

Annual Report

Department of Economic Development

2022 - 2023

Staff, Mayor & Council Directory

Erin Mendenhall, Mayor
Lorena Rizzo Jenson, JD, MPH, Director
Jacob Maxwell, Deputy Director

Jolynn Walz, Executive Manager
Veronica Cavanagh, Office Manager
Lindsey Day, Operations Project Manager
Clark Cahoon, Technology & Innovation Strategic Advisor
Cathie Rigby, ARPA Project Manager
Todd Andersen, ARPA Project Coordinator
Katie Matheson, Marketing & Research Manager
Josh Paluh, Marketing Coordinator

Arts Council Staff

Felicia Baca, Executive Director
Taylor Knuth, Deputy Director
Dawn Borchardt, Performing Arts Program Manager
Deanne Coles, Gallery Assistant
Kaitlyn Christy, Marketing & Communications Coordinator
Renato Olmedo-González, Public Art Program Manager

Susan Campbell, Community Investment & Development Manager
Todd Orbendorfer, Visual Arts Coordinator
Wendy Evanoff, Office Facilitator

Business Development Staff

Roberta Reichgelt, Business Development Director
Peter Makowski, Project Manager
Will Wright, Project Manager
Andie Feldman, Project Coordinator
Ibrahim Ramazani, Project Coordinator

Salt Lake City Council

Victoria Petro, District 1
Alejandro Puy, District 2
Chris Wharton, District 3
Ana Valdemoros, District 4
Darin Mano, District 5
Dan Dugan, District 6
Amy Fowler, District 7



Boards

Art Design Board

Alejandro Moya, District 1
Jen Lopez, District 2
Angela Dean, District 3
Tiffini Porter, District 3
Michael Mejia, District 4
Colour Maisch, District 5
Meggie Troili, District 7

Arts Council Board

Kate Jarman Gates, District 1
Torle Nenbee, District 1
Ebay Hamilton, District 2
Sarah Longoria, District 2
Marti Wolford, District 2
Katherine Potter, District 3
Susan Koles Rickman, District 3
Thomas Kessinger, District 5
Cale Newhouse, District 5
Kathy Davis, District 6
Hannah Nielsen, District 6
Richard Taylor, District 6
Matthew Coles, District 7

Jeff Driggs, District 7

Cultural Core Board

Durga Ekambaram
Isaac Gonzalez
Grace Lin
Lia Summers
Spencer Lawson

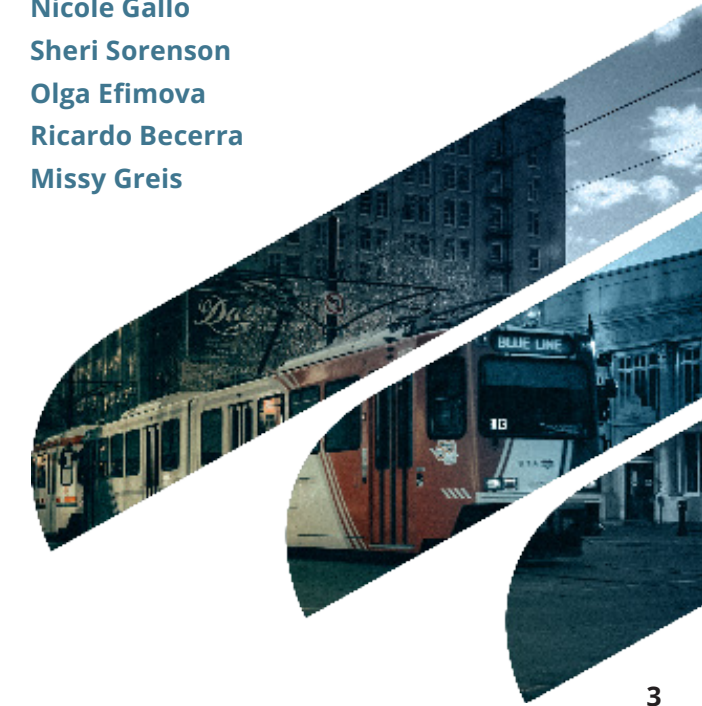
Business Advisory Board

Alfonso Brito, District 1
Siliveinusi Niu, District 2
Jeff Carleton, District 3
Andy Robertson, District 3
Pook Carson, District 4
Darin Piccoli, District 4
Abudujannah Soud, District 5
Sue Rice, District 6
Karen Gunn, District 6
Scott Lyttle, District 7
Jocelyn Kearnl, District 7
Kristina Olivas, Ex-Officio, Downtown Alliance

