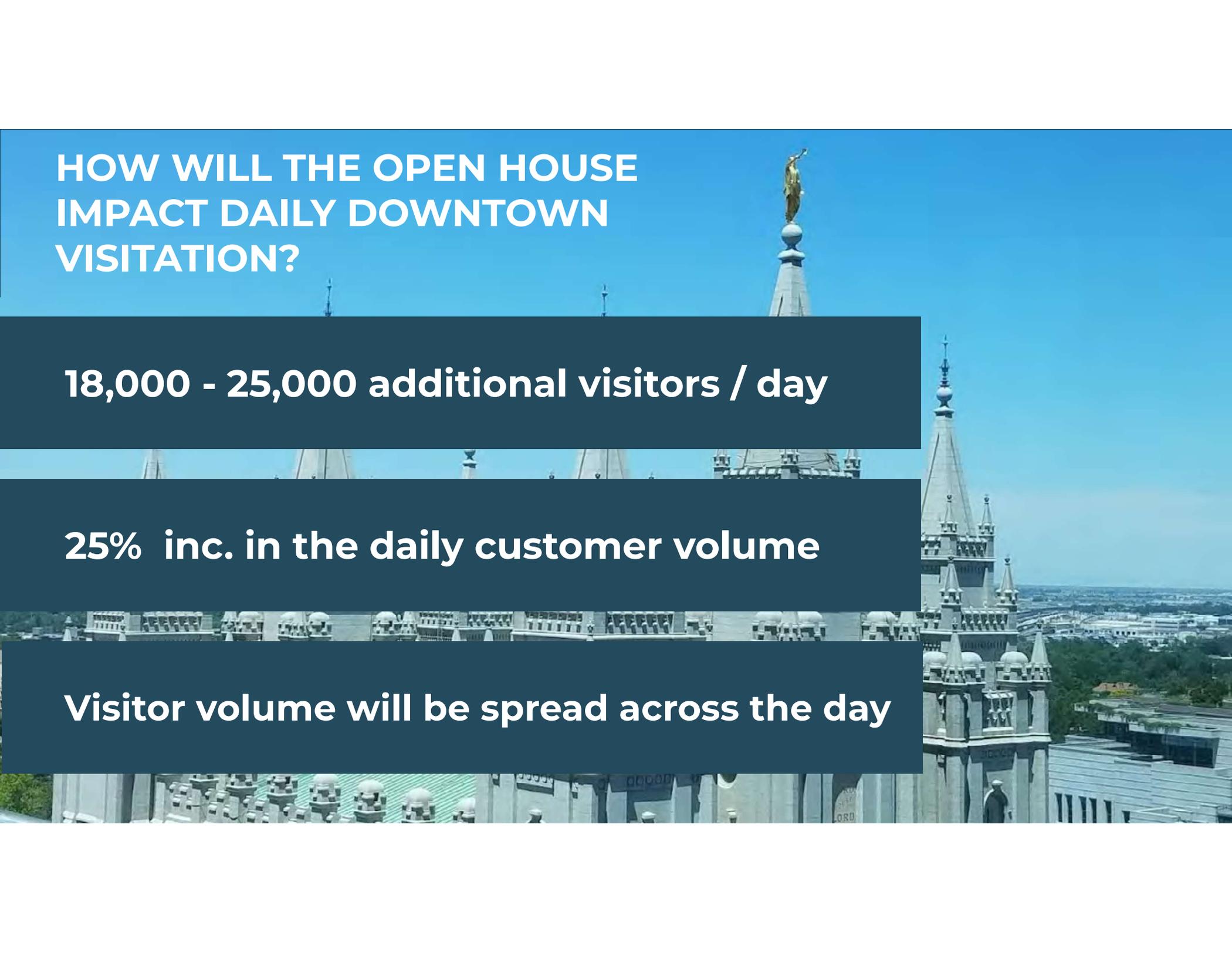


Downtown opportunity: 2027 Salt Lake Temple open house



HOW WILL THE OPEN HOUSE IMPACT DAILY DOWNTOWN VISITATION?





