





# REQUEST FOR STATEMENT OF QUALIFICATIONS (RFSQ) FOR DEVELOPMENT OF THE PROPERTY AT

315 East 200 South SALT LAKE CITY, UTAH

Issue Date: September 18, 2023

Statements Due: October 16, 2023, 11:59 PM

https://solutions.sciquest.com/apps/Router/SupplierLogin?CustOrg=StateOfUtah
Event Number SLCCAN1

#### NOTICE

All interested parties must register with the Utah Public Procurement Place website in order to receive issued Addenda to this RFSQ. It is the responsibility of all parties submitting responses to the RFSQ to make inquiry as to the Addenda issued and to ascertain prior to submitting a response that all Addenda have been received. All such Addenda shall become part of the RFSQ documents, and all respondents shall be bound by such Addenda, whether or not received by the respondent.



#### **SECTION I – EXECUTIVE SUMMARY**

## 1. OVERVIEW

Upon completion of a two-phase procurement process, Salt Lake City (the "City") is seeking to partner with a development team for the development of  $\sim$ 2.42 acres of City-owned property located at 321 East 200 South, 333 East 200 South, and 175 South 300 East (the "Property" or "Site"). The City has identified the Property as an opportunity to collaborate with an experienced development team to build a project that will contribute to the City's livability goals and support the surrounding neighborhood through requirements and preferences that may include:

- a. Historic Rehabilitation of the Northwest Pipeline Building
- b. Sustainable Development
- c. Neighborhood Commercial and Services
- d. Progressive Parking Strategies
- e. Housing Opportunities, that may include:
  - i. Homeownership/Shared Equity
  - ii. Workforce Housing
  - iii. Family-Sized Housing
- f. Publicly Accessible Amenities
- g. Publicly Visible Art

The foregoing objectives will be more fully articulated and evaluated as part of the request for proposal process that will immediately follow the conclusion of this RFSQ.

#### 2. PROPERTY

The Property is zoned Residential/Mixed-Use (R-MU) and includes the following parcels as depicted on *Exhibit A: Property Description*.

ADDRESS	PARCEL	ACRES
321 E 200 S	16062050290000	0.47
175 S 300 E	16062050280000	0.32
333 E 200 S	16062050300000	1.63
TOTAL		2.42

Zoning: Residential/Mixed-Use (R-MU)

#### 3. BACKGROUND AND HISTORICAL SIGNIFICANCE

Acquired by the City in the 1980s, the Property was used for many years as its public safety headquarters, housing such operations as the police and fire departments, and 911 dispatch services. Of the two structures on the Property, the primary is a 9-story building that was built in 1958 by the Pacific Northwestern Pipeline Corporation, who constructed the building for their offices during a time of western expansion of their business in the late 1950's. This building, known as the Pacific Northwest Pipeline Building ("NP Building") was designed by architects Slack and David Winburn in the International Style. The NP Building is on the National Register of Historic Places, creating opportunities for the developer to pursue historic tax credits in addition to other applicable incentives that could apply to the rehabilitation of the building. While the interior has been modified over the years, the original exterior remains largely in its original form.

The second structure is a one-story building that was built after the NP Building and served as an ancillary City facility. This building has no historic value or practical re-use and is anticipated to be demolished as part of the redevelopment of the Property. In 2013, the City relocated the public safety functions to a new facility and vacated the Property.

## 4. 2015 RFP

In 2015, the City issued an RFP for development of the Property, along with the property that has since been developed as the Magnolia. The Magnolia is a 65-unit permanent supportive housing project that is adjacent to the Property. The 2015 RFP resulted in the selection of a development proposal that included the construction of the Magnolia, adaptive reuse of the NP Building, the development of a new residential building and parking



structure, and open space. A plat was recorded on the Property to facilitate this development proposal. In 2021, the Magnolia opened to provide housing that is co-located with supportive services for persons that have experienced homelessness. However, the other components of the 2015 development proposal did not move forward.

The intent of this procurement process is to identify a new development team and development plan. As such, the development team selected through this procurement process will work with the City to record a new plat to facilitate the new development plan. The City intends that the new development plan be closely coordinated with the Magnolia in terms of land uses, parking, traffic circulation, open space, and interface between the built environment and the public realm.

## 5. DEAL STRUCTURE

Respondents shall propose a land acquisition structure that may include a land sale, ground lease, equity partnership, etc. While respondents to the forthcoming request for proposals may propose range of structures, it is the City's priority to achieve the highest economic return for the City while balancing the implementation of public benefits, and to maintain a long-term interest in the Property for revenue sharing opportunities. For example, a long-term ground lease could contain a combination of base rent and participation rent. Below market base rent would offer financial security to the project in an underperforming market, while participation rent would allow the City to share in cash flow or appreciation in a successful market. As another example, the City could contribute the Property as an equity share in a joint venture or partnership.

The City appreciates the high capital requirements associated with a project of this size and complexity and is prepared to work with the selected Respondent to craft a financial structure that achieves the City's goal of earning a return on its investment and is financeable for developers and investors. Any adjustment to the Purchase Price or Lease Rate from fair market value will be subject to Utah Code 10-8-2 and City Code 2.58.

### SECTION II – RFSQ INSTRUCTIONS

#### 1. TWO-PHASE PROCUREMENT PROCESS

The two-phase procurement process is intended to identify and engage a development team that has a demonstrated track record and capacity to successfully rehabilitate historic structures, and to design, entitle, build, finance, and operate infill, mixed-use developments. The two phases shall be carried out as follows:

### Phase I - Request for Statement of Qualifications ("RFSQ") - CURRENT

Capable, experienced, and creative development teams are invited to submit a Statement of Qualification ("SOQ") in accordance with this RFSQ regarding their development expertise, past success with developing similar projects, financial capabilities, and other pertinent information to enable the City to identify a list of qualified development teams for the second stage of the procurement process. Of those development teams ('Respondents") found to be qualified in the RFSQ stage, the City may elect to invite only the most-highly ranked qualified Respondents to participate in the Phase II stage of the procurement process.

### Phase II - Request for Proposals ("RFP") - FORTHCOMING

Those Respondents invited through Phase I to submit proposals in Phase II, the RFP, will be asked to submit fully developed project concepts for development of the Property. The proposal that aligns with the City's goals and objectives and that provides the best value to the City, as determined by the City, will be selected for award, subject to successful negotiations.

## 2. SOQs DUE:

October 16, 2023, 11:59 PM (MOUNTAIN TIME)

### 3. RFSQ SUBMITTAL INSTRUCTIONS:

SOQs – by email, mail, or hand delivery – are due at Salt Lake City's office no later than the date and time listed above. In an effort to reduce the amount of paper used as part of this RFSQ, statements that do not exceed 25 megabytes (25 MB) may be delivered via email in Adobe Acrobat (.pdf) format. Respondents that email their response should follow-up an additional email if receipt of their response is not confirmed prior to the response deadline. Responses that exceed 25 MB should be delivered to Salt Lake City on a thumb drive (in .pdf format) in a sealed envelope. All responses shall be addressed/sent to:



Salt Lake City
Department of Community and Neighborhoods
451 S. State St, Room 404
P.O. Box 145460
Salt Lake City, Utah 84114-5460

### 4. ADDENDA AND QUESTIONS:

All material changes or clarification of any matter contained in this RFSQ will be published in the form of a written addendum on the Utah Public Procurement Place ("UPPP"): <a href="https://solutions.sciquest.com/apps/Router/SupplierLogin?CustOrg=StateOfUtah">https://solutions.sciquest.com/apps/Router/SupplierLogin?CustOrg=StateOfUtah</a>, reference Event Number SLCCAN1. As such, parties interested in this RFSQ should refer frequently to the UPPP. The City may make a courtesy effort to notify interested parties that an addendum has been published but is under no obligation to do so.

Questions about any matter contained in this RFSQ should be entered into the UPPP site or emailed to the Community and Neighborhoods Department at <a href="mailto:cantech@slcgov.com">cantech@slcgov.com</a>. Interested parties must not solicit information on this RFSQ from City employees not specifically named in this RFSQ, except upon invitation by the City in a formal interview. Doing so may result in rejection of the response. Salt Lake City will not hold "one-on-one" meetings with any interested party during the RFSQ process.

