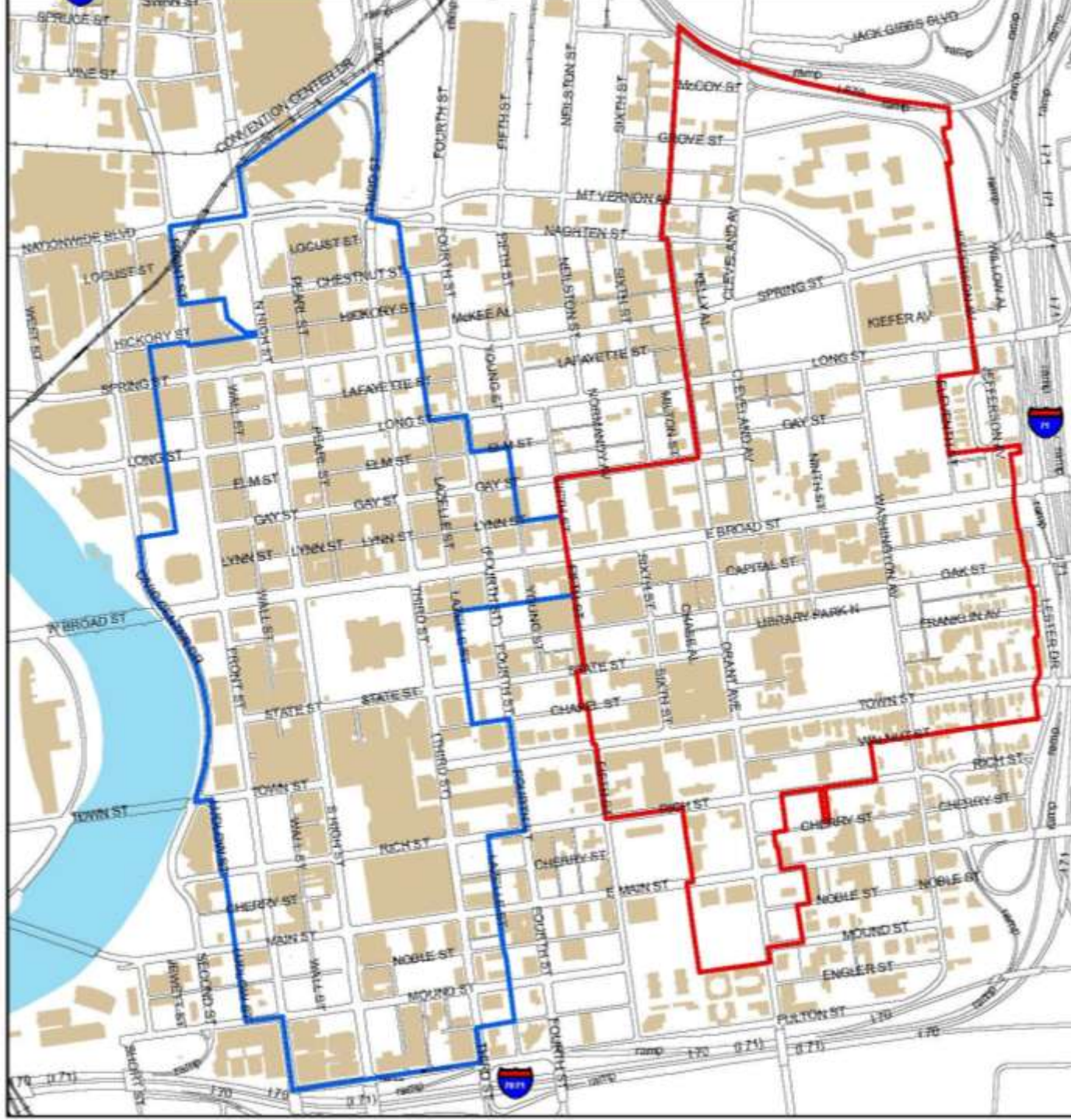


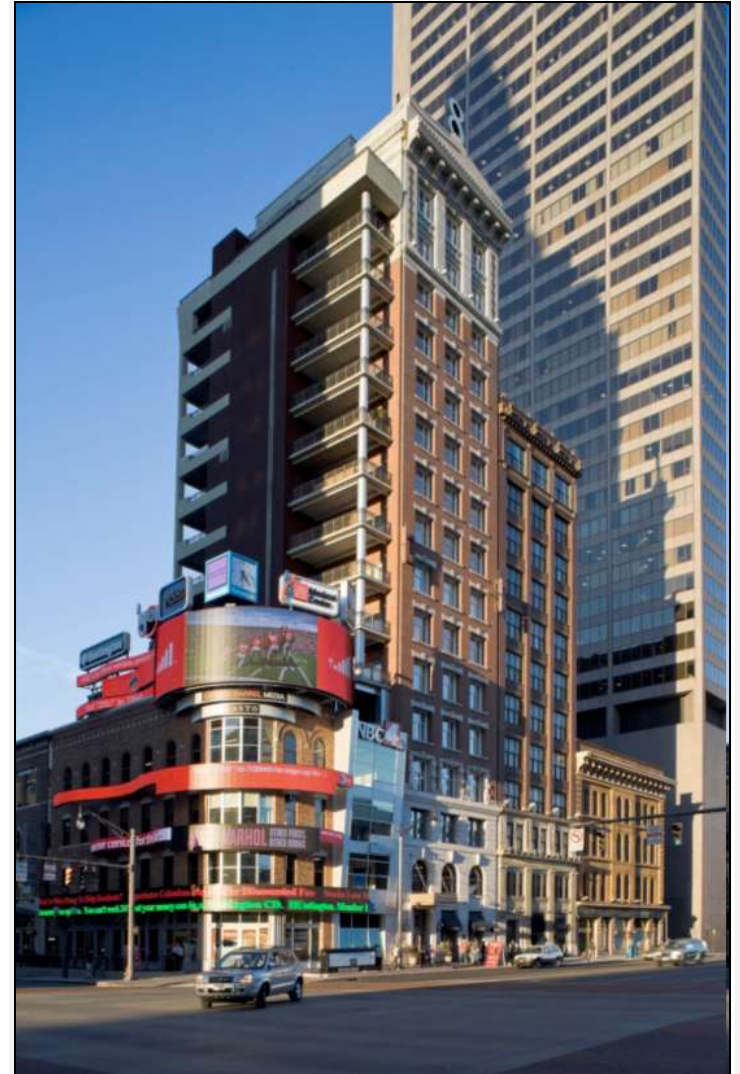


4.28.2011

Downtown Columbus Business Attraction

