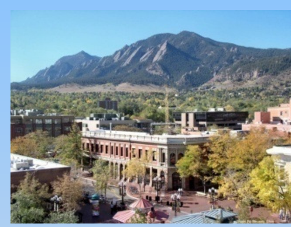
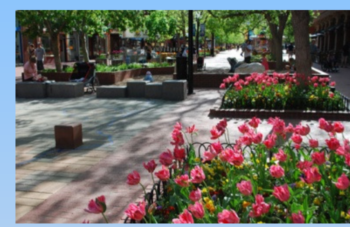
DOWNTOWN BOULDER USER SURVEY 2010



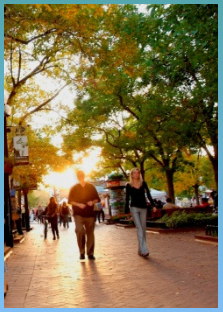
November 2010

DOWNTOWN Boulder

BOULDER colorado usa

CITY OF BOULDER

Presentation Overview



- Key Findings and Highlights
- Overview of Sales Tax Data
- Downtown User Mix and Demographics
- Spending Patterns
- Motivations / Activities
- Satisfaction Ratings
- Special Events / Transient Behavior
- Comments from Users

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Methodology

- 822 completed interviews collected between mid-July and late August 2010
- Random intercept surveys conducted on the four blocks of the Pearl Street Mall plus one block on either side
- Surveys done between 11:30am and 8:00pm, various days of the week
- Similar methodology to past years, allowing for comparisons over time

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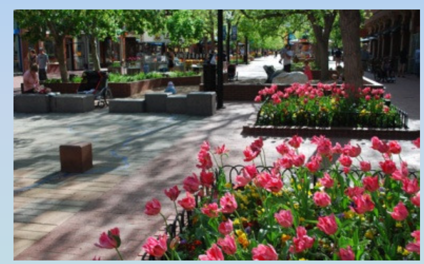
Key Findings and Highlights

- Higher proportion of out-of-state visitors this summer
- Lower average spending per person
- Satisfaction levels very high
- Special events are more of a motivator to some and less to others
- Most said transient behavior has no impact on their experience
- Parking satisfaction generally very good



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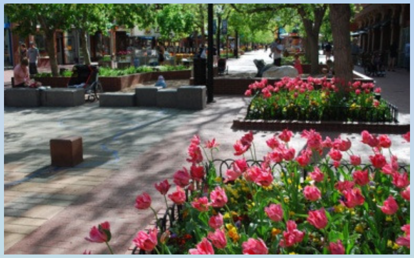
Key Findings and Highlights

- Primary competition includes 29th Street, Downtown Denver
- Overnight visitors spend 4.4 nights and are in a travel party of 2.7 people
- Downtown area has an attractive blend of stores and restaurants
- Comments regarding more restrooms, better signs, more diverse restaurant choices, continued desire for local stores



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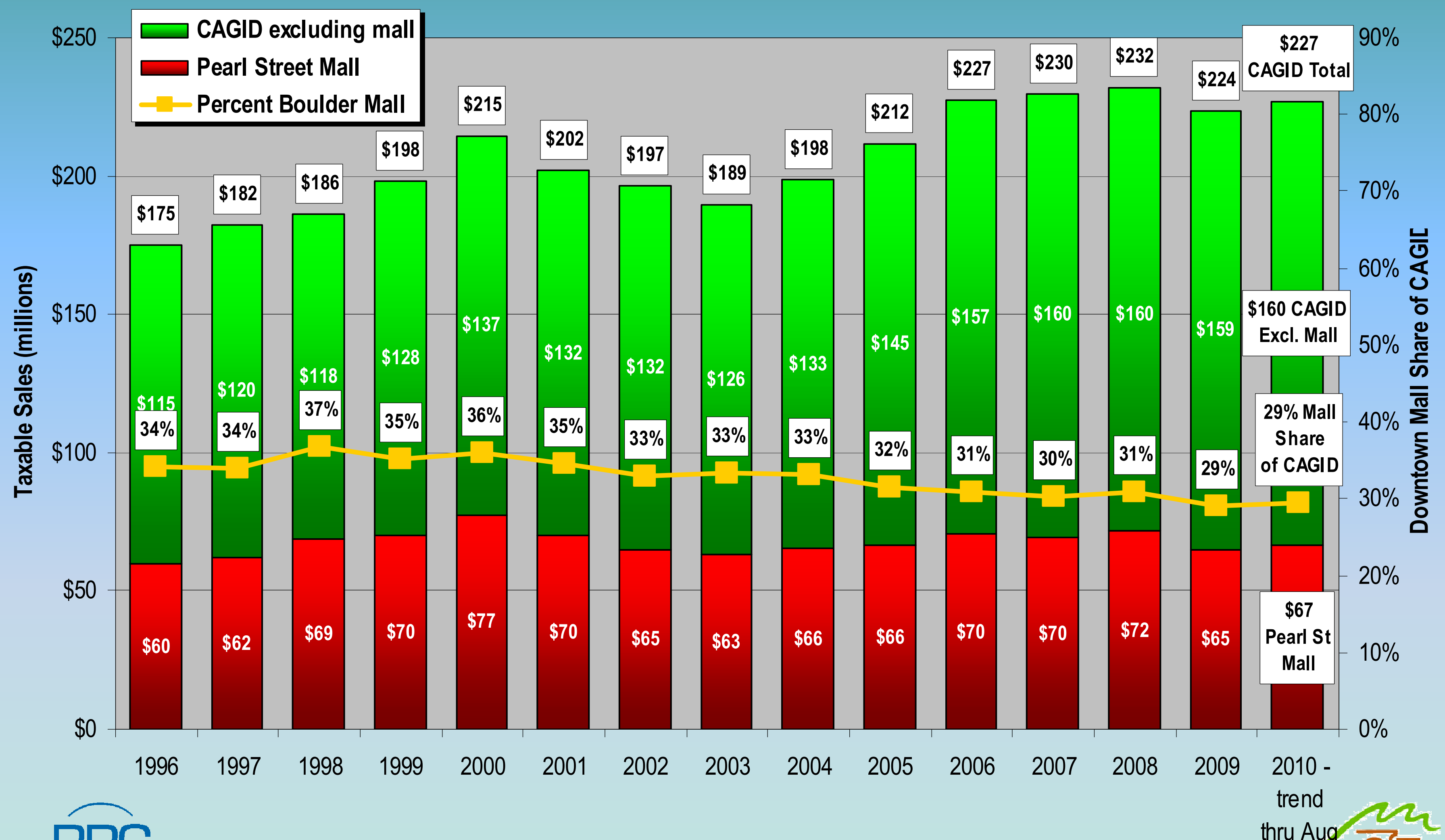
Sales Tax Data

- Downtown area (CAGID) annual taxable sales peaked in 2006-2008 period, declined in 2009, projected to be approx. $227MM in 2010
- Pearl Street Mall's share of CAGID taxable sales has declined from 37% (1998) to 29% (2010)
- By month, Downtown taxable sales are highest in June to August period, followed by December and May

CAGID Taxable Sales: Mall vs. Other 1996 – 2010*



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(*2010 based on trend thru August)