The deadline for submitting questions regarding the RFSQ is October 9, 2023, at 5:00 PM.

#### **SECTION III – RFSQ REQUIREMENTS**

As part of this RFSQ, Respondents shall provide the following information. In order to facilitate review by the City, information should be organized in keeping with the format outlined below. Address all items and identify the sections within your SOQ. Label all graphics and tables.

1.	COVER PAGE	<ul> <li>a. RFSQ title</li> <li>b. Submittal date</li> <li>c. Respondent name</li> <li>d. Respondent website address (if available)</li> <li>e. Provide the name, contact phone number, email address, and mailing address of the "Principal" or the person to whom all correspondence should be sent regarding questions about the SOQ, requests for interviews, or notifications regarding RFSQ/RFP process. (This person will be responsible for disseminating information to the development team.)</li> <li>f. State that the Principal "has read and understands this RFSQ and accepts the written instructions contained herein"</li> <li>g. Be signed by the Principal</li> </ul>	
2.	TABLE OF CONTENTS	The table of contents shall be complete and clear indicating section headers and pages.	
3.	EXECUTIVE SUMMARY	Provide a clear and concise summary of the development team's background, level of expertise, relevant experience, and ability. The summary should reflect the team's understanding of the development scope, project goals, and stakeholder engagement expectations, and make the team's case of why they should be selected to move forward with the RFP. The Executive Summary should be structured in a manner that allows it to serve as a stand-alone summary when separated from other sections of the response.	
4.	TEAM STRUCTURE & QUALIFICATIONS	Provide an overview of the team structure and qualifications, including:  a. An organizational chart and narrative description that identifies the proposed team structure clearly delineating relationships between reporting roles and any contractual relationships. Respondents must identify the proposed project manager and lead developer if a partnership.  b. Summary qualifications of key project staff, including a description of their roles on this project, a resume, and an overview of relevant experience from past projects including:  i. Historic preservation and/or adaptive reuse expertise	



- ii. Public-private partnerships
- iii. Complex, mixed-use development

This overview must include number of years' experience, education, employment history, and experience with similar projects.

c. Provide the intended entity type and structure (e.g. LLC) the members of that entity, and their roles (e.g. general partner, limited partner, contractor, etc.).

# 5. EQUITY & INCLUSION QUALIFICATIONS

Provide a description on how the proposed development team aligns with the City's equity goal, "Equity in Salt Lake City is acknowledging and addressing historic and current disparities experienced by our residents, employees, businesses, neighborhoods, and visitors. Salt Lake City provides access to resources and opportunities that support everyone in overcoming barriers to their success so that our community today, and generations tomorrow, can thrive."

Responses may include information such as maintaining a diverse and equitable workforce (race, gender, disability) including principals and a development team that include people of color and a history of fair and equitable labor practices; a history of utilizing minority-owned, woman-owned, and local firms in construction and ongoing operations.

# 6. EXPERIENCE QUALIFICATIONS

Demonstrate expertise and experience in public-private partnerships and historic preservation, delivering complex, high-density, mixed-use developments. Provide narrative and illustrative materials on no more than five (5) current or recent projects of similar or comparable scope with specific emphasis on projects of similar scale and vision.

Project examples shall include at a minimum:

- a. Name and address of project.
- b. Development team members including lead developer, project architect, general contractor, lender(s), and equity provider(s); and role of current Respondent principals in the transaction.
- c. Development scope:
  - i. Land area (square feet)
  - ii. Square footage of buildings (broken down by land use)
  - iii. Residential unit mix (including affordability levels and tenure)
  - Parking spaces and orientation (above grade structured, surface, below grade)
  - v. Construction type (high-rise, mid-rise, low-rise; historic preservation, adaptive reuse, new construction)
  - vi. Site plan, photographs, and project renderings indicating architectural quality and urban design characteristics
  - vii. If the project is a public-private partnership, public benefits incorporated into the project (e.g., public parking, affordable housing, public facilities, off-site improvements, etc.)
  - viii. Green building, green infrastructure, and sustainable development features
  - ix. If applicable, details regarding historic rehabilitation to the Secretary of the Interior's Standards for the Treatment of Historic Properties and certification by the National Park Service to receive the federal rehabilitation tax credits.
- d. Dates of the transaction milestones:
  - i. Property acquisition
  - ii. Start of construction
  - iii. Completion of construction/opening
- e. Development financing:
  - i. Total project development costs (excluding land costs)
  - If the project received public financial assistance, provide the amount, form, and structure of any public financial assistance (e.g., land consideration, tax-exempt bonds, below market debt,



guarantees and other types of credit enhancement, grants, tax increment financing, impact fee waivers, etc.) Project outcomes: Statement of recognitions and/or performance measures (e.g., transit modal share, energy performance of buildings, industry recognition, awards, or certifications received). Unique approaches, challenges and solutions associated with ii. community engagement and performance oversight for the project, such as community collaboration, incorporation of a community benefits agreement, and ongoing oversight and reporting mechanisms. iii. Utilization of minority-owned, woman-owned, and small-business firms in construction and ongoing operations. Two (2) references from each Project including e-mail and phone number. More consideration will be given to positive references from: Equity or debt partners i. **Public sector partners** ii. iii. Community partners 7. CAPACITY & a. List any current or anticipated projects in the pipeline (e.g., in predevelopment, design or construction phase) that may also be ongoing FINANCIAL during redevelopment of the Property. For each, describe the location, size, QUALIFICATIONS and cost of the transaction, plus the role of the development entity. b. Provide an explanation of your anticipated source of funds to finance redevelopment (e.g., financial institution, investment group, cash equity, personal funds, etc.) and experience in obtaining private equity and debt for public-private developments similar in scale and vision to the Property described in this RFSQ. c. Provide two financial references, letters from a financial institution(s), with whom the Respondent has a relationship. d. Identify sources of equity or debt capital that may or will be used for the Project. 8. DISCLOSURES a. Document any potential or actual conflicts of interest. b. Document if the Respondent or any subsidiary or affiliated corporation, officers, or principals, members, shareholders, or investors filed for bankruptcy within the past 10 years. Document if the Respondent or any subsidiary or affiliated corporation, or any officers, principal members, shareholders, or investors defaulted on a

## **SECTION IV – RFSQ EVALUATION**

Respondents selected to move forward with the RFP will be chosen on the basis of their experience and the quality of the information provided through the RFSQ. Respondents that are the highest ranked by a selection committee, comprised of City staff and community representatives, and that demonstrate financial viability will be invited to participate in the RFP, as follows:

loan or other financial obligation.

#### 1. SELECTION COMMITTEE

The following criteria will be used in the evaluation process:

- a. Team Structure and Qualifications, 30 points
   Demonstrated capacity, knowledge and experience for the successful planning, design, financing, development, and operation of complex urban development projects.
- Equity and Inclusion Qualifications, 15 points
   Demonstrated ability to maximize diversity through inclusive practices in its business dealings.



- c. Experience Qualifications, 30 points Demonstrated implementation of projects similar in development scope and type to proposed project, including complex, mixed-use infill projects with public/private development partnerships; historic preservation; green building, green infrastructure, and sustainable development features.
- d. Capacity and Financial Qualifications, 25 points

  Demonstrated financing of comparably scaled and complex projects.

#### 2. FINANCIAL VERIFICATION

The Respondents ranked highest by the review committee will be required to submit additional information verifying the financial viability of the proposed development entity, including the following information:

a. The last three (3) years of audited financial statements prepared by an independent certified public accounting firm that include a balance sheet, income statement, cash flow statement and associated notes to the financial statements. If audited financial statements are not available, the the last three (3) years of tax returns submitted to the IRS may be provided. If a respondent is a sole proprietor or a wholly owned corporation owned by a single individual, and the development team will rely on the financial assets of the sole proprietor or single owner of the corporation, then the individual's tax returns, and financial information must also be disclosed.

To protect these documents from disclosure under the Utah Government Records Access Management Act ("GRAMA"), Respondents should follow the process descripted under Section V(2). The review of financial statements will be limited to City staff.

