



## Commercial Location Guide

# THE DISTRICT

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*April 2008*

- **Choose The District**
- **Key Facts**
- **Retail Facts**
- **Retail Sectors**
- **Consumer Profiles**



# CHOOSE THE DISTRICT

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**The District is the place to go for exciting nightlife or to meet friends for dinner.** Over 70 bars and restaurants and 45 live performances a week keep The District hopping from morning 'till late night.

**The District is a regional shopping destination.** Over 110 unique and stylish retailers offer relief from big boxes and generic shopping centers.

**The District is an emerging residential area.** It's not just college students who are attracted to The District, but young professionals and empty nesters who are looking for lively mix of historic architecture, sidewalk cafes, and street musicians.

**The District has plenty of parking.** With over 5900 parking spaces, you rarely have to walk far to get to your destination. Customers can choose from convenient on-street parking or covered parking in four—soon to be five— parking garages. And with nearly 8400 student parking spaces, there's plenty of room for everyone.

**The District is a community.** The friendly and energetic atmosphere in The District makes it the perfect place for meeting clients, window-shopping or just hanging out with friends.

**The District has a built-in customer base.** Over 26,700 employees and 8400 residents work, dine, and shop The District every day. Three hospitals, two newspapers, city and county governments, two colleges and a major university all call The District home.

**The District is host to the most popular events in town.** The True/False Film Festival, the Roots 'n Blues 'n BBQ Festival, Twilight Festivals, the Jazz, Wine and Beer Pub Crawl, Artrageous Fridays, the 9<sup>th</sup> Street Summerfests, the Living Windows Festival, Columbia Festival of the Arts, the Blind Boone Ragtime Festival and First Night Columbia all have The District as a backdrop.

**The District has a strong support network for businesses.** The Columbia Special Business District works hard to maintain and improve the aesthetics, safety, and business environment of our community. We also have a significant marketing and promotions calendar to keep our businesses strong.

**The District is easily accessible.** The District has its own exit from both I-70 and Hwy. 63. Residents living anywhere in the city can be in The District in a matter of minutes. The District is also easily accessible by bike, wheelchair or bus and is currently the hub of a \$22 million non-motorized transportation project which provides increased bike and pedestrian access to the center city.

**The District is a popular tourist destination.** Not only is The District full of shopping, dining, and entertainment opportunities, attractions such as the YouZeum, the Missouri Center for the Arts and the State Historical Society appeal to travelers as well. The MKT/KATY Trailhead at Flat Branch Park also brings hikers and cross-country cyclists right into The District.

# The District

## KEY FACTS

### Demographics

Total District Employment	13,919
Regional Population	295,501
City Population	90,947
District Population	306
Regional Households	112,588
Average Household Income	\$55,348

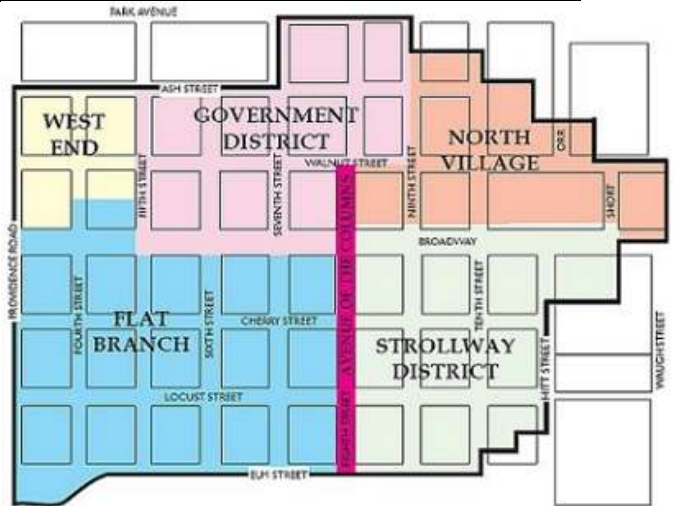
All District numbers exclude the three colleges.  
Region defined by a 30 minute radius.