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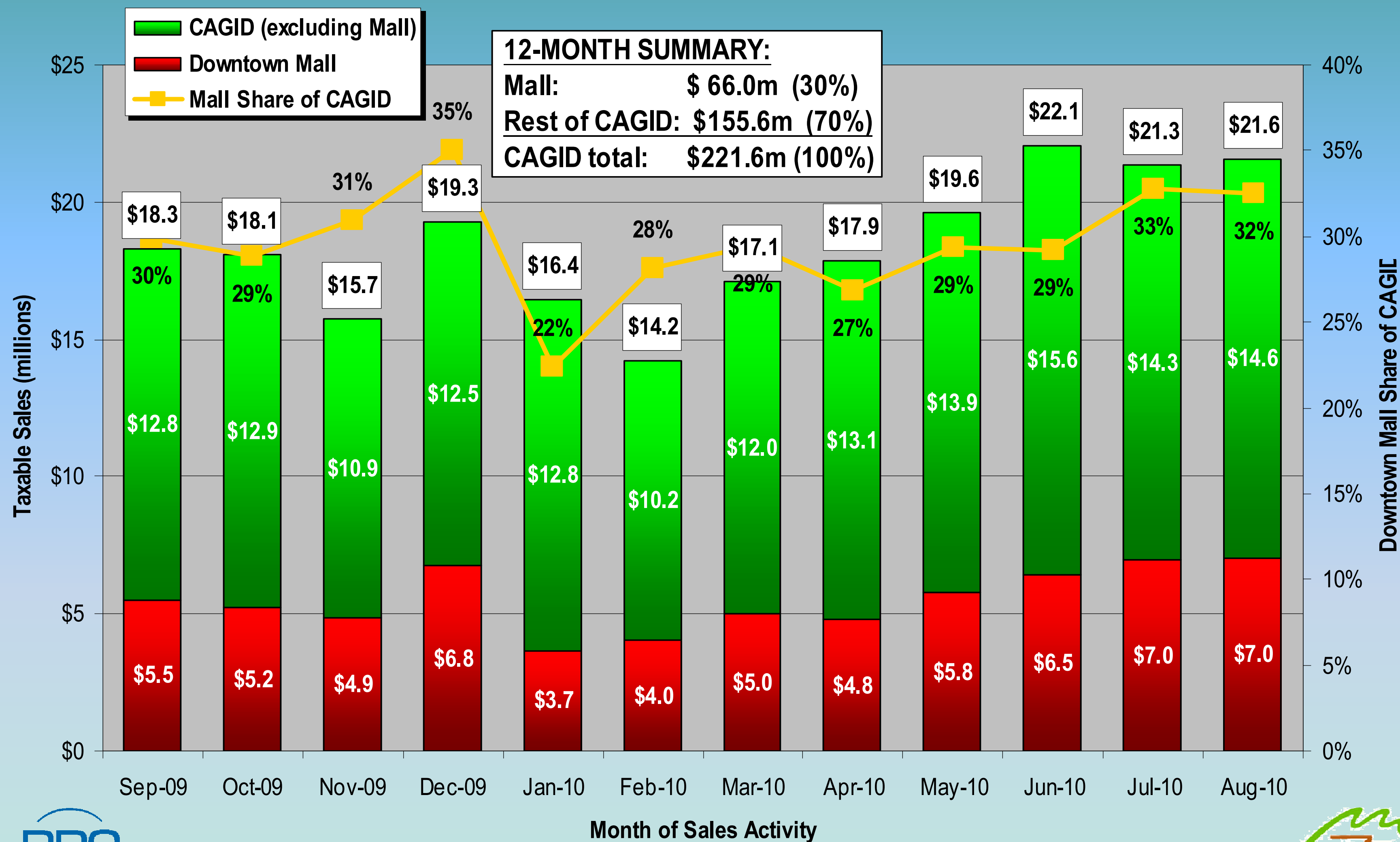
CAGID Taxable Sales: Mall vs. Other Past 12 Months



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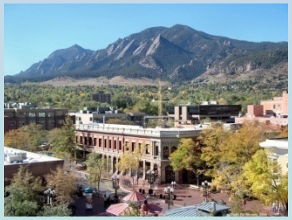
Sales Tax Data

- Restaurants account for nearly half of Downtown’s taxable sales, though the Mall represents a declining share of Downtown
- Downtown’s share of City of Boulder taxable retail sales is about 11%
- Downtown’s share by sector shows competition in both restaurants and apparel

