

Market Analysis – Downtown Economic Development Logan, Utah

Economic development and downtown business recruitment and retention were at the heart of the assignment for Strategy 5 in Logan. We prepared a comprehensive market scan that evaluated the potential for retail, restaurants, entertainment, office, residential, hotel and conference center development.

A SWOT Analysis (strengths, weakness, opportunities and threats) was prepared for the greater downtown area, and a series of recommendations were set forth designed to ensure the continued economic vigor of the historic district. Downtown Logan is under threat from the development of significant amounts of big-box retail space to both the north and the south. The growing population of the region, low unemployment, and a high quality of life contribute to the positive market characteristics noted by the study.

Strategy 5 found that the tourism market in Cache Valley is underserved and downtown can prosper by building on its strong arts base (there are three live theaters as well as other arts venue) and pursuing a signature boutique hotel and mixed-use project in the central downtown area.



The Downtown Logan clock is an icon reflective of the past and focused on the future. The downtown area reflects these same characteristics.