

MINUTES  
FROM THE MEETING OF THE  
REDEVELOPMENT ADVISORY COMMITTEE  
Wednesday, November 6, 2019  
451 South State Street, **Room 326**  
City & County Building  
Salt Lake City, Utah  
**4:00 p.m.**

1. Roll Call

The following members were present:

Dale Christiansen, Chairperson	Brian Doughty
Mojdeh Sakaki	Claudia O'Grady
Jason Head	

The following members were absent:

Mark Isaac	Lance Dunkley, Vice-Chairperson
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Also Present:

Danny Walz, Chief Operating Officer; Jill Wilkerson-Smith, Deputy Chief Operating Officer; Robyn Smith, Office Facilitator; Cara Lindsley, Project Manager; Susan Lundmark, Project Manager; Ashley Scarff, Project Manager

2. Briefing by the Staff

**1. Update on the Economic Impact of Eccles Theater**

Ms. Lundmark said the RDA engaged Land Economic Consultants in 2018 to do an update to a similar study that was completed in 2011 on the Eccles Theater Economic Impact; the 2018 study was completed in October 2019. She said that the study focused on the calendar year 2017, the first full year of programming for Eccles Theater and that by all accounts, the theater has exceeded expectations as a downtown economic driver and as a pre-eminent venue that provides a distinct cultural resource. She added that from the information received from the Salt Lake County Division of Arts & Culture, since opening in 2016, the Eccles Theater has realized the following:

- 985,000 tickets sold
- 478 events held, and
- \$5.3 million in sales tax generated

Ms. Lundmark also explained that in addition to the quantifiable impacts, the study also discussed less quantifiable impacts calling the Block 70 project a net positive with the following:

- A stimulus to the ecosystem of arts groups in Salt Lake County.

- Expanded total volume of performances and size of aggregate audience in Salt Lake City venues.
- Beneficial impacts to the Salt Lake County economy, both during construction and now ongoing by operating on a sustainable basis.
- Increased foot traffic and spending, as well as enhanced safety through eyes on the street, in the downtown area.
- Enhanced cultural offerings, urbanism, and attractiveness of Salt Lake City to visitors.

Ms. Lundmark went through the highlights of the study which was included in the packet.

Chairperson Christiansen asked if the sales tax that is generated from the theater goes to Salt Lake City or to the County. COO Walz said that \$5.3 million in sales tax has been generated since the opening of the Eccles Theater which directly benefits both Salt Lake City and Salt Lake County. He added that the hotel tax is factored in as well.

Ms. Sakaki asked who is responsible for maintaining the theater building. COO Walz explained that the RDA and the City share ownership of the building and contracts with the County to operate the content that generates revenue to maintain the building.

## **1. Fairpark Public Market Feasibility Study**

COO Walz said that this study is preliminary, but it is expected to be finalized in the next few weeks and presented at the next RDA Board meeting. Staff wanted to share what they currently had with RAC.

Ms. Lindsley explained the background of the Fairpark Market Feasibility Study and that the purpose of the study was threefold:

1. To determine the demand of a market and supply of vendors that could support such a market;
2. To conclude if the Fairpark itself was a viable site for such a market, the State's vision for activating the Fairpark, and the long-term vision of the Fairpark Corporation, who is charged with activating and operating the Fairpark; and
3. To look at different development scenarios and determine if the market should be a stand-alone project or some type of mixed-use development.

Ms. Lindsley said that public outreach for the project included assembling a technical advisory committee to review and provide feedback on the consultant's findings, conducting a public survey, staffing a booth at the Living Traditions Festival, and attending multiple community council meetings. She added these were all opportunities to determine the demand for a public market as well as to distribute the survey and answer questions.

Ms. Lindsley said that the consultant considered both the historic barns at the Fairpark and the White Ballfield site on the opposite side of North Temple Boulevard for the market. After public outreach, a site evaluation, and an economic analysis, the consultant recommended the use of the historic barns at the Fairpark for the market. Ms. Lindsley added that the recommendation from the consultants is to implement the market in phases.

- Phase One would consist of a mostly outdoor market located between Historic Barns 8 and 9 at the Fairpark. For this phase, the consultant suggested removing a portion of the historic brick wall along North Temple Boulevard to provide a market entrance close to the TRAX station. This

phase could take approximately three years, using temporary vendor space for 35 vendors, and ramping up to around 100 vendors.

- Phase Two would begin around Year 4 or 5, with permanent vendor stalls located within the barns and the number of vendors and market days increasing. This phase would eventually consist of an indoor market in three historic barns operating four days per week, and an outdoor market that operates once weekly or more.
- Phase Three of the market in Year 10 and beyond is envisioned to be part of an entire market district, incorporating all five of the Fairpark's historic barns and integrating the outdoor areas and the Jordan River into the market district's programming.

Chairperson Christiansen commented that the Fairpark is owned by the State and asked if there would be a partnership between the State and Salt Lake City. Ms. Lindsley said that the Executive Director of the Fairpark Corporation has been involved throughout this process and there has been a discussion of a City/State/County partnership, yet with no determined outcome. COO Walz added that the purpose of this study was only to look at feasibility.

Ms. O'Grady wanted to know if any other sites that have been previously considered for a public market are still being considered. Ms. Lindsley said that an RDA owned site in Station Center and the Rio Grande Depot have been considered for a potential year-round public market that is associated with the Downtown Farmers Market. She added that this would be separate from what is being discussed for the Fairpark.

Chairperson Christiansen asked what is planned for the Rio Grande moving forward COO Walz said that the study shows there is enough demand and interest to support both the Downtown Alliance's concept of a public market near the farmers market at Pioneer Park and a public market at the Fairpark. He added that the Downtown Farmers Market is not looking to move to the Fairpark. Ms. Lindsley said that the feasibility study was focused on identifying the demand for a market in the Fairpark neighborhood, and the study found that there is interest in a market that provides fresh produce, prepared food, and arts & crafts. She added there was also a great interest in creating an International Market.

COO Walz said that the Fairpark is active a good part of the year. Ms. Lindsley said they had over 200 events in the last year. Ms. Sakaki asked how the location would be secured if the wall were to be removed and COO Walz said that securing the site would need to be addressed, however the State chooses to move forward.

Mr. Doughty asked if local artists would have the opportunity to rent studio space. Ms. Lindsley said this was something that came up during public outreach and one area they are considering. Chairperson Christiansen said he would love to see something take place at the Fairpark and see it utilized year-round.

### 3. Approval of the minutes of the October 2, 2019 meeting.

Mr. Doughty made a motion to approve the minutes, acknowledging that Mark Isaac's name was omitted from the list of absent members, from the October 2, 2019 meeting. Ms. Sakaki seconded the motion. Upon roll call, the motion passed unanimously.

4. Business

**NONE**

5. Adjournment.

There being no further business the meeting was adjourned.

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Lance Dunkley, Vice-Chairperson

This document along with the digital recording constitute the official minutes of the Redevelopment Advisory Committee held November 6, 2019.