



DOWNTOWN  
DAYBREAK

SOUTH JORDAN

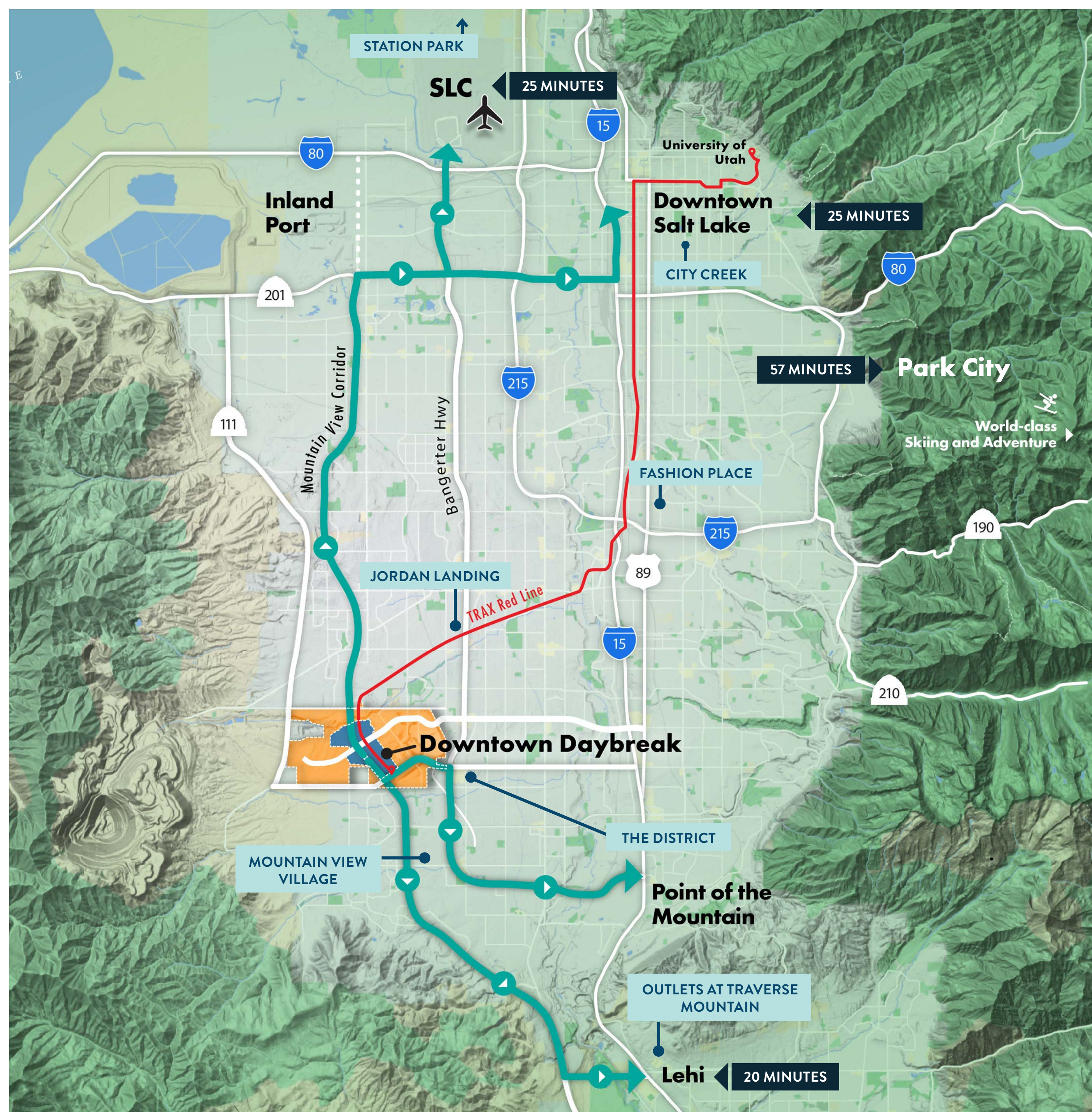


# Downtown Daybreak OPPORTUNITY

## IT'S ALL HAPPENING NOW

Utah's first-of-its-kind sports and entertainment district in South Jordan, Utah.

- ✔ Salt Lake Bees Triple-A Ballpark
- ✔ 365-Day Activation at America First Square
- ✔ TRAX Light Rail Connected
- ✔ Outdoor Amphitheater
- ✔ Salt Lake County Performing Arts Center
- ✔ Cinema Entertainment Center
- ✔ Urban-inspired Homes & Apartments
- ✔ 200+ Acres Fully Entitled for Mixed-Use Development
- ✔ Retail & Dining



