



DOWNTOWN
DAYBREAK

SOUTH JORDAN

MOUNTAIN VIEW CORRIDOR & LAKE AVENUE | SOUTH JORDAN, UT • LEASING OPPORTUNITIES



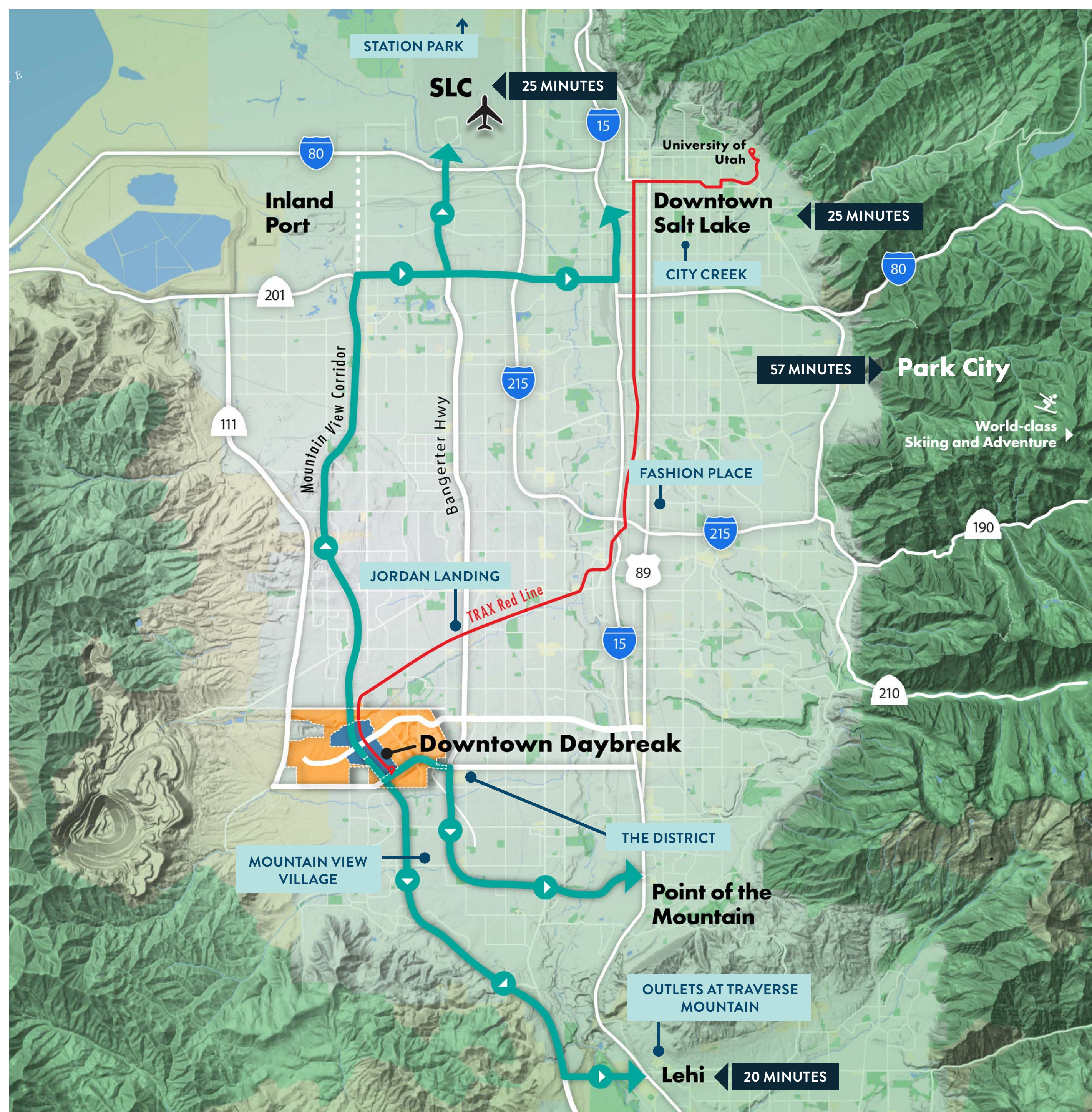


Downtown Daybreak OPPORTUNITY

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



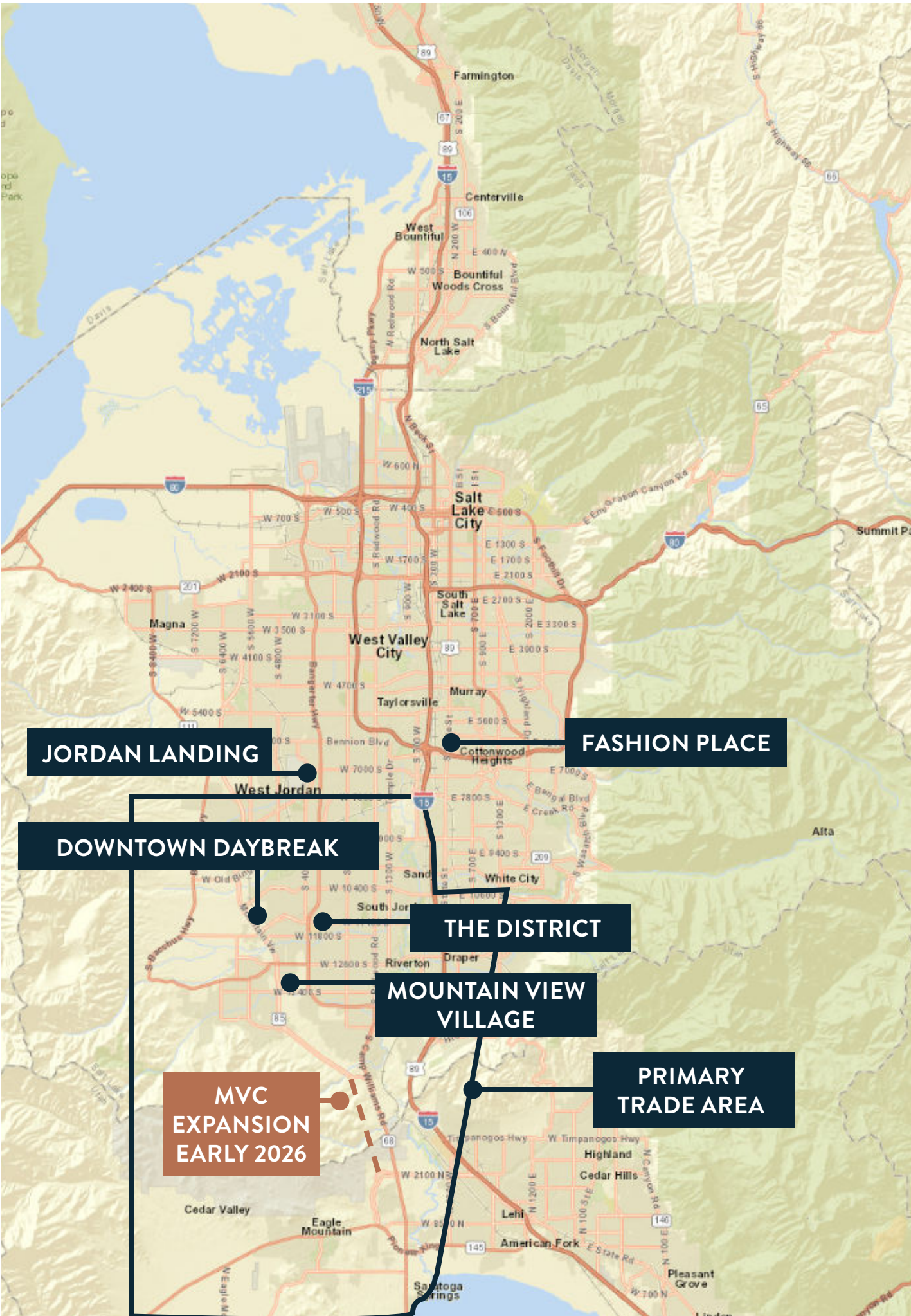
Location




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
Population	63,757	116,881	139,132	121,868	148,167
5 year forecasted population increase	0.78%	0.79%	0.04%	0.14%	0.20%
Median HH income	\$123,389	\$121,336	\$104,463	\$123,669	\$84,912
Average HH income	\$150,178	\$150,061	\$125,126	\$156,389	\$113,349
Education, Bachelor's or higher	46.6%	43.3%	28.1%	41.3%	39.9%
Median Age	30.4	29.2	33.9	34.1	35.2
% Own Homes	72.3%	73.4%	75.9%	77.4%	53.6%
Average Home Value	\$659,092	\$667,752	\$574,554	\$649,534	\$613,808
White Collar	74.9%	75.8%	59.6%	69.2%	67.0%
Apparel & Services Annual Consumer Spend	\$64,897,205	\$108,086,356	\$113,741,230	\$122,363,290	\$147,115,198
Entertainment & Recreation Annual Consumer Spend	\$106,799,464	\$186,618,254	\$193,681,106	\$213,240,742	\$241,659,116
Food Away From Home Annual Consumer Spend	\$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
Population	684,218	647,726	1,011,853	919,334	1,046,297