Michelle Saucedo, Ex-Officio, Suazo Business Center

Sister Cities Board

Ross Chambless
John Wilson
Matilyn Mortensen
Ahimara Suarez
Annie Quan
Joe Zeidner
Nicole Gallo
Sheri Sorenson
Olga Efimova
Ricardo Becerra
Missy Greis



Mission

The Department of Economic Development is working hard to make Salt Lake City a better place to not only build a business, but also build a life. The Department consists of two divisions—the Business Development Division and the Salt Lake City Arts Council (“Arts Council”). These divisions, along with departmental staff, have aligned resources and streamlined processes to grow and nurture a city that fosters gainful job creation, thriving business districts and neighborhoods, and a diverse arts and culture scene.

Guiding Principles

Plan Salt Lake, Salt Lake City Council 2015

Balanced Economy

A balanced economy that produces quality jobs and fosters an innovative environment for commerce, entrepreneurial local business, and industry to thrive.

Strong Creative Culture

Vibrant, diverse, and accessible artistic and cultural resources that showcase the community's long standing commitment to a strong creative culture.



Letter From the Director

I am pleased to present the Fiscal Year 2023 Annual Report for the Department of Economic Development, highlighting our ongoing efforts to enhance the quality of life and foster equitable economic opportunities for all our residents. Over the past year, we have strived to create a vibrant cultural and economic environment that supports employment opportunities, encourages business and arts creation, and ensures sustained stability during a time of great growth for our community.

We firmly believe that economic development is not solely about attracting new businesses and investments, but also about creating an environment where our residents can thrive. To this end, we have shepherded initiatives like the Construction Mitigation Grant, ARPA Community Grants, Artist Career Empowerment Grants, Health Care Innovation, and city diplomacy. By investing in the people and businesses who make economic activity happen, we are cultivating a sense of pride and belonging among our residents while also increasing the tax base, ultimately leading to a higher quality of life for all.

Equitable economic opportunities are the cornerstone of our economic development strategy. We recognize the importance of providing fair access to resources, education, and support for our city's residents, artists, and businesses. Through targeted programs and partnerships, we are working to reduce barriers and level the playing field for underserved communities. Our focus on equitable economic growth not only ensures a more inclusive Salt Lake City, but also strengthens our economic

fabric by tapping into the talents and perspectives of a diverse workforce.

A strong, healthy, and diverse tax base is vital for the long-term prosperity of our city. We understand the significance of a balanced business and arts sector, which serves as the foundation for economic resilience. This approach allows us to weather economic fluctuations more effectively while encouraging innovation and entrepreneurial spirit in our community.

I am immensely proud of the progress we have made in enhancing the economic landscape of Salt Lake City. Our focus on improving the quality of life for residents, fostering equitable economic opportunities, supporting a strong and diverse tax base, and creating a vibrant cultural environment has laid the foundation for a prosperous future. As we continue to build upon our successes, we remain committed to collaborating with our community stakeholders and fostering an environment of inclusivity, growth, and innovation.

Thank you for your continued support and partnership in our shared vision for a thriving Salt Lake City.



Lorena Riffo Jenson, JD, MPH

Director

Salt Lake City Department of Economic Development

ARPA Community Grants

In March 2021, the U.S. Government passed the American Rescue Plan Act (ARPA), which supports State and Local recovery from the COVID-19 public health emergency. ARPA funding provides assistance to small businesses, nonprofits, and industries such as tourism, travel, and hospitality that were impacted by the pandemic. The Salt Lake City Department of Economic Development created a Community Grant Program to disburse \$2M of the ARPA funds which provided limited, one-time financial assistance to eligible small businesses, artists, artisans, creative workers, and nonprofits in Salt Lake City that were negatively impacted by the COVID-19 pandemic or related shutdowns.

The funding received by successful applicants helped them promote, expand, and provide their services in a more stabilized environment. Doors were kept open, new performances and contracts were created, updated equipment was purchased and these businesses continue to add to the rich culture and vibrancy that is Salt Lake City.