### Students

Number of Colleges	3
Total Student Enrollment	34,127
Student Residents	8094
Faculty/Staff	12,788

### Visitors

Overnight Stays, 2007	1,183,000
Hotel Rooms in City	3490
Rooms Under Construction in City	357
Convention/Exhibit Attendees	191,000/ yr
Shoppers From Over 60 Miles	100,000+
Number of District Festivals	33
Festival Attendees Who Shop	47%
Festival Attendees Who Dine Out	89%



### Pedestrian Counts

Saturday, 10:00-10:05 am	195
Saturday, 8:00-8:05 pm	274
Monday, 12:00-12:05 pm	150

All taken on the corner of Ninth & Broadway.

### Traffic Counts

Ash east of 5th St.	5646
Broadway east of 4th St.	17,804
Broadway east of 8th St.	15,982
Walnut west of College	6956

24-hr weekday counts, 2003.

### Parking & Transit

On-Street	1,220
Off-Street	617
Permit	4,081
Student	8,377

Main bus station located at 10th & Ash.  
Downtown Orbiter Route connects The District  
with surrounding 3 hospitals and 3 colleges.

# RETAIL FACTS

## Commercial Facts

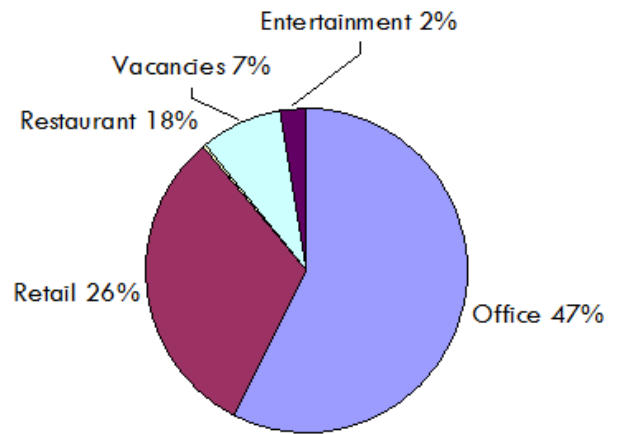
Retail spaces in The District	223
Office spaces in The District	202
Commercial Occupancy	93%

## Composition of Retail Market

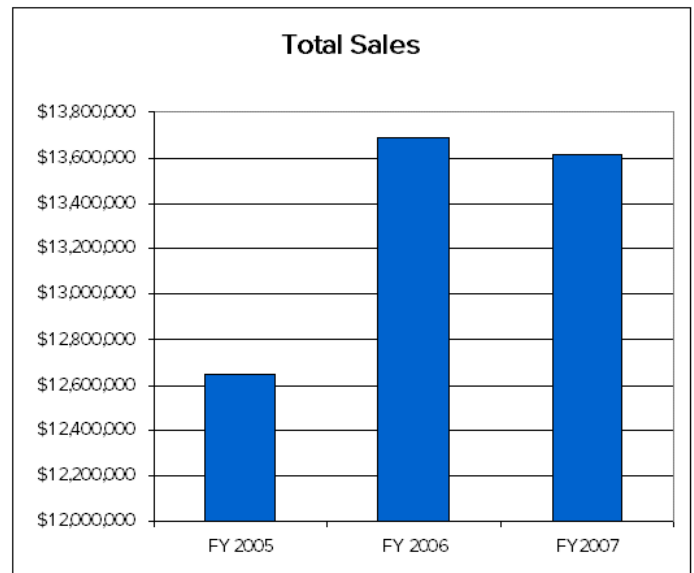
Restaurants	52%
Gift and Specialty	27%
Apparel and Accessories	15%
Art Galleries	4%
Grocery and Convenience	3%