5 year forecasted population increase	0.59%	1.10%	0.52%	0.48%	0.51%
Median HH income	\$108,748	\$116,256	\$101,899	\$104,616	\$98,953
Average HH income	\$136,372	\$159,563	\$130,092	\$133,991	\$130,793
Education, Bachelor's or higher	35.9%	41.6%	36.8%	36.7%	41.1%
Median Age	33	32.1	33.7	33.6	34.2
% Own Homes	73.7%	72.2%	65.9%	67.6%	60.0%
Average Home Value	\$630,960	\$681,579	\$623,144	\$630,792	\$640,717
White Collar	66.8%	70.4%	64.8%	65.7%	66.3%
Apparel & Services Annual Consumer Spend	\$618,629,913	\$619,118,337	\$940,939,835	\$858,663,981	\$1,051,886,571
Entertainment & Recreation Annual Consumer Spend	\$1,057,572,852	\$1,061,390,200	\$1,578,473,975	\$1,448,864,711	\$1,743,745,387
Food Away From Home Annual Consumer Spend	\$1,041,843,908	\$1,042,862,220	\$1,571,057,142	\$1,437,656,001	\$1,749,628,283

Demographic Source: Esri 2024

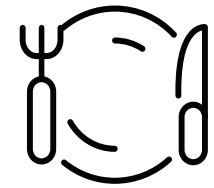
The Big Picture



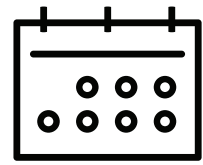
HOME OF THE BEES



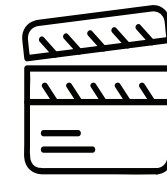
1 MILLION+ VISITORS ANNUALLY



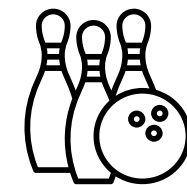
9 RESTAURANT LOCATIONS



365-DAY ACTIVATION



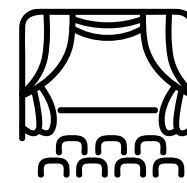
MEGAPLEX CINEMA



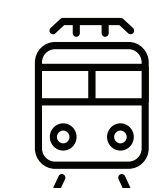
ENTERTAINMENT CENTER



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.