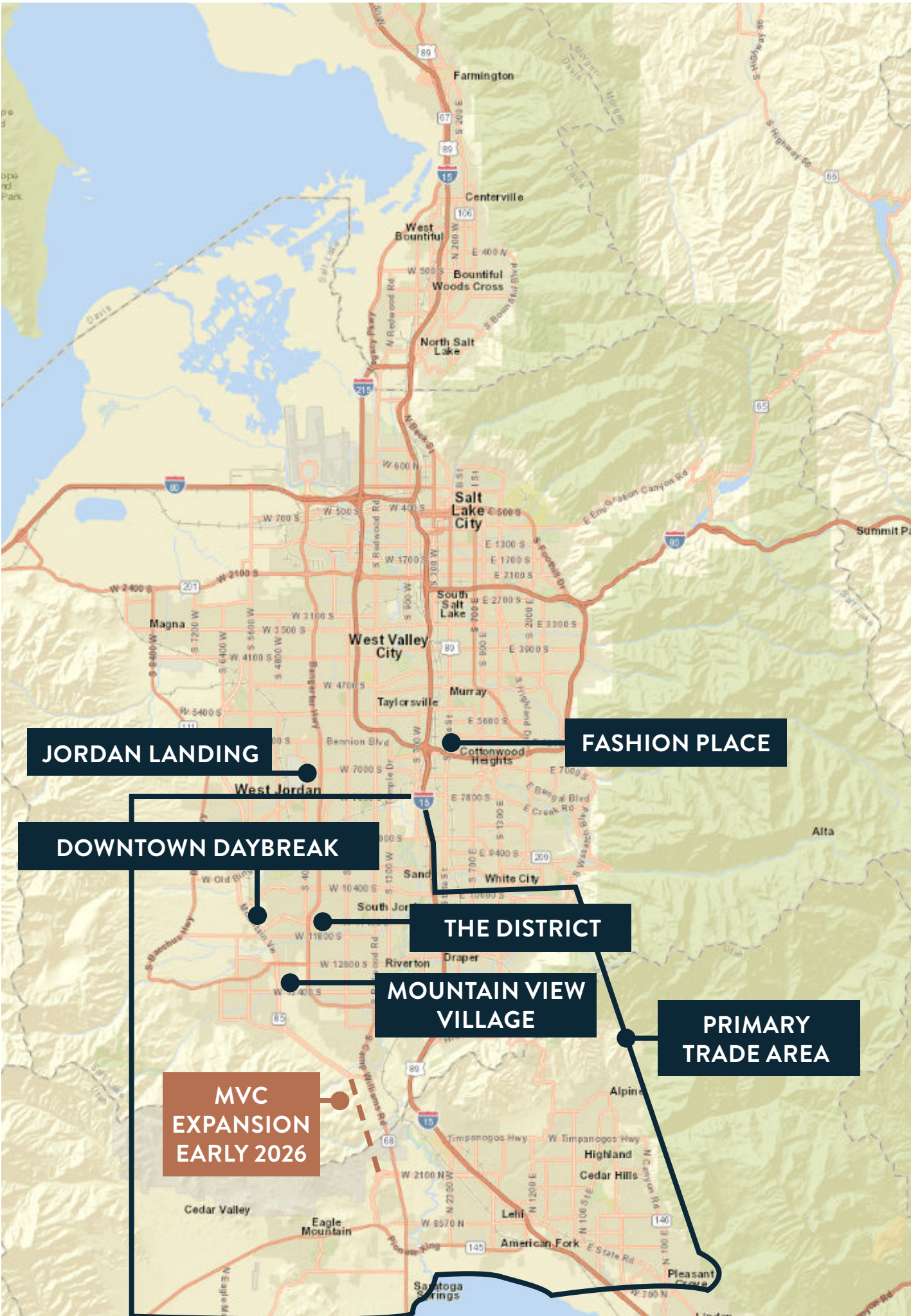
# Location




Downtown Daybreak is the new hub for retail, dining, sports, entertainment and culture.

- ✓ 2 miles of Mountain View Corridor Frontage
- ✓ Regional access via TRAX light rail and the Mountain View Corridor

# Why Here? Why Now?

Downtown Daybreak is surrounded by strong consumer demand for retail, dining and entertainment by a young, diverse and well-educated population. The primary trade area will pull consumers from the southwest quadrant of Salt Lake County and northern Utah County.






3-MILE RADIUS COMPARISON					
	 DOWNTOWN DAYBREAK SOUTH JORDAN	 MOUNTAIN VIEW VILLAGE	 JORDAN LANDING	the DISTRICT	FASHION PLACE
<b>Population</b>	63,757	116,881	139,132	121,868	148,167
<b>5 year forecasted population increase</b>	0.78%	0.79%	0.04%	0.14%	0.20%
<b>Median HH income</b>	\$123,389	\$121,336	\$104,463	\$123,669	\$84,912
<b>Average HH income</b>	\$150,178	\$150,061	\$125,126	\$156,389	\$113,349
<b>Education, Bachelor's or higher</b>	46.6%	43.3%	28.1%	41.3%	39.9%
<b>Median Age</b>	30.4	29.2	33.9	34.1	35.2
<b>% Own Homes</b>	72.3%	73.4%	75.9%	77.4%	53.6%
<b>Average Home Value</b>	\$659,092	\$667,752	\$574,554	\$649,534	\$613,808
<b>White Collar</b>	74.9%	75.8%	59.6%	69.2%	67.0%
<b>Apparel &amp; Services Annual Consumer Spend</b>	\$64,897,205	\$108,086,356	\$113,741,230	\$122,363,290	\$147,115,198
<b>Entertainment &amp; Recreation Annual Consumer Spend</b>	\$106,799,464	\$186,618,254	\$193,681,106	\$213,240,742	\$241,659,116
<b>Food Away From Home Annual Consumer Spend</b>	\$106,012,435	\$183,009,691	\$191,639,379	\$206,815,584	\$242,352,417

Demographic Source: Esri 2024

# Why Here? Why Now?






5-MILE RADIUS COMPARISON					
	 DOWNTOWN DAYBREAK SOUTH JORDAN	 UTAH 2018 MOUNTAIN VIEW VILLAGE	 JORDAN LANDING	the DISTRICT	FASHION PLACE
Population	241,964	203,875	353,687	318,647	388,963
5 year forecasted population increase	1.55%	0.77%	0.72%	0.99%	0.13%
Median HH income	\$123,117	\$128,860	\$103,194	\$111,052	\$90,189
Average HH income	\$155,605	\$159,563	\$126,242	\$137,964	\$120,401
Education, Bachelor's or higher	41.8%	44.7%	30.8%	37.8%	39.4%
Median Age	31.3	30.8	33.5	32.7	35.3
% Own Homes	77%	77.2%	72.0%	70.3%	57.8%
Average Home Value	\$655,209	\$681,579	\$593,905	\$626,250	\$620,516
White Collar	72%	75.4%	61.7%	67.9%	65.3%
Apparel & Services Annual Consumer Spend	\$228,026,855	\$199,820,684	\$299,292,841	\$295,961,205	\$383,205,963
Entertainment & Recreation Annual Consumer Spend	\$394,998,923	\$348,211,232	\$507,320,402	\$503,134,131	\$635,111,517
Food Away From Home Annual Consumer Spend	\$385,921,955	\$338,789,321	\$503,298,492	\$497,000,492	\$633,472,325

Demographic Source: Esri 2024

# Why Here? Why Now?



10-MILE RADIUS COMPARISON					
	 DOWNTOWN DAYBREAK SOUTH JORDAN	 UTAH 2018 MOUNTAIN VIEW VILLAGE	 JORDAN LANDING	the DISTRICT	FASHION PLACE
<b>Population</b>	684,218	647,726	1,011,853	919,334	1,046,297
<b>5 year forecasted population increase</b>	0.59%	1.10%	0.52%	0.48%	0.51%
<b>Median HH income</b>	\$108,748	\$116,256	\$101,899	\$104,616	\$98,953
<b>Average HH income</b>	\$136,372	\$159,563	\$130,092	\$133,991	\$130,793
<b>Education, Bachelor's or higher</b>	35.9%	41.6%	36.8%	36.7%	41.1%
<b>Median Age</b>	33	32.1	33.7	33.6	34.2
<b>% Own Homes</b>	73.7%	72.2%	65.9%	67.6%	60.0%
<b>Average Home Value</b>	\$630,960	\$681,579	\$623,144	\$630,792	\$640,717
<b>White Collar</b>	66.8%	70.4%	64.8%	65.7%	66.3%
<b>Apparel &amp; Services Annual Consumer Spend</b>	\$618,629,913	\$619,118,337	\$940,939,835	\$858,663,981	\$1,051,886,571
<b>Entertainment &amp; Recreation Annual Consumer Spend</b>	\$1,057,572,852	\$1,061,390,200	\$1,578,473,975	\$1,448,864,711	\$1,743,745,387
<b>Food Away From Home Annual Consumer Spend</b>	\$1,041,843,908	\$1,042,862,220	\$1,571,057,142	\$1,437,656,001	\$1,749,628,283