## Total District Sales

2005	\$12,649,947
2006	\$13,686,053
2007	\$13,614,026



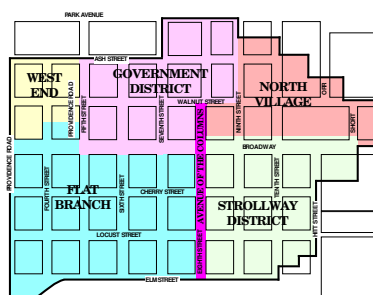
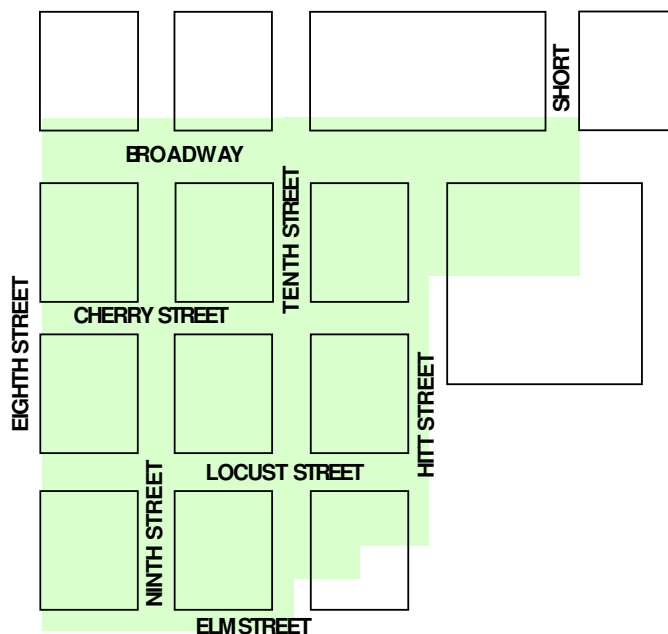
**Business Breakdown**



# THE STROLLWAY

The District's prime 24-hour shopping, dining and entertainment district. Centered around the crossroads of Broadway and Ninth, the Strollway draws shoppers from across the Mid-Missouri region. Whether it's the one-of-a-kind gift stores, clothing stores and art galleries on Broadway or a stroll through the hip selection of stores and coffee shops on Ninth, the Strollway is everyone's first—but not last—stop in The District.

This is the perfect spot for a new restaurant or shop. The Strollway is bordered by two colleges and three hospitals so there's a built in customer base. Based on current demand and existing retail niches, we suggest clothing (new and vintage), shoes, luggage and leather goods, stationery, art galleries, products for the home or garden, specialty groceries and fine dining restaurants.



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## Retail Highlights

A la Campagne  
American Shoe  
Binghams  
Blackberry Exchange  
Bluestem Missouri Crafts  
Boxcar Films  
Buchroeder's Jewelry  
Calhoun's  
Cool Stuff  
Elly's Couture  
Envy

Kent's Floral Gallery  
Manhattan Closet  
Merle Norman  
Pasta Factory  
Pen Point  
Poppy Fine Art  
PS Gallery  
Sha  
Swank  
Top Ten Wines  
True Media

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## Restaurant Highlights

Bambino's Italian Restaurant  
Bangkok Gardens  
Bleu Market  
Booche's  
CC's City Broiler  
Cherry Street Artisan  
Formosa  
Harpo's  
India's Rasoi  
Kaldi's Coffee

Kayotea Tea Room  
Lakota Coffee  
Main Squeeze  
On the Rocks  
Panera Bread  
Rome— Coming soon!  
Sake Sushi Bar  
Shakespeare's Pizza  
Sycamore  
Teller's Bar & Grill  
The Pasta Factory  
Uprise Bakery

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## Points of Interest

FNB Art Park  
Historic Missouri Theatre  
Museum of Art & Archeology  
Peace Park  
Ragtag Cinema Café  
State Historical Society  
Stephens College  
Thomas Jefferson's Gravestone & Gardens  
University of Missouri