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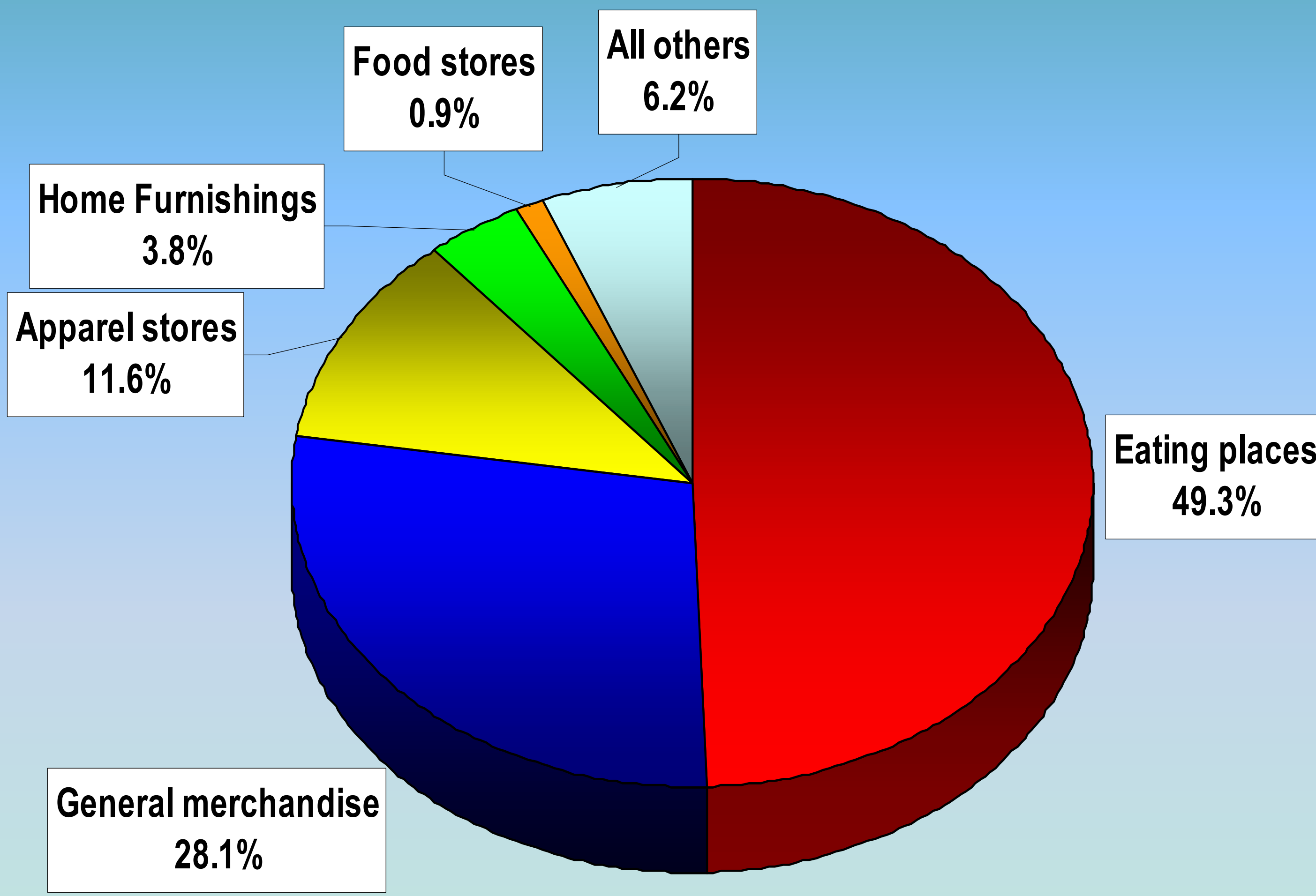
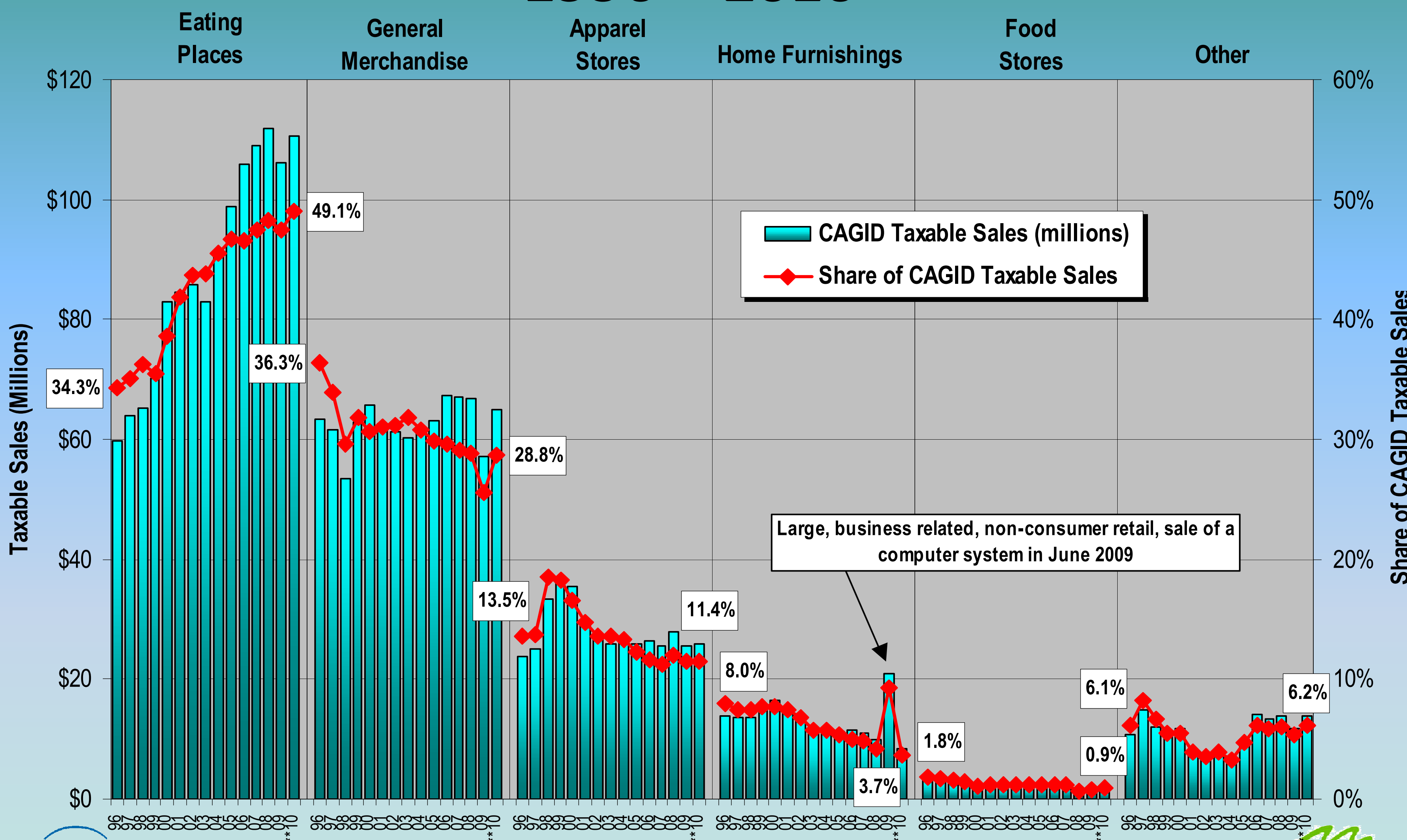
CAGID Taxable Sales by Sector: Sep. 2009 – Aug. 2010

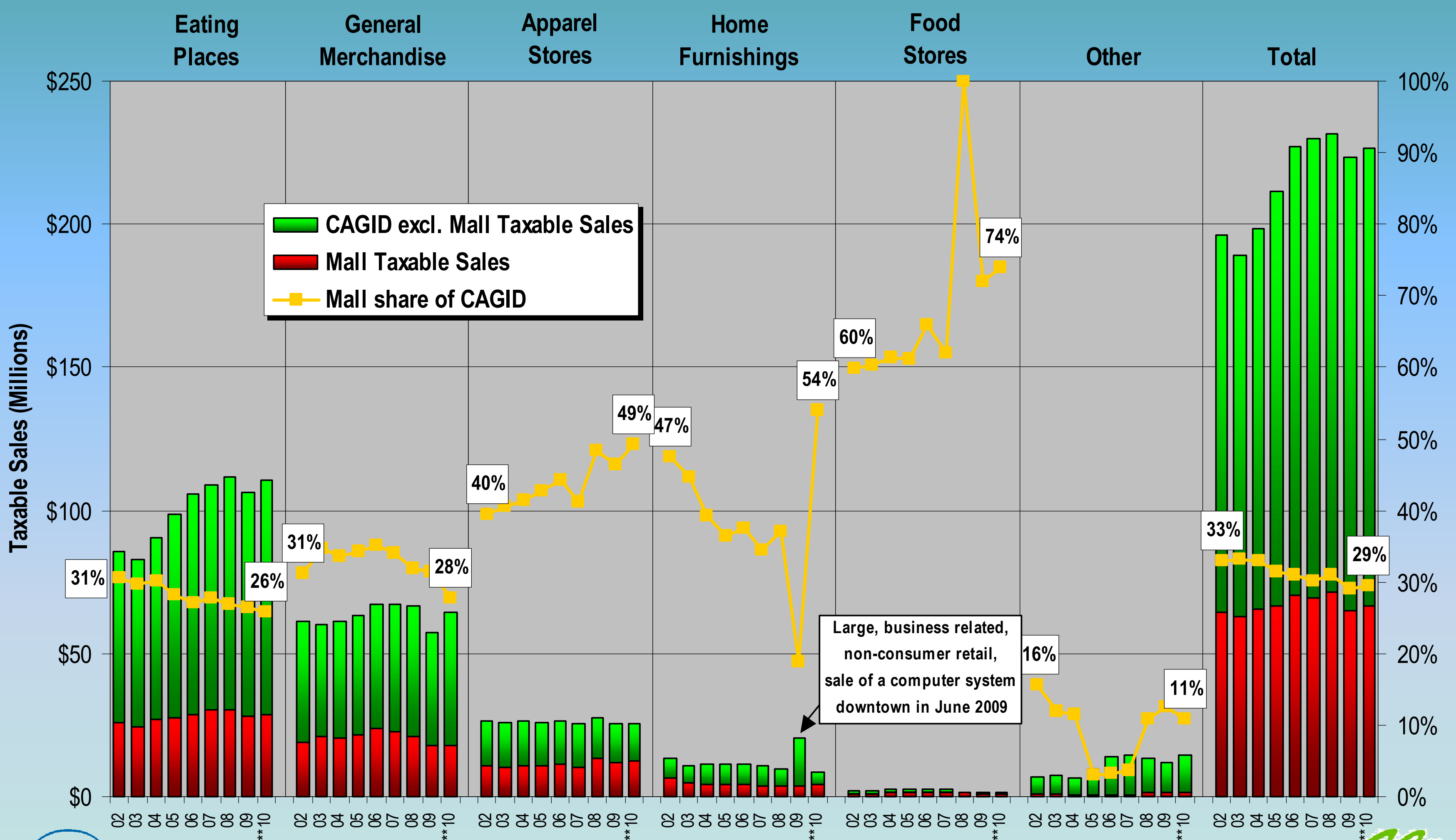


CAGID Taxable Sales by Sector 1996 – 2010*



(*2010 based on trend thru August)

