

NOTICE OF INTENTION TO DESIGNATE ASSESSMENT AREA

PUBLIC NOTICE IS HEREBY GIVEN that on June 9, 2026, the City Council of Salt Lake City, Utah adopted a resolution (the “Resolution”) declaring its intention to designate the Salt Lake City, Utah Sugar House Assessment Area No. DA-SHBD-27 (the “Assessment Area”) to finance a portion of the cost of economic promotion activities, which are more specifically described hereafter (the “Economic Promotion Activities”) in the Sugar House neighborhood of Salt Lake City within the Assessment Area and to levy a special assessment (the “Assessment” or “Assessments”) for a period of three years as provided in Title 11, Chapter 42, Utah Code Annotated 1953, as amended (the “Act”), on real property situated within the Assessment Area for the benefit of which such assessments are to be expended in the management and costs of the Economic Promotion Activities.

DESCRIPTION OF ASSESSMENT AREA

The Assessment Area is described by reference to the following streets (the “Reference Streets”):

- A – Ramona Avenue from 700 East to 1200 East
- B – 1200 East from Ramona Avenue to Property Line between 1963 South 1200 East and 1979 S 1200 East
- C – Property Line between 1963 South 1200 East and 1979 South 1200 East from 1200 East to Alley 12884
- D – Alley 12884 from Property Line between 1963 South 1200 East and 1979 South 1200 East to Douglas Street
- E – Alley 12109 from Douglas Street to Alley 13236
- F -- Alley 13236 from Alley 12109 to 1300 East
- G – 1300 East from Alley 13236 to North right-of-way line of I-80
- H – North right-of-way line of I-80 from 1300 East to 1100 East
- I – 1100 East from North right-of-way line of I-80 to Sugarmont Drive
- J – Sugarmont Drive from S McClelland Street to 900 East
- K – 900 East from Sugarmont Drive to Simpson Avenue
- L – Simpson Avenue from 900 East to 700 East
- M – 700 East from Simpson Avenue to Ramona Avenue

The area of the Assessment Area shall include all property bounded by Reference Streets A through M described above.

The Lighting/Signage Assessment (as described herein) shall apply to the following streets (collectively, the “Lighting/Signage Streets”):

- A – On 2100 South from 900 East to 1300 East
- B – On 1100 East from Ramona Avenue to 2100 South
- C – On Highland Drive from 2100 South to Stringham Avenue

The Resolution, maps, and other information about the Assessment Area are available for examination during business hours in the offices of the Salt Lake City Recorder, 451 South State Street, Room 415, Salt Lake City, Utah.

ACTIVITIES AND MANAGEMENT OF THE ASSESSMENT AREA

The “Economic Promotion Activities” shall include, but not be limited to, advertising campaigns, newsletters, publications, festivals, special events, banners, branding/marketing, cultural promotion, placemaking initiatives, limited trash pickup, hospitality, wayfinding assistance, holiday lighting/signage, light maintenance,

homeless services including connection to social services through the Ambassadors Program & Public Realm Services, business recruitment, district research/reporting, surveys, government coordination, housing advocacy collaboration, town meetings, strategic planning and special projects. The Economic Promotion activities will take place within the boundaries of the Assessment Area for the benefit of business and commercial property owners within the Assessment Area.

The City will establish a management contract through March 2030 for purposes of promotional activities for the Assessment Area, subject to the creation of the Assessment Area.

ASSESSMENT RATE, FINANCIAL PLAN, AND
SOURCES AND USES OF FUNDS

Funds received from the Assessments and the estimated cost of the Economic Promotion Activities are as follows:

Sources of Funds*

Base Assessment Revenue	\$1,589,725
Lighting/Signage Assessment Revenue	<u>\$92,976</u>
Total	<u>\$1,682,701</u>

Uses of Funds*

Salt Lake City	
Administrative Cost	\$228,280
3% Reserve	\$50,481
Contractor:	
Economic Development & District Promotion	\$393,103
Marketing, Events, & Cultural Promotion	\$308,866
Ambassador Program & Public Realm Services	\$477,339
Administration	\$224,630
Total	<u>\$1,682,701</u>

* Figures have been rounded and may not sum due to rounding.

The Assessment is proposed to be levied on benefited property within the Assessment Area to pay for a portion of the Economic Promotion Activities according to the estimated benefits to the property from such activities. The Economic Promotion Activities will not be financed with bonds.