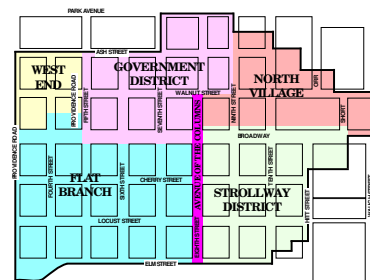
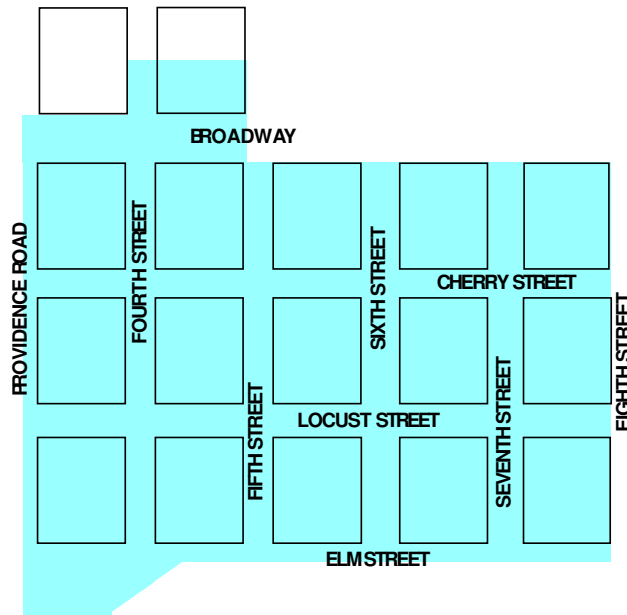
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# FLAT BRANCH

Once an old warehouse district featuring little more than an abandoned rail line, Flat Branch is quickly becoming The District's most popular area. Flat Branch now offers everything from restaurants to recreation to residential. Anchored on each side by Flat Branch Pub & Brewing and The Candy Factory, this area has seen significant growth on the retail and restaurant front.

The area is also becoming the center for several major attractions, such as Columbia's newest park and creek walk at the head of the MKT Trail. Bicyclists and hikers can now take KATY Trail's MKT Spur right into The District for a day of shopping and dining. Tourists will be drawn to the YouZeum, a hands-on science adventure center featuring hands-on exhibits and spaces designed by local and nationally known artists. Space on the corner of Fifth and Cherry has also been set aside by the City of Columbia for another large attraction or museum.



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## Retail Highlights

Bloomers  
Candy Factory  
CyclExtreme  
Dungarees  
Grill One 5  
McAdam's Ltd.  
Sterrett Fine Jewelers  
Vangel Communications  
Woodruff Sweitzer Advertising



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## Restaurant Highlights

Addison's American Grill  
Bengels  
Broadway Diner  
CJ's Wings  
Fellini's  
Flat Branch Pub & Brewing  
Shilos  
Wine Cellar & Bistro



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## Points of Interest

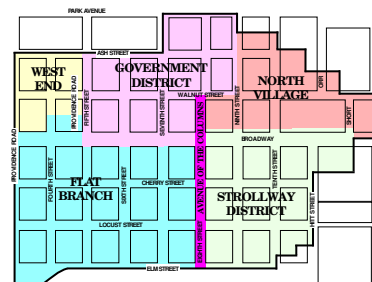
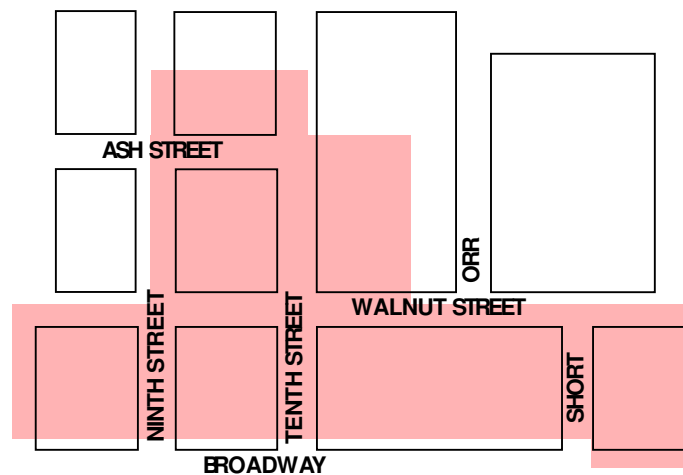
Flat Branch Park  
Historic KATY Station  
MKT/KATY Trailhead  
The YouZeum