### **SECTION V – MISCELLANEOUS**

- All SOQ submittals, including attachments, supplementary materials, and addenda shall become the property of
  the City at the time of submission and will not be returned to the Respondent. Information contained in the
  proposals, excluding information labeled "Not for Public Disclosure" in accordance with Utah law as outlined in
  Section 2 below, will be available to the public upon inquiry immediately following the execution of a written
  agreement with the selected developer by the City.
- 2. All response documents are subject to the Utah Government Records Access Management Act ("GRAMA") set forth in Utah Code Ann. §§63G-2-101 et seq, as amended. Pursuant to GRAMA, certain records within the City's possession or control (including those potentially provided by a Respondent) may be subject to public disclosure. If a Respondent considers a portion of its SOQ package to be protected records pursuant to Utah Code Ann. §63G-2-305(1) and (2), such as financial statements, the protected records shall be submitted separately, either as a separate file or in a separately sealed envelope, labeled as "Not for Public Disclosure" with a cover letter that declares the following:

This letter is sent pursuant to Utah Code Ann. §63G-2-309 and notifies Salt Lake City that the undersigned considers the information accompanying this cover letter to be protected records pursuant to Utah Code Ann. §63G-2-305. The undersigned considers this information to be confidential to the undersigned's business operations for the reasons listed below and a trade secret and the undersigned would consider disclosure of this information to potentially result in unfair competitive injury to the undersigned.

[Insert a concise statement of reasons supporting the claim of business confidentiality]

Therefore, the undersigned would request that Salt Lake City maintain such information in a confidential nature and that Salt Lake City not disclose such information pursuant to GRAMA or otherwise.

- 3. It is the Respondent's responsibility to assure delivery of its SOQ to the City prior to or at the designated date and time. The City reserves the right to reject any incomplete or irregular submission and reserves the right to waive any non-material irregularity in submissions. Responses to the RFSQ that are not received in the Salt Lake City offices prior to the time and date specified will be considered late. Late responses may not be considered.
- 4. The City reserves the right to reject any and all SOQs received at any time prior to the execution of legal agreements. The City reserves the right to negotiate changes in the terms of development with the selected Respondents as may be required.
- 5. The City shall have the right to verify the accuracy of all information submitted and to make such investigation as it deems necessary to determine the ability of a Respondent to perform the obligations in the response. The City



reserves the right to reject any response where the available evidence or information does not satisfy the City that the prospective developer is qualified to carry out properly the obligations of the response, is a person or firm of good reputation or character for strict, complete, and faithful performance of business obligations, or if the prospective developer refuses to cooperate with and assist the City in the making of such investigation.

- 6. All development concept information submitted by Respondents will be binding upon the Respondent. Unless authorized by the City in writing, subsequently prepared plans and specifications must be consistent with, and be a logical development or reasonable inference of the information submitted.
- 7. Respondents, by submitting a response to the RFSQ, waive all rights to protest or seek any legal remedies whatsoever regarding any aspect of the RFSQ including, but not limited to, the City's selection of Respondents with whom to issue an RFP to, the City's rejection of any or all SOQs, and the terms of any subsequent legal agreements that might be entered into as a result of the RFSQ/RFP.
- 8. City Non-Liability and Related Matters
  - a. No Representation or Warranties All facts and opinions stated herein, any additional data including, but not limited to statistical and economic data and projections, are based on available information, and no representation or warranty is made with respect thereto by the City.
  - b. Building Permits, Zoning Variances, and Financial Viability

    The City through the sale of the Property in no way guarantees or warrants the issuance of building permits, zoning variances, or the financial viability of the Project.
  - c. City Discretion, Non-Liability, Waivers, and Hold Harmless
    Developers acknowledge by submitting information and SOQs to the City that the City does not undertake and shall have no liability with respect to the development program, the RFSQ, and responses thereto or with respect to any matters related to any submission by a developer. By submitting a proposal in response to the RFSQ, the developer releases the City from all liability with respect to the development program, the RFSQ, and all matters related thereto, covenants not to sue the City regarding such matters, and agrees to hold the City harmless from any claims made by the developer or anyone claiming by, through, or under the developer in connection therewith.

## **SECTION VI - SUPPLEMENTAL INFORMATION**

The following supplemental information is available on the Utah Public Procurement Place website and can be found at <a href="https://solutions.sciquest.com/apps/Router/SupplierLogin?CustOrg=StateOfUtah">https://solutions.sciquest.com/apps/Router/SupplierLogin?CustOrg=StateOfUtah</a>, reference Event Number SLCCAN1.

- 1. Supplemental Document 1 NP Building National Historic Register Nomination
- 2. Supplemental Document 2 NP Building Asbestos Delineation Study
- 3. Supplemental Document 3 Plans from 1958 Construction
- 4. Supplemental Document 4 Plans from 1988 Renovation



# EXHIBIT "A" Property Description

Property Address: 315 E. 200 S.

Parcel Number:

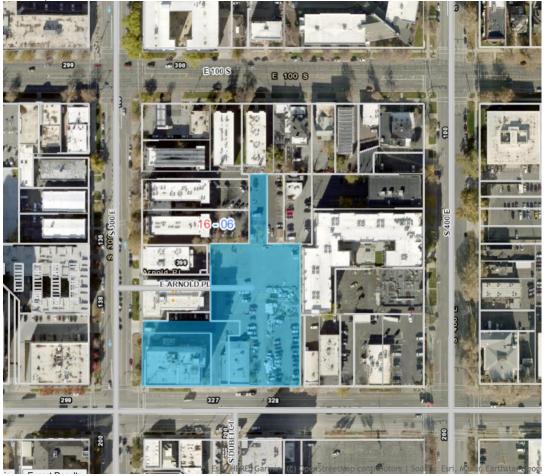
Acreage:

Zoning: Residential Mixed-Use (R-MU)

Legal Description:

ADDRESS	PARCEL	ACRES
321 E 200 S	16062050290000	0.47
Lot 3, Violin Schoo	l Commons	
175 S 300 E	16062050280000	0.32
Lot 4, Violin Schoo	Commons	
333 E 200 S	16062050300000	1.63
Lot 2, Violin Schoo	Commons	
TOTAL		2.42

## Site Map:





# EXHIBIT "B" Downtown Alliance, 2023 Salt Lake City Economic Benchmark Report

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#### TO OUR DOWNTOWN SLC STAKEHOLDERS

Downtown Salt Lake City is in ascension. Physically, our skyline is transforming with new residences, hotel rooms and office towers. But it is the contents of these beautiful new boxes—the people—that are invigorating the capital city.

People want to live downtown. People are starting businesses downtown. People are mounting performances at Eccles, Abravanel, The Rose, Capitol Theatre, Delta Center and on street corners. People came downtown 10.5 million times last year for arts, entertainment, Utah Jazz games, dining and nightlife. It is not surprising that people are investing in Downtown SLC.

Downtown Salt Lake City's economy is buoyant. We recovered from the impact of the pandemic sooner and faster than most U.S. cities. Certainly, Utah's high-performing economy is wind in our sails. And our business and municipal leaders are collaborating on new opportunities as we navigate national and global trends that are challenging all cities.

The Downtown Alliance is committed to nourishing a welcoming downtown for everyone. We believe Downtown SLC is one of the best places in the world for people to gather, celebrate, create, work, live and play.

We appreciate your commitment to and investment in downtown Salt Lake City. We hope that this economic report is useful to you and your stakeholders in making sound decisions this year.

#### **HOW TO USE THIS REPORT**

### Close deals

Use the report content to educate your clients, investors and tenants.

### Start a business

Learn about the growing customer base of visitors, residents, workers, and businesses in Downtown Salt Lake City.

#### Be street smart

Learn what is coming down the street and on the skyline.

This report is a tool to help property owners, investors, developers, retailers, brokers, policy makers and civic leaders make informed decisions. The data is drawn primarily from the Central Business Improvement Area between the borders of North Temple and 400 South and between 300 East to 700 West. In some instances we have used data for Salt Lake City, Salt Lake County or the State of Utah.