Performance Measure 2023

NUMBER OF APPLICANTS	377
FEMALE APPLICANTS	82
BLACK, INDIGENOUS, PEOPLE OF COLOR (BIPOC) APPLICANTS	84
TOTAL NUMBER OF ART BUSINESS APPLICANTS	95
TOTAL NUMBER OF AWARDEES (RECEIVED GRANTS)	42

Recipient Testimonials

“...I was a recipient of the ARPA Community Recovery Assistance grant, and am grateful for help recovering from funds lost during the pandemic. I followed along closely through the process by viewing the public documentation and meetings, and I was so impressed with the grant committee along with Cathy Rigby and Todd Anderson’s work with the city’s Department of Economic Development in putting the application process together so quickly, helping applicants through the process, and striving for equity and inclusivity in all of it. Along with this, I watched your council meetings and discussion.

~ **Mestre Jamaica (Mauro Romualdo)**, Salt Lake Capoeira & Brazilian Jiu-Jitsu

“I wanted to drop a quick note and let you know how impressed I am with the communication efforts around SLC’s Community Grant Program. I write a lot of grants, and it is clear that a great deal of thought and follow through has been taken in keeping the applications informed through the process. Thank you.

~ **Teri Mumm**, Executive Director of Utah Brewers Guild

“The Community Grant Funds have allowed us to hire staff to expand our new cafe and grow our community offerings. We are so excited about how this fund has helped our business grow to the next level and help us build a strong foundation for the future!

~ **Brittany Reese**, Sugar Space

Salt Lake City Arts Council

2023 has proven to be a monumental and impactful year for the Salt Lake City Arts Council. This year, our City Arts Grants Program successfully completed Phase 2 of our National Endowment for the Arts Grant, distributing \$500,000 of federal funds into Salt Lake City's arts and cultural economies. Our Public Art Program completed installation of Colette Hosmer's *Jordan River Current*, a large-scale, multi-site public art project on the West Side featuring 27 individual works that came together to enhance the natural landscape and connect recreational user of this natural tributary with their environment. Additionally, we completed over 25 maintenance-related projects on public art works across all seven city council districts.

Living Traditions Festival celebrated its 37th year, welcoming nearly 34,000 individuals to enjoy the cultural traditions of hundreds of performing and craft artists, dozens of food vendors, and countless community partners from across the valley. Our team also worked with nationally renowned artist professionalization organization, Springboard for the Arts, to facilitate three workshops designed to enhance their business skills. Finally, we completed a nearly two-year-long partnership with Americans for the Arts to measure the nonprofit arts and cultural industry's economic impact. In close partnership with Salt Lake County, we surveyed nearly 1,500 individuals attending an arts and cultural event in our region, and over 250 arts and culture based nonprofit organizations.



Programs & Services

- Finch Lane Gallery
- Public Art Program
- Living Traditions
- Twilight Concert Series
- Outreach & Engagement
- City Arts Grants Program
- Busker Festival
- Cultural Core | The Blocks



Artists & Programs



FY 22-23 Performance Measures

AUDIENCE REACHED

86,277

ARTISTS SERVED

2,024

GRANTS AWARDED

149



Hanifa Javadi, a macramé artist and refugee from Afghanistan taught an arts class as part of Craft Lake City's Racial Equity & Inclusion Grant. Javadi stated,

“As a girl in Afghanistan, I was not allowed to attend school, so I was never able to fulfill my dream of becoming a teacher. But now, living in the United States, I have the opportunity to share my knowledge and skills with others.”

Business Development



The Business Development Division had a busy year that focused on the vibrancy of our Salt Lake City neighborhoods and continued support for the small business community: from hosting the Open Streets program which temporarily closed Main Street to vehicular traffic for the 3rd season, to launching a study which will explore a potential pedestrian mall on Main Street from South Temple to 400 South to create a pedestrian mall that would bring more accessibility and vitality to the heart of downtown SLC. Additionally, the Business Development team launched an Outdoor Dining Grant which funded 21 new and existing patios and provides an opportunity for restaurants and bars to expand their footprints and also add activation to our dynamic neighborhoods.

Business Development continued its support for the small business community by issuing \$1.1M in funding from the Economic Development Loan Fund and distributing \$200,000 in grants to support small businesses impacted by the City's road construction projects.