CAGID Taxable Sales by Sector: Mall vs. Other CAGID: 2002–2010*



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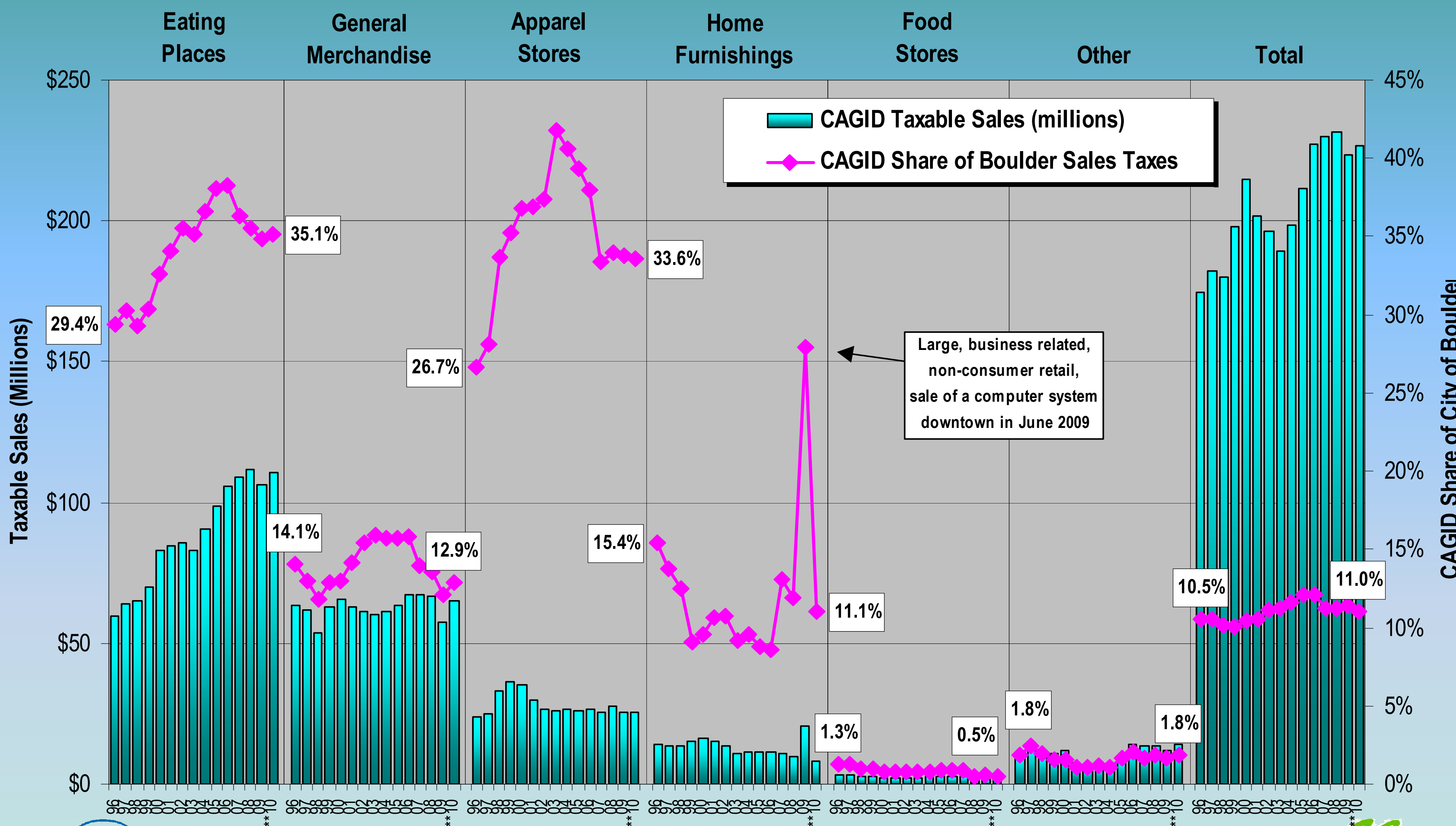
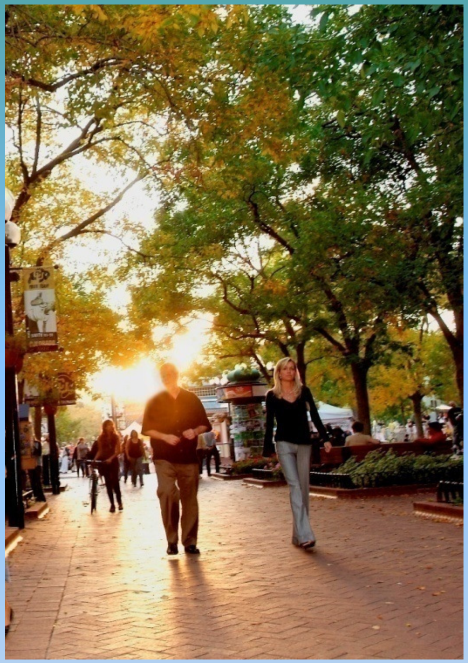
CAGID Taxable Sales & CAGID Share of City: By Sector, 1996 – 2010*



(*2010 based on trend thru August)

User Type



- Out-of-state visitors: 32%
- City of Boulder residents: 29%
  - North Boulder: 30%
  - Downtown core area: 21%
  - South Boulder: 20%
  - Central/West Boulder: 16%
- Colorado outside Boulder County: 21%
- Boulder County outside City: 13%
- International/part-time residents/summer residents: 5%

