

# RALEIGH, NC

## DOWNTOWN OPPORTUNITIES FOR GROWING RETAILERS

### YOU **R** HERE



#### DOWNTOWN RALEIGH'S FAST FACTS:

- 18% annual restaurant sales growth
- 95,322 residents live within three miles
- 40,000 daytime office workers
- 3.1 million visitors in 2010
- 75 outdoor festivals in 2010
- 41,000 students within two miles

JOIN DOWNTOWN'S GROWING LIST of popular dining establishments including Sullivan's Steakhouse, Mellow Mushroom, Starbucks Coffee Company, and Carolina Ale House. Several downtown Raleigh retailers and restaurants have recently received national recognition, including Raleigh Denim, Stitch, and Ed Mitchell of The Pit. And Ashley Christensen of Poole's received her second James Beard nomination as best chef in the Southeast.

Downtown Raleigh is a dining and nightlife destination supported by its growing number of daytime employees, residents and evening/weekend-oriented traffic drivers. Revitalized historic buildings and new construction, mixed-use projects present great opportunities for **fast casual and fine dining restaurants** as well as **service retailers** exploring urban store concepts. And there are several prime locations available for **entertainment and grocery-anchored** developments seeking heavily trafficked sites.

#### FOR RETAIL MARKET INFORMATION PLEASE CONTACT

Paul Reimel  
Economic Development Manager  
919.821.6980 | paulreimel@downtownraleigh.org  
www.YouRHere.com



DowntownRaleigh  
Alliance

# RALEIGH, NC

## DOWNTOWN OPPORTUNITIES FOR GROWING RETAILERS

### DOWNTOWN DEMOGRAPHICS

	1-mile	3-mile	5-mile
2010 Total Population	16,116	95,322	192,566
2010 Households	6,808	35,539	75,928
Average Household Income	\$40,344	\$60,958	\$67,727
Median Age	32.7	32.0	32.5

### DOWNTOWN VISITOR COUNTS 2010

NC Museum of Natural Sciences	707,669
Marbles Kids Museum/IMAX®	519,683
Raleigh Convention Center	491,638
Progress Energy Center for the Performing Arts	398,600
Capital Area Visitors Center	338,009
NC Museum of History	323,526
NC State Capitol	110,887
Artspace	94,575
Raleigh Amphitheater and Festival Site	62,661
NC Legislative Building	60,142
Raleigh City Museum	23,420
Governor's Mansion	9,785
<b>Total Visitors</b>	<b>3,140,595</b>



### RALEIGH ACCOLADES

- #1 Best Place for Business and Careers (Raleigh, NC), Forbes.com, June 2011
- #1 City for Families (Raleigh, NC), Forbes.com, June 2011
- #2 Best City for Young Professionals (Raleigh, NC) Forbes.com, July 2011

### FOR RETAIL MARKET INFORMATION PLEASE CONTACT

Paul Reimel  
Economic Development Manager  
919.821.6980 | paulreimel@downtownraleigh.org  
www.YouRHere.com



DowntownRaleigh  
Alliance