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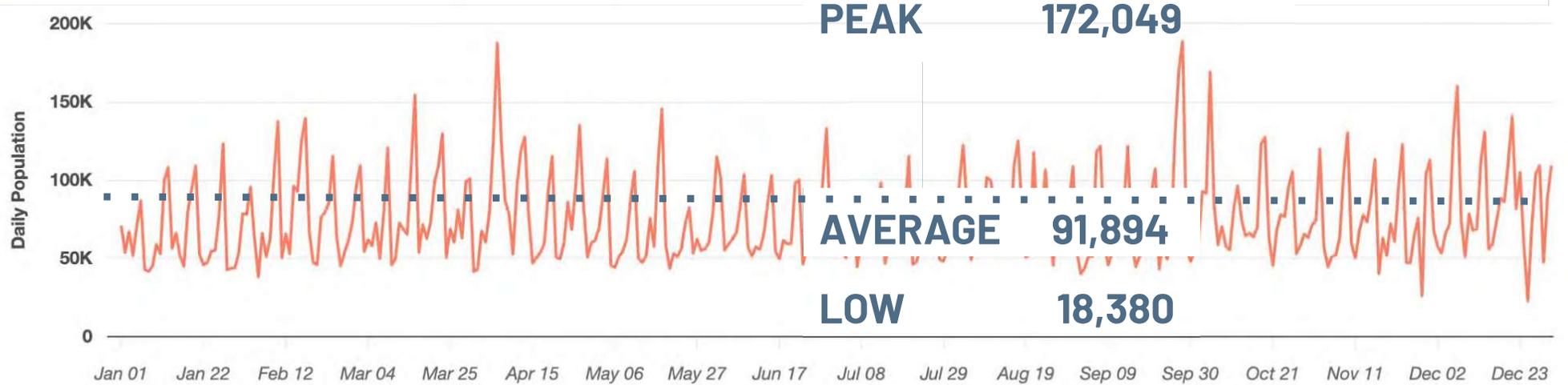
18,000 - 25,000 additional visitors / day