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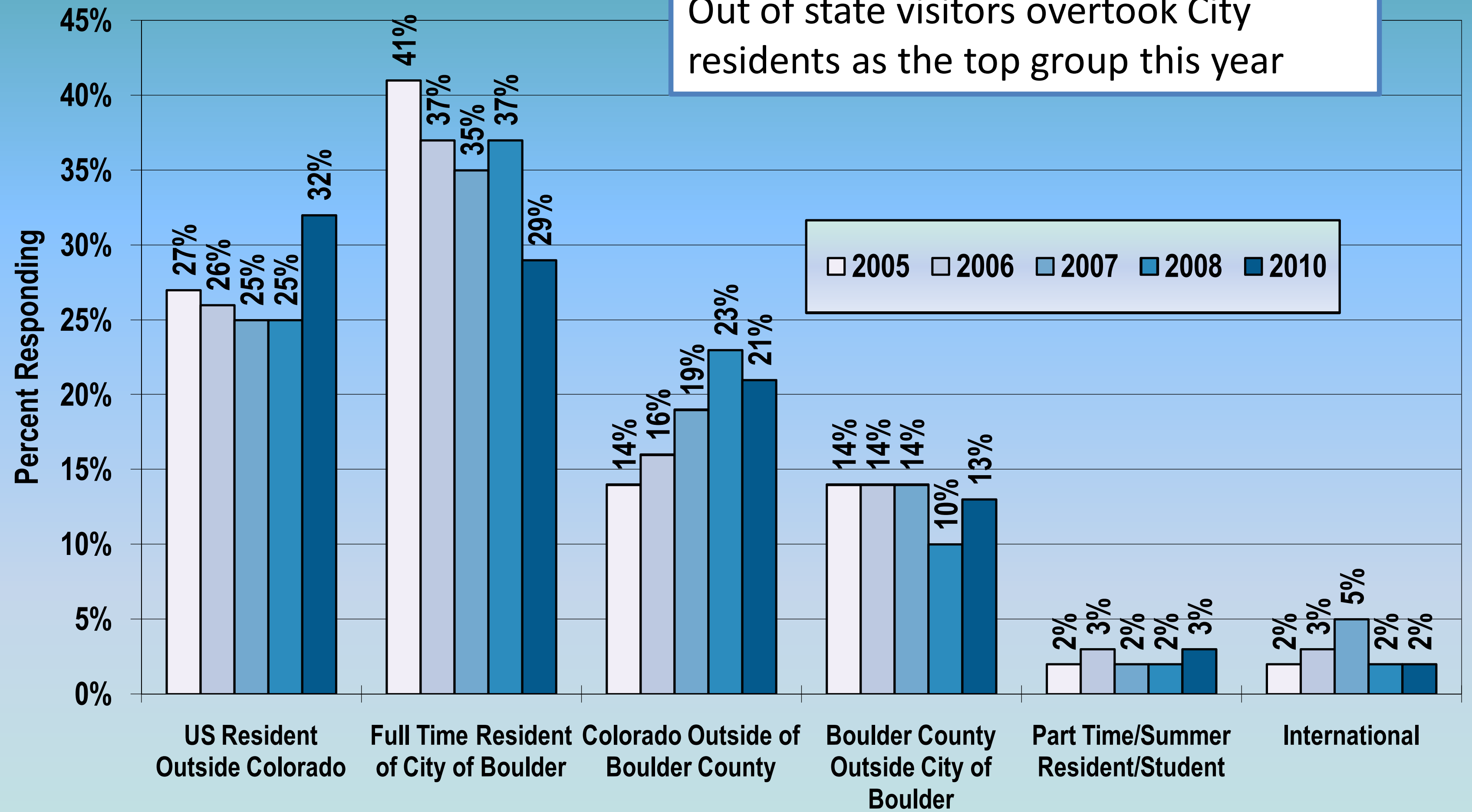
Visitor Residency by Year

Out of state visitors overtook City residents as the top group this year



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Overnight Visitors

- 26% of all users were spending the night
- About half staying with family/friends and half staying in commercial lodging
- General recreation/vacation (37%), visiting family/friends (33%) were top two reasons for the trip
- CU biggest attraction (38%), followed by Chautauqua (22%), Dushanbe Teahouse (19%)

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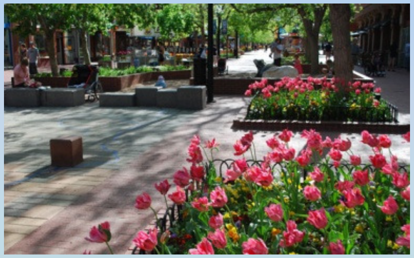
User Demographics

- Average age: 41.6 years, most between 21 and 64
- Blend of family types: 1/3 singles no kids, 28% families with kids, 17% couples no kids, 16% empty nest
- 51% male/49% female
- Range of HHI, most between $25K and $200K
- 16% of all users are employees, 15% are students



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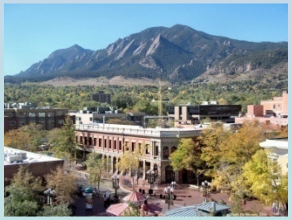
Spending Patterns

- 89% made or will make a purchase
- Average per person spending is $52.12, down 6% from 2008 ($55.53), but above every year prior to 2008
- Spending up in retail stores ($28.59, up 7%) but down in restaurants/bars ($22.23, down 20%); both very similar to 2007 results

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Spending Penetration and Avg. Spending

2004 - 2010 (Not Including Non- Spenders)

	YEAR OF SURVEY					
SPENDING PATTERNS	2004	2005	2006	2007	2008	2010
% Making Purchase Today	**87%**	**89%**	**88%**	**89%**	**84%**	**89%**
Restaurant/Bar	**$17.69**	**$19.46**	**$24.62**	**$21.88**	**$27.82**	**$22.13**
Retail Store/Art Gallery	**$19.33**	**$27.54**	**$25.84**	**$28.38**	**$26.55**	**$28.59**
Other	**$1.18**	**$1.67**	**$0.80**	**$1.32**	**$1.16**	**$1.41**
Total	**$38.20**	**$48.67**	**$51.26**	**$51.58**	**$55.53**	**$52.12**

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Spending Penetration and Avg. Spending by 2010 User Type (Not Including Non- Spenders)

	2010 USER TYPE				
SPENDING PATTERNS	**City of Boulder Resident (Non-Student)**	**City of Boulder Resident (Student)**	**Boulder Co Resident**	**CO Resident Outside BoCo**	**Visitor Living Outside CO**
% Making Purchase Today	**86%**	**83%**	**83%**	**90%**	**93%**
Restaurant/Bar	**$17.56**	**$12.22**	**$19.93**	**$23.62**	**$27.19**
Retail Store/Art Gallery	**$16.75**	**$12.44**	**$23.92**	**$29.76**	**$40.76**
Other	**$0.30**	**$0.09**	**$0.43**	**$2.07**	**$2.37**
Total	**$34.61**	**$24.76**	**$44.28**	**$55.44**	**$70.32**

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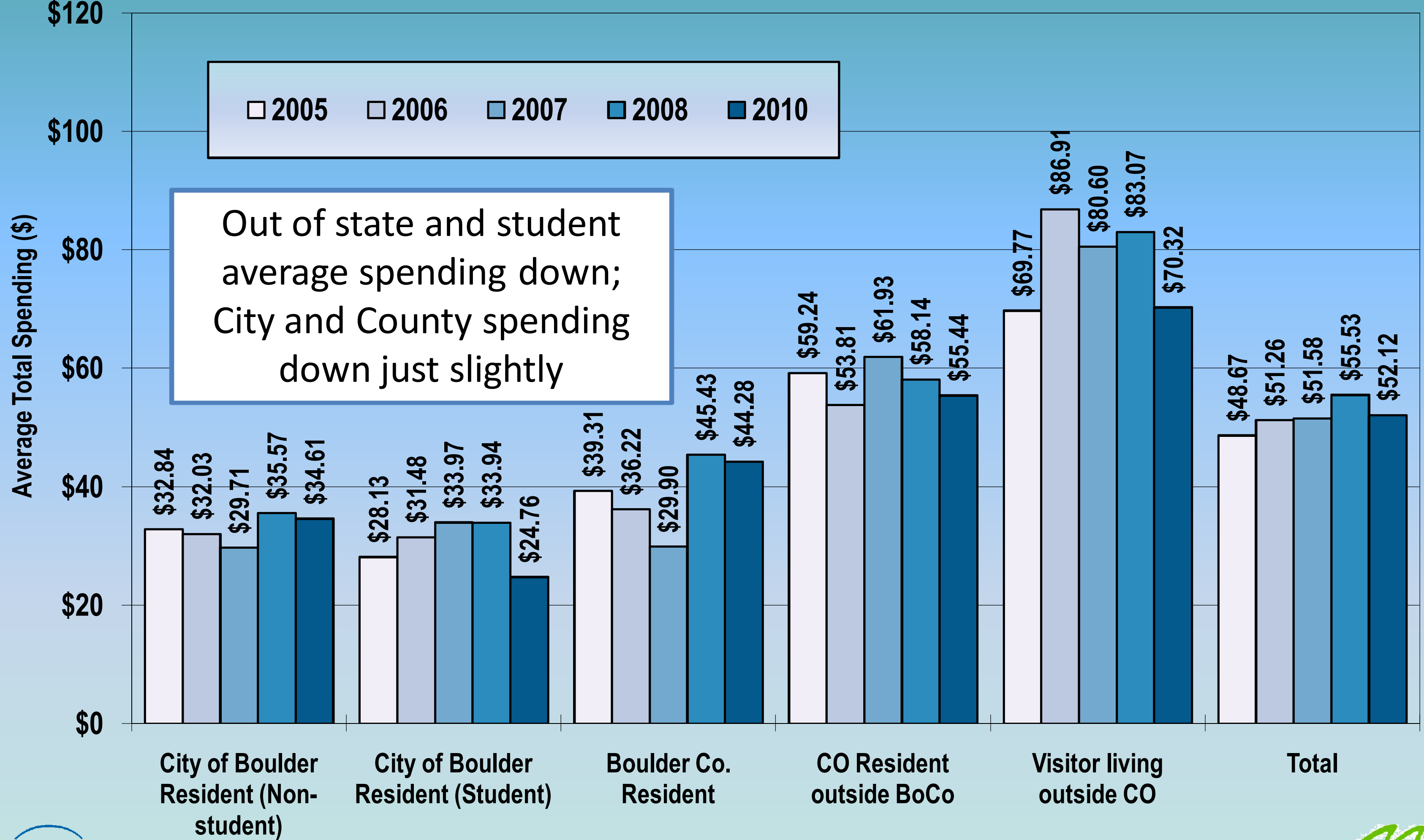
Average Total Spending