We hope this report is useful to you in making sound decisions for your business. We welcome your feedback at info@downtownslc.org



Dee Brewer
Executive Director



**Derek Miller** President & CEO

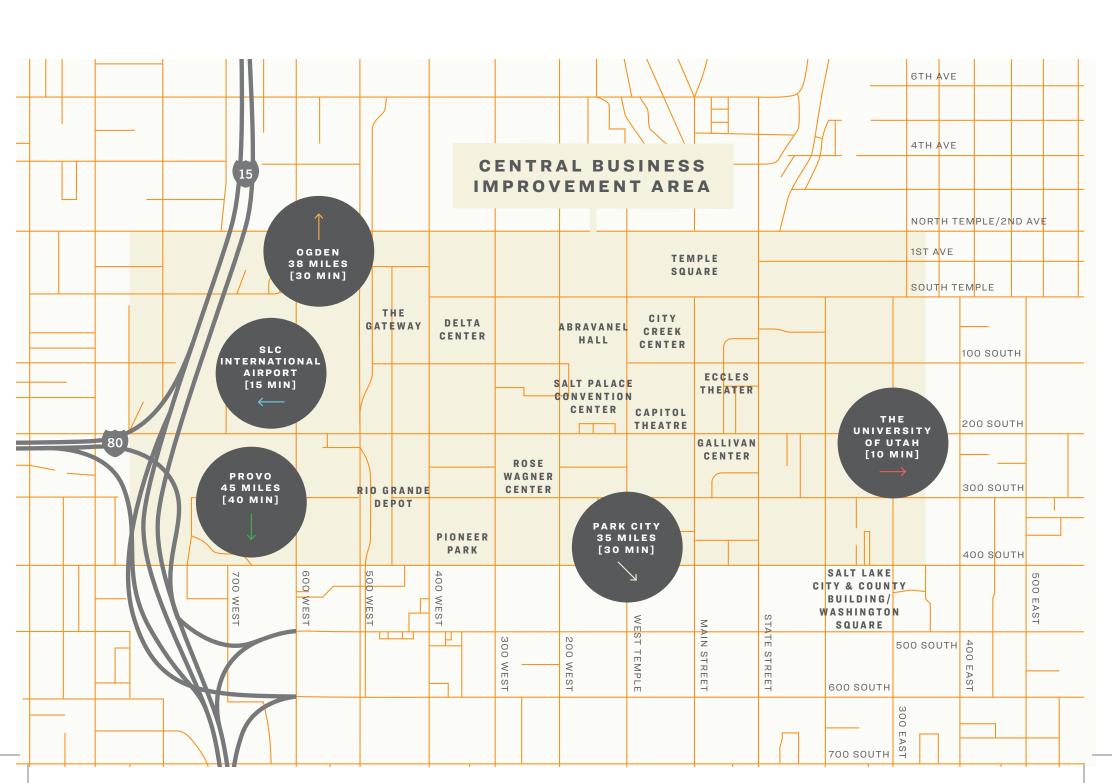
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## PRAISE FOR SALT LAKE CITY

#1 Utah: Best state economy, US News and World Report

#1 Utah: Economic outlook, US News and World Report

#1 Utah: Best place to start a business, Wallethub

#1 Fastest growing hub for Delta in the US

#2 Most romantic city for boomers, Best Places

#3 Best performing large city, Milken Institute

#3 Most physically fit, State Farm Insurance

#4 America's top hygge city, Best Places

#5 American dream prosperity index, Milken Institute

#5 Healthiest cities, Wallethub



For 36 years, the Twilight Concert Series has staged a wide range of nationally recognized acts, upcoming recording artists, and local performers.

## IN THE PIPELINE



**Asher Adams Hotel** 20 South 400 West Hotel, eight stories, 225 rooms Athens Group



**Sundial Tower** West Quarter, Phase 2 477 Main Street 200 West 125 South Mixed use Hines The Ritchie Group



**Astra Tower** 200 South State 685,000 SF mixed use, 40 stories, 372 apartments Kensington Investment Company



**Domain Tower** 370 S West Temple Mixed use, 342 apartments, 202 room hotel The Domain Companies



Worthington 200 East 300 South 31 stories, 359 apartments **Convexity Properties** 

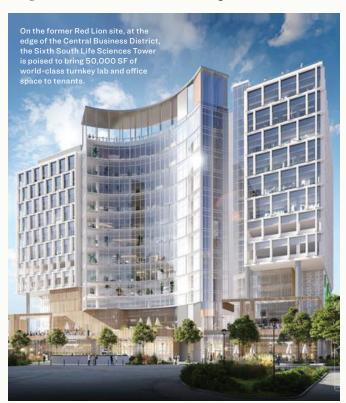


465 Main Residential 15 stories, 244 apartments **PEG Companies** 

## **DEVELOPMENT**

## A CITY IN ASCENSION

Construction cranes are a cue to Salt Lake City's remarkable ascension. Much of the 2023 downtown development pipeline is multi-family and high-rise residential—more than 5,000 new residents will double the CBIA population by 2025. A thousand hotel rooms were added in 2022, and more are in development to support the growing visitor economy. Class A office space is also in the pipeline. Capital investors are finding terra firma in the Salt Lake City economy.





"Utah's bioscience industry is continuing its growth trajectory as the fastest growing life sciences community in the country. Salt Lake City is leading the way in creating biotech jobs, attracting increased investment and driving life-changing innovation. The Salt Lake metro area actually ranks second in concentration of medtech jobs second only to Minneapolis."

**Kelvyn Cullimore** President & CEO, BioUtah

#### **OPPORTUNITIES**

#### SALT LAKE'S DURABLE ECONOMY

A counter-weight to national economic concerns is a prevailing confidence in Salt Lake City's strong and diverse economy, evidenced by job growth, low unemployment, and unprecedented in-migration.

#### RESIDENTIAL AND VISITOR GROWTH

Downtown's residential population will double by 2025. Total hotel room bookings in the convention district are projected to increase 21% in 2023. Demand is high for quality shopping, dining, bars and entertainment.

#### CLASS B OFFICE BUILDING CONVERSIONS

Class B office building owners are facing harsh conditions in the office market. Some downtown buildings may be candidates for conversion to multi-family projects or other adaptations. Two such downtown projects were announced in 2022. We expect more.

#### HEALTH INNOVATION SECTOR

Salt Lake City is home to the fastest-growing life sciences community in the nation, with 432 bioscience-related patents awarded in 2021. The industry accounts for eight percent of Utah's total GDP. A robust ecosystem of companies continues to emerge from the University of Utah. Salt Lake City has some of the highest national labor concentrations in medical device manufacturing, pharmaceuticals, and research/testing/medical laboratories.

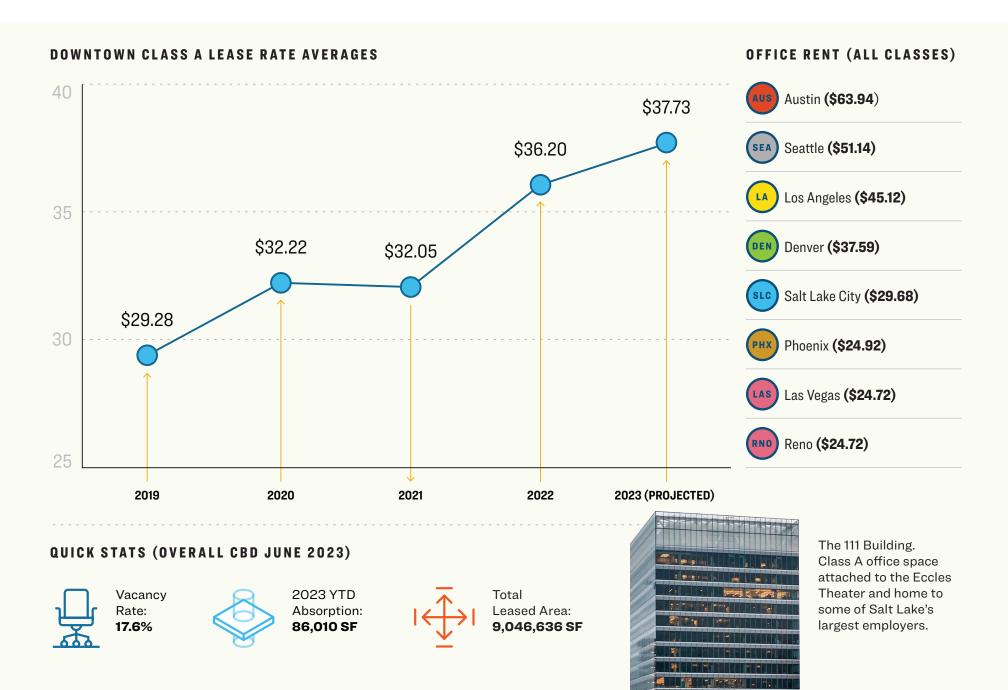
#### **CHALLENGES**

#### CONSTRUCTION AND REAL ESTATE COSTS

Construction costs were 5.43% higher in Q1 2023 compared to Q1 2022.