Demographic Source: Esri 2024

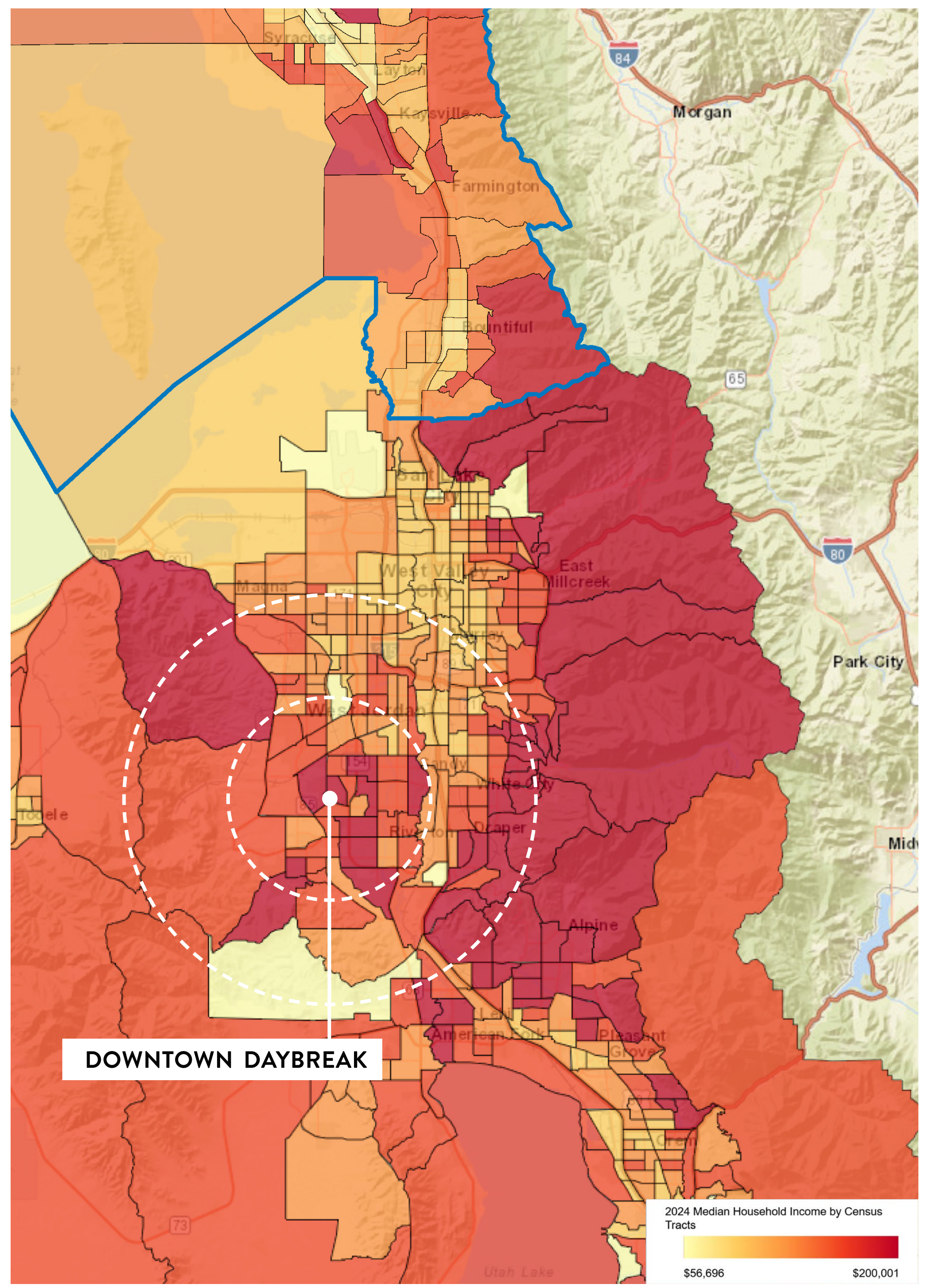
# Who's Here? Who's Near?

## SIGNIFICANT POPULATION INCREASE

Salt Lake and Utah County grew by an average of 21.4% from 2010-2020.  
 – US Census Bureau, 2021

## DEMOGRAPHIC PROFILE

	5-MILE RADIUS	10-MILE RADIUS
Population	241,964	684,218
Households	71,019	214,886
Median age	31.3	33
Average Household Income	\$177,475	\$160,340
Median Household Income	\$123,117	\$108,748
Any College+	75.3%	68.4%
Population 25-54 Employed	68%	67%
White Collar	72%	66.8%
Apparel & Services Annual Spend	\$228,026,855	\$618,629,913
Entertainment & Recreation Annual Spend	\$394,998,923	\$1,057,572,852
Food Away From Home Annual Spend	\$385,291,955	\$1,041,843,908



