

Provo City was founded in 1849 which makes Provo the second oldest city in Utah. Although we've aged gracefully there is always room for a little improvement. This month's Provo Advantage focuses on companies choosing to reinvest in our community and breathe new life into some of our older real estate.



Reinvesting in Provo

An essential element of economic vibrancy is the revitalization of existing real estate. We have some great examples of people doing that in Provo right now. [Watch this video](#) to learn how unique businesses in Provo are planning for the future while protecting our past.

Watch Video



Thread Wallet's Revitalized HQ

What began as a simple idea when Colby Bauer lost his wallet, has now become a multimillion-dollar company, having grown 1,900% in the last five years. When Colby came to us expressing a need to expand, we identified the old Model T Ford car dealership at 241 West Center. Thread plans to make this location their new corporate headquarters and are spending millions to reinvest in downtown Provo. [Watch this video](#) to see this building begin its transformation.

Watch Video

Get a glimpse of some of the impressive reinvestments energizing our local economy.

THE PROVO | ADVANTAGE

BY THE NUMBERS - BUSINESS

35 MOXIE LOCATIONS IN 20 STATES

\$10 MILLION
PROVO TOWN
SQUARE RENOVATION

1000+
MOXIE
FIELD
EXPERTS

\$4 MIL MOXIE HEADQUARTER RENOVATION

1880 YEAR THAT MIT MODULAR RENOVATED HQ WAS CONSTRUCTED

180 MPH WIND SPEED THE MIT
MODULAR HOMES CAN WITHSTAND

1900% THREAD
GROWTH IN
PAST 5 YEARS

1913 YEAR THAT THREAD RENOVATED
HQ BUILDING WAS CONSTRUCTED

50 NUMBER OF BUSINESS SPACES IN PROVO TOWN SQUARE



Moxie's Modern HQ

On a dark cold night in October of 2022, if you had been driving on Freedom Boulevard around 600 North, you would have seen the large spotlight array and a normally dead parking lot full of life and activity. But you could never imagine what the space inside the old dollar store had become. [Watch this video](#) to see how Jason Walton transformed this site into a modern corporate headquarters with a \$4 million investment.

[Watch Video](#)

Modern Shoe has been an anchor in Downtown Provo for 83 years! We were thrilled when they invited us to their ribbon cutting this year in their expanded location on Center Street. See what the Store Manager, Will Nettleton, had to say.



We've been serving the Provo and Utah County communities since 1940. It has been our privilege to get to know our customers, build relationships, and serve them for the last 83 years. We've changed a lot from our humble beginnings in 1940 as Star Shoe Shop on the corner of Center Street and 400 West.

This move gives us the rare opportunity to remain in Downtown Provo while giving us additional space to provide better service, a wider selection, and a better shopping experience for our valued customers.

We reaffirm our commitment to the Provo & Utah County communities by keeping our store here and to preserve the unique character of Downtown Provo, which is reflected in the design choices made in our new store.

We love the people here, we're committed to staying here, and we're looking forward to a bright future in Downtown Provo.



THE PROVO | ADVANTAGE 



Provo Town Square Transformation

At the corner of Center Street and University Ave is an iconic structure know as Provo Towne Square. In 2021 Liberty Santa Monica Properties purchased the half empty, tired, mixed-use building. [See what their passion and vision](#) for downtown Provo is transforming this landmark location into.

Watch Video



Provo Reinvestment White Paper

And finally, if you want more detail on the numerous businesses that are reinvesting in Provo and the impact this is having on the community, [check out our White Paper.](#)

Download White Paper



Provo Advantage Website

Each month this award-winning e-blast looks at another significant advantage of this community and why Provo is considered exceptional. From Innovation to Downtown Dynamism, Education to Startup Hubs, and Quality of Life — we've got it all covered. Visit provoadvantage.com to check out the many advantages we have already highlighted.

[View Website](http://provoadvantage.com)

You Tell a Friend, and They Tell a Friend, and They Tell a Friend...

Our goal is to spread the word about the many advantages that Provo has to offer. Please share this email with others that you feel will benefit. Have anyone who wants to be added to our mailing list send that request to bgarlick@provo.org.

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