25% inc. in the daily customer volume

Visitor volume will be spread across the day

VISITOR VOLUME BY DAY

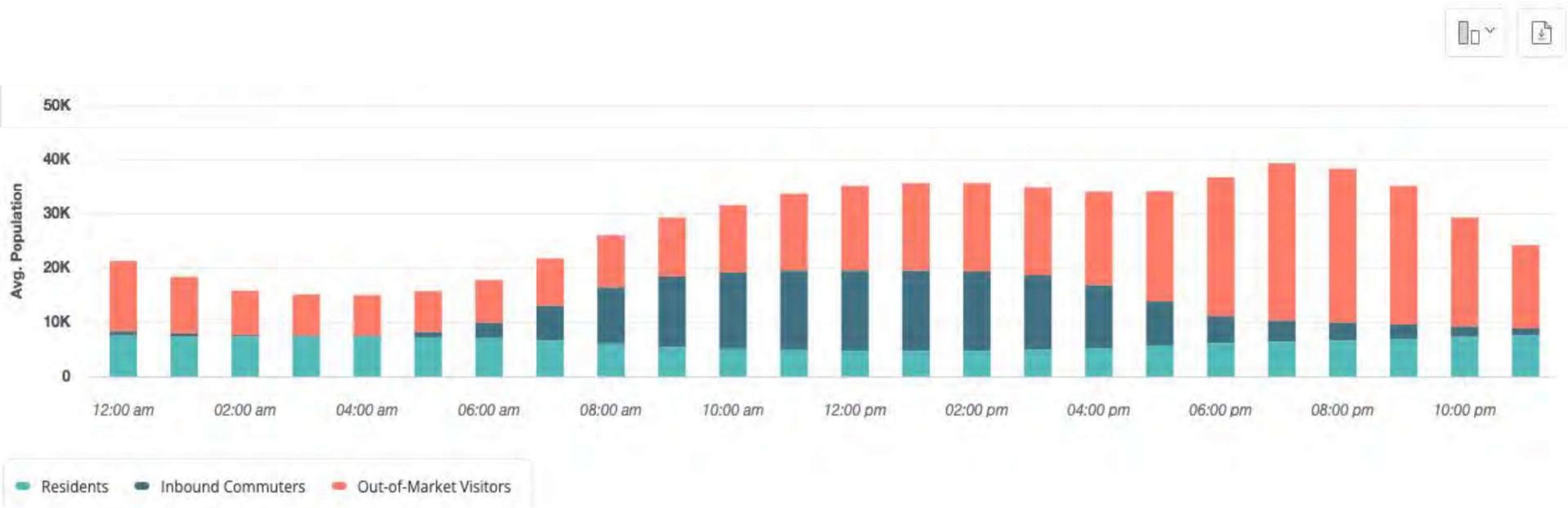
Downtown SLC 2024



Out-of-Market Visitors

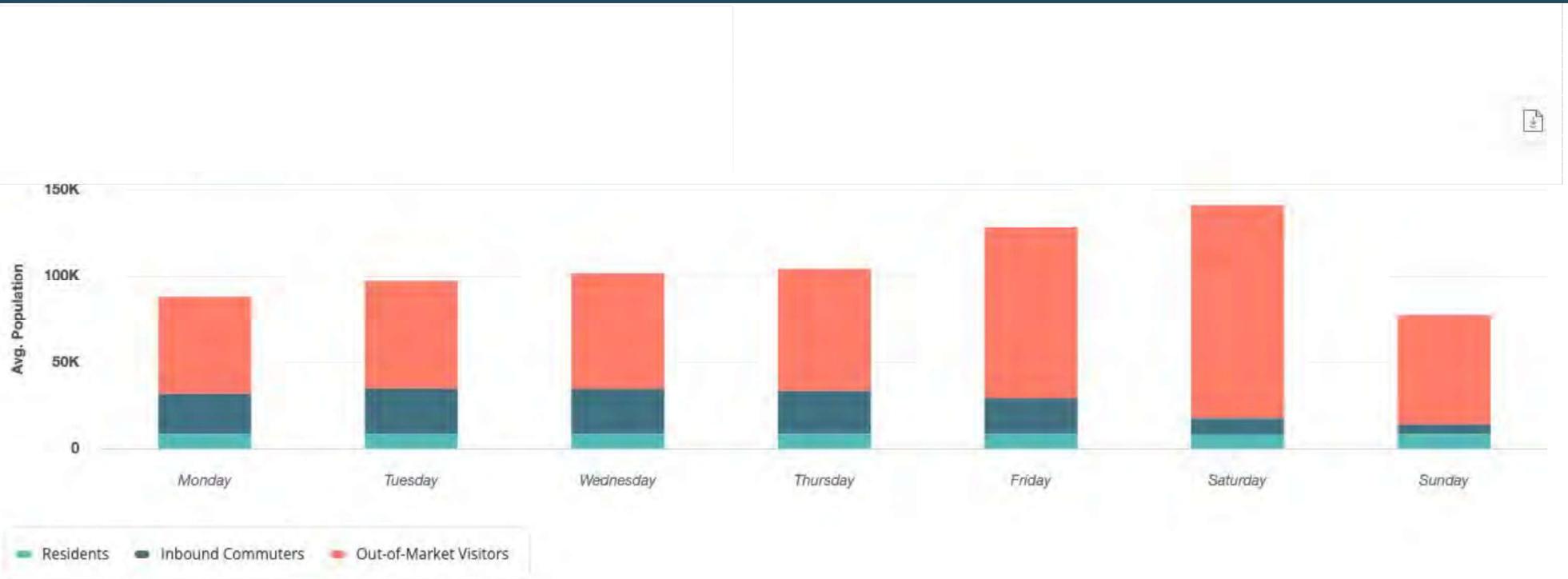
VISITOR VOLUME BY HOUR

Downtown SLC 2024



VISITOR VOLUME BY DAY

Downtown SLC 2024



Notes on transportation:

1. **Downtown parking is sufficient for most days*.**
2. **UTA/TRAX service is rich near Temple Square.**
3. **A hotel shuttle bus route would help reduce traffic and parking congestion.**

***Parking and transportation math:**

23,000 daily open house guests

14,950 guests arriving by car (assumes 65% arrive by car)

