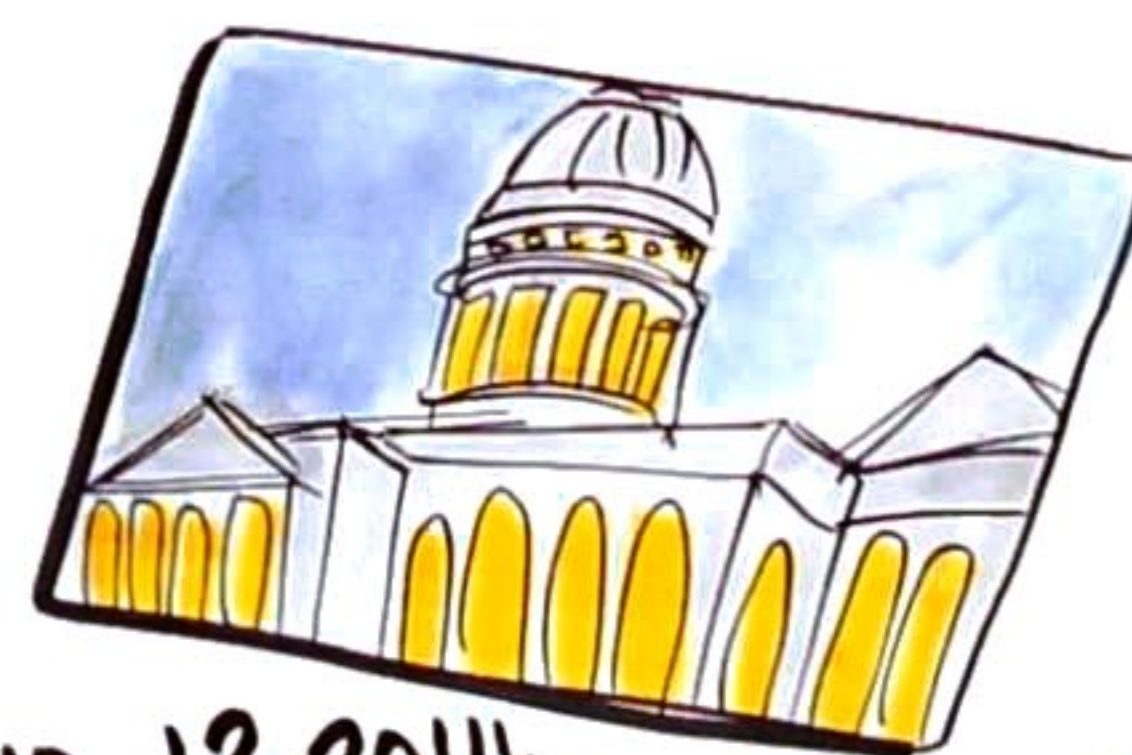


SALT LAKE

Customer Advisory Board



APRIL 10-12, 2014



102% of BOOKING GOAL
RECORD SITE VISITS
GREAT SUCCESS in OUR MARKETING

CONVENTION CENTER HOTEL

U.P.D.A.T.E.S

WE NEED to MAXIMIZE OUR INVESTMENT

LOOK AT NASHVILLE & HOUSTON!

POST PERFORMANCE INCENTIVE

- proximity to convention
- no public liability
- no public money

RISKY
NOT LUCRATIVE

\$100 MILLION

CONVENTION CENTER

EXHIBIT SPACE

- 515,000 FT² = SALT PALACE
- 243,000 FT² = SOUTH TOWNE EXPO CENTER

*WE HAVE A DIFFERENT OCCUPANCY...

BUILD TIME

32-34 MONTHS

WILDEST OPPONENTS
SIMILAR TO OTHER CITIES

HOTEL

HOTEL

HOTEL

HOTEL

CURRENT HOTELS

OPTION 1
COUNTY HIRES DEVELOPERS

OPTION 2
TURN KEY DEVELOPMENT

REQ'D BY LEGISLATION

- 75 FT FROM SALT PALACE
- \$250 MILLION BY HOTEL DEVELOPER
- 80-100,000 FT² NTG SPACE
- \$8 MILLION MITIGATION FUND TO HELP any CURRENT HOTELS that are HARMED.

FALL 2014

RESEARCHED and COMPARED OVER 45 CITIES.

WE are C.L.O.S.E.R than WE are EVER BEEN!

CITY CREEK CENTER

CHANGED the DOWNTOWN VIBE.

LION KING
2800 seats

NEW @ PERFORMING ARTS CENTER

AIRE CENTER

NIGHTCLUB/RESTAURANT/OFFICE COMPLEX

ESCALATORS at the SALT PALACE

NEW IMPROVEMENTS

- carpets
- west entrance
- LED lighting
- FURNISHINGS

\$2.2 MILLION

THE BUSINESS COMMUNITY is ON BOARD.

SURVEY MONKEY
WHAT WOULD YOU LIKE TO SEE?

REALISTIC IMPLEMENTABLE FOR SLC!

