



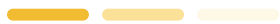
# Ballpark Next Plan

She Plays Here. We Thrive Here.

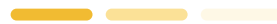
## PILLAR 1 / Community Goals

# RE-IMAGINE BALLPARK AS A HUB FOR LOCALLY-OWNED SMALL BUSINESSES ANCHORED BY THE FIRST WOMEN'S MULTI-SPORT VENUE

- Redevelop the adjacent properties to attract and ensure a diverse business ecosystem through on-site education, resources and skills training.
- Increase opportunities for entrepreneurs to grow their business through flexible leases, commissary kitchens, and micro spaces.
- Inclusive use for the entire neighborhood with activation 365 days per year through sports, music and cultural events.
- We have successfully transformed other neighborhoods in our city and have the skills and experience to do the same for this neighborhood.



MAVEN DISTRICT



Ballpark NEXT / She Plays Here. We Thrive Here.



PILLAR 2 / **Connect The Dots**

# CREATE A VIBRANT, WALKABLE, MIXED-USE COMMUNITY

- Maven has partnered with Colmena Group and Kimball Investment Company who own 5-acres in between the Ballpark and the TRAX Station.
- Develop this property to increase pedestrian connectivity between existing public transportation, public gathering spaces, the Ballpark and the surrounding businesses.
- Shut down West Temple on special occasions to create a pedestrian festival street.
- Include rooftop space, outdoor public art, and green spaces to further activate the area.



**MAVEN DISTRICT**



**Ballpark NEXT** / She Plays Here. We Thrive Here.



### PILLAR 3 / Invest In People

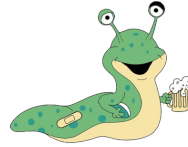
# COMMUNITY & COMMERCE

- Include human-centered resources to support the needs of the overall community, including: child care, personal services, libraries and civic spaces.
- The year-round activation of the Ballpark will energize the retail and provide a steady stream of customers.
- The small business owners will be the nurturers of the community as they, along with the residents, will have a vested interest in this neighborhood.
- Co-locate support services for the businesses in this redevelopment so business owners have easy access to those resources. This includes space for a small business incubator, agencies that support minority-owned businesses, and other resources to make this a thriving business community.

