

DOWNTOWN
**PUBLIC
MARKET**

SALT LAKE CITY



SALT LAKE CITY PUBLIC MARKET AT THE

RIO GRANDE DEPOT



ALISON EINERSON | Executive Director

URBAN FOOD CONNECTIONS OF UTAH - A Project of the Downtown Alliance

alison@downtownslc.org | O: 801-328-5070 | 175 E. University Blvd. (400 S.) Ste. 600, SLC, UT 84111

Modeled on the country's great city markets, the Salt Lake City Public Market will be another jewel in Salt Lake's downtown, creating a unique indoor/outdoor public space that serves residents from throughout the state, attracts visitors, and supports Utah's growing local food movement.

The Rio Grande Depot, offers a compelling space for the Public Market and a great public use for an iconic historic structure. The Depot is well known, architecturally stunning, easily accessible for locals and visitors, and reflects the Public Market's focus on authenticity and place.

The Public Market builds upon a strong foundation: the outstanding

success of the 28 year old Downtown Farmers Market, initiated by the Downtown Alliance in 1992 to introduce positive activity into Pioneer Park. The Downtown Farmers Market has evolved into one of the nation's premier outdoor markets where more than 300 Utah farmers and small businesses participate in the Market and more than 10,000 customers from all walks of life enjoy the Market every Saturday.

Since 2013, the Downtown Farmers Market has operated inside the Rio Grande Depot during the winter months, from November to April. This experience has proven the potential for the Rio Grande Depot to be the full time home of the Public Market.



Typical Saturday at the Downtown Farmers Market

STEPS TAKEN

STEP
01

DOWNTOWN RISING PLAN

In 2007, the first Downtown Rising plan introduced the Public Market as a key downtown development strategy. The Downtown Alliance has pursued development of a year-round, indoor public market assiduously since then.

STEP
02

PHASED DEVELOPMENT PLAN

The Downtown Alliance, working with the SLC Redevelopment Agency, adopted a phased development plan for creating the Public Market in or around the Rio Grande Depot in 2012. This work led to creation of Urban Food Connections of Utah and the Winter Market, as well as assessments of the Rio Grande Depot for holding the Public Market.

STEP
03

LEADERSHIP

Recognizing the need for a highly skilled and committed management team to oversee and operate a public market, the Downtown Alliance established Urban Food Connections of Utah in 2013 to run the Downtown Farmers Market and eventually operate the Public Market. Led by an independent board of business professionals and community leaders, UFCU's experience with day to day market operations and event planning and execution is an essential ingredient to the Public Market's success.

STEP
04

WINTER MARKET

Growing in popularity each year since 2013, the Winter Market has proven that there is strong demand from residents and interest from vendors for an indoor location. In 2018-19, the Winter Market regularly attracted 65 vendors, including Utah farmers selling a range of fresh and stored fruits and vegetables, delicious baked goods, specialty foods, artisan crafts, grass-fed meat and other agricultural goods.