#### COST OF CAPITAL

Downtown developers saw interest rates increase from 7% to 10% from Q1 2022 to Q1 2023.



## OFFICE MARKET

### DOWNTOWN SALT LAKE CITY RESILIENCE

The national office market is unquestionably suffering a downturn. However, Downtown Salt Lake City has shown resilience thanks to job growth, in-migration, and a high performing economy. Downtown property owners that provide tenant employers with best-in-class environments and amenities to attract talent are best positioned to weather the current office space environment.

## **KEY PRIVATE DOWNTOWN EMPLOYERS**

- Big-D Corporation
- Bonneville International
- Delta Center
- Deseret Management Corporation
- Fidelity Investments



- Goldman Sachs
- Maverik
- Intermountain Health
- Wells Fargo
- Zions Bank



Every type of space is offered within the Central Business District: From smaller, shared offices to large, Class A hubs.

#### **OPPORTUNITIES**

#### REIMAGINING WORKSPACE TO ATTRACT TALENT

Talent attraction and retention is paramount for leading-edge employers. Creating attractive and productive office environments to support employers' talent recruitment and retention objectives are the best hedge for preserving lease rates.

#### AMENITY-RICH WORK NEIGHBORHOODS

Office building owners are making significant investments to create "community" that tenants can use to attract talent. Retail and dining in main floor spaces brings energy to a building.

Downtown has more than 160 restaurants, bars, and shops and a hundred arts and entertainment productions each month. Leveraging these assets helps employers recruit and retain talent and helps property owners preserve lease rates.

### OFFICE TO RESIDENTIAL SPACE CONVERSIONS

Some class B buildings may be candidates for conversion to multi-family projects. These conversions of less marketable properties will balance the office supply with demand and provide needed housing stock.

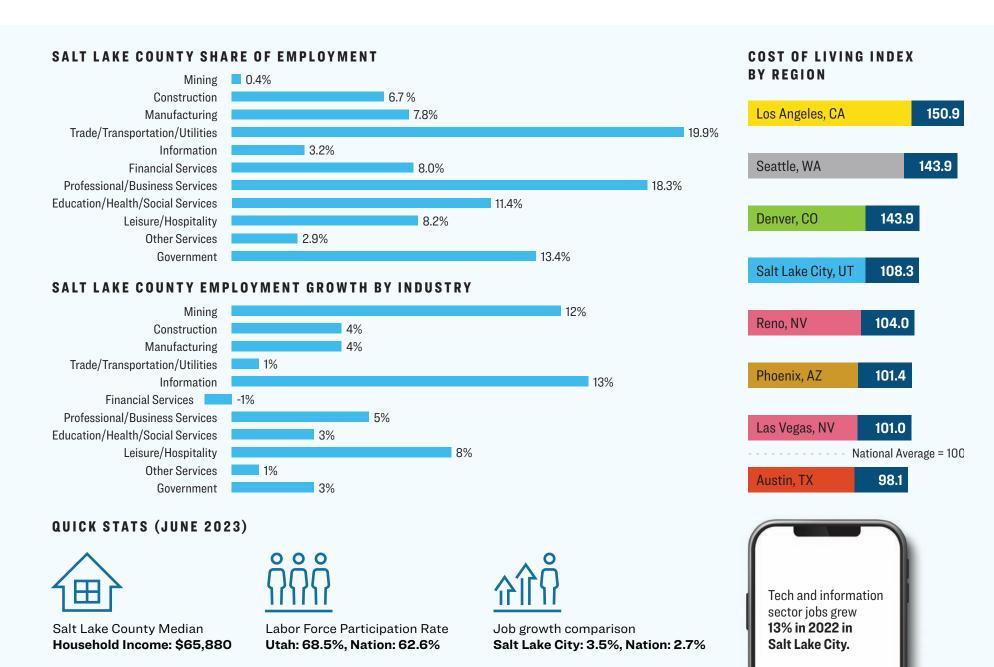
#### LOW LEASE RATES FOR TENANTS

A competitive labor market has employers in a defensive posturefor getting workers back in the office. Additionally, vacancy rates are driving effective lease rates down. Downtown commercial real estate rates have decreased 2% since Q1 2022.

#### **CHALLENGES**

### THE REINVENTED WORK WEEK

Flexible work schedules have driven Class A property innovation and Class B property vacancies. Class B office space occupancies were 75.84% in Q4 2022, down from 90.22% in 2019. Property owners have faced hard choices about enhancing and marketing their spaces. Fast-growing tenants are also struggling to find move-in ready Class A office space.



## WORKFORCE

## EDUCATED, MULTILINGUAL, AND GROWING

Salt Lake City has an educated and diverse workforce that is growing faster than the national average. With the University of Utah and eight other colleges and universities nearby, an international airport, and a wide range of urban amenities, Salt Lake City continues to attract and retain businesses and talent.



#### **OPPORTUNITIES**

#### UTAH PUBLIC HIGHER EDUCATION PRODUCTION

Salt Lake City's education, finance, technology, biotech and other sectors are growing and attracting talent. Salt Lake City continues to attract talent from coastal cities and other high-cost markets.

- 60,530 degrees awarded in public colleges in 2021-2022;9% increase from 2020-2021.
- 194,921 enrolled in public colleges.
- Nearly 30% of enrolled students are from minority groups.
- Utah has the lowest student debt in the country.

#### THE WORKFORCE IS GROWING AND DIVERSIFYING

From 2010-2020, Utah was the fastest growing state and boasts the youngest median age, 31.1. Salt Lake City is Utah's most diverse community, with 28% of residents from multicultural backgrounds.

#### DOWNTOWN RESIDENTIAL BOOM

3,500 residential units are under construction and will bring 5,000 new residents downtown by 2025. The new supply of housing and workforce is a recruitment advantage for employers. These new residents will enhance the city's cosmopolitan vitality, another carrot to attract talent.

#### OUTDOOR ASSETS

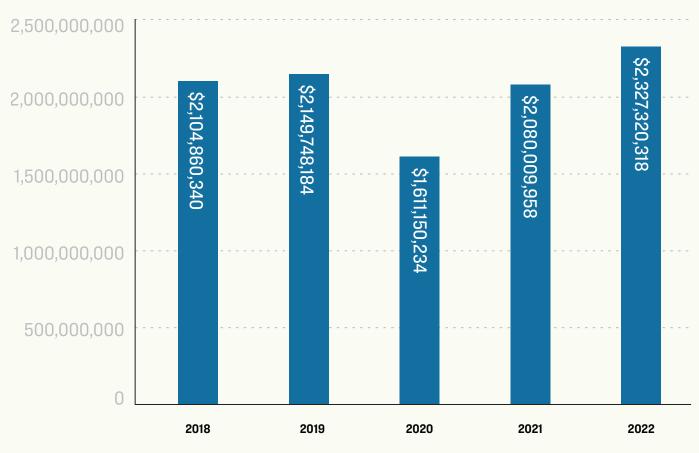
Salt Lake keeps the promises Denver makes. Downtown dwellers enjoy urban living in true proximity to mountain trails, climbing, skiing, and riding. Seven national parks and dozens of state parks offer weekends of red rock, desert, mountains, and lakes. In addition, Salt Lake City ranks as the ninth most bike-friendly city in the country.