PROPERTIES EXCLUDED FROM ASSESSMENT AREA ASSESSMENTS

Residential, ecclesiastical, and government-owned properties shall be excluded from Assessments unless otherwise agreed to in writing by the City and the owners of such properties. Subject to the foregoing sentence, only business and commercial properties shall be assessed. In addition, any properties having a taxable value of less than \$20,000 based upon the most recent real property assessment roll of Salt Lake County shall be excluded from Assessments. The determination of qualification for exclusion for ecclesiastical and government-owned property shall be based upon exemptions from ad valorem real property taxes for properties used by churches for non-commercial purposes and for properties owned and operated by governmental agencies. Inasmuch as the Assessment is intended to fund economic promotion activities, the City does not find any benefits for residential, ecclesiastical and/or governmental property excluded from the Assessment.

BASIS FOR ASSESSMENT

It is proposed to levy a one-time Assessment for a three-year period on property in the Assessment Area to pay all or a portion of the estimated costs of the Economic Promotion Activities within the Assessment Area. The Assessment shall not exceed the benefits derived by the properties within the Assessment Area. There shall be two assessment components: (i) an assessment based on the 2025 taxable property values (the “Base Assessment”), plus (ii) an assessment based on linear feet (except that corner lots will not be assessed for both frontages as applicable, only one) on certain properties with frontage on the Lighting/Signage Streets for special holiday lights and signage (the “Lighting/Signage Assessment” and together with the Base Assessment, the “Assessment”).

PAYMENT OF ASSESSMENTS

Assessments shall be payable in full or in three (3) annual installments (the “Assessment Installment” or “Installments”). If payable in three (3) Installments, the first Installment will fall due fifteen (15) days after the effective date of the ordinance levying the Assessment (the “Assessment Ordinance”). The total Assessment for the benefited property related to this notice is detailed in the cover letter accompanying this notice. The first Installment is currently estimated to be due on approximately April 5, 2027. The second and third Installments will fall due on the first and second anniversary dates of the first Installment. If any Installment is not paid by the due date, the unpaid Installment(s) will accumulate delinquent interest and/or charges in accordance with the Assessment Ordinance and State law. The Assessments will be collected by directly billing property owners. The City doesn’t currently expect any adjustments to the Assessments for changes in costs associated with Economic Promotion Activities. The City will ensure that no Assessments will be collected and used for purposes other than those described in this Notice.

PUBLIC HEARING

The City Council shall hold a public hearing on August 18, 2026 at 7:00 p.m. at the Council Chambers at 451 South State Street in Salt Lake City, Utah to hear all objections related to the Assessment Area and all persons desiring to be heard, as set forth in the Act.

TIME FOR FILING PROTESTS

PROTESTS FROM PROPERTY OWNERS OBJECTING TO THE ASSESSMENT AREA DESIGNATION OR OBJECTING TO BEING ASSESSED FOR THE PROPOSED ECONOMIC PROMOTION ACTIVITIES MUST BE FILED IN WRITING WITH THE CITY RECORDER OF SALT LAKE CITY EITHER IN PERSON DURING REGULAR BUSINESS HOURS MONDAY THROUGH FRIDAY OR BY MAIL (PO BOX 145515) ON OR BEFORE 5:00 P.M. ON OCTOBER 19, 2026.

To be counted against the creation of the Assessment Area, protests or objections MUST BE IN WRITING, signed by the owners of the property proposed to be assessed. The written protest must describe or otherwise identify said property. If the aggregate taxable value of property that is the subject of timely filed written protests represents at least 40% of the aggregate taxable value of all property within the Assessment Area, the City Council will not impose the Base Assessment, and if the linear feet frontage of the Lighting/Signage Streets (except that corner lots will not apply for both frontages as applicable, only one) that is the subject of timely filed written protests represents at least 40% of the aggregate linear feet frontage of Lighting/Signage Streets assessed within the Assessment Area, the City Council will not impose the Lighting/Signage Assessment. Protests withdrawn prior to the expiration of the protest period and protests from areas deleted from the Assessment Area will not be counted against the creation of the Assessment Area.

On Tuesday, October 20, 2026 (such date being within 15 days after the date the protest period expires), at 7:00 p.m. at the Council Chambers at 451 South State Street in Salt Lake City, Utah, the City Council shall count the written protests filed and calculate whether adequate protests have been filed and hold a public meeting to announce the protest tally and whether adequate protests have been filed. To stay informed on the electronic

means or physical location of the City Council's hearings and meetings, please visit www.slc.gov/council/agendas. The City shall post the total and percentage of the written protests it has received on its website at least five days before such meeting.

BY RESOLUTION OF THE CITY COUNCIL OF SALT LAKE CITY, UTAH

/s/ Keith Reynolds

City Recorder