
M E M O R A N D U M

DATE: June 7, 2005
TO: City Council Members
FROM: Jennifer Bruno, Policy Analyst
RE: Joint Resolution Supporting the Location of a Major League Soccer Stadium in Salt Lake City
CC: Rocky Fluhart, Sam Guevara, DJ Baxter, Louis Zunguze

Attached is a joint resolution drafted by the Administration with Council input supporting the location of a Major League Soccer Stadium in Salt Lake City.

Specifically, the resolution states the preferred location for the stadium is the Utah State Fairpark. The following are stated reasons in the resolution for supporting the Fairpark location:

- The Fairpark itself has enough land and parking to accommodate the stadium without the need for costly land acquisition.
- Access to the Fairpark in terms of transportation, tourism, and general traffic, is excellent due to its proximity to Salt Lake International Airport, the Central Business District and Salt Palace Convention Center, and The University of Utah. These areas also represent the greatest concentration of hotel rooms in the state, to further support visitors.
- The Fairpark's existing programs would be complimented and possibly expanded by the on-site presence of a Major League Soccer stadium. The Fairpark could use the stadium to host larger events than they are currently able to accommodate, such as rodeos, livestock shows, agricultural conventions, concerts, and other sporting events.

The Administration requests that the Council consider adding the following guiding principles in development of a soccer stadium to the resolution (this addition is reflected in Resolution B):

- The decision regarding the location of the soccer stadium should be determined based on the merits, not politics.
- The decision should be made adhering to the highest levels of integrity.
- The playing field should be level for every community submitting a proposal.
- The location should result in the most successful outcome for the soccer team and the greatest potential for economic development throughout the region.

Resolution A

SALT LAKE CITY MAYOR
SALT LAKE CITY COUNCIL

JOINT RESOLUTION SUPPORTING LOCATION OF A MAJOR LEAGUE SOCCER STADIUM IN SALT LAKE CITY

WHEREAS, Major League Soccer is a national organization of professional soccer teams; and,

WHEREAS, Major League Soccer franchises exist in 12 metropolitan areas across the United States; and,

WHEREAS, attendance at professional soccer matches is climbing nationally, and participation in soccer and soccer-related activities is growing both nationally and in Utah; and,

WHEREAS, REAL Salt Lake has formed a Major League Soccer franchise based in Utah; and,

WHEREAS, REAL Salt Lake is seeking a location for a 25,000-seat soccer stadium to house its team; and,

WHEREAS, numerous national experts believe sports stadiums are more likely to succeed and to contribute to the regional economy when located in downtown areas than when located in suburban areas; and,

WHEREAS, the Utah State Fairpark has excess land and parking that could easily accommodate the REAL stadium without the need for costly land acquisition; and,

WHEREAS, locating at the Fairpark would give REAL Salt Lake excellent access to fans by its proximity to Salt Lake City's central business district, the Salt Lake City International Airport, and the University of Utah, which are the three largest traffic generators in the state; and,

WHEREAS, locating at the Fairpark would also make REAL Salt Lake easily accessible to tourists by virtue of its proximity to the Salt Palace Convention Center and the largest concentration of hotel rooms in the state; and,

WHEREAS, the Fairpark location will be easily accessible by all modes of transportation by virtue of its proximity to I-15, I-215, Redwood Road, North Temple Street, the Jordan River Parkway trail, future Commuter Rail and Light Rail service, and the Salt Lake City International Airport; and,

WHEREAS, citizens of Salt Lake City have made a commitment to build a major soccer complex 2.5 miles from the Fairpark, connected via the Jordan River Parkway, that provides opportunities for partnership between REAL Salt Lake and youth and community soccer programs, and,

WHEREAS, the governing body of the Utah State Fairpark has expressed its enthusiastic support for locating the REAL stadium on its grounds; and,

WHEREAS, locating the REAL stadium at the Fairpark will provide enormous benefits to the state, the region, the surrounding neighborhoods, to the Fairpark, and the Utah State Fair; and,

WHEREAS, the Fairpark's existing programs would be complimented by the REAL stadium and its activities, and could also utilize the stadium for large Fairpark-sponsored events, such as rodeos, livestock shows, concerts, and other sporting events; and,

WHEREAS, few, if any, of these synergistic benefits could be realized at other locations; and,

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of Salt Lake City jointly and enthusiastically support the location of REAL Salt Lake's stadium at the Utah State Fairpark in Salt Lake City.

Resolution B

SALT LAKE CITY MAYOR
SALT LAKE CITY COUNCIL

JOINT RESOLUTION SUPPORTING LOCATION OF A MAJOR LEAGUE SOCCER STADIUM IN SALT LAKE CITY

WHEREAS, Major League Soccer is a national organization of professional soccer teams; and,

WHEREAS, Major League Soccer franchises exist in 12 metropolitan areas across the United States; and,

WHEREAS, attendance at professional soccer matches is climbing nationally, and participation in soccer and soccer-related activities is growing both nationally and in Utah; and,

WHEREAS, REAL Salt Lake has formed a Major League Soccer franchise based in Utah; and,

WHEREAS, REAL Salt Lake is seeking a location for a 25,000-seat soccer stadium to house its team; and,

WHEREAS, numerous national experts believe sports stadiums are more likely to succeed and to contribute to the regional economy when located in downtown areas than when located in suburban areas; and,

WHEREAS, the Utah State Fairpark has excess land and parking that could easily accommodate the REAL stadium without the need for costly land acquisition; and,

WHEREAS, locating at the Fairpark would give REAL Salt Lake excellent access to fans by its proximity to Salt Lake City's central business district, the Salt Lake City International Airport, and the University of Utah, which are the three largest traffic generators in the state; and,

WHEREAS, locating at the Fairpark would also make REAL Salt Lake easily accessible to tourists by virtue of its proximity to the Salt Palace Convention Center and the largest concentration of hotel rooms in the state; and,

WHEREAS, the Fairpark location will be easily accessible by all modes of transportation by virtue of its proximity to I-15, I-215, Redwood Road, North Temple Street, the Jordan River Parkway trail, future Commuter Rail and Light Rail service, and the Salt Lake City International Airport; and,

WHEREAS, citizens of Salt Lake City have made a commitment to build a major soccer complex 2.5 miles from the Fairpark, connected via the Jordan River Parkway, that provides opportunities for partnership between REAL Salt Lake and youth and community soccer programs, and,

WHEREAS, the governing body of the Utah State Fairpark has expressed its enthusiastic support for locating the REAL stadium on its grounds; and,

WHEREAS, locating the REAL stadium at the Fairpark will provide enormous benefits to the state, the region, the surrounding neighborhoods, to the Fairpark, and the Utah State Fair; and,

WHEREAS, the Fairpark's existing programs would be complimented by the REAL stadium and its activities, and could also utilize the stadium for large Fairpark-sponsored events, such as rodeos, livestock shows, concerts, and other sporting events; and,

WHEREAS, few, if any, of these synergistic benefits could be realized at other locations,

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of Salt Lake City jointly and enthusiastically support the location of REAL Salt Lake's stadium at the Utah State Fairpark in Salt Lake City.

The Mayor and City Council of Salt Lake City also support these guiding principles for development of a soccer stadium:

The decision regarding the location of the soccer stadium should be determined based on the merits, not politics.

The decision should be made adhering to the highest levels of integrity.

The playing field should be level for every community submitting a proposal.

The location should result in the most successful outcome for the soccer team and the greatest potential for economic development throughout the region.