4,271 parking spaces needed per day (assumes 3.5 persons per car)

2,200 spaces needed at a time (assumes just one turn-over during a 12-hour day)

2027 access pinch points for all Downtown users:

1. Entertainment District construction:

- a. The plaza over 300 West**
- b. Delta Center renovation**
- c. Salt Palace reconstruction**

2. North Temple, West Temple closures?

Alliance goals for Temple open house

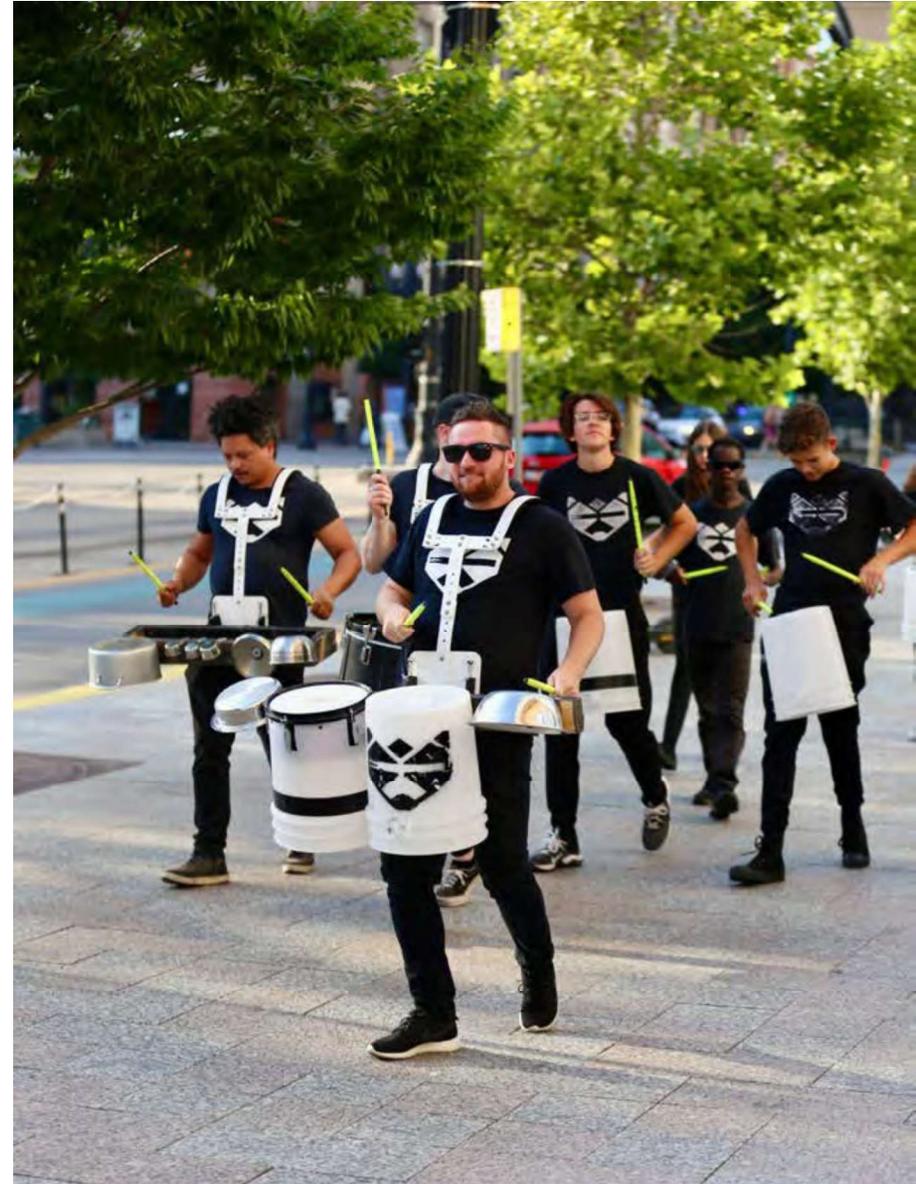
1. Present a vibrant downtown to SLC visitors.
2. Induce spending at downtown businesses.



