

CCRZ Application (for Salesforce)

The application will require the following information:

1. Name of the CCRZ Project

Capital City Convention Center Reinvestment Zone

2. Contact name

Jim Grover

Managing Director - Economic Growth, Governor's Office of Economic Opportunity

3. Contact email address

jimgrover@utah.gov

4. Contact telephone number

801 538-8660

5. Please specify the county location of the project

Salt Lake County

6. Is the CCRZ in the capital city? (Y/N)

Yes, Salt Lake City

7. Name of petitioning city (if not in the capital city)

n/a

8. If the CCRZ is in the capital city, has the relevant city created a public infrastructure district (PID) for the CCRZ? If not, when will the city create the PID?

The Salt Lake City Council heard the PID on April 1, 2025 is expected to finalize the PID on April 8, 2025

9. Please provide an executive summary of the project including the proposed location and benefit to the community, specifically:

- a. How will redevelopment of a convention center and surrounding infrastructure and assets that directly serve the convention center, including parking facilities
- b. How will modernization of infrastructure and design of the convention center
- c. How will the project improve the aesthetic, functionality, and walkability of the convention center.

The current Salt Palace Convention Center was completed in 1996, nearly 30 years ago. While it has served the community well during that time, the infrastructure and design stands in need of modernization and improvement to accommodate the

conventions of the future. Such improvements include plans for new meeting spaces and the addition of a second ballroom, which would allow the convention center to host two conventions at once. In addition, the proposed new design would create a vertical structure to maximize the utilization of space and attract new and unique events while providing panoramic views of the City. Historically, the location and configuration of the Salt Palace Convention Center has acted as a barrier between the east and west sides of downtown. The contemplated project is anticipated to eliminate that barrier, thus improving the overall connectivity, contributing to increased walkability in the downtown area and furthering economic growth.

- 49.92 acre zone that encompasses the entirety of the Salt Palace Convention Center located at 100 S W Temple St. in downtown Salt Lake City and surrounding areas
- Grows utilization of the Salt Palace Convention Center (SPCC) through a large-scale reconfiguration and remodel, which includes creating a second ballroom, allowing SPCC to host two large conventions simultaneously. This update will help the convention center move from roughly 65% occupancy to approximately 95% occupancy and drive an additional estimated economic contribution of \$105 million annually in Salt Lake County
- Creates a pedestrian experience that reconnects the east and west sides of downtown Salt Lake City, creating a walkable paseo from Delta Center to West Temple
- Enhances entertainment, commercial, hospitality, outdoor gathering space, and parking to benefit residents of and visitors to downtown Salt Lake City
- Increased visitors expenditures will increase revenue for Salt Lake City, Salt Lake County, and the State of Utah that will allow for increased investment in public safety, public programming, services, and more

10. How does this proposal demonstrate the objectives of redevelopment of a convention center and the surrounding area's infrastructure and assets?

The proposed CCRZ will enable the redevelopment of the Salt Palace Convention Center and other assets in the downtown area. Expanding the capacity and utilization of the convention center will increase visitation and tourism opportunities for Utah's capital city. In the absence of the funding made possible through the CCRZ, such investment in infrastructure and assets would not be feasible.

11. How does this proposal demonstrate the objectives of reactivation of unrealized economic opportunities related to the convention center and surrounding infrastructure and assets?

The proposed CCRZ will unlock economic opportunities related to the convention center. For example, conventions are a major driver of the \$4 billion in direct visitor spending that Salt Lake County generated in 2023 (Kem C. Gardner Policy Institute). The Salt Palace is underutilized relative to its potential (with an approximate 65% utilization rate). Stakeholders are working towards a thoughtful and strategic redevelopment, including additions like a second ballroom, additional meeting spaces, and upgraded facilities that have the potential to significantly increase the revenue that the convention center generates, thereby increasing utilization and direct visitor spend across the city and county.

12. How does this proposal demonstrate the objectives of modernization of infrastructure and design of the convention center and surrounding area and related public spaces?

The proposed CCRZ will provide for the modernization and redesign of the Salt Palace Convention Center and related public spaces. Such improvements include: Reimagining the Salt Palace Convention Center to better accommodate the conventions of the future, including expansion of meeting spaces, adding a second ballroom that would allow the convention center to host multiple conventions concurrently, expanding utilization, substantially increasing the number of visitors to downtown, including hotel nights, and growing revenue. Creating a vertical structure with a modernized design to maximize land use while providing panoramic views of the City. Increasing and improving parking to provide a seamless experience for visitors to the Salt Palace Convention Center, Abravanel Hall, UMOCA, and other downtown events

13. How does this proposal demonstrate the objectives of encouragement of transformative development and investment, including parking improvements

The proposed CCRZ will enable the redevelopment of the Salt Palace Convention Center and other assets in the downtown area that directly serve the convention center, including parking facilities.