Products, Services & Initiatives

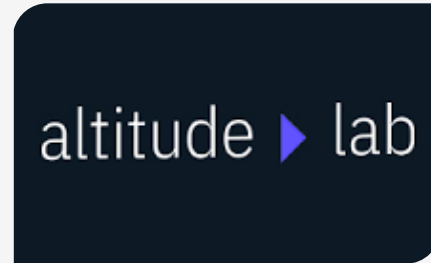
- Economic Development Loan Fund
- Construction Mitigation Grant
- Outdoor Dining Grant
- Open Streets Program
- Main Street Pedestrian Mall
- Business Districts & Special Assessment Areas
- North Temple Economic Revitalization
- Foreign Trade Zone



Written Impact Narratives (WINS)



Salt Lake Sandwich Company



Altitude Lab



Club Verse



Fidelity Investments



Forty Three Bakery



Kahve Cafe



Kalo Clinical Research



Recursion



The Salt Lake Barber Company



Trackland



Twig



Specialized Bicycles

Business Testimonials

Salt Lake City's Economic Development Department was instrumental in aiding Recursion's 103,000 SF expansion at the Gateway. The team assisted Recursion with complex issues related to permitting a life science environment in a retail corridor and ensured that we could open our doors and maintain our priority of decoding biology to radically improve lives.

~ Jesse Dean, Principal, Real Estate and Workplace Experience, Recursion Pharmaceuticals

I wanted to take a moment and... say that my experience with Economic Development has been one that has stretched out over several years, and then informative and supportive on all ends. Staff have gone above and beyond to ensure that our business in Salt Lake City was successful, and continue to be successful after the sale of one business, and the opening of another that was very lengthy and needed a great amount of renovation. My overall scope of the Economic Development Loan Fund program is amazing. We were awarded a loan and it is refreshing to know that we have city and governmental employees that are so supportive of small business owners in Salt Lake City that we continue to thrive as a small business district in Midtown. Thank you to... all of the city government that has made our transition, and so many others, profitable, exciting and obtainable.

~ Micheal Repp, Owner, Club Verse

Health Care Innovation + Workforce Development



Human Innovation Day, co-hosted by the Salt Lake City School District and the Salt Lake Education Foundation, introduced students to the amazing Health Care Innovation opportunities in their own backyards. The day began at Recursion with a welcome from Mayor Mendenhall, and the students learned about Recursion’s use of machine learning and AI to run millions of experiments with the aim of curing rare diseases. Next, the kids went to Biomerieux in west Salt Lake City and learned about their technologies for testing, including their game-changing COVID-19 testing technology. The kids ended their day at the BioHive summit, where they heard from industry leaders who came up in their neighborhoods, propogated a plant, and took some selfies with the Mayor.

FY 22-23 Human Innovation Day Impact

NUMBER OF JUNIORS AND SENIORS IN ATTENDANCE

48

NUMBER OF STUDENTS FROM DIVERSE BACKGROUND

20+

NUMBER OF FEMALE STUDENTS

20+



I greatly enjoyed the first labs we visited. It felt very empowering and made the future seem hopeful. It seemed there was a strong focus on how any of us could work there. I also liked that so many people of respected positions choose to come and spend time with us. It made me feel like I was valued to them and that they cared for us.

~ Student attendee



Sister Cities

A Sister City program is one of the most important organizations a community can have—it is a community’s international salutation. This year, Salt Lake City celebrated 65 years of involvement with the Sister City program, which began in 1958 after joining together in sisterhood with Matsumoto, Japan. Over the span of the program, Salt Lake City has established nine Sister Cities, six of which are still active. Salt Lake City currently enjoys active relationships with Chernivtsi, Ukraine; Torino, Italy; Trujillo, Peru; Izhevsk, Russia; Keelung, Taiwan; and Matsumoto, Japan. Though there is a vast range of diversity in these relationships, all share the common goal of promoting peace through mutual respect, understanding, and cooperation. Each relationship Salt Lake City established was created for a different reason, under different circumstances. The reasons behind the creation of each of our partnerships include cultural exchange programs, humanitarian aid, dignitary visits, economic development, global awareness, and educational exchange programs.

In an effort to reinvigorate and strengthen the Sister Cities program, Salt Lake City, under the stewardship of the Department of Economic Development, recently updated the ordinance that governs the program. This ordinance change, which was formally adopted by the City Council in February 2023, was an essential pivot in order for this longstanding program to enjoy current success and future stability, and it also demonstrated the strong commitment of City leadership to international diplomacy and peace. Following adoption of the ordinance, the Sister Cities Board was restarted and now has 11 members from various SLC districts and backgrounds with strong ties and interests in the Sister Cities program.



FY 22-23 Impact

YEARS INVOLVED IN
SISTER CITIES

65

NUMBER OF SISTER CITIES

6

NUMBER OF
NEW BOARD MEMBERS

8





Salt Lake City Department of Economic Development

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www.slcgov.com