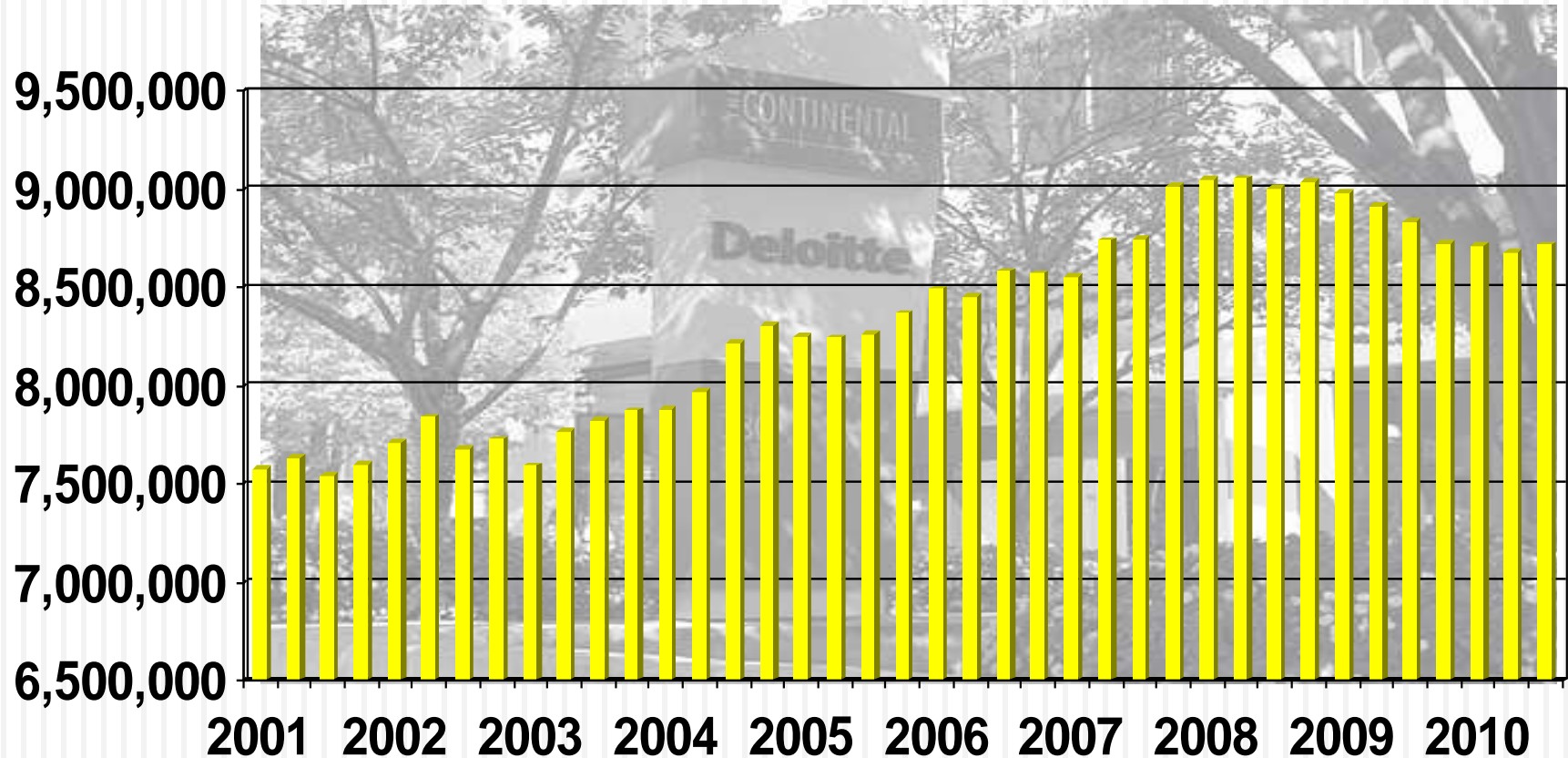


\$2 Billion Public & Private Investment from 2000-2010



Employment

Amount of Leased Office Space Downtown by Quarter

