



DOWNTOWN DAYBREAK

SOUTH JORDAN



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

MINUTES TO:

SLC INTERNATIONAL AIRPORT 25 MINUTES

DOWNTOWN SALT LAKE CITY 25 MINUTES

PARK CITY 57 MINUTES

LEHI 20 MINUTES

The Big Picture



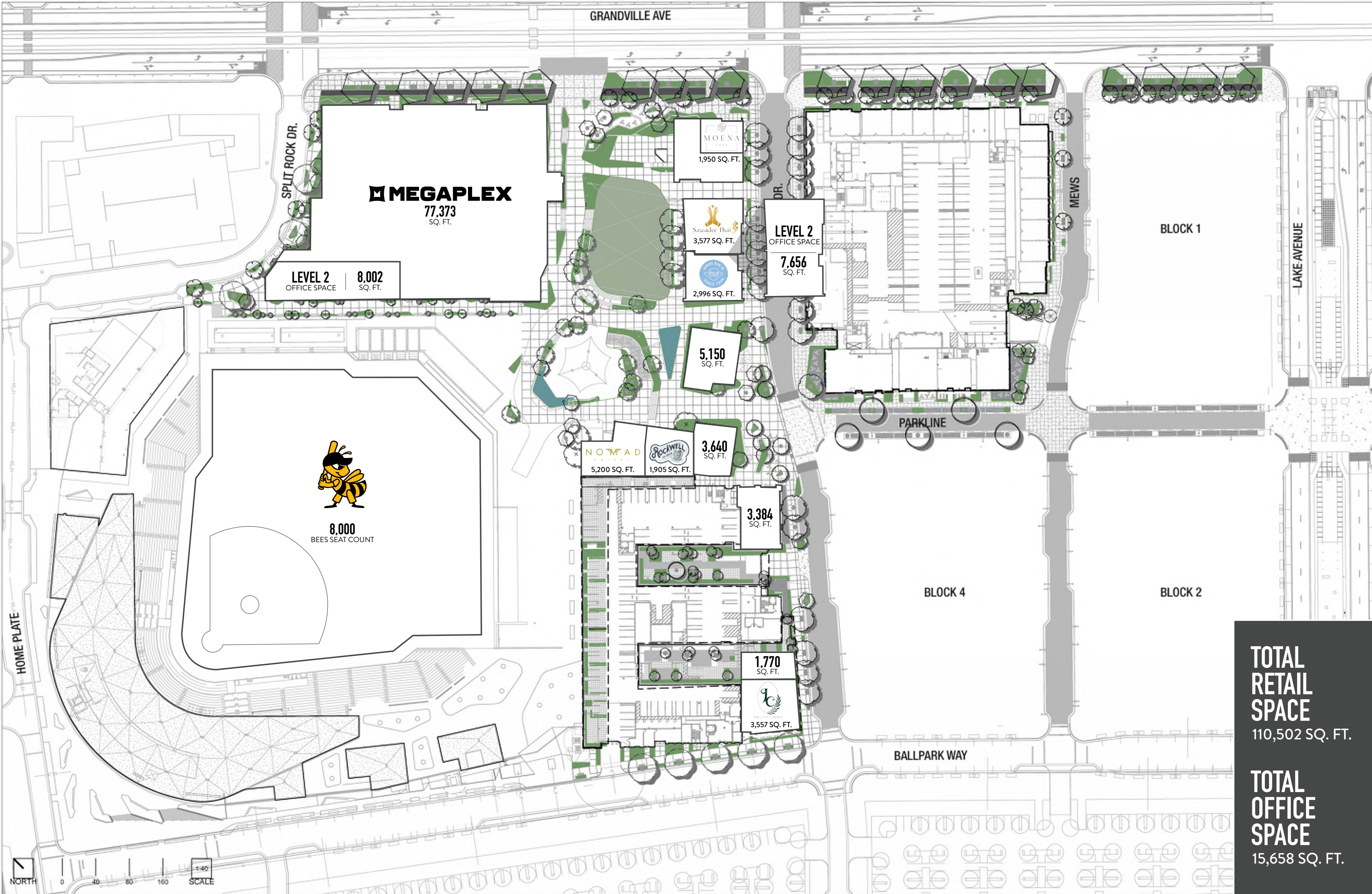
UTAH'S FIRST-OF-ITS-KIND SPORTS & ENTERTAINMENT DISTRICT

Site Map

A SEASON OF OPENINGS



Phase 1





Who's Here? Who's Near?