# THE NORTH VILLAGE

Years ago, the merchants north of Broadway came together and named themselves the North Village as a way to distinguish themselves from the rest of downtown. Today, you can still see this difference as you stroll through this National Historic District. Known for its more bohemian atmosphere, the North Village is the perfect place for a tie-dyed dress or a healing massage. Or, if you're in the mood for entertainment, enjoy a jazz concert or catch a set by an indie rock group. The area is bordered by both Columbia and Stephens Colleges and both campuses host a variety of musical and theatrical performances as well as their own art galleries. Also on the Stephen's campus is the LRW Historic Costume Library featuring a nationally-known collection.

Property owners in this area and residents in the surrounding neighborhood—commonly known as The Village—have made a commitment to the arts and are currently recruiting artists to live and work in this area. The North Village is home to Orr Street Studios, a series of old warehouses converted to artist studios and galleries. Another bohemian touch is the Village Art Walk—a walking tour of the sculpture gardens of the residents in the area.



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## Retail Highlights

Aardvarks  
Arsenic Leopard  
Butterfly Tattoo  
Dance Arts Studio  
Diamond Bank  
Dryer's Shoes  
Gotcha Costumes  
Kelani Day Spa  
My Secret Garden  
The Diamond Center  
The Strand

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## Restaurant Highlights

Coffee Zone  
Ernie's Steak House  
Mojo's Live Music  
Jamaican Jerk Hut  
Smokin' Chicks BBQ  
W.G. Grinders

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## Points of Interest

Columbia College  
LRW Costume Library  
Orr Street Studios  
Stephens College  
The Blue Note  
Village Art Walk  
Village Square Park  
Historic Wabash Station

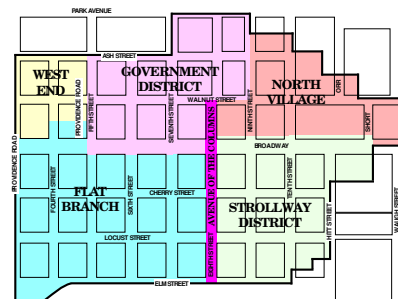
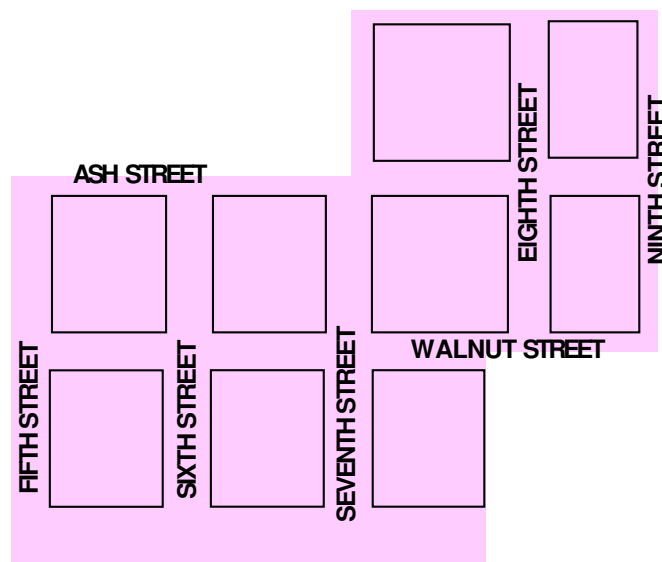
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# THE GOVERNMENT DISTRICT

The District is fortunate to have several branches of government located here, giving people one-stop shopping for all their needs. The highlight of this area is the new Courthouse Square complex, created through the efforts of both public and private entities. Once a downtown thoroughfare, a block of Eighth Street was closed off and redesigned to create a gathering place in the center of The District. Home to a number of festivals, this section of The District is a wonderful mix of public and private, work and play.

