



**MAYOR'S OFFICE**  
JACKIE BISKUPSKI

# PRESS RELEASE

## FOR IMMEDIATE RELEASE

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Contact:

Annie, Salt Lake City Department of Economic Development  
801-535-7945 | [annie.davis@slcgov.com](mailto:annie.davis@slcgov.com)

### **INDUSTRY announces expansion to Salt Lake City**

Amid the installation of a brand-new street mural showcasing its love of Salt Lake City, INDUSTRY begins to make its mark in the Granary District, just steps away from downtown SLC.

Initially established in the River North (or RiNo) Art District of Denver, Colorado, INDUSTRY is bringing an adaptive reuse development foundation to create work and living space for city dwellers. With two locations in Denver spanning more than 300,000 square feet of workspace, curated restaurants and living options, INDUSTRY does it differently than the typical development. More than co-working and much more than co-living, INDUSTRY is a modern office space whose heart is the nexus of the ever-evolving model for modern urbanists.

Spanning 8.3 acres of timeworn industrial warehouse space along 600 South and 500West (the north side of the Granary District), INDUSTRY SLC will breathe life back into what was once an old silver foundry. Beginning first with more than 150,000 square feet of modern office space, INDUSTRY SLC will feature shared tenant amenities including conference rooms, kitchens, event space, roof decks and more.

The soaring two-story ceilings, abundance of natural light, raw steel framework and Teknion modular glass wall systems will serve as a platform for innovation. Quick to follow will be a 30,000 square foot climbing gym, an assortment of restaurants and fresh multi-family housing options to complement this growing area of Salt Lake City.

INDUSTRY's move to Salt Lake City was a natural progression for co-founders Jason and Ellen Winkler. As a city in transition with strong economic viability and framed by the lifestyle aspects of desert and mountain living, they knew INDUSTRY would be a perfect fit. Joining them is partner and Salt Lake City native Brandon Blaser, as well as Drake Real Estate Partners, a real estate investment firm based in New York.

"Drake is thrilled to partner with the team at INDUSTRY SLC and take part in enhancing and revitalizing this growing neighborhood within Salt Lake City," says David Cotterman, Drake's co-founder and managing partner.

"Our goal is to fit seamlessly into the community, all while providing something new. When deciding on Salt Lake City, the folks at the Economic Development Office immediately pointed us towards the Granary District. With their insights and an area ripe for change, the decision was made easily," states Jason Winkler.

What was once the main site of flour production for the Salt Lake Valley, today the Granary District is awaiting its next rebirth. Along its streets sit spaces that artists and craftsmen alike are reclaiming and

where warehouses await renewal. INDUSTRY will provide a piece of this, welcoming people back to this former stronghold where invention thrived and will soon thrive again.

“The Granary District has seen incredible momentum and business transformation over the last year, especially with the Main Street America initiative. Now, with a company like INDUSTRY bringing their unique brand and offerings, I am confident this will be the catalyst to cement the neighborhood as a vibrant area for arts, entertainment and business. I am so thrilled to welcome INDUSTRY to Salt Lake City,” said Lara Fritts, Salt Lake City’s Economic Development Director.

The first phases of INDUSTRY SLC are slated to open in late summer or early fall 2019. More information about the company can be found here [www.industryslc.com](http://www.industryslc.com). Photos are available [here](#). The company is located at 537 W 600 S, Suite 400, Salt Lake City. INDUSTRY SLC can be contacted at [management@industryslc.com](mailto:management@industryslc.com).

**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.

**About Q Factor:** As a contemporary development company, Q Factor vertically integrates a set of expert organizations. Specializing in creative design, adaptive reuse and thoughtful placemaking in urban environments, they efficiently take projects from conceptualization to design, construction, and property management. Their nimble and honed practices allow Q Factor to be uniquely centered in yielding value-based outcomes. With an existing portfolio of over 350,000 square feet of modern office space and over 150,000 square feet in construction, Q Factor is at the forefront of producing intentional spaces. In addition, they execute a number of client ventures ranging from design-only to turnkey delivery. Q Factor is re-developing what it means to be a development firm.

**About Brandon Blaser:** Brandon is a seasoned investor with over 15 years of entrepreneurial and institutional investment experience. After garnering institutional experience and relationships from stints in Boston, San Francisco, and Dallas, Brandon relocated back to Salt Lake to pursue his own private investments and sponsorship of joint venture real estate projects. Brandon is a graduate of Brigham Young University and received an M.B.A. with Honors from Harvard Business School.

**About Drake Real Estate Partners:** Drake Real Estate Partners is a New York-based private equity real estate investment firm which has invested in over \$1 billion of real estate across three investment funds. Drake has invested across a variety of geographies and asset classes, including multifamily, industrial, office/medical, self-storage, retail, and hospitality. Drake is a proud member of 1% For The Planet, donating 1% of the firm’s revenues to not-for-profit conservation-related initiatives in the markets in which it invests. For further information, visit [www.drakerep.com](http://www.drakerep.com)