SIGNIFICANT POPULATION INCREASE

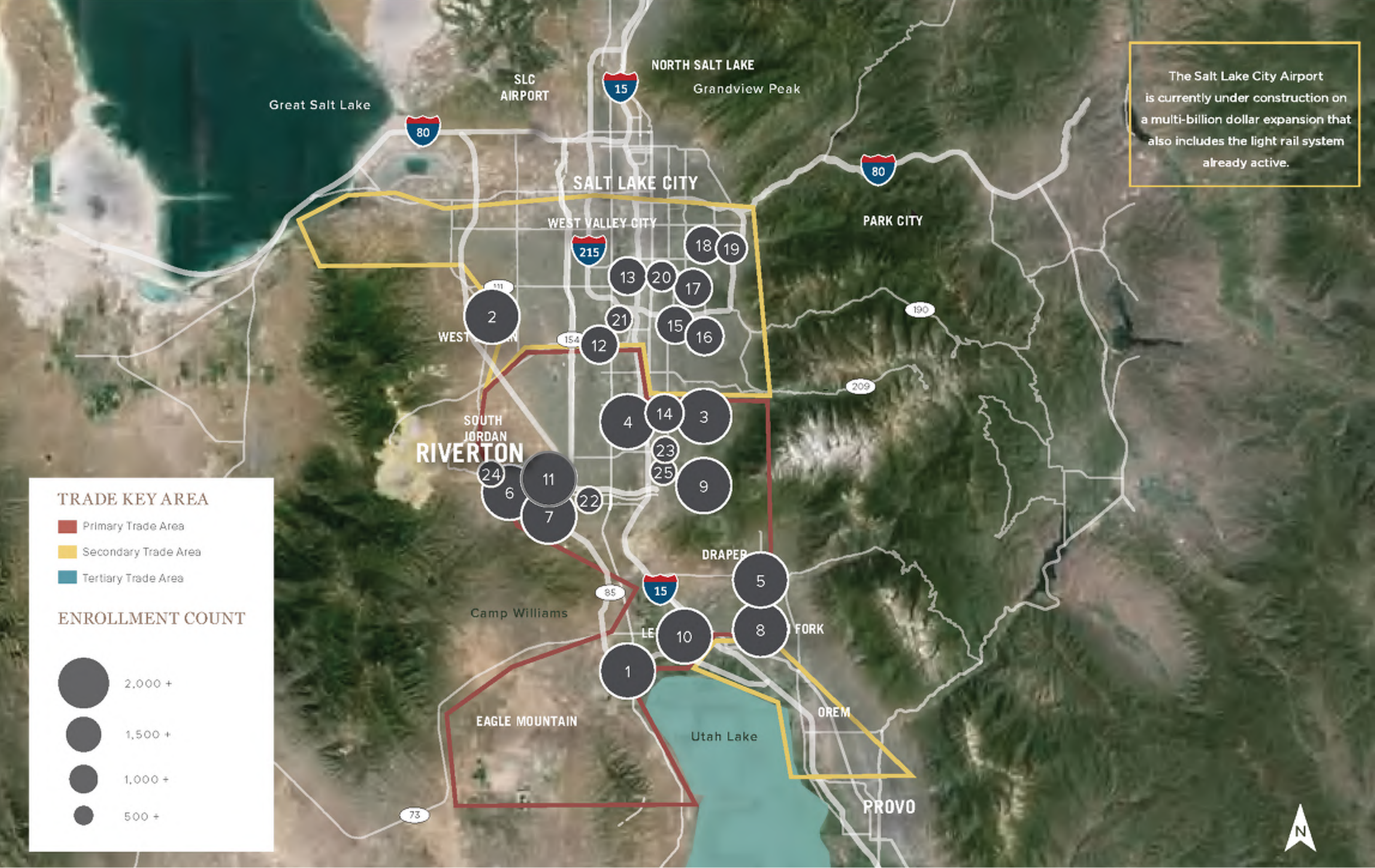
Salt Lake and Utah County grew by an average of 21.4% from 2010-2020.
– US Census Bureau, 2021