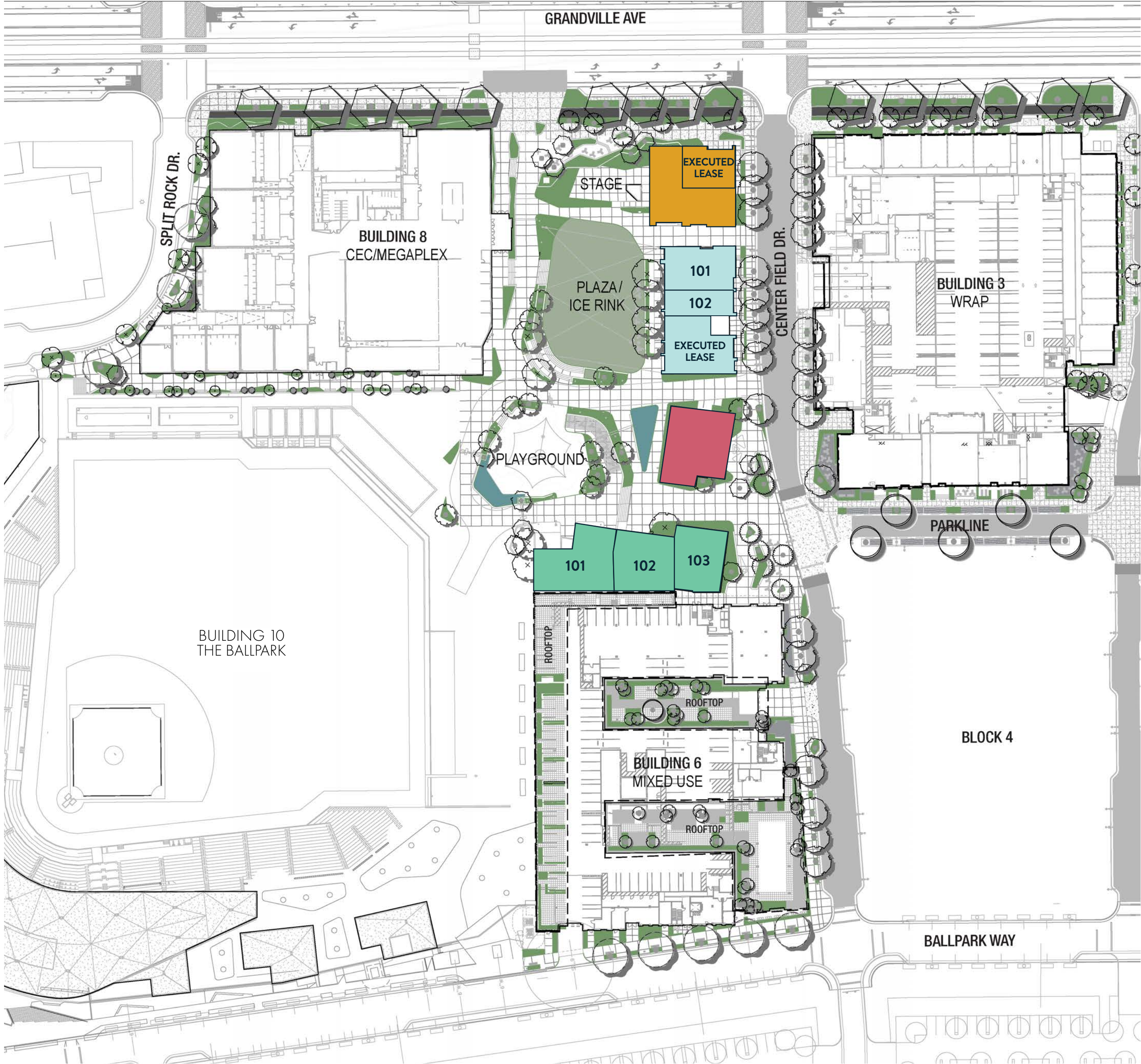
Opportunity 101
5,043 SF

Opportunity 102
2,067 SF

Opportunity 103
3,000 SF

BUILDING 14
Opening August 2025
5434 W. CENTERFIELD DR.

