



# DOWNTOWN RISING

## *Construction Mitigation*

### MISSION

Downtown Rising is a nexus between public and private interests in advancing community goals for Utah's urban center. Downtown stakeholders commit to unfinished projects from the original Downtown Rising vision as we identify new priorities for Utah's Capital City.

### VISION

Downtown Salt Lake City is Utah's center for innovation and prosperity. Dynamic, welcoming, and green our capital city belongs to everyone.

### QUESTIONS?

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The Downtown Alliance is good at bringing people together to advance a common agenda. We appreciate your decision to invest in our downtown and want to support your development. Downtown Rising is an established brand that can lend credibility and community support for your project. Downtown Rising is a project of the Downtown Alliance, and this includes a construction mitigation program that is intended to communicate to surrounding businesses any delays or updates about your project.

**ADVOCACY:** The Downtown Alliance acts as a liaison between property owners, government officials, community organizations and individuals to ensure all parties are informed on issues specific to your project. There is also opportunity to present to the community at the Downtown Alliance's Development Committee Meetings, as well as an invitation to take part in our monthly Business Newsletter.

**OUTREACH:** We act as a helpful point of contact for neighbors who are curious about your development. We will communicate to surrounding businesses any delays or updates about your project and encourage support. A mailing card can be sent out at the start of construction, informing surrounding businesses and residents of the project, your company, and our contact information.

**MARKETING:** Branded scrim placed on the fence surrounding the development site can increase support through consistency and borrowed brand equity from Downtown Rising. By adding the Downtown Rising logo to your construction scrim, you will attract interest and potential tenants. We also promote developments happening downtown through the Downtown Rising website, which is often used by educators, city officials, and other members of the downtown community.