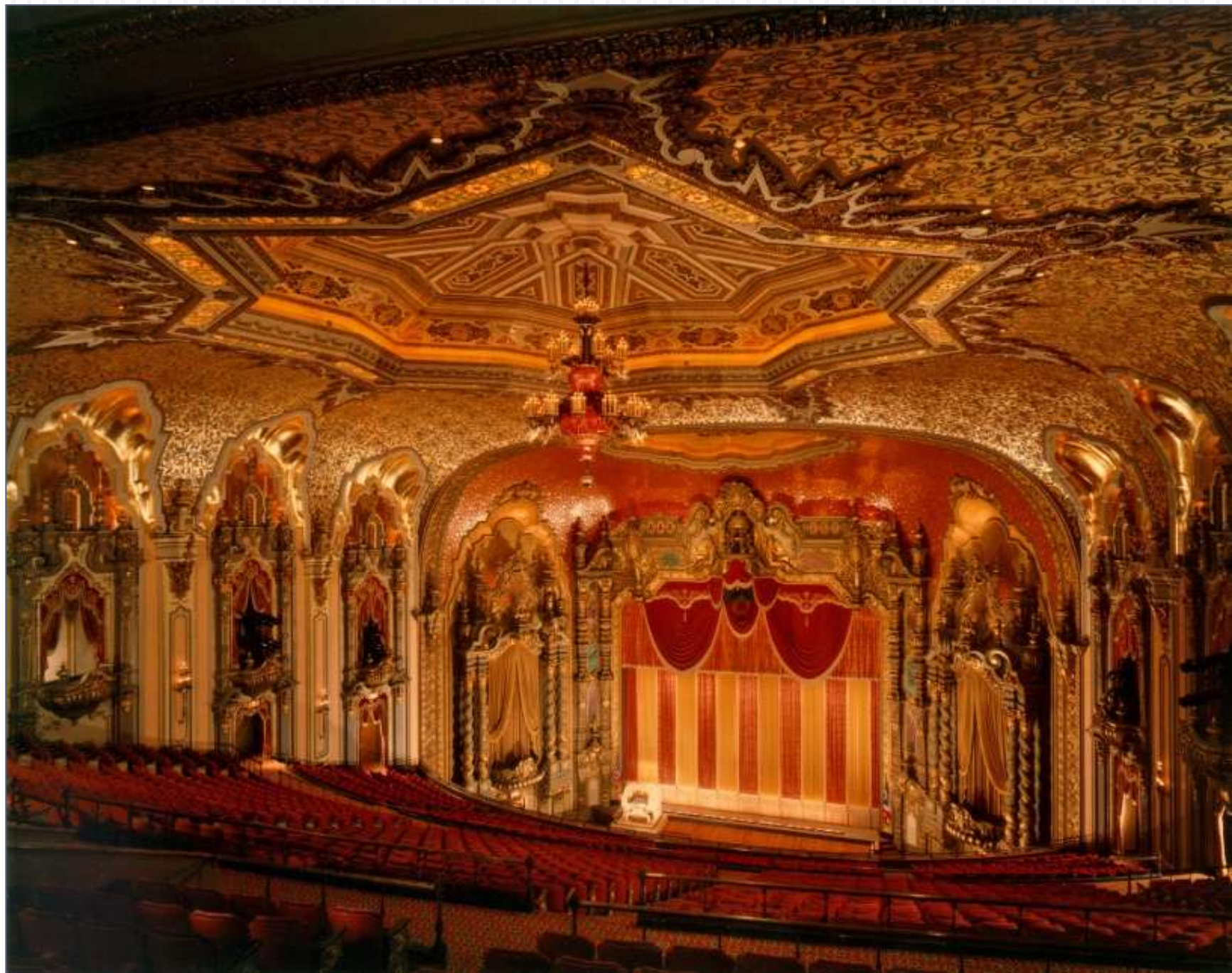


Note: Does not count owner-occupied space.

Source: CB Richard Ellis



Residential



2010 DOWNTOWN COLUMBUS STRATEGIC PLAN



Existing Broad Street



Proposed Broad Street

**Broad
Street
Median**

Courtesy of MSI Design

Retail?



