

★ 2017-2018 INCOME & EXPENSE

ESTIMATED & UNAUDITED

INCOME


G&A		DOWNTOWN SLC PRESENTS	
G&A	203,627	EVE (Last Hurrah)	283,360
		Banners & Kiosks	75,985
		Cultural Core	-
		Garden Stroll	2,000
COMMUNITY RELATIONS		Gospel Brunch	-
Annual Meeting/State of Downtown	12,250	Holiday Programming	238,750
Downtown Magazine	152,800	Misc. Events & Activities	75,000
Dining Promotions	36,855	G & A	23,750
Branding Campaign	-		
C Relations Other	338,500		
		Total Downtown SLC Presents	698,845
Total Community Relations	540,405		
COMMUNITY BUILDING		URBAN FOOD CONNECTIONS OF UTAH	
Create Downtown- Urban Exploration	85,800	Summer Market	212,580
Create Downtown-Other	-	Public Market	-
Cultural	-	Winter Market	96,741
Downtown Merchants	-	Art & Craft Market	64,044
Homeless Mitigation	192,500	G & A	24,680
Downtown Rising	188,450		
C-Building Other	228,000	Total UFCU	398,045
Total Community Building	694,750		
TOTAL DTA	1,438,782	TOTAL INCOME	2,535,672

EXPENSE

G&A		DOWNTOWN SLC PRESENTS	
G&A	278,168	EVE (Last Hurrah)	122,251
		Banners & Kiosks	47,999
		Cultural Core	220,715
		Garden Stroll	5,927
COMMUNITY RELATIONS		Gospel Brunch	1,400
Annual Meeting/State of Downtown	36,844	Holiday Programming	161,675
Downtown Magazine	129,111	Misc. Events & Activities	36,812
Dining Promotions	51,523	G & A	12,225
Branding Campaign	119,627		
C Relations Other	21,984	Total Downtown SLC Presents	609,004
Total Community Relations	359,089		
COMMUNITY BUILDING		URBAN FOOD CONNECTIONS OF UTAH	
Create Downtown- Urban Exploration	113,432	Summer Market	125,923
Create Downtown-Other	48,701	Public Market	5,000
Downtown Merchants	11,379	Winter Market	57,671
Economic Research & Development	11,938	Art & Craft Market	37,321
Homeless Mitigation	189,259	G & A	184,054
Downtown Rising	225,945		
C-Building Other	57,512	Total UFCU	409,969
Total Community Building	658,166		
TOTAL DTA	1,295,423	TOTAL EXPENSE	2,314,396


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



FACEBOOK: Organic growth on one of the original social networks has ensured our audience of over 28,000 is eager to engage with downtown. This one-stop shop provides a cross-section of current events, news and the occasional PSA.

OVER 250,000 PEOPLE REACHED ORGANICALLY, 28K FOLLOWERS




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 amazing views.

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.

200K ANNUAL USERS



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

Alzheimer's Association	Layton Construction Co	Spiritual Assembly of the Baha'i of SLC
Blue Iguana	Laziz Foods	State of Utah
Buzzed Coffee Truck	Love Communications	Sundance Institute
Cannella's	Magic Space Entertainment	Taco Taco
Carnegie's Public House	Mountain Town Olive Oil	Tankinz Noodle
CBRE	Nate Wade Subaru	The Boyer Company
Cedars of Lebanon	Nicholas & Company	The Gateway
Christopher's Prime Steakhouse	O.C. Tanner	The Soap Lady
City Creek Center	Odyssey House	Treo Rentals (Downtown 360)
City Creek Living	Olio Skin & Beard	Tulie Bakery
City Creek Reserve, Inc.	Rib & Chop House	Utah AIDS Foundation
Comcast	Richter 7	Utah Arts & Museums
Discrete	Rico Brand/Frida Bistro	Utah Educational Savings Plan
Dominion Energy	Ririe Woodbury Dance Company	Utah Jazz-Larry H Miller Sports
Fat Jack's Burger Emporium	Rocky Mountain Power	Utah Office of Tourism
Fidelity	Rowland Hall	Utah Symphony / Utah Opera
George S. & Dolores Doré Eccles Foundation	S & S Entertainment	Utah Transit Authority
Goldman Sachs & Co	Salt Lake Brewing Co	Vectra Management Group
Google Fiber	Salt Lake City Arts Council	Vestar Corporation
Greek Orthodox Church	Salt Lake City Corp	Vestar
Green Pig Pub	Salt Lake City Corp/Gallivan Center	Visit Salt Lake
GREENbike	Salt Lake City Council Office	Vive Juicery
GSA Mtn Plains Service Ctr	Salt Lake City Dept. of Airports	Wasatch Cooperative Market
Harmons Neighborhood Grocer	Salt Lake City Mayor's Office	Whiskey Street
Hilton Salt Lake City Center	Salt Lake City Transportation	Winder Farms
Intermountain Health Care	Salt Lake County	J. Wong's Asian Bistro
Intermountain LDS Hospital	Salt lake County Center for the Arts	ZAP
Lake Effect	Salt Lake Film Society	Zest Kitchen & Bar
	Select Health	



★ 2018-2019 ANNUAL REPORT

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