(Not Including Non- Spenders)



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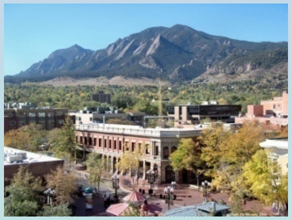
Motivations to Visit

- Primary reason for coming downtown was hanging out/people watching (41%), followed by shopping (15%), eating a meal (12%), employment/job (9%), and special event (5%)
- Top secondary reason is a meal (52%), shopping (37%), coffee/ice cream/snack (36%), hanging out (35%), and watching street entertainment (27%)

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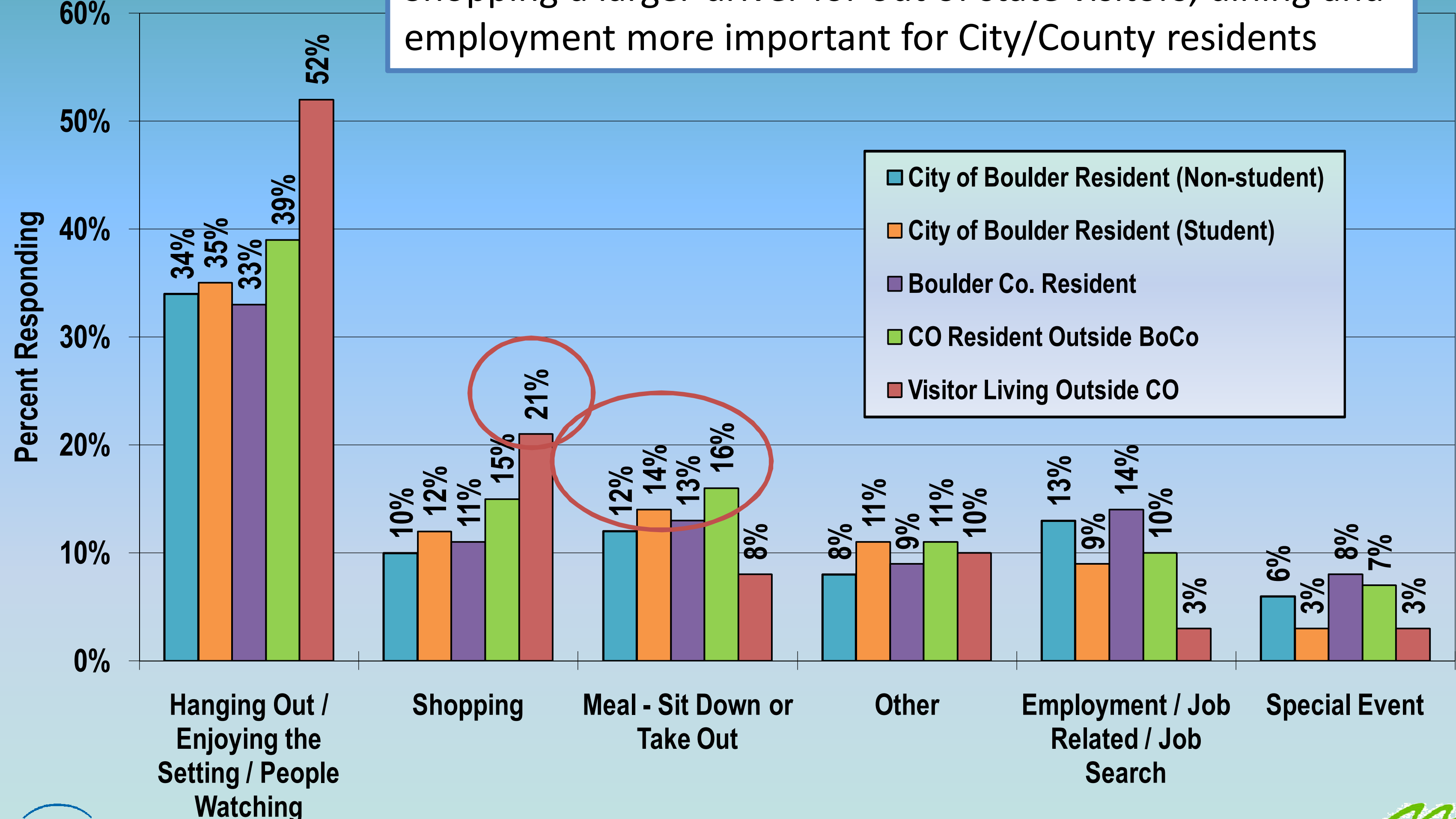
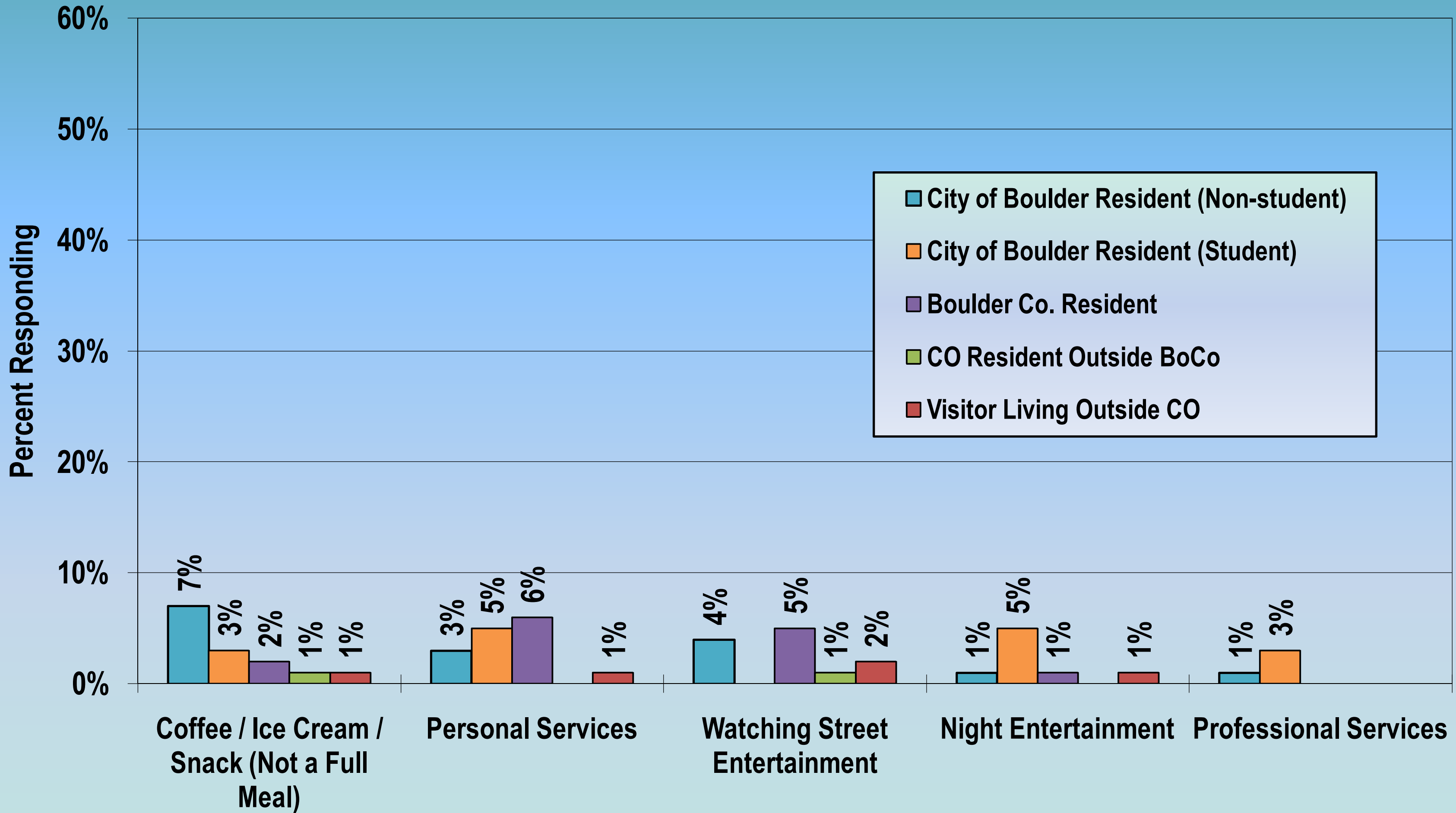
Primary Reason for Coming (1 of 2)