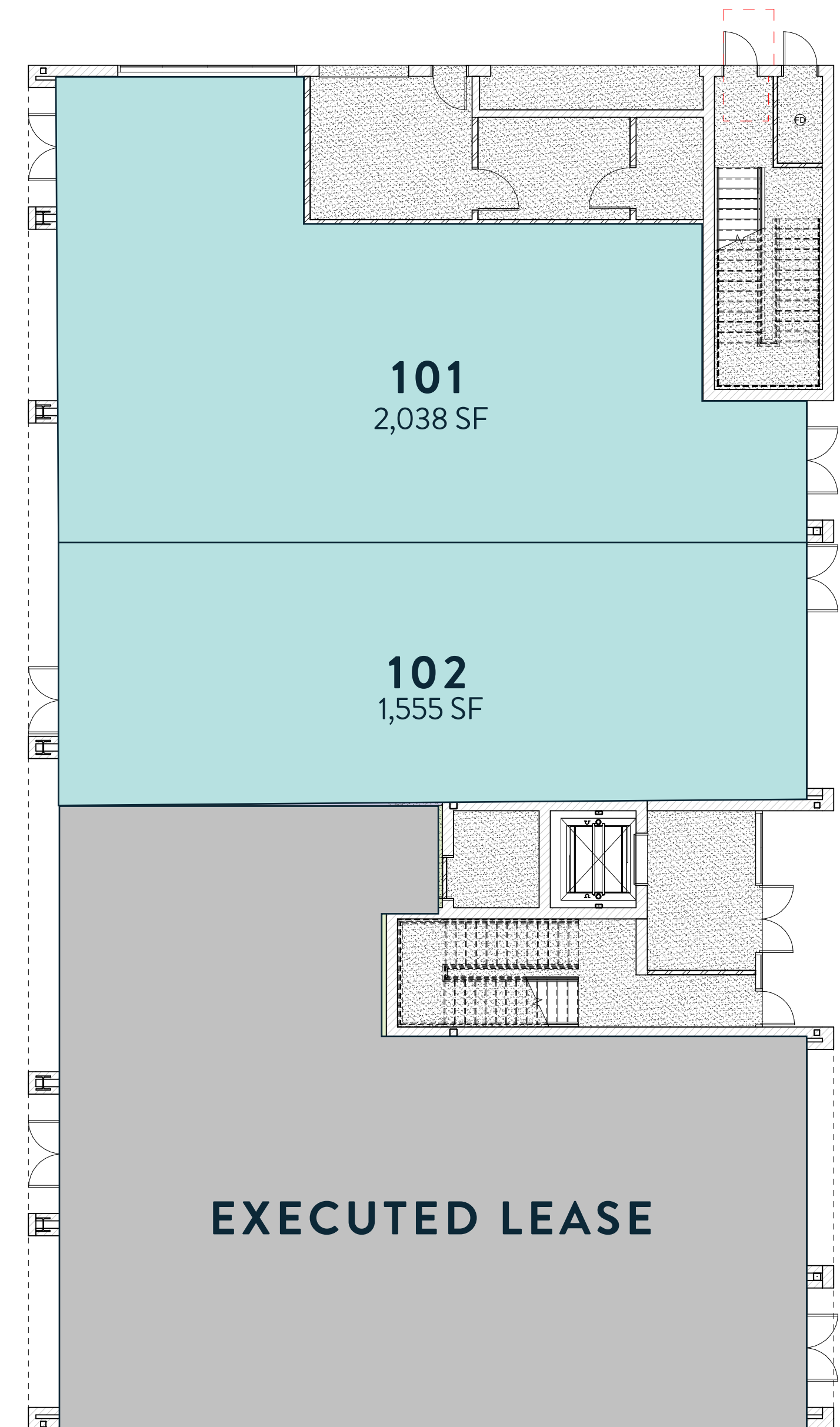
Opportunity 101
5,150 SF



Phase 1A | Building 5

OPPORTUNITY

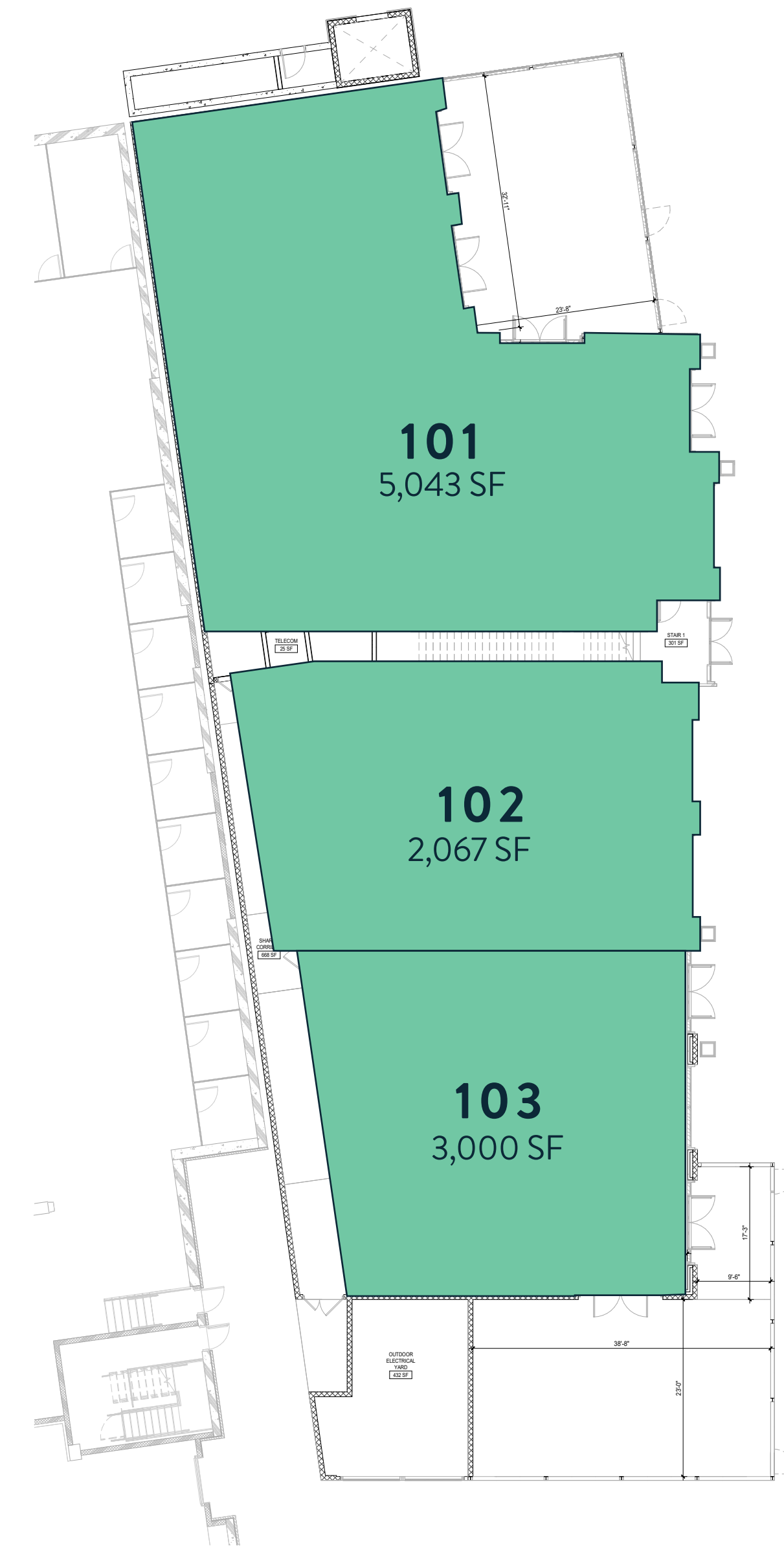
- ✓ May 2025 Target Grand Opening
- ✓ Generous tenant improvement allowance
- ✓ Large scale master-planned development with all utility infrastructure and arterial road access
- ✓ Walking access to TRAX light rail