Currently under construction is an expansion of the Boone County Courthouse and the County Building as well as a renovation and expansion of City Hall. Two other city buildings—the Gentry and the Howard Buildings—recently underwent historic renovation. A fifth parking garage is also planned for this area to handle the increase in District workers. The area is largely offices but a clear need exists north of Broadway for businesses that cater to these office workers, such as coffee shops, casual dining restaurants and services such as dry cleaning.



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## Retail Highlights

Get About Columbia  
We Always Swing Jazz Series  
Salon Nefisa

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## Restaurant Highlights

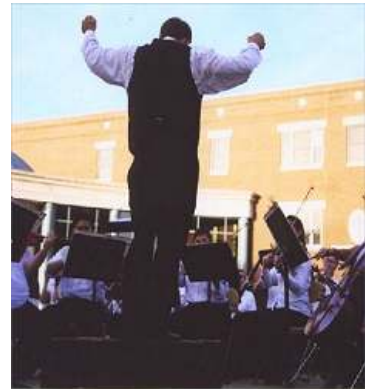
Boone Tavern  
McNally's Irish Pub

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## Points of Interest

Courthouse Square  
Daniel Boone Building  
Roger Wilson County Building  
The Columns  
U.S. Post Office

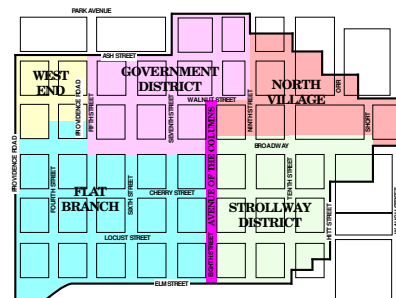
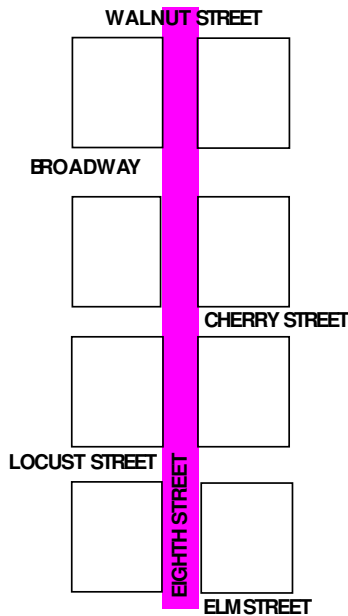
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# AVENUE OF THE COLUMNS

Flanked on each end by Columbia's famous columns, the Avenue of the Columns is The District's most promising project. Home to numerous banks, university offices and city buildings, this section of Eighth Street is currently planning an exciting transformation. Property owners, with the help of the city, have hired a design consultant to turn the Avenue of the Columns into an area that is vital, attractive and a sure draw for pedestrians. Possibilities include new landscaping, sidewalk amenities, artwork, and a constantly changing tableau to entice people to this section of The District.

This is now a key area for both residential and mixed-use developments. Much of the street is currently underutilized and the opportunity exists for infill projects that will offer needed residential space for young professionals and active retirees. As the residential base grows, the demand for businesses that focus on furniture, home accessories, specialty groceries, and basic services will grow as well.



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## Retail Highlights

D & M Sound  
The Marc Salon  
Ad Express

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## Restaurant Highlights

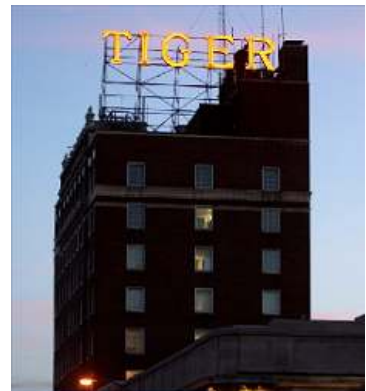
Bleu Market  
Bleu Restaurant & Wine Bar – Coming soon!  
The Bread Basket Cafe  
The Sub Shop