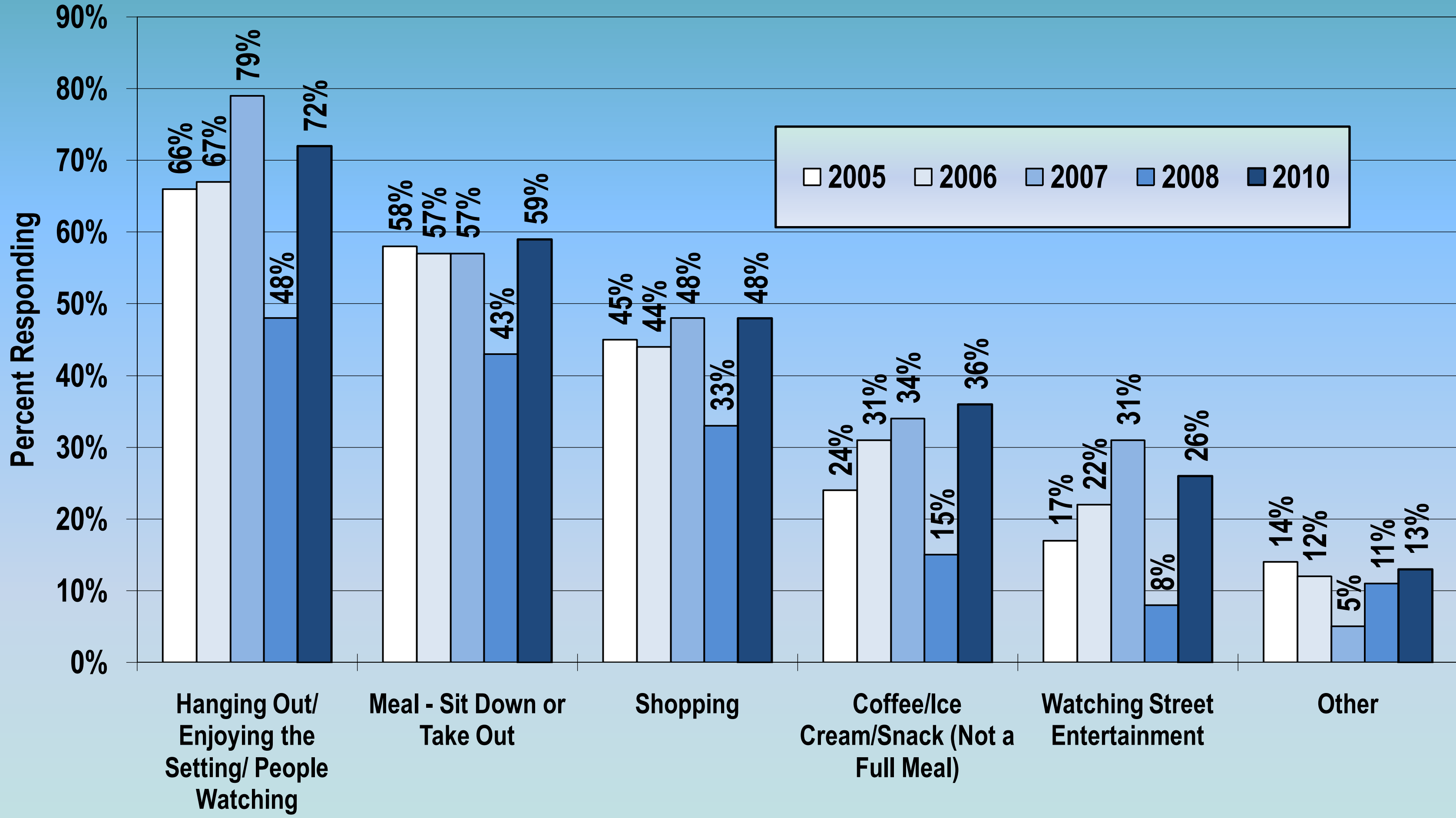
Shopping a larger driver for out of state visitors; dining and employment more important for City/County residents



Primary Reason for Coming (2 of 2)



All Activities this Visit (1 of 2)



