Downtown Facts

- Downtown population: 63,000 residents within a 1.5 mile radius
- CBD, LoDo & CBV population: 10,000 residents
- Workforce: 110,000
- Pedestrian counts, summer 2008: Over 30,000 pedestrians on 16th Street Mall on a weekday.
- Auraria Campus & Emily Griffith Opportunity School: Over 55,400 students, faculty & administrators
- Visitors, 2007: 12.2 million
2007 Downtown Area Plan Highlights

- Over 18-month public process
- Input from approximately 2,000 participants
- 5 Vision Elements
- 19 Strategies
- 7 Transformative Projects
- 1000 Small Steps
Downtown Area Plan: Retail Component

- Reinforce existing retail centers and/or develop new retail clusters.
- Establish retail management plan for 16th Street Mall between Welton and Curtis Streets.
- Develop a public market – a regional destination.
- Implement marketing plan for Downtown retail.
- Encourage neighborhood-serving retail in every district.
Total BID Sales Tax Revenues: 2002-2007

Source: City and County of Denver, Department of Revenue
2007 Sales Tax Totals by Month

Source: City and County of Denver, Department of Revenue
Downtown Retail Market Square Footage versus Vacancy Rate

Retail Space

Retail Vacancy

Source: Frederick Ross
Downtown Denver: Retail Hotspot

Tami Door
President & CEO
Downtown Denver Partnership

Tuesday, October 14th, 2008