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## Points of Interest

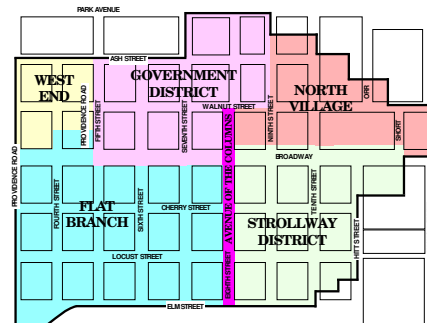
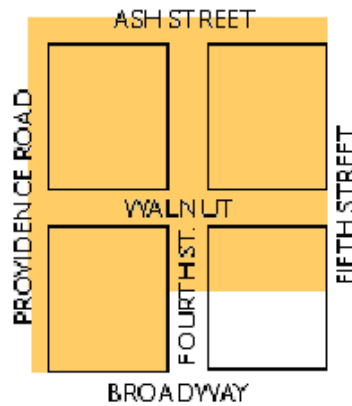
Guitar Building  
Historic Francis Quadrangle  
Missouri Press Association  
Office of Cultural Affairs  
The Columns  
The Missourian Newspaper  
Tiger Hotel

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# THE WEST END

The District isn't all restaurants and shopping—the West End is primarily light industrial and office. This is also the area where District workers or residents can get an oil change, purchase a cell phone or rent a car. Home to the Columbia Daily Tribune, this area of The District saw a significant change when the Tribune constructed its new printing facility on Fourth and Walnut. Two gems also exist in the West End—once the only area an African-American business could locate—the Second Baptist Church and the historic Blind Boone Home. This home is currently undergoing restoration and transformation into a ragtime museum to celebrate Boone's musical legacy. Given its location on a major thoroughfare and underdeveloped sections, the West End has some possible redevelopment opportunities.



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## Retail Highlights

Avis  
Break Time  
Broadway Physical Therapy  
Enterprise Rent-A-Car  
Goodyear Tires  
Jiffy Lube  
L.C. Betz Jewelers  
The Executive Building



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## Restaurant Highlights

Taj Mahal  
Tony's Pizza Palace



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## Points of Interest

Blind Boone Home  
Columbia Daily Tribune  
Second Baptist Church  
Tribune Pocket Park



# CONSUMER PROFILES

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## Country Squires

A small but influential segment in Columbia, they're located in the 65203 zip code—either in Columbia's exurbs in the far south of Columbia or in the Grasslands neighborhood of Old Southwest. They're affluent and often live in recently built homes on sprawling properties. They enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking. They range in age from 35 to 64 and may have graduate degrees. Median household income is \$100,000+. They're more likely to have broadband Internet access, read USA Today and drive a GMC Denali. They also like to tackle home or garden improvement projects. Favorite activities: University Concert Series and dinner at CC's City Broiler.

## Metropolitans

These are the tech-savvy singles and couples living on the urban fringe. They are affluent, highly educated and diverse. The Digerati like fitness clubs, clothing boutiques, causal restaurants and all types of bars—juice, coffee or microbrew. You'll find them close to the action on the edges of downtown, often in Old Southwest, but they want a downtown condo. Zip codes are 65201 and 65203. They range in age from 25 to 44 and may have graduate degrees. Median household income is \$80,000. They're more likely to have cell phones, DVD players, read the Wall Street Journal, listen to National Public Radio and drive a Saab. They are civic-minded and will volunteer for an important cause. Favorite activities: Jazz Series Pub Crawl and a gallery showing at Orr Street Studios.

## Second City Elite

These residents, located primarily in the suburbs of south Columbia, are prosperous white collar workers whose \$200,000+ homes are filled with multiple computers, large screen TVs and wine collections. Both couples work in high powered jobs. With more than half holding college degrees, they enjoy cultural activities—from reading books to attending the theater to dance productions. They are 45+ with a median income of \$72,000. Their zip code is 65203. They're more likely to own home exercise equipment, travel domestically by plane, read Travel & Leisure, watch Wall Street Week and drive a Ford Thunderbird or Infiniti. Favorite activities: Gallery Crawl and dinner at Sycamore.