Phase 1A | Building 13

OPPORTUNITY

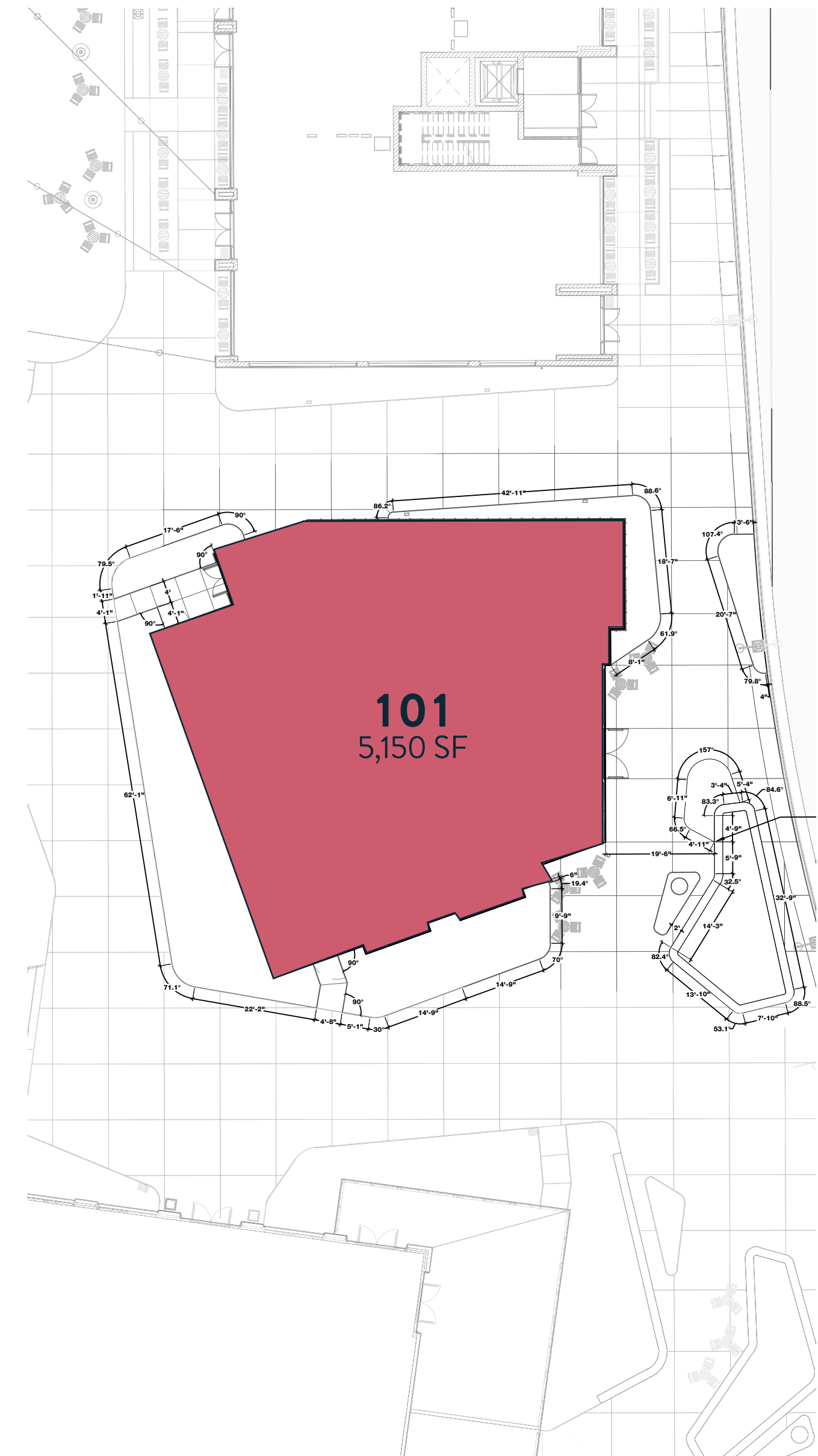
- ✓ August 2025 Target Grand Opening
- ✓ Generous tenant improvement allowance
- ✓ Flexible demising wall
- ✓ Large scale master-planned development with all utility infrastructure and arterial road access
- ✓ Walking access to TRAX light rail



