$2 Billion Public & Private Investment from 2000-2010
Amount of Leased Office Space Downtown by Quarter

Note: Does not count owner-occupied space.

Source: CB Richard Ellis
Residential
Retail?
Downtown Consumer Markets

Employees

Students

Downtown Residents

In-town Residents

Overnight Visitors

Local/Regional Visitors
DOWNTOWN SUB-MARKETS

2 GAY STREET

RETAIL DEMAND GENERATORS:
- Dining and entertainment destination for 5,600 downtown residents plus 35,000 in-town residents (Beckley, 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
- Ethnic Cuisine
- Catering Services
- Ice Cream
- Coffee/Tea
- Wine Shop/Bistro
- Bakery/Pastry
- Dance Club
- Cocktail Lounge
- Home Décor

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

FUNDING BY:

For information on consumer markets, assistance in locating space or general inquiries:
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Thank you!

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