STEP
05

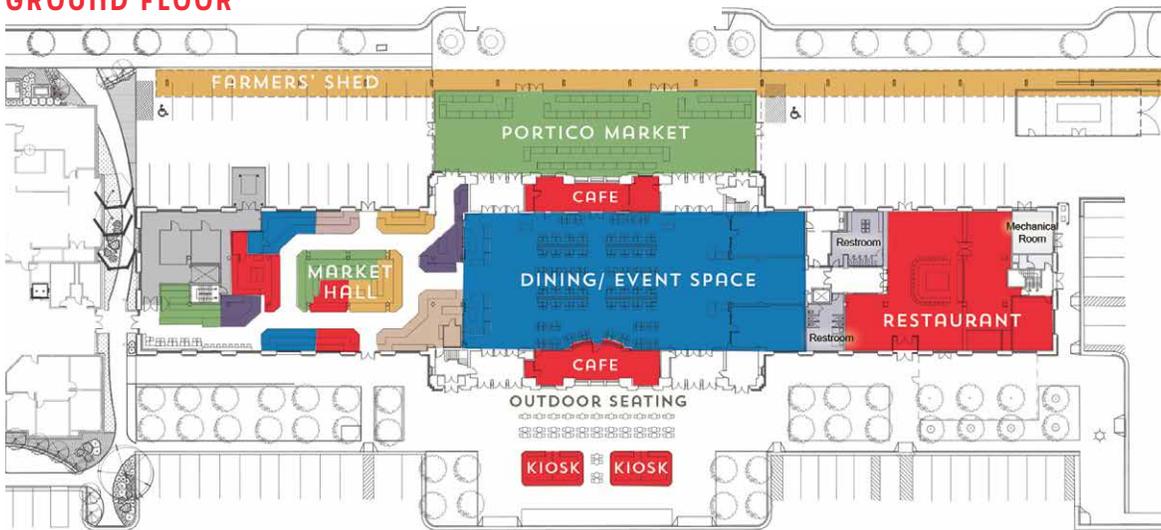
FEASIBILITY STUDY & DEVELOPMENT PLAN

The Downtown Alliance and SLC Redevelopment Agency completed an extensive feasibility study and development plan for a public market in the Depot district in 2018. This plan, which identified over \$21 million of potential demand, provides the basis for creating a business plan for the Public Market in the Rio Grande Depot based on recent research, including an online survey that attracted 5,000 participants.

DEVELOPMENT PROGRAM

- » Passionate and capable **vendors** offering a diverse mix of fresh & prepared foods in a theatric, abundant, and sensory filled environment
- » **Classes** that serve the Market's diverse clientele by highlighting Utah agriculture, nutrition, and the local food movement
- » Active **events** program within the Depot, in Pioneer Park, and within the planned festival street on 300 South
- » **Offices** for complementary organizations
- » Indoor and outdoor spaces for local **farmers**

GROUND FLOOR



UPPER LEVEL



NEXT STEPS

The Downtown Alliance and Urban Food Connections of Utah are ready to move forward with developing the Public Market in the Rio Grande Depot as a public-private partnership with the State of Utah. Next steps include:

- » **Architectural & Engineering Analysis**
Initial conceptual design drawings (above) shows a viable layout for the Public Market. Additional work is needed to investigate seismic issues and mechanical systems, refine the layout, and estimate development costs.
- » **Business Plan**
A business plan for the Rio Grande Depot will rely on information and strategic positioning detailed in the comprehensive 2018 feasibility study and development plan.
- » **Building Disposition**
The State of Utah and Downtown Alliance will explore the most advantageous strategy for building ownership and oversight.
- » **Fundraising**
Secure predevelopment funds, approximately \$1 million for design and planning. A full fundraising strategy, expected to include public and private sources, will be formulated once development costs are determined.

DEVELOPMENT TEAM

The Downtown Alliance and UFCU propose to develop the Salt Lake City Public Market in the Rio Grande Depot as a public private partnership with the State of Utah. UFCU will lead the planning and development, working with a team of local and national experts. The professional team (subject to revision) includes:

- » Architecture & Engineering: GSBS (local historic preservation architects) and Hugh A. Boyd Architects (public market specialists)
- » Construction Management
- » Public market planning & operations: Market Ventures, Inc.
- » Legal
- » Fundraising
- » Communications/Branding

CASE STUDIES

Successful public markets have been developed in historic transit stations, including Ferry Market in San Francisco, Grand Central Market in New York, and Denver Union Station. Model public markets in other communities include:

MILWAUKEE PUBLIC MARKET

The Milwaukee Public Market, opened in 2005, has evolved into the city's third most visited attraction. In 2018 the Market's vendors achieved sales of over \$18 million from nearly 1.8 million visitors. Local residents and visitors flock to the Market to enjoy a wide range of fresh and specialty foods from 18 permanent indoor businesses and a rotating selection of outdoor seasonal vendors.

Like all public markets, the Market has a clear mission. The Milwaukee Public Market is intended to support small local businesses, create jobs, educate residents about healthy food, and provide a unique public gathering place. The Market is owned and operated by a nonprofit organization and requires no subsidy.

MILWAUKEE PUBLIC MARKET

PIKE PLACE MARKET

Pike Place Market is an iconic downtown public market district that has served Seattle for over a hundred years. Since barely avoiding the wrecking ball in the early 1970s, Pike Place Market has evolved into Seattle's most popular attraction with over 10 million annual visitors. The Market's fish vendors are known the world over for inviting customers to catch a tossed Pacific salmon. Operated by a nonprofit corporation, the Market recruits local farmers and food producers and works hard to ensure the Market serves local residents of all income levels.

GRAND RAPIDS DOWNTOWN MARKET

The award-winning Grand Rapids Downtown Market provides a valuable model for Salt Lake City. Similarly located in a challenged district on the edge of downtown, the Grand Rapids Downtown Market was designed to spark reinvestment in adjacent blocks and encourage people to visit an area marked by abandonment. Since opening in 2013, the Downtown Market has transformed this section of downtown with nearly one million annual visitors. Private developers constructed 1,200 new housing units and new ground floor retail in formerly vacant warehouse buildings.