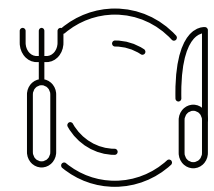
# The Big Picture



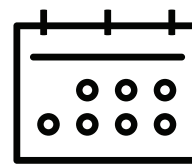
HOME OF THE BEES



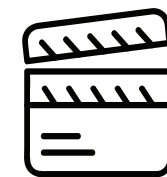
1 MILLION+ VISITORS ANNUALLY



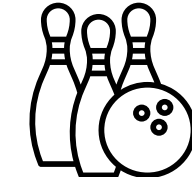
9 RESTAURANT LOCATIONS



365-DAY ACTIVATION



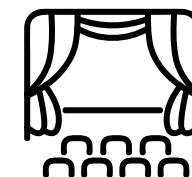
MEGAPLEX CINEMA



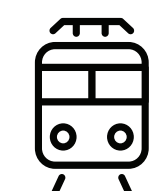
ENTERTAINMENT CENTER



OUTDOOR AMPHITHEATER



PERFORMING ARTS CENTER



TRAX LIGHT RAIL



20,000 ENTITLED RESIDENTIAL UNITS



UTAH'S FIRST-OF-ITS-KIND SPORTS & ENTERTAINMENT DISTRICT

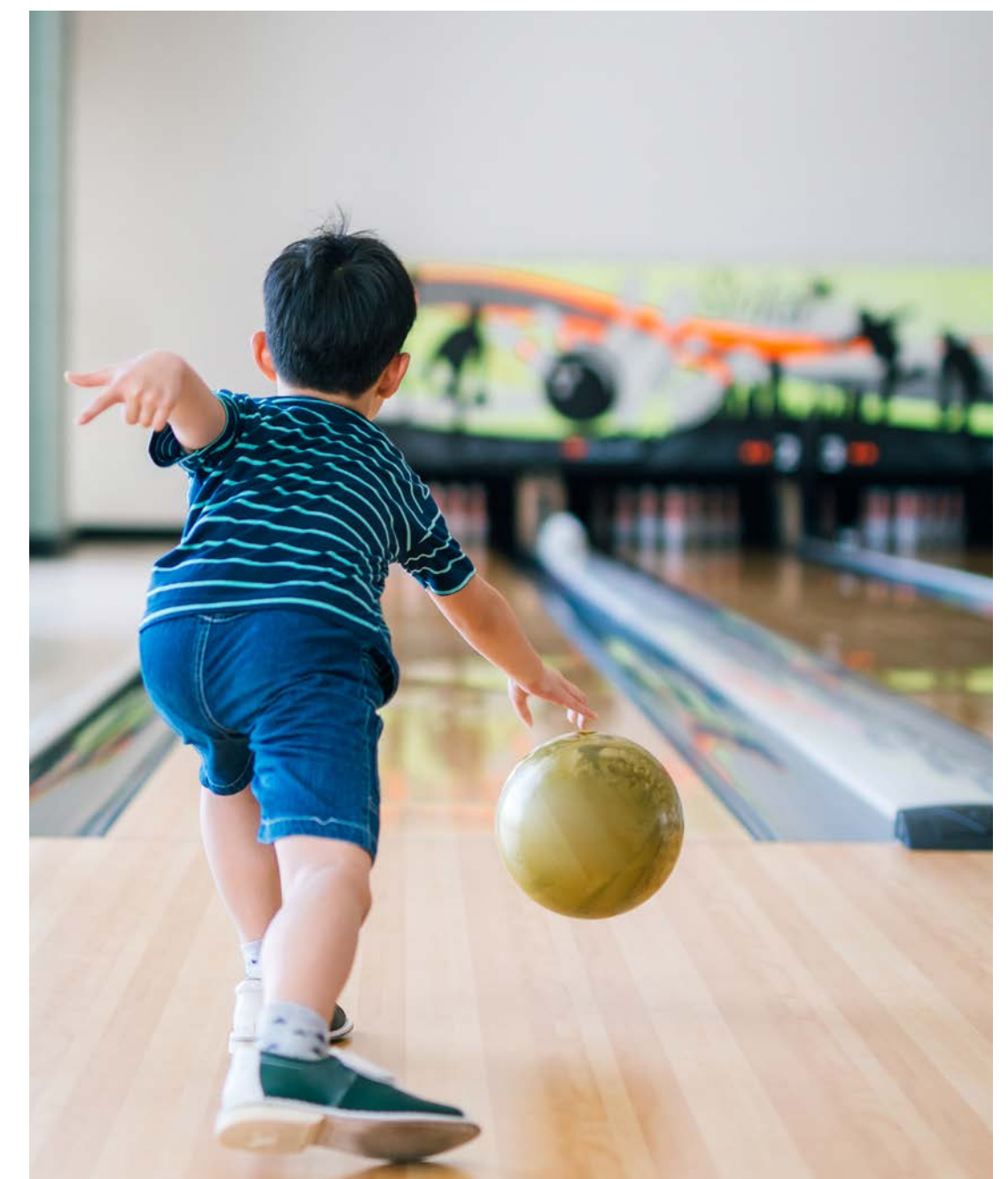


# 365-Day Activation

## 1M+ ANNUAL VISITORS

A new regional hub for Salt Lake and Utah Counties, where family fun is always in season.

- ✔ The Ballpark at America First Square: 450k+
- ✔ Cinema Entertainment Center: 350k+
- ✔ America First Square + Outdoor Amphitheater: 100k+
- ✔ Salt Lake County Performing Arts Center: 100k+
- ✔ Daybreak Residents Within a 5-Minute Walk: 32k+
- ✔ TRAX Light Rail Average Weekday Daily Boardings: 21k+
- ✔ Mountain View Corridor Annual Average Daily Traffic: 45k+



# Site Map

A SEASON OF OPENINGS BEGINNING APRIL 8, 2025



# Phase 1A

- ✓ The Ballpark
- ✓ Megaplex
- ✓ Playground
- ✓ Ice rink
- ✓ Plaza lawn
- ✓ Plaza amphitheater
- ✓ TRAX light rail station

