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## How the Mormons Make Money

How the Mormon Church Makes Its Billions

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*Illustration by Labour*

By [Caroline Winter](#)

July 18, 2012 at 7:45 PM MDT

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Late last March the Mormon Church completed an ambitious project: a megamall. Built for roughly \$2 billion, the [City Creek Center](#)  stands directly across the street from the church's iconic neo-Gothic temple in Salt Lake City. The mall includes a retractable glass roof, 5,000 underground parking spots, and nearly 100 stores and restaurants, ranging from [Tiffany's](#) to Forever 21. Walkways link the open-air emporium with the church's perfectly manicured headquarters on Temple Square. [Macy's](#) is a stone's throw from the offices of the church's president, Thomas S. Monson, whom Mormons believe to be a living prophet.

On the morning of its grand opening, thousands of shoppers thronged downtown Salt Lake, eager to elbow their way into the stores. The national anthem played, and Henry B. Eyring, one of Monson's top counselors, told the crowds, "Everything that we see around us is evidence of the long-standing commitment of the Church of Jesus Christ of Latter-day Saints to Salt Lake City." When it came time to cut the mall's flouncy pink ribbon, Monson, flanked by Utah dignitaries, cheered, "One,

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