#### CHALLENGES

#### COST OF LIVING

According to the C2ER Cost of Living Index, Salt Lake City has increased 6 points above the national average since 2018.

## **DOWNTOWN RETAIL SALES**





"Some thought I was out of my mind to open a shop in Salt Lake aimed at tourists during the pandemic, however I have been rewarded and even stunned by the success achieved. It is an exciting experience to have a close-up view of the vibrancy and dynamism of downtown!"

**Martin Norman** Owner, Uniquely Utah



City Creek Center: Over 100 stores including international fashion brands and local favorites.



The Downtown Farmer's Market welcomes 14,000 shoppers at Pioneer Park each Saturday, June through October and 2,500 shoppers November through April at an indoor market

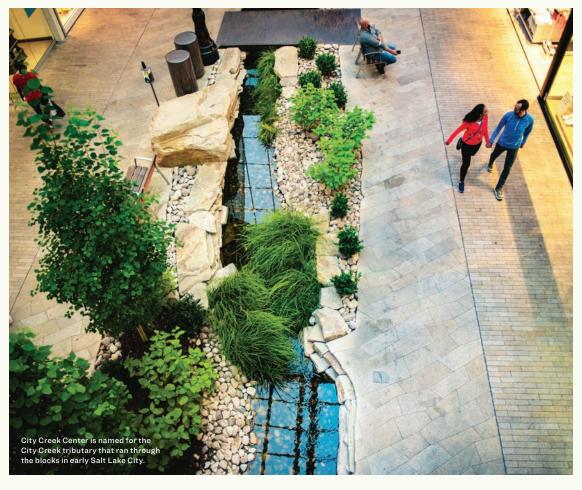


Downtown is a regional destination for shopping, dining and nightlife with 16 million visits in 2022.

## RETAIL & FOOD

## ON FOOT TO FOOD AND FUN

Salt Lake's Downtown boasts 140 retailers, 43 bars, and 121 local restaurants. The Central Business District is walkable. Residents, visitors, and office workers can choose from local favorites and internationally renowned brands.



#### **OPPORTUNITIES**

#### DOWNTOWN'S VISITOR ECONOMY IS ROBUST AND GROWING

There were 16 million visits to Downtown Salt Lake City in 2022 that included meeting and convention attendees, sports fans, patrons of the arts and entertainment, and shoppers from across the Intermountain West region. Convention and meeting bookings at the Salt Palace Convention Center and major hotels indicate continued growth among high-spend travelers.

## DOWNTOWN RESIDENTIAL POPULATION WILL DOUBLE BY 2025

At the end of 2022, there were 4,300 residents in the Central Business District. Ten thousand Central Business District residents are expected by 2025 upon completion of the various residential towers and mid-rise multi-family projects currently under construction and development.

#### CHALLENGES

### A LIMITED SUPPLY OF QUALITY RETAIL OPERATORS

Good operators are facing headwinds for expansion due to labor shortages and inflating operating costs. Additionally, Utah's high growth rate has spawned new retail districts in bedroom communities. As a result, downtown Salt Lake City properties are competing against more retail centers along the Wasatch Front to attract a limited supply of quality retail operators.

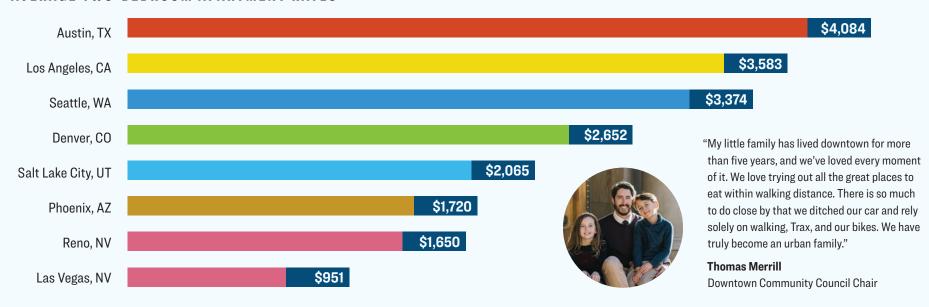
#### SHORTAGE OF LIQUOR LICENSES LIMITS DEVELOPMENT

Quality, contemporary mixed-use projects require hospitality components, and these in turn require liquor licenses. State liquor licenses for 2023 are projected to run out in September. Developers are advised to seek guidance through the Utah Department of Alcohol Beverage Services as they plan their investments.

## EDISON STREET'S PEDESTRIAN ORIENTATION

A new State Liquor Store will bring 800 more cars daily to Edison Street. Challenge and opportunity: sustain the retail-friendly, pedestrian-first character of burgeoning Edison Street.

## **AVERAGE TWO-BEDROOM APARTMENT RATES**







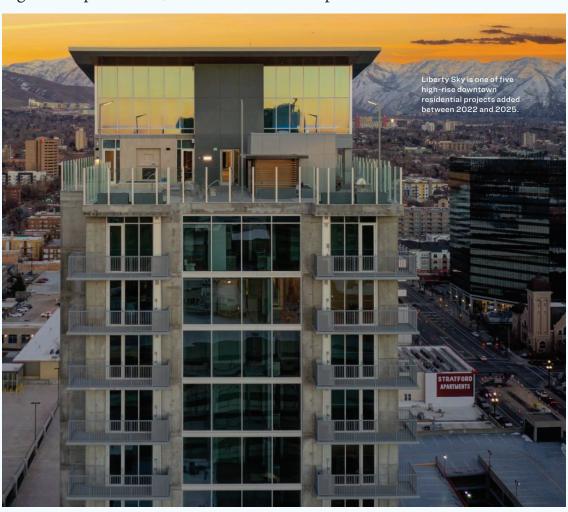


City Creek Center's skybridge connects the two blocks of the indoor/outdoor shopping center.

## RESIDENTIAL

### AT HOME IN THE HUB

Downtown and surrounding neighborhoods offer a variety of housing stock in walkable neighborhoods: Victorian-era homes, downtown high-rise apartments, and renovated loft spaces.



#### **OPPORTUNITIES**

## DEMAND FOR QUALITY AND VALUE HOUSING STOCK

Developers that can deliver attractive multi-family product in the Central Business District will find high demand from Utahns and transplants who want to live in the vibrant urban core.

#### CULTURAL AND INSTITUTIONAL STABILITY

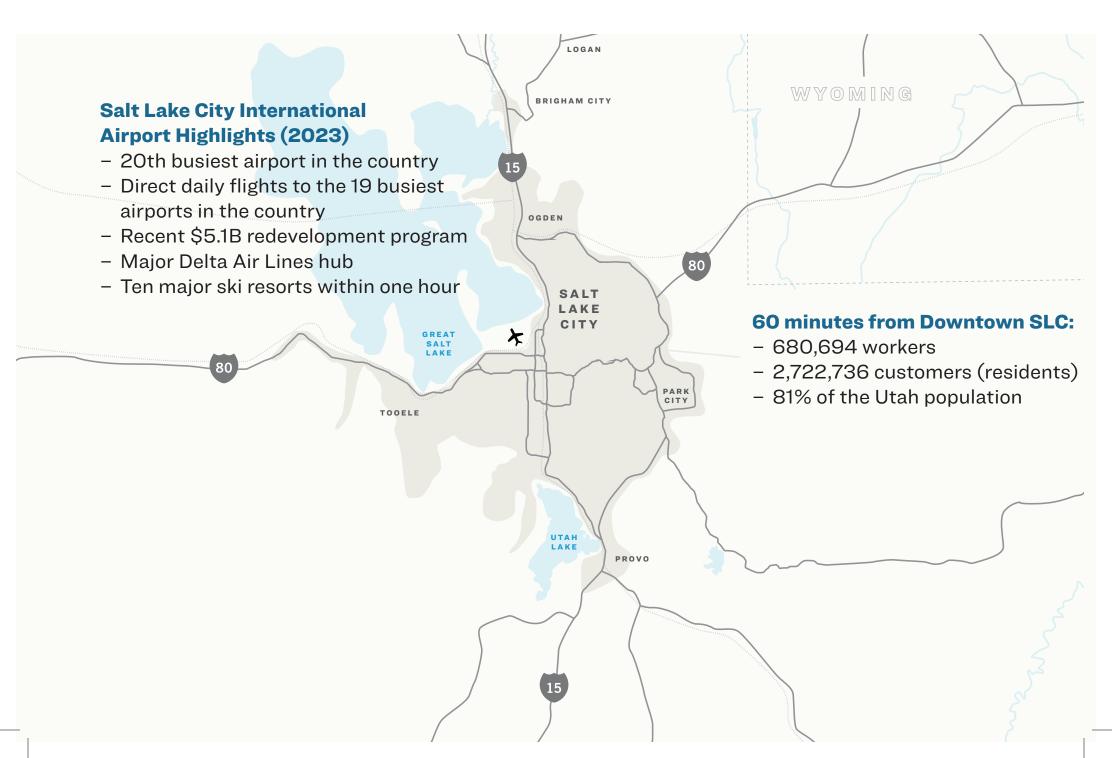
Salt Lake City is a capital city, a university city, and headquarters for corporations and a world religion. These institutions foster stability in real estate, arts, education, infrastructure, and other pillars of the urban core.

