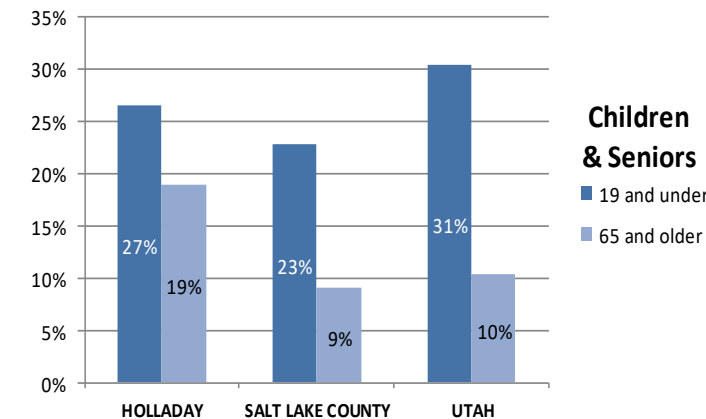
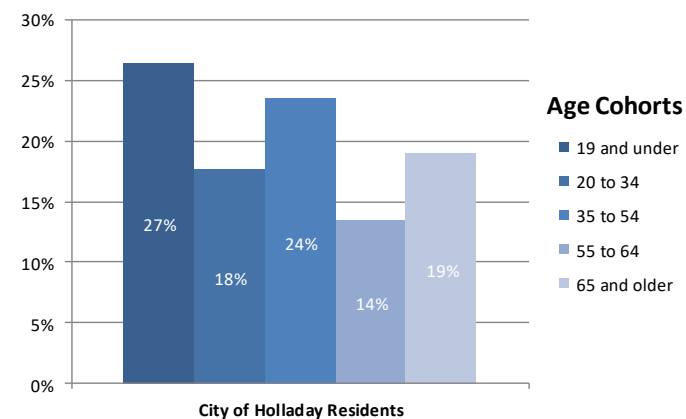


Many things set the City of Holladay apart as a unique place to live, work, and do business along the Wasatch Front. Here are a few distinctive qualities of our fine community.

## HOLLADAY IS HOME TO RESIDENTS OF VARIED AGES WITH A PROMINENT SENIOR POPULATION.

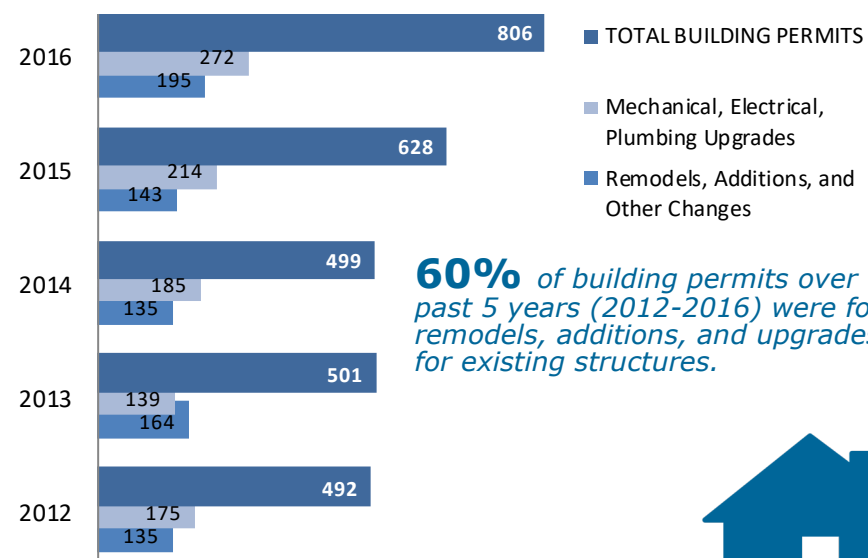


Location	Median Age
Holladay	39.9
Salt Lake County	31.8
Utah	30.7

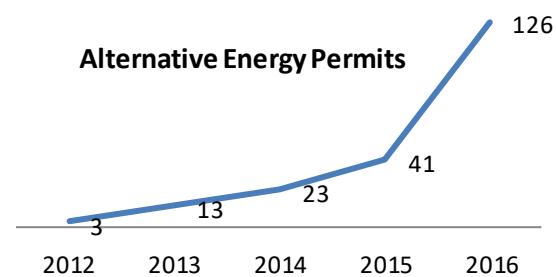
New senior care facilities providing independent living, assisted living, and/or memory care constructed in Holladay:

- Cottonwood Place Senior Living (120 Apartments)
- Abbington Senior Living (77 Apartments)