Downtown Consumer Markets

Employees

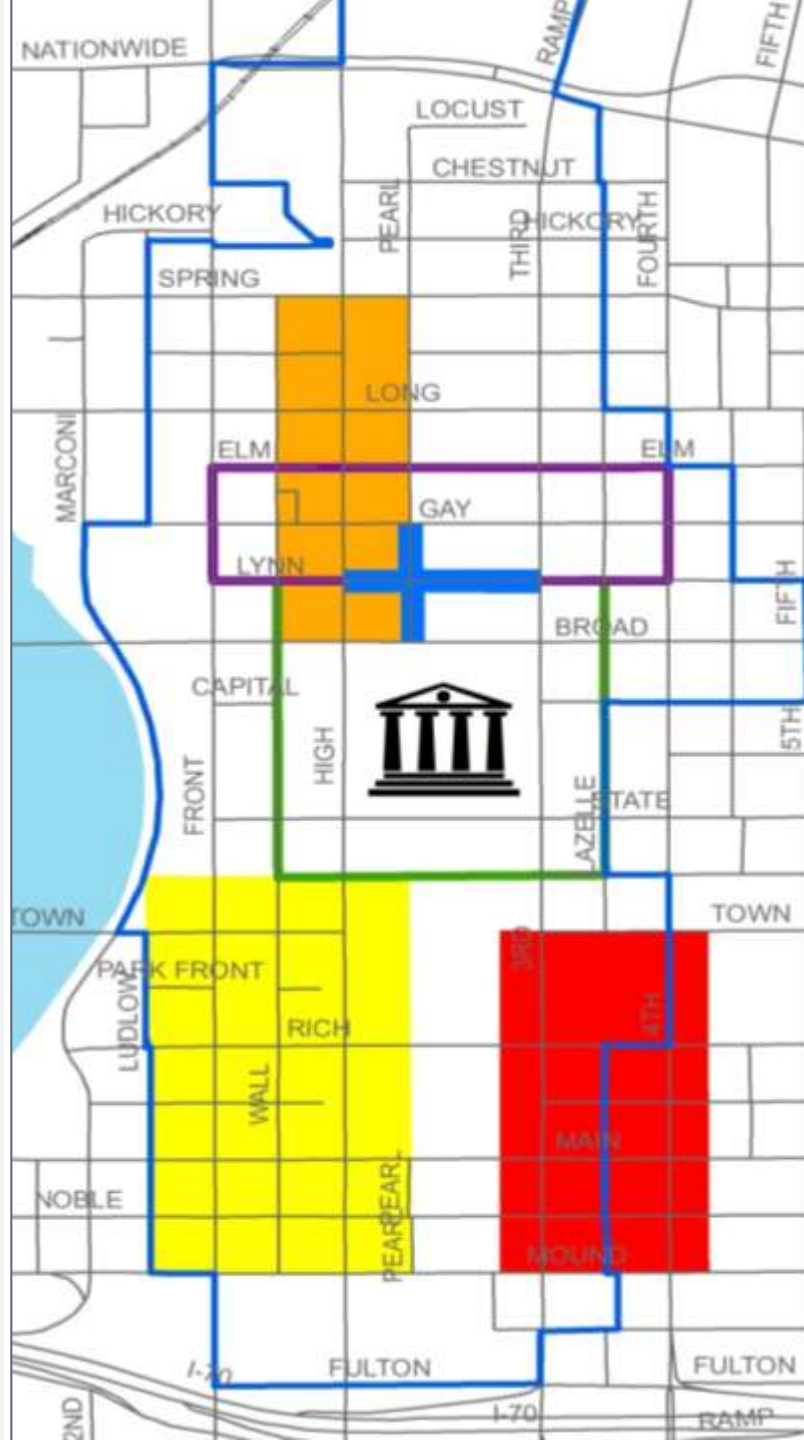
Students

Downtown Residents

In-town Residents

Overnight Visitors


Local/Regional Visitors




Downtown Retail Submarkets

 Capital Crossroads SID

Retail Submarkets

 North High

 Gay Street

 Lynn & Pearl Alleys

 Capitol Square

 RiverSouth

 Third and Main



2 GAY STREET

RETAIL DEMAND GENERATORS:

- Dining and entertainment destination for 5,600 downtown residents plus 35,000 in-town residents (Bexley, Short North, German Village, Grandview)
- 1,300 residents within walking distance plus new CCAD student housing
- 41,200 daytime workers within quarter-mile of Gay Street corridor
- 2,250 hotel rooms near corridor resulting in 500,000 visitor nights (165,000 unique overnight visitors per year)
- 550,000 theatre patrons per year (Ohio, Palace, Southern, Riffe Center)

ANNUAL RETAIL SPENDING POTENTIAL:

- \$135 million per year total
- \$70 million per year in spending by downtown/in-town residents
- \$40 million per year in spending by office workers within quarter-mile
- \$25 million per year in spending by visitors (hotels, theatres)
- \$50 million per year market for dining and entertainment venues

>> RECOMMENDED MERCHANDISING FOCUS: "DINING AND ENTERTAINMENT MECCA"

SUPPORTING CONCEPTS:

- | | |
|---------------------|-------------------|
| • Fine Dining | • Bakery/Pastries |
| • Ethnic Cuisine | • Dance Club |
| • Catering Services | • Cocktail Lounge |
| • Ice Cream | • Home Décor |
| • Coffee/Tea | |
| • Wine Shop/Bistro | |

ABOUT GAY STREET:

- 2,700 parking spaces within 50 feet of corridor create valet opportunities
- New parking garage at Fourth and Elm
- Credit card parking meters on the horizon
- Mile-on-High financial incentives for retailers available
- New meter price reductions/extended hours
- Management district provides daily cleaning and safety services in public realm, and marketing and promotional services
- New boutique 117-room hotel is slated for 20 E. Broad Street

"DINING &
ENTERTAINMENT
MECCA"