### **CHALLENGES**

#### INCREASED HOUSING COSTS

Salt Lake is not immune to the national and international issues causing increases in interest rates, construction costs, and rising operating expenses. High demand for Salt Lake City housing has also driven prices higher for home buyers and renters.

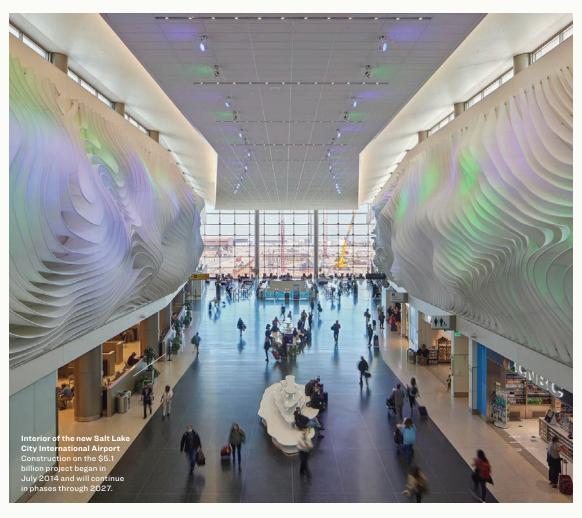




## **TRANSPORTATION**

### MEETING IN THE CROSSROADS OF THE WEST

Salt Lake City is the "Crossroads of the West" where I-15 and I-80 intersect, rail lines converge, and Delta Air Lines operates its western hub for US and international flights.



#### **OPPORTUNITIES**

#### AIR ACCESS TO US AND INTERNATIONAL MARKETS

The Salt Lake City International Airport is nearing completion of a \$5.1 billion construction project which provides direct flights to more than 90 destinations in the US, Canada, Mexico, the United Kingdom, Netherlands, France, and Germany.

#### A MULTI-MODAL TRANSPORTATION NETWORK

Salt Lake City's robust multi-modal transportation network includes light rail (TRAX), heavy rail (Front Runner), bus and interstate highways to connect 680,694 workers in the region to the urban core of downtown. Transportation planning has secured right-of-ways for expansions to absorb increased travel demand for years to come.

#### TECH LINK CORRIDOR

In 2021, Utah Transit Authority, in partnership with the University of Utah and Salt Lake City, won a \$1 million federal grant to study east-west transit, linking the University of Utah's Research Park to a proposed innovation district in west downtown.

#### CHALLENGES

#### BALANCING TRANSPORTATION AND INNOVATION

Salt Lake City's transportation plan, launched in 2021, is fostering hundreds of millions of dollars in investment in downtown residential and commercial projects. Prospective innovations like a 500 West train box and adapting the Rio Grande station into a transit hub would deviate from the transportation plan and the development arc that has been initiated.

#### 200 SOUTH CONSTRUCTION

Utility company upgrades, sewer and water expansions, two major residential developments and a new transportation corridor will have 200 South under construction through much of 2024. These improvements are integral for future needs in our growing city. The disruption is real for the merchants on and near 200 South.

## VISITOR ECONOMY HIGHLIGHTS

# 15% increase

2023 Convention District room nights (projected)

64.4%

2022 Convention District hotel occupancy

\$164.94

2022 Convention District average daily room rate

# \$123M

2023 convention delegate spending in the Convention District (projected)

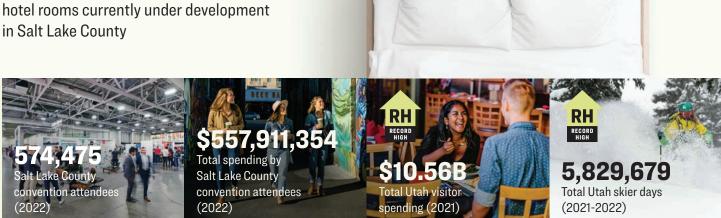
246,234

2022 Salt Palace Convention attendees 1,847,800

2023 room nights in Salt Lake Convention District (projected)

# 1,500

in Salt Lake County





## VISITOR ECONOMY

### THE FRONT DOOR TO ECONOMIC DEVELOPMENT

Visitors are expected to spend \$4.5 billion in Salt Lake County this year. They will come for meetings, conventions, skiing, sports tournaments, leisure travel. Salt Lake City's economic and cultural ascension is piquing curiosity around the world. SLC is a gateway for 11 million people visiting seven National Parks in Utah and Wyoming.





"Tourism is the front door to economic development. It creates jobs, tax base, and new business opportunities."

## Kaitlin Eskelson, Visit Salt Lake President & CEO

#### **OPPORTUNITIES**

#### CONVENTION DELEGATE SPENDING

Visit Salt Lake projects that convention delegates will spend \$123M in 2023.

#### SPORTS TOURISM SPENDING

When 30,000 visitors descend on the Salt Palace for a youth volleyball tournament, they create big beautiful waves in the downtown economy. Last year 250,000 people attended 60 sporting events booked by Visit Salt Lake. Those athletes and their families spent \$120,000,000! Booking trends suggest 2023 will bring an additional 20 percent in growth for SLC sports tourism.

#### 1,200 NEW HOTEL ROOMS

The Hyatt Regency, Le Meridien and Element hotels opened in 2022/23. The 1,000 rooms these hotels provide enables Visit Salt Lake to book larger and higher-spending conventions. 220 rooms are under construction at the Asher Adams in the historic Union Pacific Depot.

### OH, AND THE GREATEST SNOW ON EARTH!

Eight mountain resorts are less than an hour from downtown SLC. Ski and snowboarders visited Utah resorts 6 million times last year.

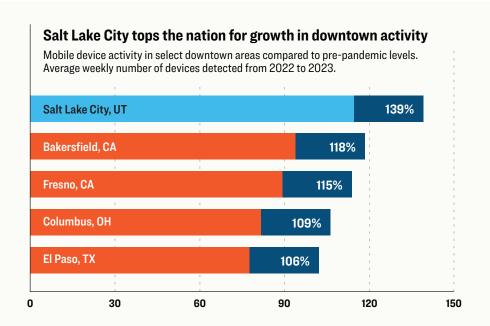
#### **CHALLENGES**

#### LABOR SHORTAGES

Leisure and hospitality workers were displaced during the pandemic. Restaffing has proven challenging for hospitality employers, Operating costs have increased as employers have increased wages to rebuild qualified teams.

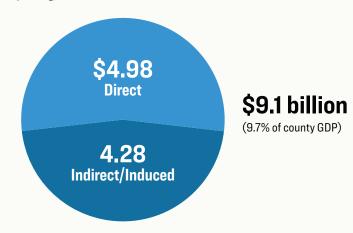
#### BELT TIGHTENING BY TRAVELERS

Inflation and concerns about a recession have dampened discretionary spending by leisure travelers and the budgets of convention planners and business travelers. Salt Lake is well positioned as a high value destination where lodging, dining, attractions and convention space compete well against our competitive set.



