



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

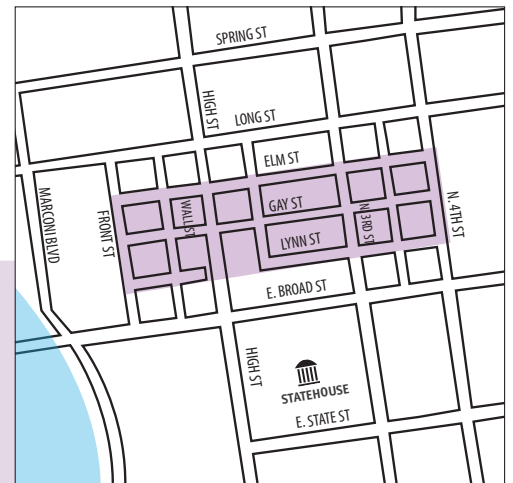
“DINING & ENTERTAINMENT MECCA”

RECOMMENDED MERCHANDISING FOCUS:

“DINING AND ENTERTAINMENT MECCA”

SUPPORTING CONCEPTS:

- Fine Dining
- Ethnic Cuisine
- Catering Services
- Ice Cream
- Coffee/Tea
- Wine Shop/Bistro
- Bakery/Pastries
- 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

DOWNTOWNCOLUMBUS.COM

For information on consumer markets, assistance in locating space or general inquiries:
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Michael B. Coleman, Mayor