**BUILDING 5**  
Opening May 2025  
5414 W. CENTERFIELD DR.

**LEVEL 1**  
Opportunity 101  
2,038 SF

Opportunity 102  
1,555 SF

Executed Lease 103  
2,996 SF

**LEVEL 2**  
Opportunity Entire 2nd Level  
8,000 SF

**BUILDING 11 | 5/15/25**  
Opening May 2025  
11098 S. GRANDVILLE AVE.

Executed Lease  
1,950 SF

**BUILDING 13**  
Opening August 2025  
5446 W. CENTERFIELD DR.

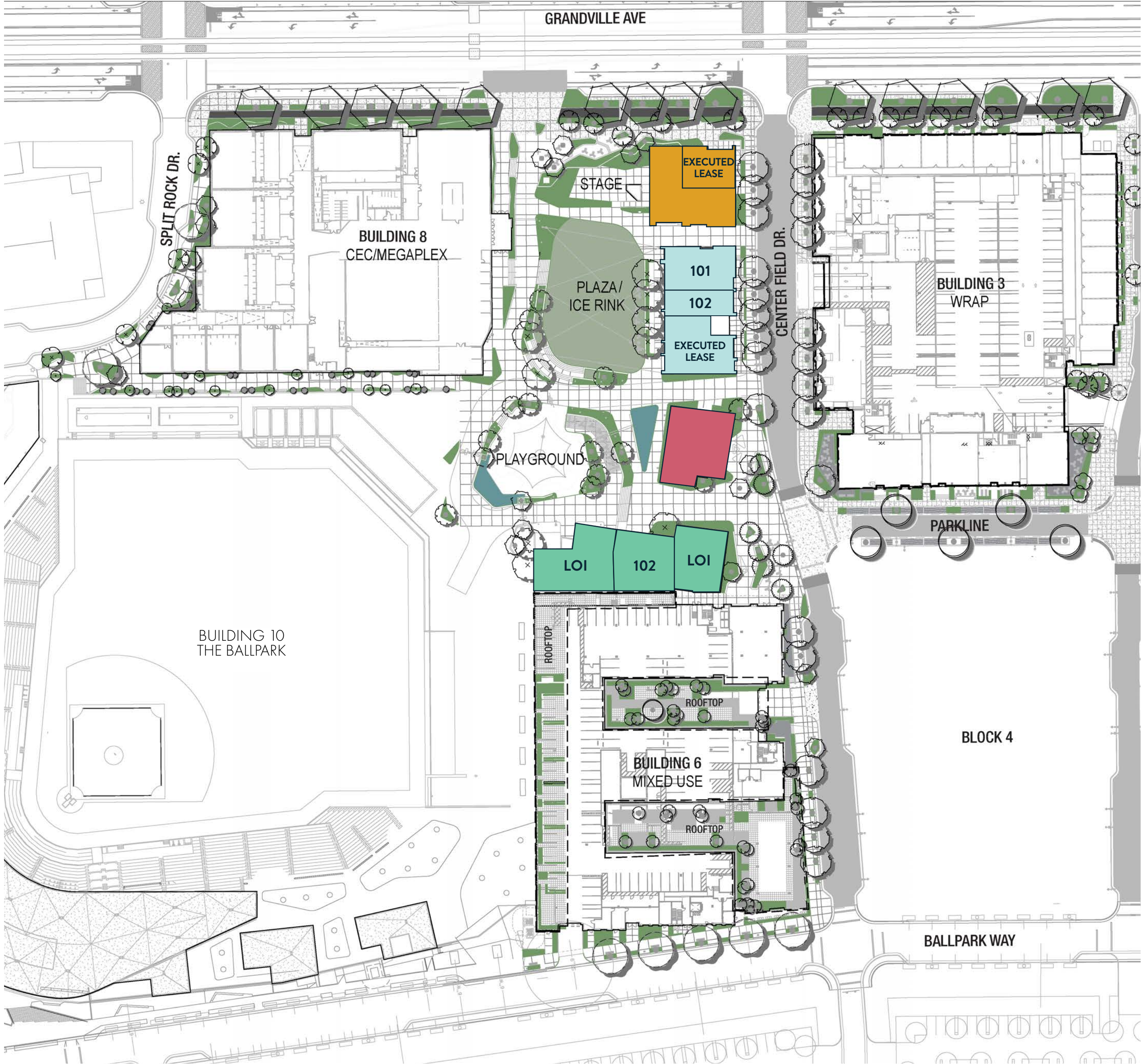
LOI 101  
5,043 SF

Opportunity 102  
2,067 SF

LOI 103  
3,000 SF

**BUILDING 14**  
Opening August 2025  
5434 W. CENTERFIELD DR.

Opportunity 101  
5,150 SF



# Phase 1A | Building 5

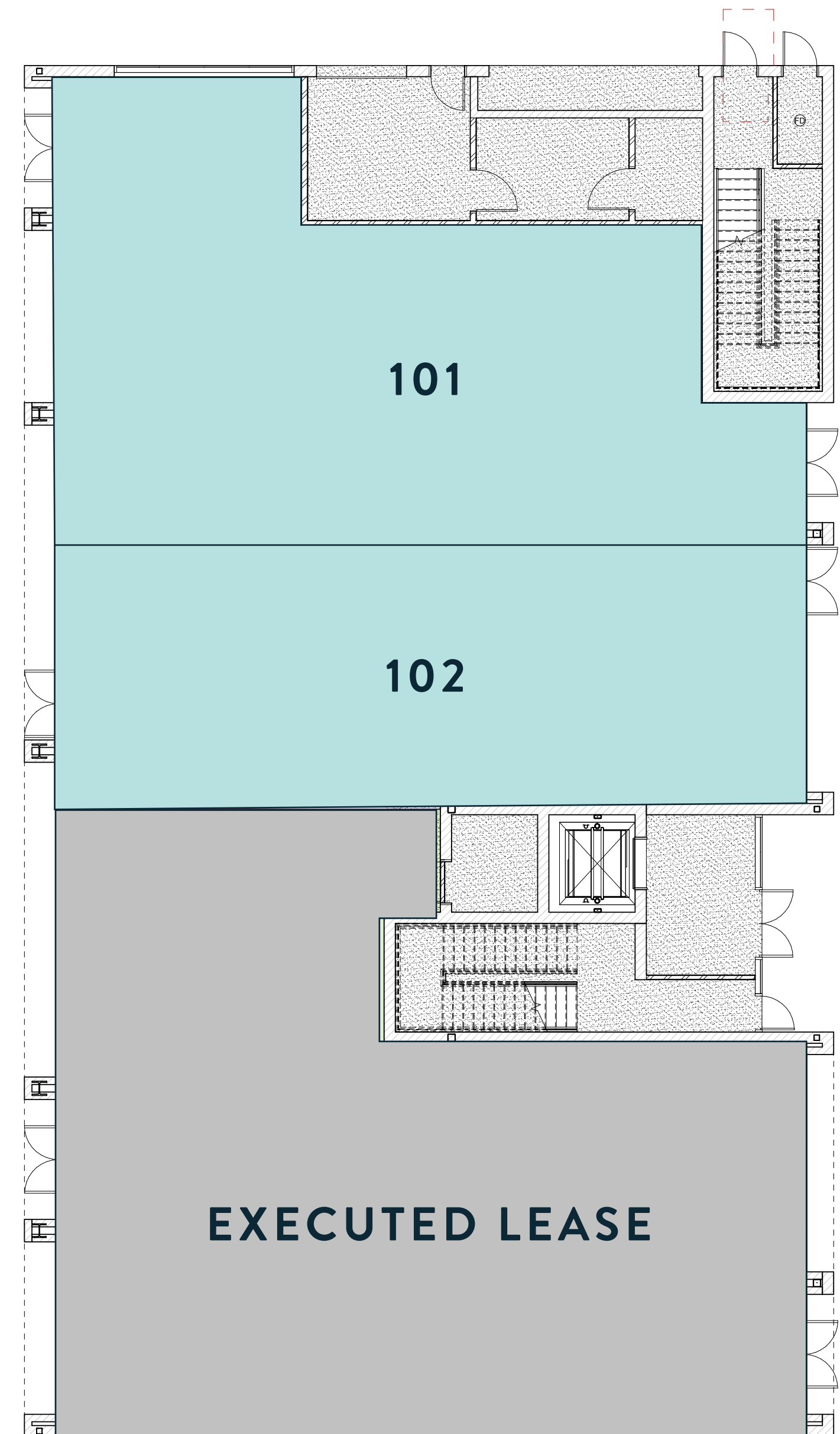
MAY 2025 TARGET GRAND OPENING

## OPPORTUNITY 101

✔ 2,038 SF

## OPPORTUNITY 102

✔ 1,555 SF

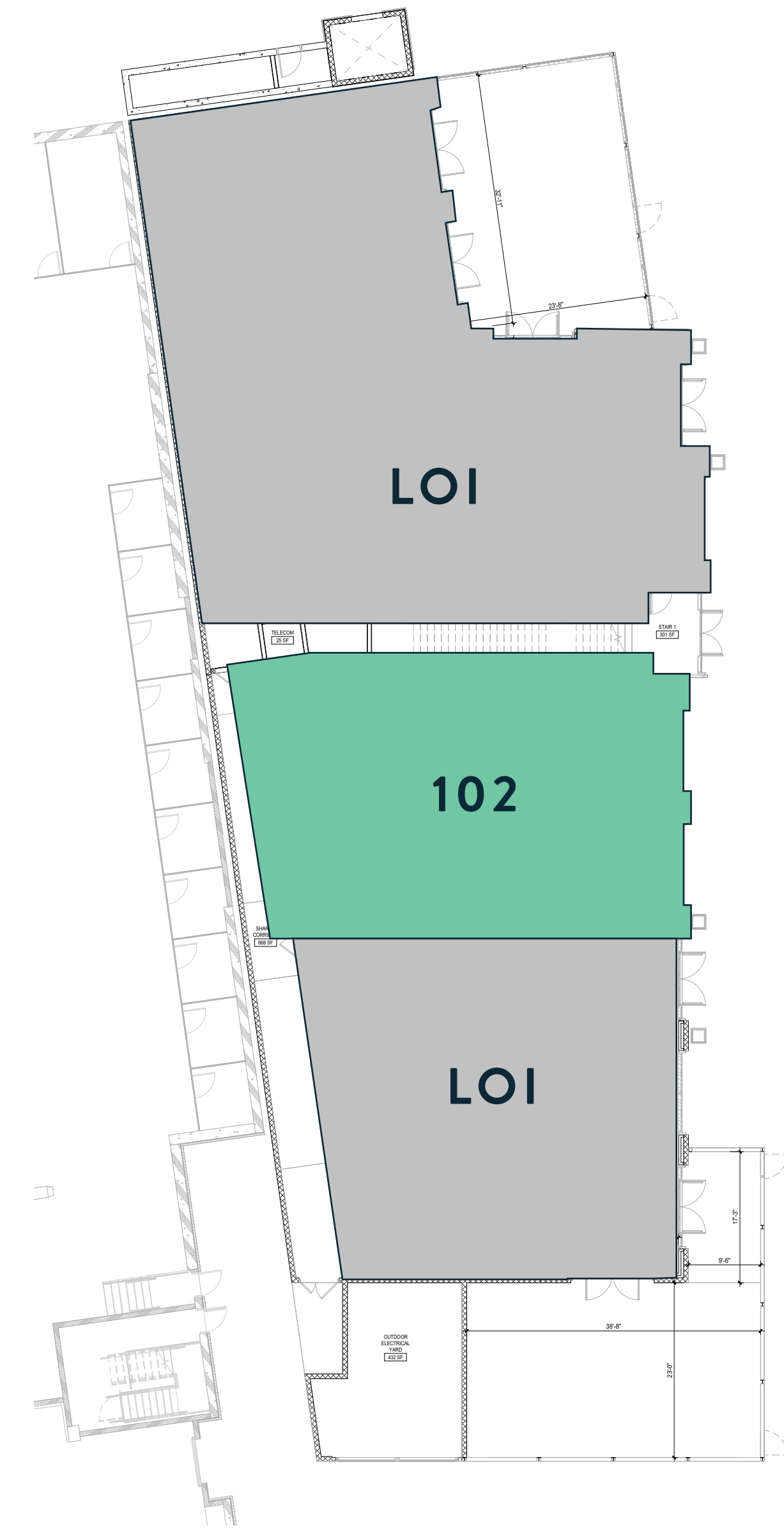


# Phase 1A | Building 13

AUGUST 2025 TARGET GRAND OPENING

OPPORTUNITY 102

✔ 2,067 SF

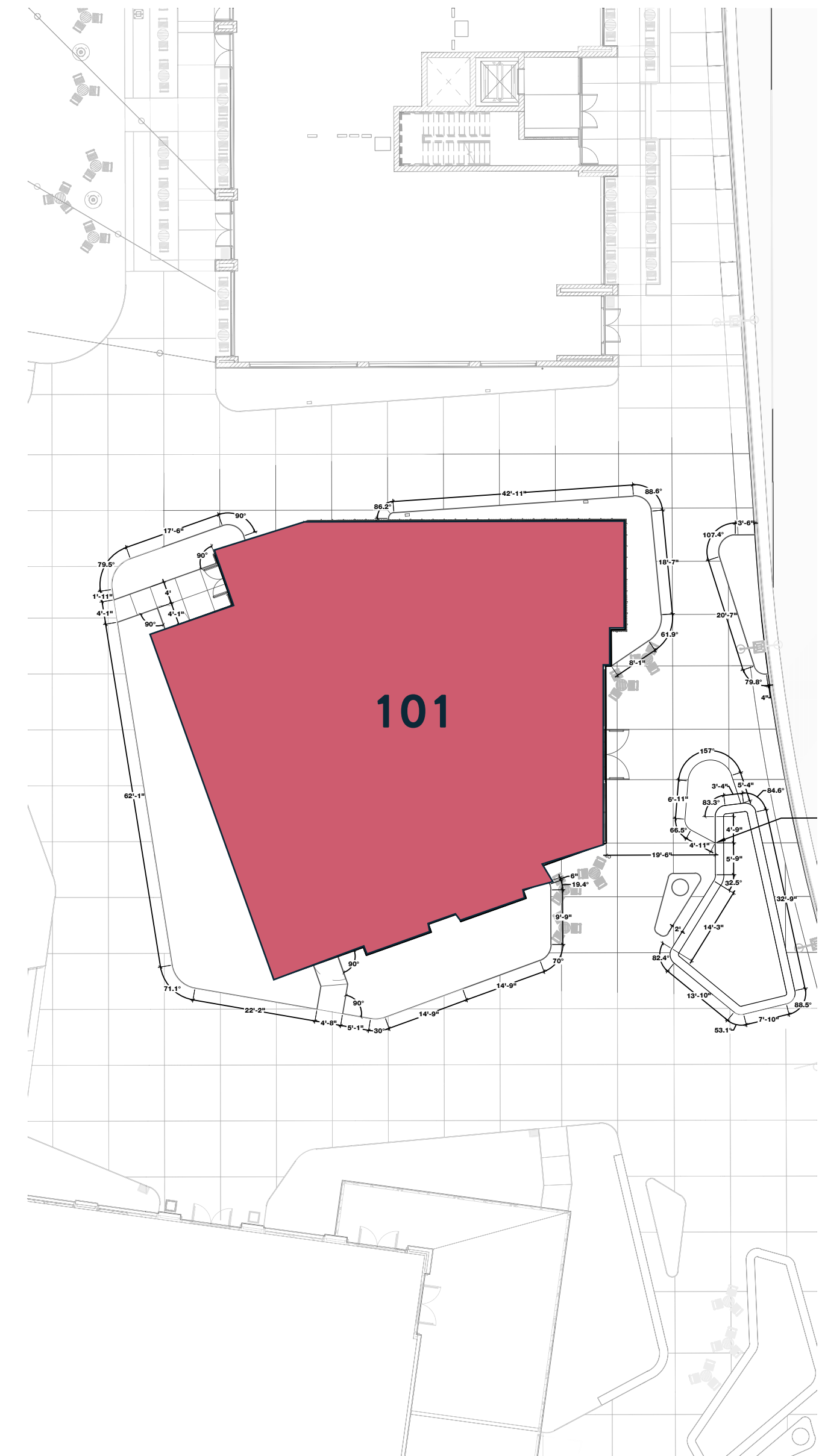


# Phase 1A | Building 14

AUGUST 2025 TARGET GRAND OPENING

OPPORTUNITY 101

✓ 5,150 SF



# Phase 1B

JUNE 2026 TARGET GRAND OPENING

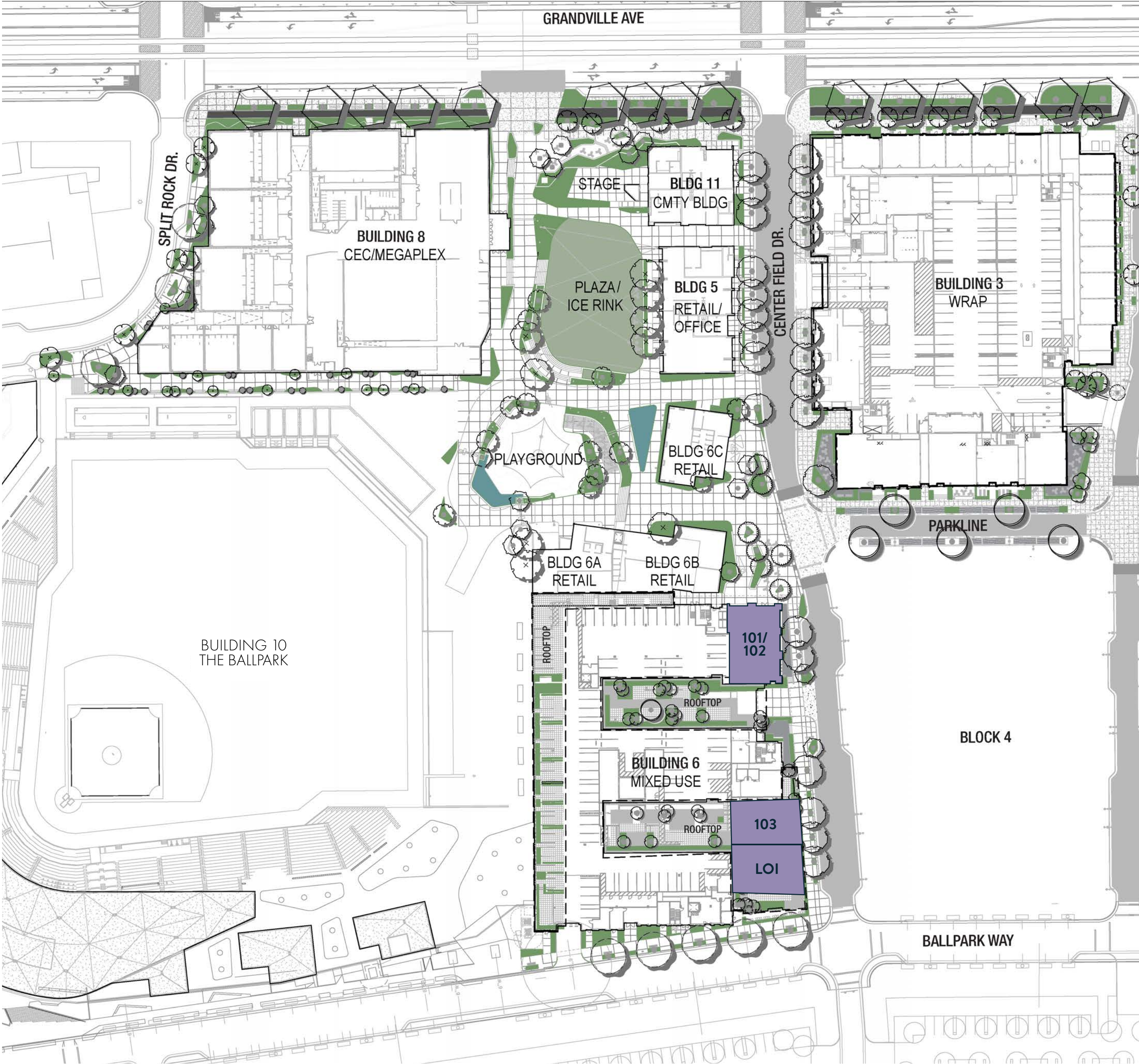
- ✓ Multi-Family Housing
- ✓ Office

**BUILDING 6**  
5464 W. CENTERFIELD DR.

Opportunity 101/102  
3,384 SF

Opportunity 103  
1,770 SF

LOI 104  
3,077 SF



# Phase 1B | Building 6

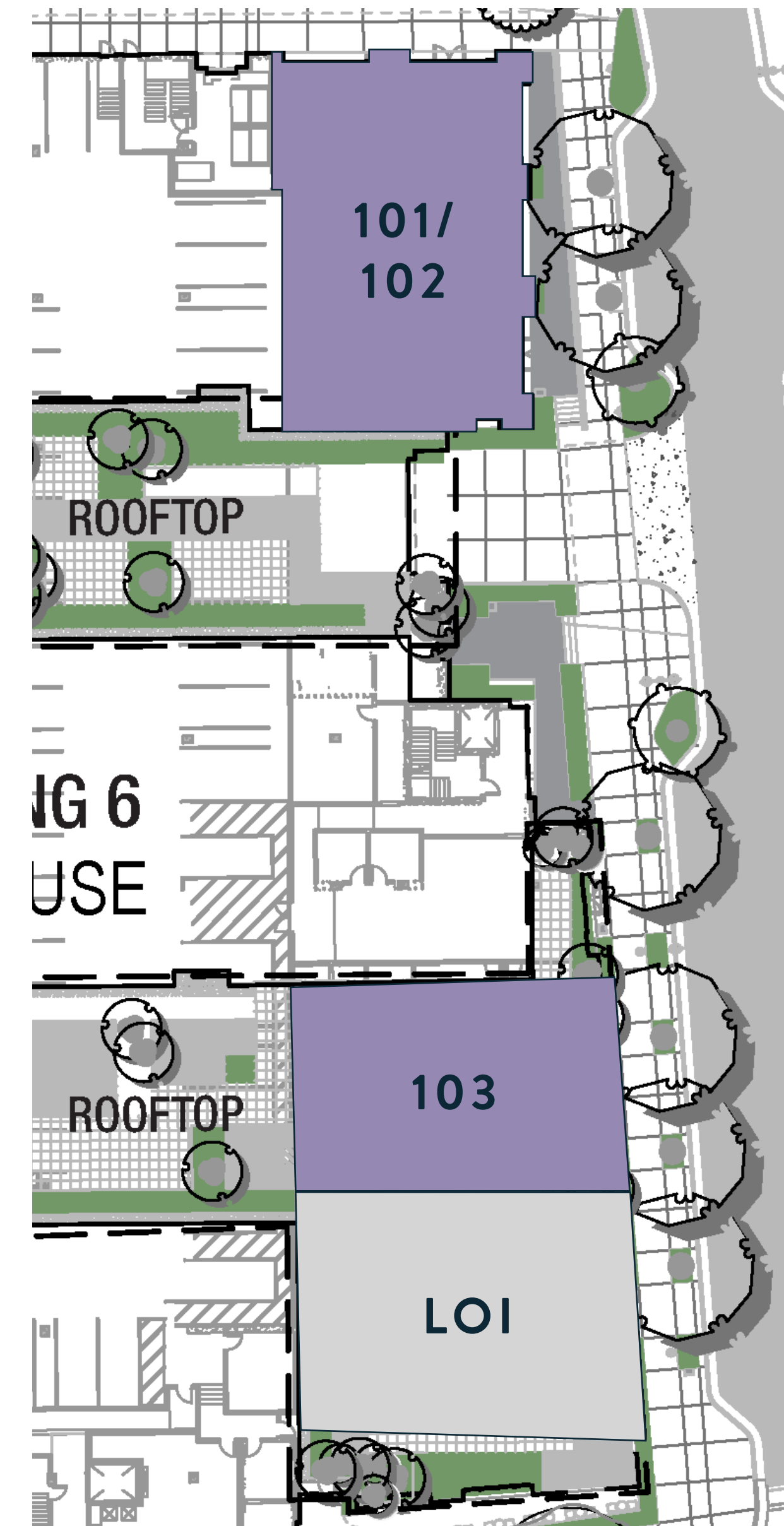
JUNE 2026 TARGET GRAND OPENING

## OPPORTUNITY 101/102

✔ 3,348 SF Available