Alliance plans for attracting visitor spending during open house

- 1. Produce activations and entertainment.**
- 2. Support retail development on Main Street.**
- 3. Support hospitality kiosk staffing.**















CURRENT PLANNING

- 1. Evaluating performance sites within a block of the Main Street core.**
- 2. Assessments of Main Street storefronts is underway to identify activation opportunities.**
- 3. Working on visual design elements to attract visitors into the Main Street core.**

CURRENT PLANNING > Communications:

Varied targets; varied messages

- 1. New visitors**
- 2. Regular Wasatch Front visitors**
- 3. Downtown merchants**
- 4. Downtown workers and residents**

A recent assessment of Main Street current conditions ...

... sparks of artful urban intervention



... deteriorated and outdated hardscape elements



... inconsistent design elements



... and some missing teeth in our smile

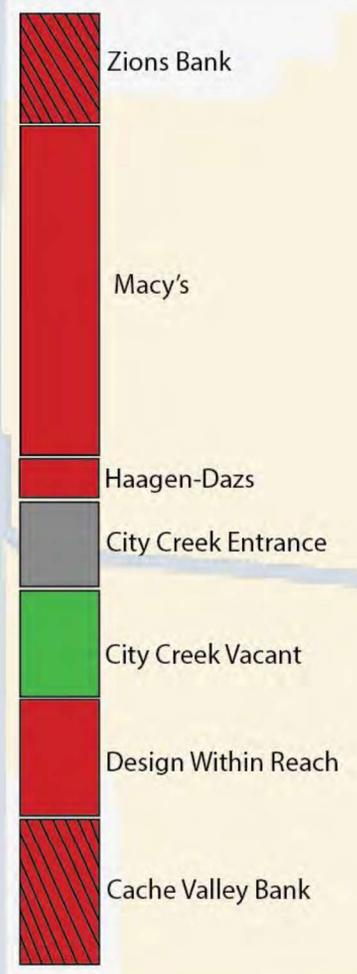


Main Street Current Conditions Assessment

These maps:

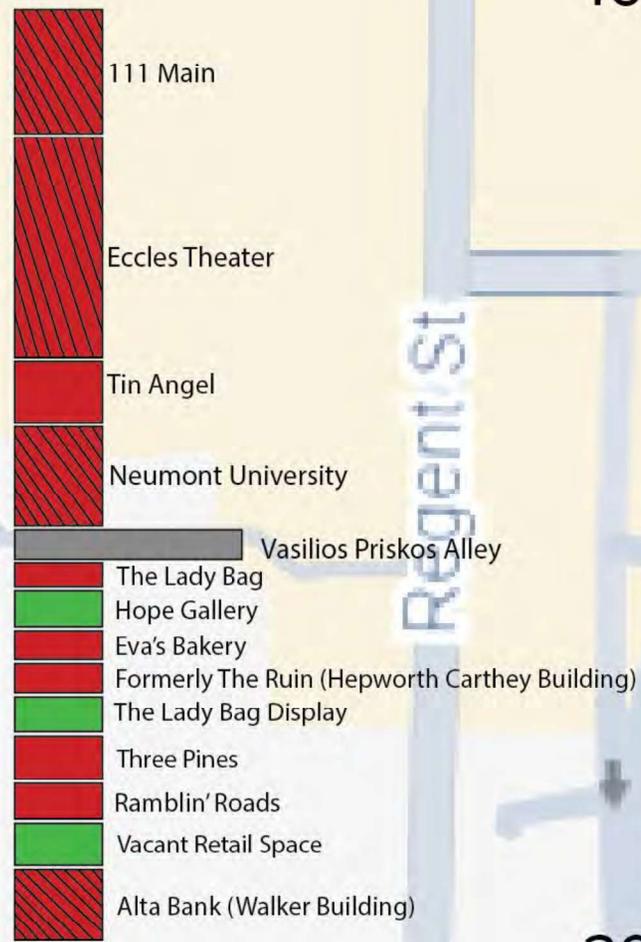
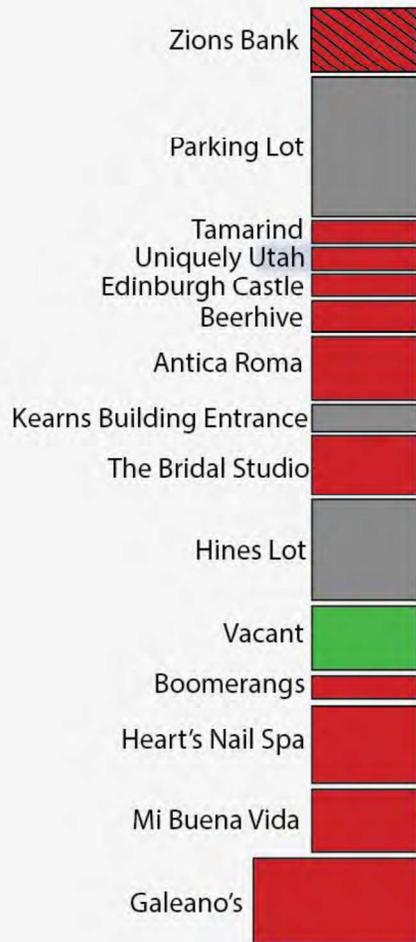
- **address linear feet on Main Street**
- **do not address leasable square feet**