Phase 1A | Building 14

OPPORTUNITY

- ✓ August 2025 Target Grand Opening
- ✓ Generous tenant improvement allowance
- ✓ Flexible demising wall
- ✓ Large scale master-planned development with all utility infrastructure and arterial road access
- ✓ Walking access to TRAX light rail



Phase 1B

JUNE 2026 TARGET GRAND OPENING

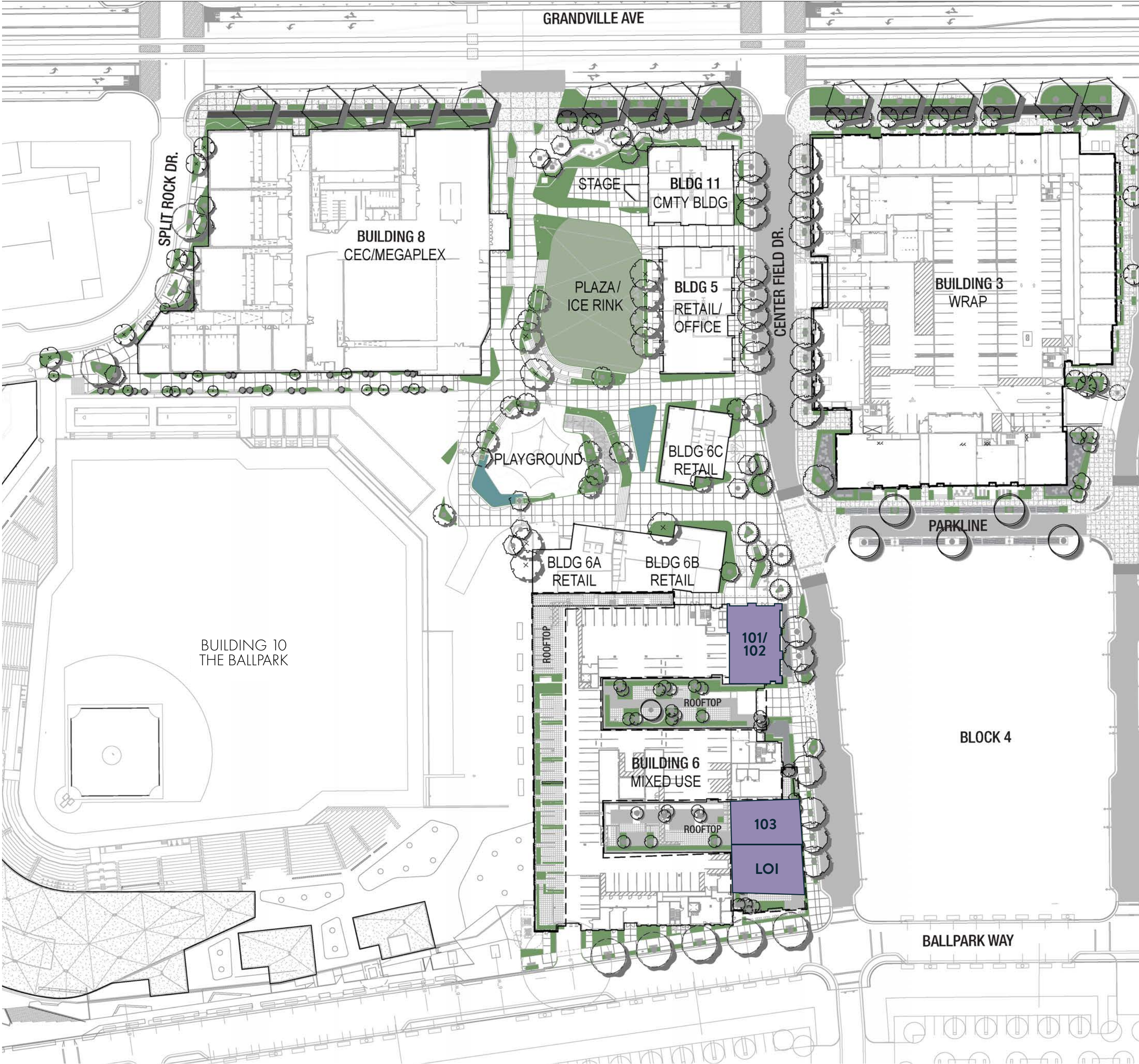
- Multi-Family Housing