## OPPORTUNITY 103

✔ 1,770 SF Available





# Tenant Opportunities

## GRAND OPENING SUPPORT

### PR Support

- ✓ Press release crafting
- ✓ Distribution to local media outlets
- ✓ Photo opportunity - day of release
- ✓ Grand opening professional photography

### Equipment

- ✓ Tables, chairs, cloths, window wrap, stanchions, PA system, red carpet, scissors and canopy

### Welcome Package

- ✓ Property management tenant manual
- ✓ Emergency response guide
- ✓ Marketing calendar of events
- ✓ Preferred vendor list
- ✓ Hiring resources

### Chamber Membership

- ✓ Membership dues paid for one year
- ✓ Grand opening support
- ✓ Networking events
- ✓ Ad partnership opportunities and more





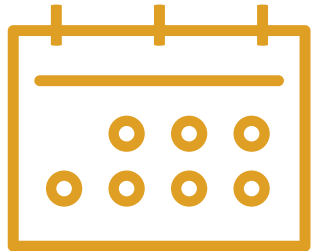



## FIRST 30-DAY ACTIVATION

- ✓ One double-sided poster (Opening Soon & Now Open)
- ✓ One single sided window cling
- ✓ Digital announcement on Daybreak, Downtown Daybreak & Larry H. Miller Real Estate's channels including website, Instagram, Facebook and LinkedIn
- ✓ Dedicated digital ads in primary trade area on KSL.com and DeseretNews.com
  - Advertorial

## GUEST INTERACTION OPPORTUNITIES

- ✓ Spring celebration
- ✓ Bee's opening day
- ✓ Bee's playoff celebration
- ✓ Holiday festivities
- ✓ Festivals
- ✓ Concerts

# By The Numbers

<b>50+</b> WALKABLE BIKEABLE MILES 		<b>9</b> BOUTIQUE RESTAURANTS	<b>3</b> TRAX LIGHT RAIL STOPS 