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

Local High School Enrollment Study

SCHOOL ENROLLMENT COUNTS	
	ENROLLMENT COUNT
1 Westlake High (Utah County)	2,541
2 Copper Hills High School (Salt Lake County)	2,430
3 Alta High School (Salt Lake County)	2,411
4 Bingham High School (Salt Lake County)	2,408
5 Lone Peak High (Utah County)	2,374
6 Herriman High School (Salt Lake County)	2,184
7 Mountain Ridge High School	2,179
8 American Fork High School (Utah County)	2,114
9 Corner Canyon High School (Salt Lake County)	2,074
10 Lehi High School (Utah County)	2,074
11 Riverton High School (Salt Lake County)	2,044
12 West Jordan High School (Salt Lake County)	1,742
13 Taylorsville High School (Salt Lake County)	1,726
14 Jordan High School (Salt Lake County)	1,724
15 Hillcrest High School	1,688
16 Brighton High School	1,670
17 Cottonwood High School	1,578
18 Olympus High School	1,543
19 Skyline High School	1,479
20 Murray High School	1,451
21 West Jordan Middle School	960
22 Bluffdale Elementary	950
23 Ridge View Middle School	920
24 Herriman Elementary	880
25 Juan Diego Catholic High School (Salt Lake County)	814



STUDENT POPULATION
Total Enrollment 43,958 (+/-)

Enrollment Counts: Online Research, numbers provided by School Districts.
Driving Distance: Online Research, numbers provided by Google Maps.

365-Day Activation

1.25M+ 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+
- ✓ Megaplex (movies, bowling, arcade): 350k+
- ✓ Salt Lake County Performing Arts Center: 250k+
- ✓ America First Square + Rio Tinto | Kennecott Stage: 100k+
- ✓ Residents Within a 5-Minute Walk: 32k+
- ✓ TRAX Light Rail Average Weekday Daily Boardings: 21k+
- ✓ Mountain View Corridor Annual Average Daily Traffic: 45k+



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.

Tenant Opportunities

GRAND OPENING SUPPORT		FIRST 30-DAY ACTIVATION	
<div>PR Support</div> <div><ul style="list-style-type: none">✔ Press release crafting✔ Distribution to local media outlets✔ Photo opportunity - day of release✔ Grand opening professional photography</div>	<div>Equipment</div> <div><ul style="list-style-type: none">✔ Tables, chairs, cloths, window wrap, stanchions, PA system, red carpet, scissors and canopy</div>	<div><ul style="list-style-type: none">✔ 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<ul style="list-style-type: none">○ Advertorial</div>	
<div>Welcome Package</div> <div><ul style="list-style-type: none">✔ Property management tenant manual✔ Emergency response guide✔ Marketing calendar of events✔ Preferred vendor list✔ Hiring resources</div>	<div>Chamber Membership</div> <div><ul style="list-style-type: none">✔ Membership dues paid for one year✔ Grand opening support✔ Networking events✔ Ad partnership opportunities and more</div>	<div>GUEST INTERACTION OPPORTUNITIES</div> <div><div><ul style="list-style-type: none">✔ Spring celebration✔ Bee's opening day✔ Bee's playoff celebration</div><div><ul style="list-style-type: none">✔ Holiday festivities✔ Festivals✔ Concerts</div></div>	



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 LARRY H. MILLER
REAL ESTATE

 SOUTH JORDAN
UTAH

 SALT LAKE BEES
BASEBALL

 DOWNTOWN
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