S Temple ↑



Regent St

100 S ↓

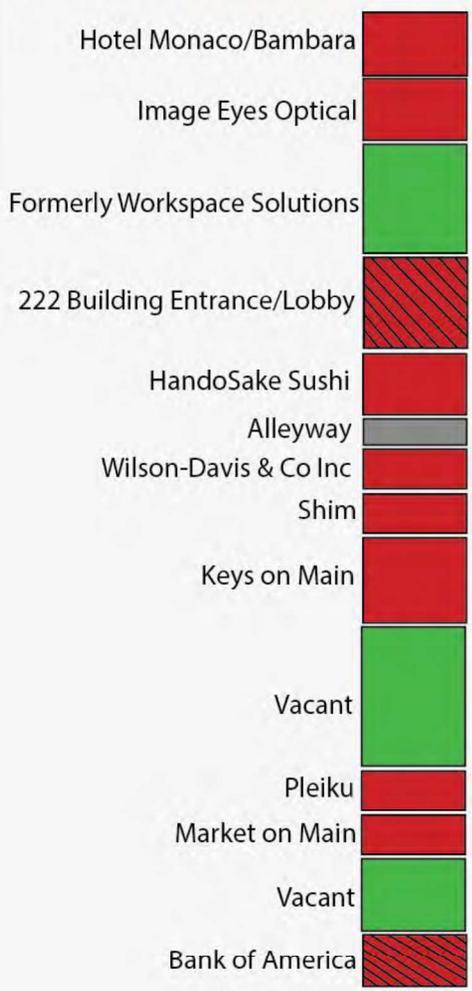


100S↑

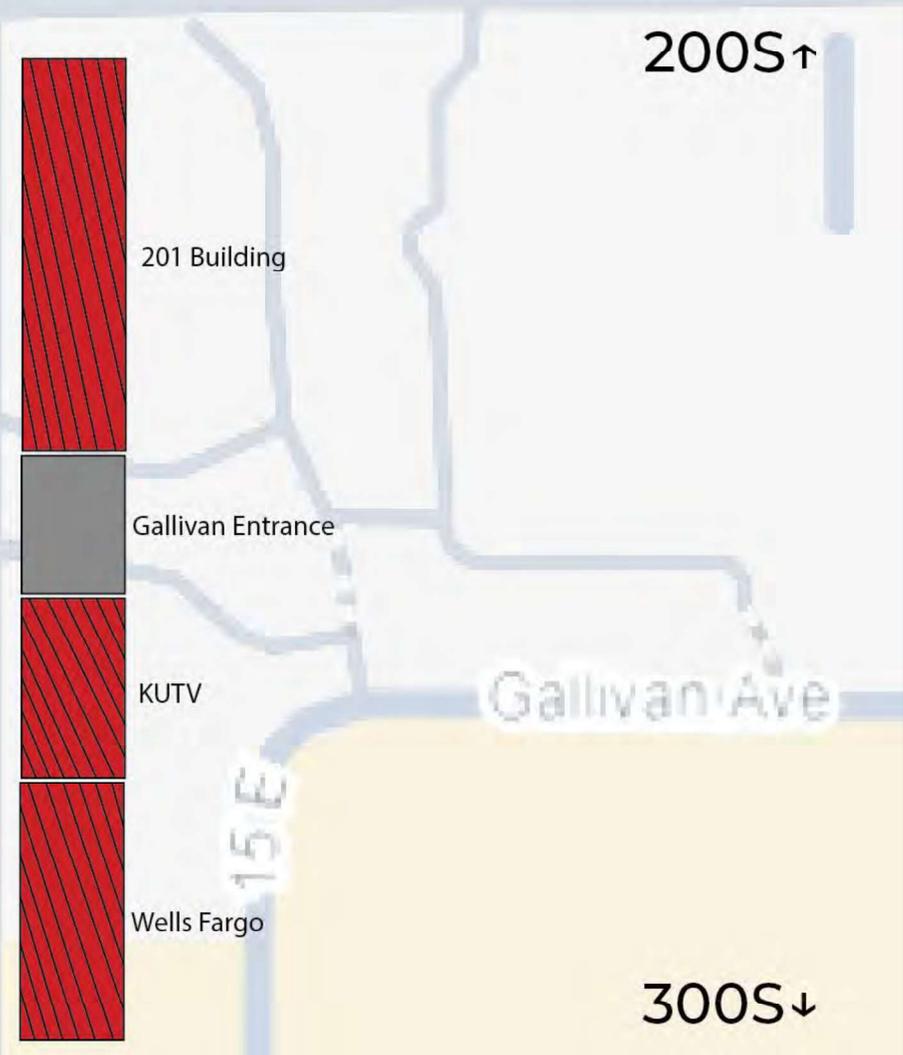
Regent St