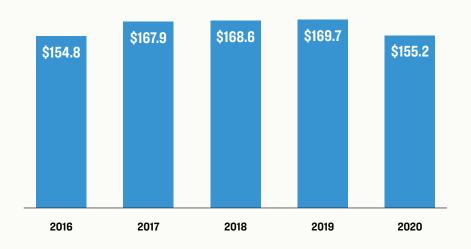
## **Salt Lake County Cultural Sector Output**

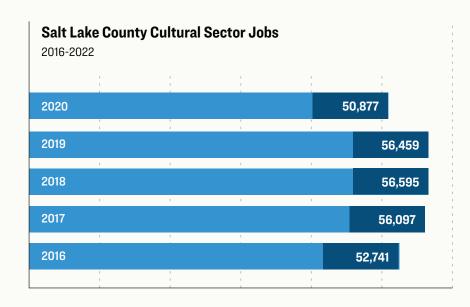
Total spending, 2020



## Tax revenue from Salt Lake County's Cultural Sector

2016-2020 (In millions of 2020 dollars)





## **ARTS & ENTERTAINMENT**

## DOWNTOWN IS THE REGIONAL CENTER FOR ARTS AND ENTERTAINMENT

Downtown is enlivened—socially, spiritually and economically—by the arts. Three million tickets were sold to downtown arts and entertainment productions last year. Downtown SLC is home four publicly owned performance halls where the Utah Symphony, Utah Opera, Ballet West, Plan B Theatre, modern dance companies and touring Broadway productions perform. The Delta Center is home to the Utah Jazz and hundreds of arena concerts and productions each year.



#### **OPPORTUNITIES**

#### ENTERTAINMENT DISTRICT(S)

Entertainment is a major driver in the downtown economy. An entertainment district that assembles the infrastructure for pre-game, post-game and alternate viewing options will strengthen the community and the experience of cheering on the Utah Jazz... and maybe a future National Hockey League team? Major League Baseball? Game on!

#### CULTURAL CORE INVESTMENTS

Salt Lake City and Salt Lake County are investing \$11 million dollars in a Cultural Core initiative to attract Intermountain West residents and visitors to performances and art in downtown Salt Lake City.

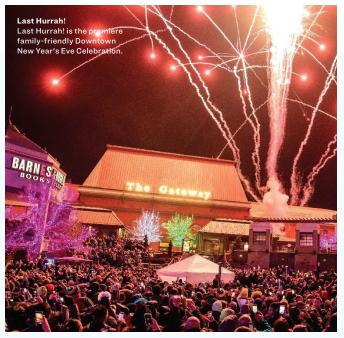
#### **CHALLENGES**

#### STREAMING ENTERTAINMENT

Downtown arts and entertainment producers are competing with the streaming entertainment industry for consumers' attention. Last year streaming entertainment companies spent \$31B on content and marketing. "We have to produce an experience worth getting off the couch for," said one programmer.

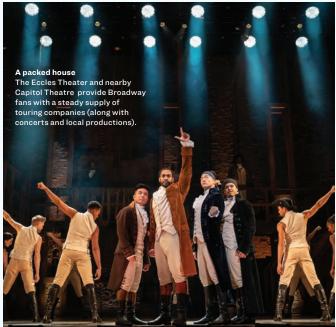














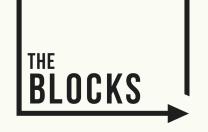












## **PUBLIC SPACES**

### **COMMON GROUND**

Pioneer Park, Gallivan Plaza, Main Street, Washington Square, your favorite coffee shop; these are among Downtown SLC's "third places" where we nurture relationships, friendships and business. Can you imagine a happy, prosperous city without these common areas? As our growing city densifies, we must hold space for light, air, and communion.



#### **OPPORTUNITIES**

#### IF YOU PROGRAM IT, THEY WILL COME

The Downtown Farmers Market, Excellence in the Community concerts, Open Streets and Twilight Concert Series unite downtown residents, visitors, and workers in downtown's common areas. Expanding programming into other days—and dayparts—will make downtown even more attractive to residents, visitors, employers, and investors.

#### BRINGING IN THE GREEN WITH THE GREEN LOOP

As the yarn goes, SLC streets were designed wide enough so you could turn around your ox cart in one move. It's fair to say our needs have changed. There are dozens of acres of downtown streetscape that can be adapted into "green shed." A pedestrian-first Main Street can be our urban promenade for sidewalk dining, strolling and impromptu performances. The 2023 Green Loop project demonstrated how we can create a ribbon of verdant vitality through the city that improves the human experience and creates value and opportunity for surrounding property owners.

#### THIRD SPACES FOR FOUR SEASONS

As the downtown residential population doubles and visitation grows, downtown will benefit from good food and beverage operators in proximity to the venues, homes, and offices in the central business district.

#### **CHALLENGES**

#### LAND IS A LIMITED RESOURCE; COSTS ARE RISING

Land costs and operating costs are rising with the demand for downtown real estate. Gallivan Plaza, Pioneer Park, and Washington Square need dedicated funding streams for the public uses and benefits of these community assets. Private developments that invest in street level social amenities--coffee shop, bars, athletic studios--for the neighborhood will enhance the value of their assets.



## **DOWNTOWN ALLIANCE**

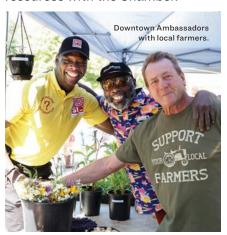
# DOWNTOWN SLC IS THE REGIONAL CENTER OF COMMERCE, CULTURE, AND ENTERTAINMENT

The Downtown Alliance is at the nexus of the private and public efforts driving a renaissance in downtown Salt Lake City. We bring stakeholders together to focus energy on transformative projects.

## This year our attention is focused on championing:

- Investment in quality residential, retail, public spaces and vitality nodes like Edison Street, Pioneer Park, Main Street, the Rio Grande neighborhood and Gallivan Center.
- Support for the Utah Jazz's long-term residency downtown
- Improvements in downtown street safety
- The production of experiences to delight residents, workers and visitors like the weekly Farmers Market, a winter light garden at Gallivan Center, Locally Made Locally Played concerts along Main Street and the Green Loop, and the hundreds of art and entertainment performances and offerings at world class venues.

Established in 1991, the Alliance became a strategic partner of the Salt Lake Chamber in 2003 and shares office space and administrative resources with the Chamber.











#### **SOURCES AND CREDITS**

Thank you to the Downtown Alliance Board of Advisors: Lloyd Allen, Larry H. Miller Real Estate (Chair), Allison Behjani, Ray Quinney & Nebeker (Incoming Chair), Nico Priskos, Internet Properties (Past Chair), Kim Abrams, Goldman Sachs, Michael Dehner, PRI, Chloe A. Gehrke, Vectra Management Group, Chris Kirk, Colliers, Amy Leininger, RUIN, Mark Powell, Vivint Arena, Bruce Bingham, Hamilton Partners, Inc., Nate Boyer, Boyer Company, John Dahlstrom, Wasatch Properties, Linda Wardell, City Creek Center, EX-OFFICIO:, Chief Mike Brown, Salt Lake City Police Department, Jennifer Bruno, Salt Lake City, Josh Caldwell, Mortenson, Darlene Carter, C.W. Urban, Matthew Castillo, Salt Lake County, Carlton Christensen, UTA, Kaitlin Eskelson, Visit Salt Lake, Kyle Lavender, Salt Lake City Fire Department, Wendy Leonelli, J. Fisher Company, Mayor Erin Mendenhall, Salt Lake City, Lorena Riffo-Jenson, Salt Lake City Economic Development, Nick Tarbet, Salt Lake City, Ana Valdemoros, Salt Lake City Council, Mayor Jenny Wilson, Salt Lake County.

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Information and statistics: Visit Salt Lake, BioUtah, Us Census Bureau, Jacobsen Construction, Bureau of Economic Analysis, Colliers, Department of Workforce Services, C2ER, Bureau of Labor Statistics, USHE, Utah Tax Commission, Downtown Alliance, Apartments.com, EDCUtah, Salt Lake City International Airport, SkiUtah, Kem C. Gardner Policy Institute