- Office

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

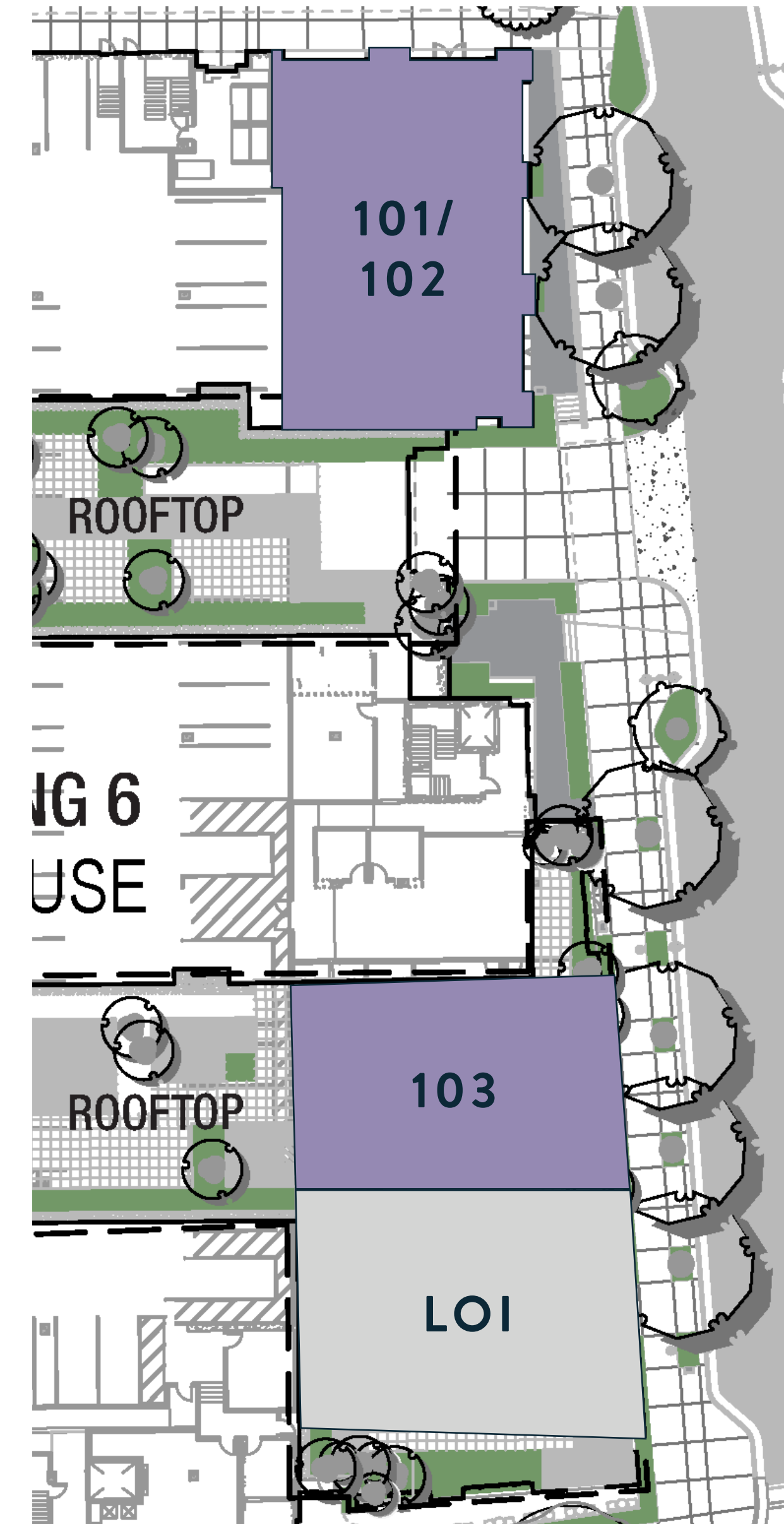
JUNE 2026 TARGET GRAND OPENING

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






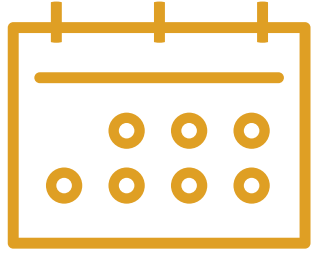



FIRST 30-DAY ACTIVATION

- ✓ 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

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