

MAY NEWSLETTER



THE GATEWAY
-2024-

PROPERTY MANAGEMENT UPDATE

▼ PROPERTY UPDATES

Projects are in process; repainting of exterior furniture, creek repairs and clean out, repainting or crosswalks and curbs, asphalt slurry of garage entrances and exits, and a landscaping refresh are currently underway.

▼ SECURITY

To help keep you and your property safe, please ensure that when parking at The Gateway, all valuables are placed in the trunk and out of site. Please ensure that your vehicle's doors are locked, and windows are rolled up.

Please note that security is available 24/7 and can be reached at (801) 456-0040. Security is available not only for safety items, but they can also aid in reaching appropriate contacts such as maintenance, parking, housekeeping or The Gateway management.

Salt Lake City has asked to report any incidents related to crime or housekeeping issues related to the unsheltered. Please download their free app, available here to report any issues you see within The Gateway community. This will help increase to increase resources in the area. For iPhone [click here](#). For Android [click here](#).

▼ ART PROJECTS

We continue to add to The Gateway's outdoor Art Gallery! The "Upcycle Utah" Art Stroll window installations made their debut in April's Art Stroll. A new "Color Rain" installation featuring bright spring colors has been installed in Restaurant Row. Our outdoor Art Gallery provides new and exciting reasons to visit The Gateway. Make sure to tag us @atthegateway when snapping a photo.

MARKETING RECAP

▼ YOGA & BEER

The Gateway concluded the winter Yoga & Beer series on April 10th. These events brought 70-100 attendees to the property weekly to enjoy a free one-hour yoga class from Salt Lake Power Yoga.

▼ ART STROLL

The first Art Stroll of the season was held on April 19th, showcasing new art installations in the theme "Upcycle Utah." Attendees strolled down Rio Grande Street taking in the sights and meeting some of the local artists behind the Art Shop Project.

▼ WINTER FARMERS MARKET

The weekly indoor Farmers Market concluded on April 20th at 110 S. Rio Grande. The indoor markets were free and open to the public held Saturdays from 10 a.m. to 2 p.m.

▼ WINTER URBAN FLEA MARKET

The winter series of the Urban Flea Market concluded in April and will now be moving outdoors for the summer months. The indoor markets welcomed around 1,500+ attendees to their events the second Sunday of each month from November through April.

▼ MAKERS HIVE MARKET

The first Makers Hive Market of the year was held at The Gateway on April 28th from 10a.m. to 4 p.m. in The Plaza. This event was free and open to the public, and offered attendees goods from local vendors, live music, and so much more!

UPCOMING CENTER EVENTS

▼ OUTDOOR URBAN FLEA MARKET Sunday May 5th | 10am - 4pm

Join us for the first Outdoor Urban Flea Market of the season on The Olympic Plaza and Rio Grande! The Urban Flea Market features 80+ vendors offering the best eclectic and unique vintage and antique finds. Typically, the Urban Flea Market will be held the second Sunday of each month, but we have a special occurrence for May to be held on Sunday the 5th.



▼ BOHEMIAN BUM FARMERS MARKET Sunday May 5th | 10am - 3pm

Every first Sunday of the month this summer, The Gateway welcomes the NEW Bohemian Bum Farmer's Market! Bohemian Bum brings together local organic produce, artisans, and eco-conscious vendors. As you step into the market, you'll find a treasure trove of unique, handcrafted goods, delectable treats, and a warm, welcoming atmosphere that makes you feel right at home. May 5th's market will be held indoors at the 110 S. Rio Grande space.



▼ ART STROLL Friday May 17th | 6pm - 9pm

Join us for the second Art Stroll of the season on May 17th from 6pm-9pm to see the "Upcycle Utah" themed installations and meet the talented artists who created them! Engulf yourself in the beautiful scenery of our home state depicted using recycled materials.

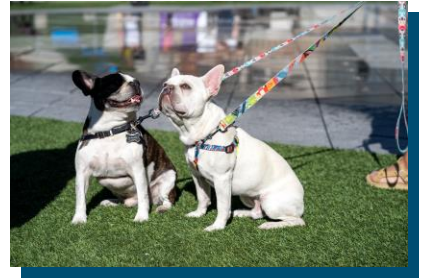


UPCOMING CENTER EVENTS - CONTINUED

▼ BARK AT THE MOON

Saturday May 18th | 5pm - 9pm

The Humane Society of Utah invites you and your family, friends, and pups for a night of fun at The Gateway Plaza from 5pm – 9pm! Enjoy live music and let your dogs cool off and play in The Gateway's fountain. Bark at the Moon will wrap up with a glow-in-the-dark, pup-friendly walk at 9 PM.



▼ THE MAKERS HIVE MARKET

Saturday May 25th | 11am - 4pm

The Makers Hive Market is back on The Olympic Plaza and Rio Grande in May! This market is free and open to the public offering attendees live music, goods from local vendors, and much more. Stop by on May 25th from 11a.m. to 4 p.m. to see what they have going on!



▼ SUNSET YOGA

Thursdays | 7pm - 8pm

Join us for the first outdoor yoga session of our summer series! Sunset Yoga will kick off May 23rd at 7 PM outdoors in the Plaza and will be held Thursdays through the beginning of August. Enjoy this free and unique one-hour experience of power flow yoga provided by Salt Lake Power Yoga. All levels of yogis are welcome!



GATEWAY LOCAL CARDS

▼ GATEWAY LOCAL

The "Gateway Local" program offers those living or working within a 2-mile radius of the property special discounts from participating merchants. Local patrons will present a card to those merchants to receive the agreed upon discount or offer. Emails will be sent out to the locals list regularly to help promote your specials. Current offerings [can be seen here](#).

If you would like to participate or update your offering, please contact Julissa Breslin (jbreslin@vestar.com) and Kenzie McFarlane (kmcfarlane@vestar.com).



PR RECAP – NOVEMBER



42,523

Web Page Views



184,972

Social Reach

69

Total Media Hits



342

Million People Reached

TENANT UPDATES

- ▼ **PEARL MILK TEA CLUB: NOW OPEN** – On the lower level across from Restaurant Row, offering boba, smoothies, Pearl Milk tea & coffee.
- ▼ **THE BRUCE: NOW OPEN** - Formerly "Bout Time," now "The Bruce" underwent an exterior and interior remodel, and now offers new Scottish themed menu items and spirits.
- ▼ **HAWAII FLUID ART:** Art studio, with individual and group led art sessions, located on the lower level across from Restaurant Row. Opening Mid-May 2024.
- ▼ **CLARK PLANETARIUM:** Expansion includes 4,400 SF of Office and Classroom Space. Opening August 2024.
- ▼ **NEPTUNE'S PALACE:** Tropical island bar concept. Opening Summer 2024.
- ▼ **PERFECT DAY:** Building Out Space along Rio Grande Street from 100 S. to Loading Dock #3. Construction began in September. Lobby and floor 2 opening Fall 2024.
- ▼ **ASHER ADAMS HOTEL:** Projected Opening Date October 2024.

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