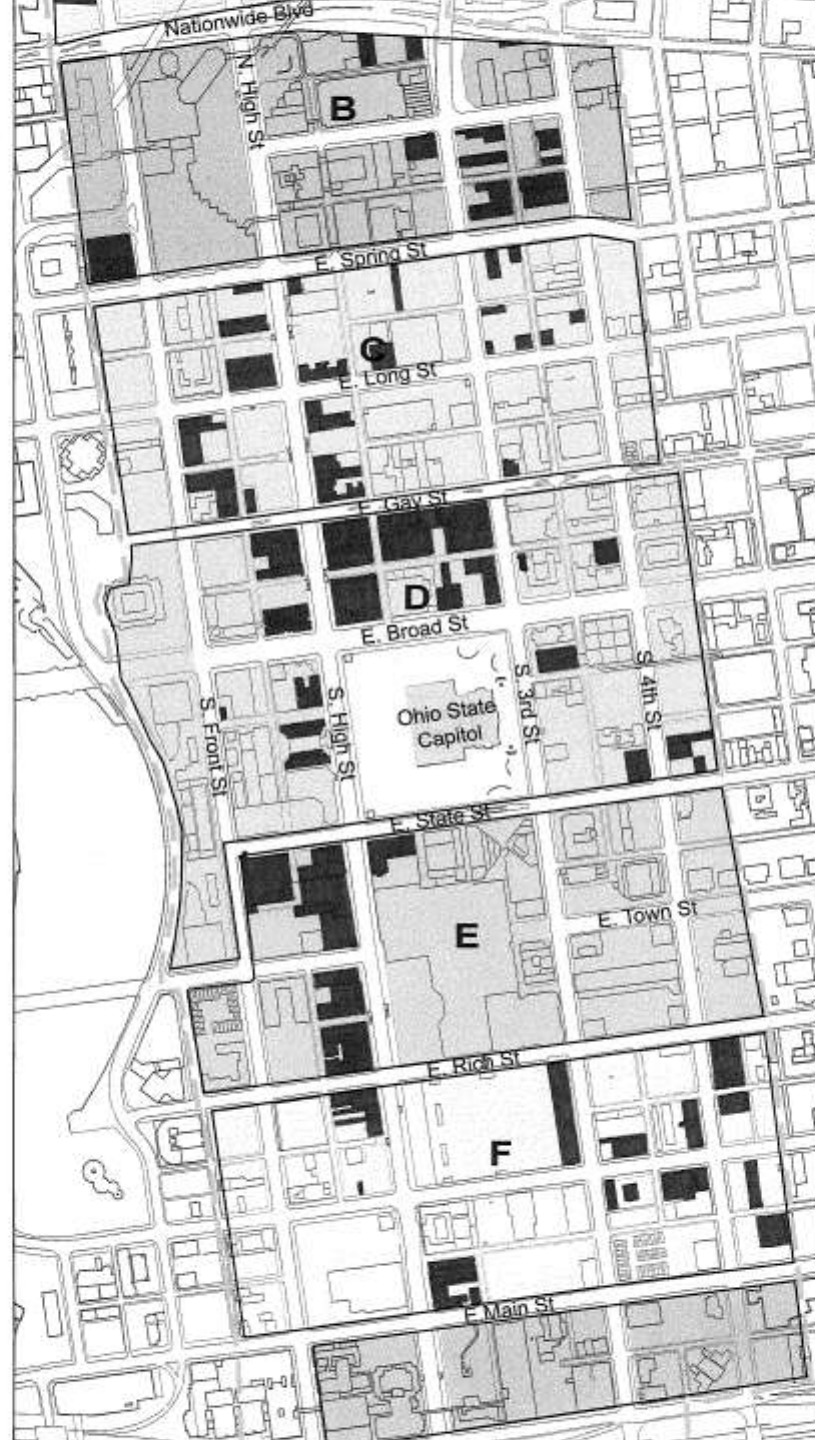
DOWNTOWNCOLUMBUS.COM

For information on consumer markets, assistance in locating space or general inquiries:
Kacey (Campbell) Brankamp | 614.645.5095 | KCBrankamp@SIDservices.com

FUNDED BY:



Michael B. Coleman, Mayor





Thank you!

Kacey Campbell Brankamp, Retail Recruiter
Capital Crossroads SID
(614) 645-5095, kcbrankamp@sidservices.com