## HOLLADAY HAS ROBUST PROPERTY VALUES AND INVESTED PROPERTY OWNERS.

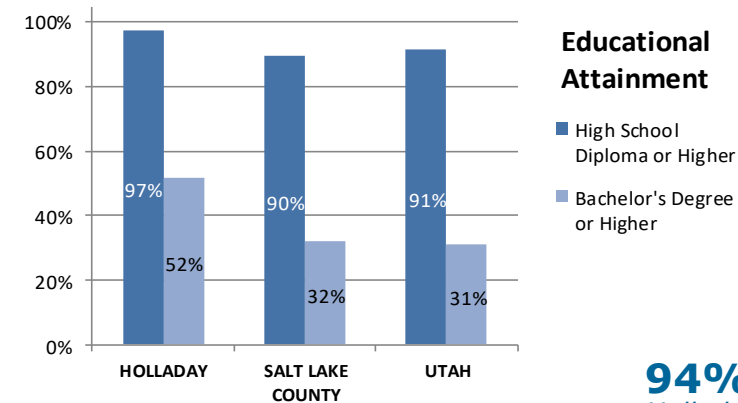


60% of building permits over past 5 years (2012-2016) were for remodels, additions, and upgrades for existing structures.



Location	Median Home Value
Holladay	\$440,000
Salt Lake County	\$295,000
Utah	\$249,000

## HOLLADAY RESIDENTS ARE EDUCATED AND WORKING CLOSE TO HOME.

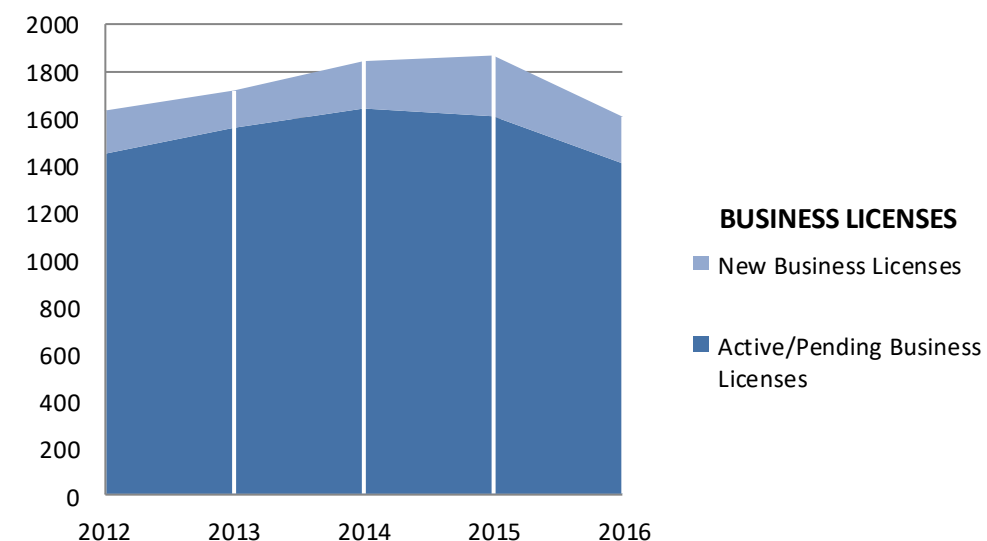


94% of employed Holladay residents work in the Salt Lake County area.

Location	Median Household Income
Holladay	\$75,690
Salt Lake County	\$62,117
Utah	\$60,727

The mean travel to work time for employed Holladay residents is 20.3 minutes.

## HOLLADAY HAS NEED FOR CONTINUED REDEVELOPMENT AND BUSINESS RETENTION.



Location	Total Sales Tax
Holladay	\$3,965,205
Salt Lake County	\$220,441,700
Utah	\$539,831,566

Location	Total Sales Per Capita
Holladay	\$4,562
Salt Lake County	\$16,148
Utah	\$13,317

## KEEPING YOU SAFE

The Unified Police Department (UPD) and Unified Fire Authority (UFA) provide Holladay residents with contracted public safety and emergency response services. Here are a few highlights of their exceptional performance.

### POLICE (UPD)

- The Priority 1 responses time is 2 minutes 8 seconds.
- The crime rate per 1,000 residents is 32.22.
- Public Order and Public Peace crimes have decreased steadily over the past 5 years.
- Larceny and Burglary have increased slightly over the past 2 years.

### FIRE (UFA)

- The time from call to emergency vehicles enroute is 2 minutes 35 seconds.
- The Holladay Fire Station ISO (PPC) rating is 3.

The Insurance Service Office (ISO) or Public Protection Classification (PPC) rating provides statistical information on risk on a scale from 10-1, with 1 being the best, considering various aspects of a city and a fire department. It is very rare for an agency to receive a "Class 1" rating.