hop-on and off the FREE holiday themed Jingle Bus circulating between The Gateway, Temple Square and City Creek Center. Shoppers find service especially useful to connect downtown's two malls, enjoying the abundant holiday lights and storefront window decorations. The Downtown Alliance strings 25 miles of holiday lights on city streets Thanksgiving through the Sundance Film Festival.

8,864 HOLIDAY RIDERS



The Downtown Alliance and The Gateway partnered to launch a new event to ring in 2018 with Last Hurrah. Featuring live music, food trucks, spirits, games, fireworks and more, Last Hurrah was Utah's largest New Year's Eve celebration.

OVER 20.000 ATTENDEES



Downtown Rising is an established vision and brand that ensures the long-term health and prosperity of Utah's capital city. It is the voice of business in promoting and determining projects and priorities for the future of downtown. We launched the 2017 Downtown Rising Action Plan with priorities to guide development for the next ten years.

\$5 BILLION INVESTED IN DOWNTOWN RISING PROJECTS SINCE 2007



A partnership between Salt Lake City and Salt Lake County, the Cultural Core is an initiative to promote art, culture and placemaking in the downtown core. In May of 2017, Downtown SLC Presents was awarded a five year contract to manage the Cultural Core and promote art, performance groups and events, as well as creating new opportunities for residents across the state. Simply put, the Cultural Core is a game-changer for Salt Lake.

2018-2019 BOARD

Kim Abrams (Incoming Chair) - Goldman Sachs
Lloyd Allen - CBRE

Mervyn Arnold - The Church of Jesus Christ of Latter-day Saints

Matt Baldwin (Chair) - City Creek Reserve, Inc.

Allison Behjani - Ray Quinney & Nebeker P.C

Bruce Bingham - Hamilton Partners

Nate Boyer - The Boyer Company

John Dahlstrom - Wasatch Commercial Management

Molly Mazzolini (Past Chair) - Infinite Scale

Derek Miller - Salt Lake Chamber

Abby Murtagh - Hilton Salt Lake City Center

Jim Olson - Utah Jazz

Nico Priskos - Internet Properties

Linda Wardell - City Creek Center - Taubman

EX-OFFICIO

Scott Beck - Visit Salt Lake

Jackie Biskupski - Salt Lake City Mayor

Camilla Fowler - Downtown Merchants Association

Lara Fritts - SLC RDA

David Litvack - Salt Lake County Rep

Erin Litvack - Salt Lake City Rep

 ${\bf Mayor~Ben~McAdams} \ \hbox{-} \ {\it Salt~Lake~County~Mayor}$

Ana Valdemoros - Salt Lake City Council

2017-2018 STAFF

Derek Miller - President and CEO

Dee Brewer - Executive Director

Samantha Julian - Deputy Director

Kristin Beck - Manager, Urban Activation

Tyler Bloomquist - Director, The Blocks

Carson Chambers - Market Manager, , UFCU

Alison Einerson - Market Director, UFCU

Nancy Kaschmitter - Operations Coordinator

Ryan Mack - Director, Communication and Marketing

Meagan Plummer - Arts & Craft Market Manager, UFCU

Camille Winnie - Contractor for Community and Homeless Services

Cassandra Yerkes - Community Engagement Coordinator