200S↓

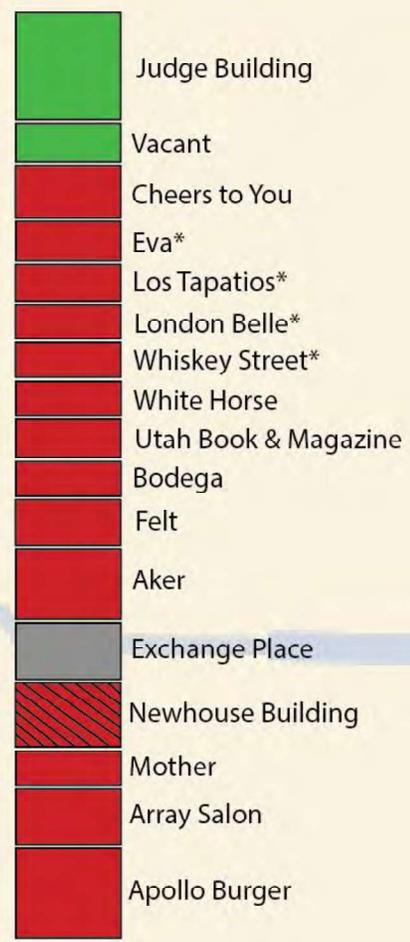
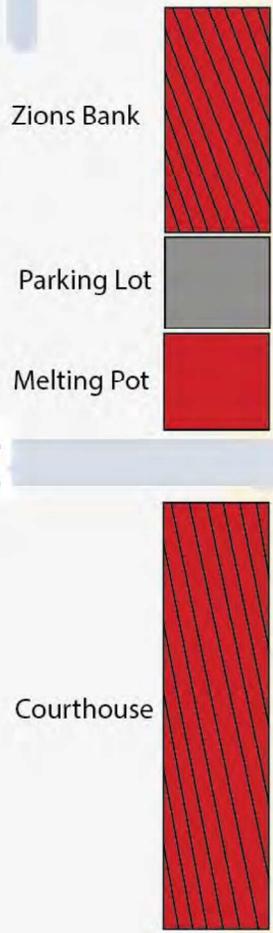
200'S



200S↑



300S↓



300S↑

400S↓

W Market St