## Kids & Cul-de-Sacs

These upscale, suburban, married couples with children are most likely found in south Columbia's newer housing developments, primarily the 65203 zip code. They are college educated professionals with upscale incomes, small families and comfortable lifestyles. They range in age from 25 to 54 and have a mix of high school and college education. With mainly white collar jobs, median household income is \$70,000. They buy children's video games, go to Chuck E. Cheese, read Parenting Magazine, watch Nickelodeon and drive a Honda Odyssey. Favorite activities: Outdoor movie at Flat Branch Park and dinner at Shakespeare's Pizza.

## Bohemian Mix

These young and mobile urbanites are a progressive mix of young singles and couples, students and professionals. They prefer eclectic older homes or downtown apartments. They are also early adapters, quick to check out the latest movie, nightclub, laptop or microbrew. East Campus, The Village and NoBo (Old Southwest north of Broadway) are where you'll likely find them—diverse neighborhoods within walking distance of downtown. They're 65201 with a bit of 65203 mixed in. They are younger than 35, single and often renters. Median household income is \$51,000. They shop at Banana Republic, jog, read Vanity Fair, and drive a Jeep or a Subaru. However, you're more likely to find them on foot or on a bike. Favorite activities: Movie at Ragtag and coffee at the Artisan.

### **Greenbelt Sports**

These middle class exurban couples are found north of Broadway as well as north of I-70. They are primarily couples who are college-educated homeowners. About one third have children. They enjoy outdoor activities such as float trips, hiking, and boating. With a median household income of \$56,000, they are a mix of white and blue collar workers with a mix of high school and college education. Ages range from 25 to 54. They are located in the more rural areas in the 65201 and 65202 zip codes. They are more likely to purchase an ATV, buy self-help books, read Self and drive a Ford F-Super Duty or Dodge Ram pickup. Favorite activities: Biking on the MKT and an MU Football Game.

### **New Homesteaders**

These are young, middle class families who own their own homes. They are dual-income couples who have created a comfortable life for themselves and their children. With many of their leisure activities focused on the kids, their driveways filled with campers and powerboats and their family rooms with PlayStations and Game Boys. They range in age from 25 to 44. With a median household income of \$54,000, they have a mix of white collar, blue collar and service jobs. They are located mainly in north Columbia with zip codes of 65201 and 65202. They buy toys by mail and phone, play volleyball, read Woman's World, watch Wonderful World of Disney and drive a Pontiac Montana minivan. Favorite activities: Twilight Festival and ice cream at Cold Stone Creamery.

### **Young Influentials**

These young professionals have recently graduated and are beginning their careers. Their main concern is balancing work and leisure. They are likely renters living in newly developed apartment complexes and look for ball fields, health clubs and casual-dining restaurants. Zip codes are 65201 and 65203. They are younger than 35, have white collar jobs and a median household income of around \$47,000. They are more likely to buy high-end computers, read Rolling Stone, watch That 70s Show and Friends in syndication, and drive a Mazda Protege. Favorite activities: Dinner at Addison's and dancing at the 9<sup>th</sup> Street Summerfest.

### **City Startups**

These young singles settle in neighborhoods with affordable apartments and a commercial base of cafes, bars, laundromats and clubs that cater to twentysomethings. They are mainly college students who have part time jobs in the service or professional sector. With median household incomes of \$23,000 they are renters located in the 65203 and 65201 zip codes. Laptops and cell phones are a necessity and they use the internet for news, job searches, music and keeping in touch. Convenience dictates their food purchases. They are more likely to order pizza from Papa John's, go to nightclubs, read Rolling Stone, watch Mad TV and drive a Kia Spectra. Favorite activities: Barhopping followed by live music at the Blue Note.