14. How does this proposal demonstrate the objectives of promotion of economic development and employment opportunities

Capital investment, including hard and soft construction costs, to fully renovate the Salt Palace Convention Center and improve other public facilities (e.g., Abravanel Hall, Utah Museum of Contemporary Art) and the surrounding area, is anticipated to generate positive economic contributions to the local economy in jobs, labor income, and overall economic output. Furthermore, a revitalized anchor for future conventions and events will help to channel direct visitor spending in the area.

15. How does this proposal demonstrate the objectives of improvement of the aesthetic, functionality, and walkability of the convention center and surrounding area

Historically, the location and configuration of the Salt Palace Convention Center has acted as a barrier between the east and west sides of downtown. The contemplated project is anticipated to eliminate that barrier, thus improving the overall connectivity, contributing to increased walkability in the downtown area and furthering economic growth.

16. How does this proposal demonstrate the objectives of enhancement of tourism opportunities

The proposed CCRZ will help to enhance tourism in the downtown area by increasing its capacity to host more events and conventions, improve the downtown experience, and help strengthen preparations for the 2034 Winter Olympic and Paralympic Games.

17. How does this proposal demonstrate the objectives of creation of outdoor event space to accommodate events or festivals open to the public?

The proposed CCRZ will create multiple outdoor spaces between West Temple and 400 West that will accommodate festivals and other gatherings, including events associated with the 2034 Olympic Games.

18. Please provide the respective start date and base year date from which to calculate the 30-year period of property tax increment; and the 30-year period of the sales and use tax increment.

Sales and use tax base year ending December 31, 2023 with an anticipated start date on or after January 1, 2026.

Property tax base year ending December 31, 2024 with an anticipated start date on or after January 1, 2028.

19. Please summarize the proposed terms for approval. Consider the percentage rate, number of years and other requirements that the committee will be asked to approve

The Committee, contingent on the Utah State Tax Commission providing a letter to the committee describing any challenges and feasibility of administering the proposal, approves the project, as presented to the committee, located within the map and parcels presented, for the duration of 30 years, 100% of property tax and sales and use tax increment, for use under UCA 63N-3 and other applicable code and estimated at \$1,502.8 million. The applicable base years established in the application will be used for the purposes of both sales and use tax and property tax calculations. All parcels included in the map are considered to be tax increment collection areas for the

purposes of this application and are only restricted to the extent that increment has been used to secure previously authorized and issued debt. Any increment that is not obligated to outstanding debt is subject to collection under this project.

20. Please identify generally how the funds will be used

Utah State Code Section 63N-3-604.1 (2)(b) which states that “the proposal shall limit the use of funds to:

- i. a convention center;
- ii. a publicly owned entertainment venue;
- iii. parking; and
- iv. infrastructure related to the project.

The Salt Palace Expansion's new second ballroom, additional exhibit and meeting space is estimated at \$1,274.0mm

Additional uses include: Mechanical, building exterior, loading and unloading areas, parking, Abravanel Hall, UMOCA and the East Block Plaza/Paseo estimated at \$229.2mm

21. Desired date of approval meeting

April 4, 2025

22. Please provide the contact information of the person to assist in scheduling the meeting, if different from the contact person listed above

Please help us identify the following individuals, by providing a name, email address and telephone number, that are in-part required by 63N-3-605 (2) to participate in approving this application:

1. one representative from each municipality that is a party to the proposed housing and transit reinvestment zone or convention center reinvestment zone, designated by the chief executive officer of each respective municipality; **Blake Thomas (SLC)**
2. a member of the board of trustees of a large public transit district; **Beth Holbrook (UTA)**
3. one member designated by the chief executive officer of each county affected by the housing and transit reinvestment zone or convention center reinvestment zone; **Darrin Casper (SL County)**
4. two representatives designated by the school superintendent from the school district affected by the housing and transit reinvestment zone or convention center reinvestment zone; and **Alan Kearsley (Business Admin) and Ashley Anderson (Board of Ed)**
5. one representative, representing the largest participating local taxing entity, after the municipality, county, and school district. **Noah Baskett (City Library)**

Additionally, please provide contact information for the assessor and auditor of the county affected by the HTRZ - 63N-3-604(3)(a)(i)):

1. Assessor for the county affected by HTRZ; and **Chris Stavros**
2. Auditor for the county affected by HTRZ. **Chris Harding**