<b>\$223M ANNUAL \$</b> ON APPAREL + SERVICES		 <b>600+</b> ANNUAL EVENTS	<b>2 MILES</b> MOUNTAIN VIEW CORRIDOR FRONTAGE
<b>75 TRIPLE-A HOME GAMES</b> 		<b>365-DAY ACTIVATION</b> 	
<b>1M+</b> ANNUAL VISITORS	AVERAGE HOUSEHOLD INCOME <b>\$177,475</b> 	<b>APRIL 8, 2025</b> OPENING DAY	<b>1</b> ICE SKATING RINK
		 <b>15M SQ. FT.</b> COMMERCIAL ENTITLED	<b>ONE</b> CINEMA ENTERTAINMENT CENTER 

AT THE  OF A THRIVING REGION

# Top 5 Advantages

## 1. FASTEST GROWING CITY

Downtown Daybreak is in South Jordan, Utah one of the fastest growing cities in the nation.

South Jordan #2 fastest growing city in 2022.  
- Kem C. Garder Policy Institute

*“South Jordan City is one of the fastest growing and largest cities in the State of Utah. Over the last several years, the U.S. Census Bureau has reported South Jordan City in the top 10 fastest growing cities in the nation.” - SJC.Utah.Gov*

*“This is something that’s big. We need more of this in Utah. This truly is, I think, one of the better projects, if not the best project in the state and probably the United States for that matter.” - Mike Schultz, Speaker, Utah House of Representatives, 2023*

*“The City of South Jordan is proud to welcome Downtown Daybreak to the fastest-growing area within Salt Lake County. This mixed-use urban center is a regional destination for families, jobs, housing, sports, and entertainment, dining and retail, and outdoor recreation. We are excited to welcome our community and friends to join the experience.” - Dawn Ramsey, South Jordan Mayor*