**Ballpark NEXT** / She Plays Here. We Thrive Here.



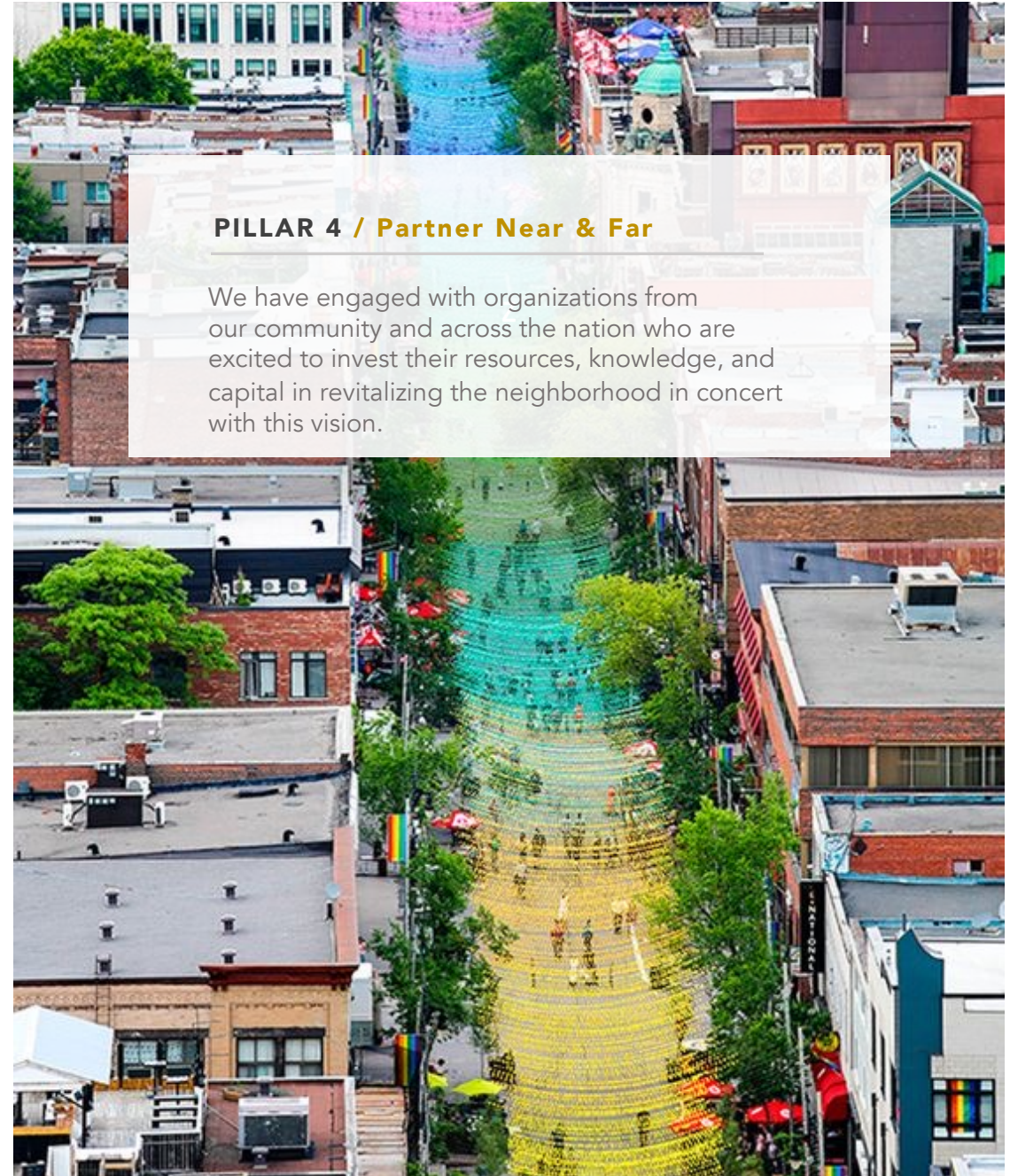
Calle



Salt Lake Slugs



- JULIE URHMAN** Co-founder & President of Angel City Football Club
- SIDNI SHORTER** President of Utah Black Chamber & ED of Minority Business Development Agency
- KENDRA HALTERMAN** Commissioner of the Women’s Premier Soccer League
- BETH COLISSIMO** Executive Director of The Mill at SLCC
- NATALIE KADDAS** CEO of Kaddas Enterprises & US Chamber Board Member & Small Business Council Chair
- TAMARA GIBO** President Utah Restaurant Association
- KIMMY PALUCH** CEO of Beta Boom
- LESLIE GOLDMAN** General Partner & Co-Founder of The Artemis Fund



#### PILLAR 4 / Partner Near & Far

We have engaged with organizations from our community and across the nation who are excited to invest their resources, knowledge, and capital in revitalizing the neighborhood in concert with this vision.

PILLAR 5 / Creative Yet Feasible

# REVITALIZE, IMPROVE, ADJUST, INCORPORATE, AUGMENT IN PHASES

- Economic feasibility through immediate use of existing stadium with minimal capital investment. It doesn't take much to modify the current stadium to accommodate a rectangular field that supports several sports. It even leaves room for a regulation softball diamond should that be a desired use.
- Over time, upgrade the existing locker rooms and on-site facilities, however, even as they are, they are already better than anything these teams have now.
- Phase the development of the adjacent property to occur over time. As buildings come online, they can add additional retail and other uses to further activate the neighborhood.
- For greater 365 activation, add retractable roof or air-supported dome.



**MAVEN DISTRICT**



**Ballpark NEXT** / She Plays Here. We Thrive Here.