



MAYOR'S OFFICE
JACKIE BISKUPSKI

PRESS RELEASE

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Annie Davis, Marketing and Research Manager, Department of Economic Development
385-215-4802 | annie.davis@slcgov.com

Salt Lake City hair salon relocates to nationally designated downtown revitalization area

The new home for Cake Hair Salon is bigger, brighter and part of a national program that helps revitalize historic downtown areas. The salon is now located at 1010 S. State Street, an area designated for redevelopment through the Main Street America program, a national non-profit program with a proven track record of revitalizing business districts.

After eleven years at its location at 210 E. 500 S., the salon is in a new building with 2,500 square feet of space and enough room to expand from six styling stations to ten. The plan is to add approximately 20 jobs over the next eight to ten years.

Owner Randy Topham says the move to State Street is a strategic one. "It's a part of State Street that's about to be revitalized as part of the Main Street America program and designation. The energy is fun and the new building with high ceilings and skylights makes a big difference to our stylists and their ability to do their best work with hair color."

Salt Lake City is the first city in Utah to receive a Main Street America designation. The City chose two neighborhoods for the program: The Granary District, near 800 S. and 300 W., and State Street between 600 and 1000 S. The Cake Hair Salon is the first business to participate under the State Street designation.

"We knew the Main Street America designations, the first and only in Utah, would spur excitement and investment in Salt Lake City," says Lara Fritts, economic development director for Salt Lake City. "This expansion and relocation fits perfectly with the growth and vision for the State Street project."

Through his partnership with the Redken hair company, Topham visits more than 75 salons a year across the country. He brings back some of the best practices he learns

to Salt Lake City. The Cake Hair Salon is also unique because it educates stylists and customers on the latest skills and trends.

As a small business, Topham says he didn't know about the resources and staff the City has in place. He says the team from the SLC Department of Economic Development helped him get the information he needed and made the expansion and relocation process smoother than expected.

"Over the years I've had customers ask me to open a location outside of the City, but I just love it here," Topham says. "I love the diversity, different kinds of people, different everything. Life is so much more interesting when there is a variety."

Cake Hair Salon opened today in conjunction with its eleven-year anniversary. More information about the Main Street America program in Salt Lake City can be found here <https://slcecondev.com/2017/04/06/slc-gets-main-street-america-designation-first-in-utah/>.

About Cake Hair Salon: The mission of Cake Hair Salon is to make Utah a more beautiful place, one amazing salon guest at a time! We succeed in our mission by sending you out of the salon looking your best, and giving you the knowledge you need to look your best between visits. We know that while looking perfect when you leave the salon is great, being able to recreate the look at home is even more important!

About Salt Lake City Department of Economic Development: Formed in 2016, under the leadership of Mayor Jackie Biskupski, Salt Lake City's Department of Economic Development is focused on building Salt Lake City as a vibrant, beautiful, prosperous, diverse, and authentic place – a place that is economically accessible to everyone. Known as the "Crossroads of the West," Salt Lake City is strategically located for businesses to succeed. SLCDED works to streamline processes, provide excellent customer service, and offer an array of resources and services to recruit and retain businesses in the City, and ensure they have the tools to thrive.

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