## 2. COMMERCIAL OPPORTUNITY

The southwest quadrant of Salt Lake County has experienced rapid residential growth. However, commercial growth hasn’t kept pace, creating an underserved market. This region is prime for commercial opportunity.

*“Two-thirds of Salt Lake County’s population lives on the west side of I-15.” - Salt Lake County Mayor, Jenny Wilson*

## 3. CONSUMER AFFLUENCE

The average household income near Downtown Daybreak is \$177,475.

#1 best economic outlook. - Rich States, Poor States, 2024  
#1 best state, overall. - U.S. News, 2024

## 4. TOP ADVANTAGES

South Jordan City is #13 best suburbs for young professionals - Niche, 2024

South Jordan received A’s in Good for Families, Jobs, Outdoor Activities, and Health & Fitness categories. - Niche, 2024

## 5. FOUR-SEASONS OF FAMILY FUN

- ✓ Salt Lake County Regional Performing Arts Center: 400+ events
- ✓ SL Bees: 75 home games
- ✓ Outdoor Amphitheater: 40+ shows
- ✓ Daybreak Community Events: 200+ events

## 6. 1M+ ANNUAL VISITORS

Poised to attract and entertain guests from the southwest quadrant of Salt Lake County and far beyond.



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*\*Renderings and maps are for illustrative purposes only and subject to change.*