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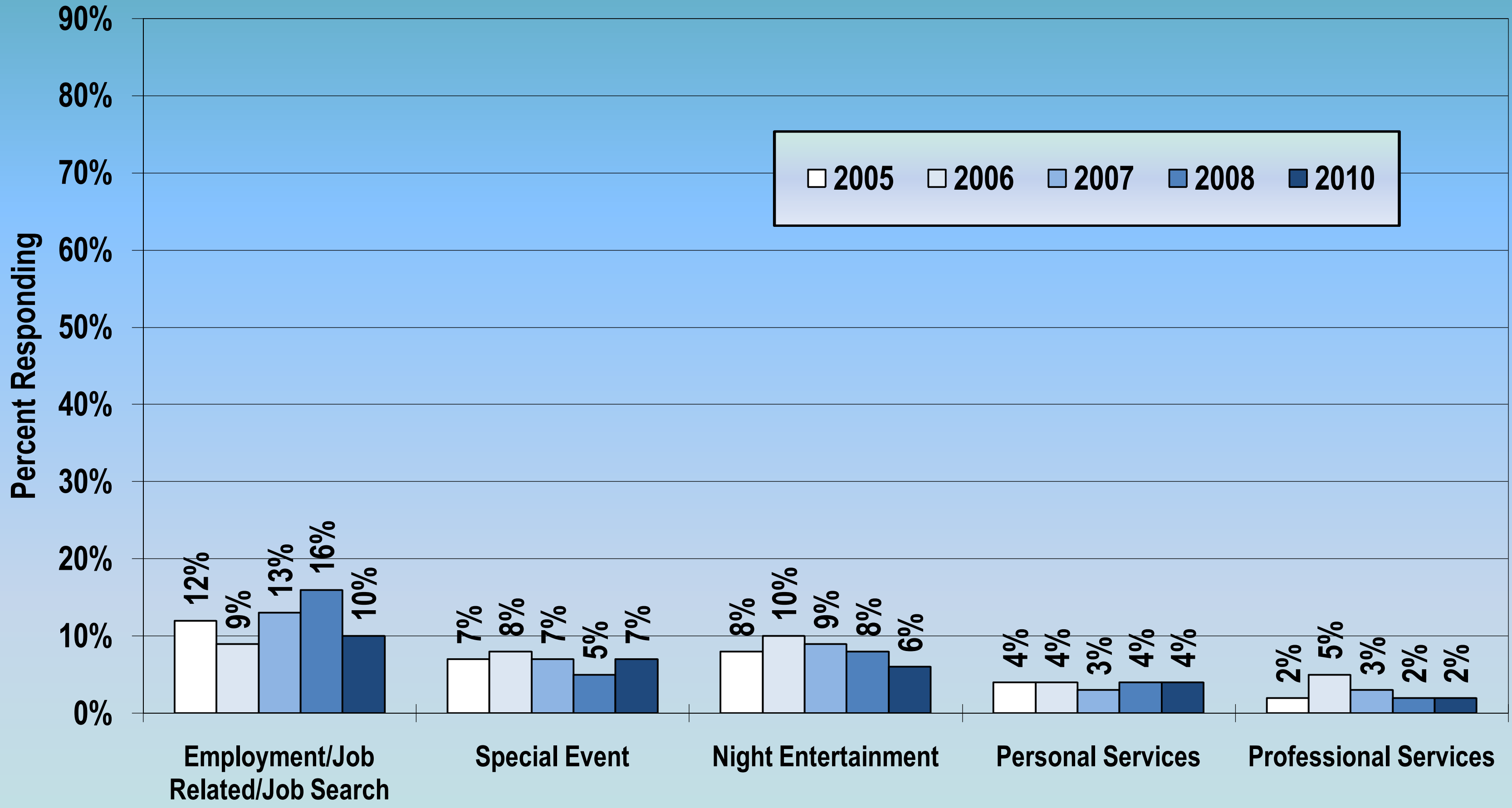
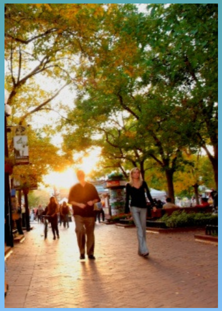
All Activities this Visit (2 of 2)



General Satisfaction



- General satisfaction very high
- Highest rated were feeling of security/safety, overall cleanliness & maintenance, and family orientation/ kids play areas
- Improvements seen for customer service in retail stores, feeling of safety/security, and Downtown Information Center

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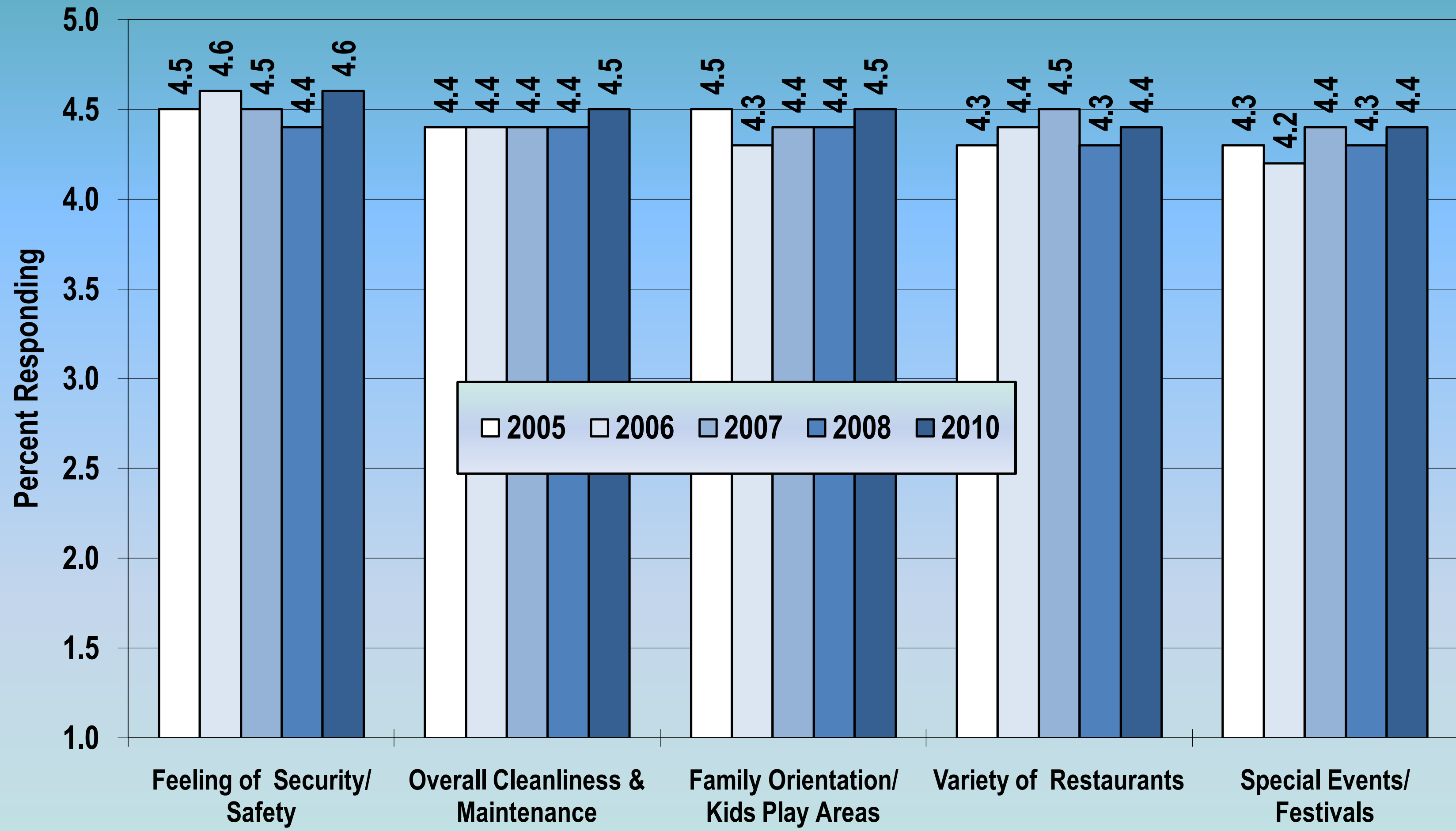
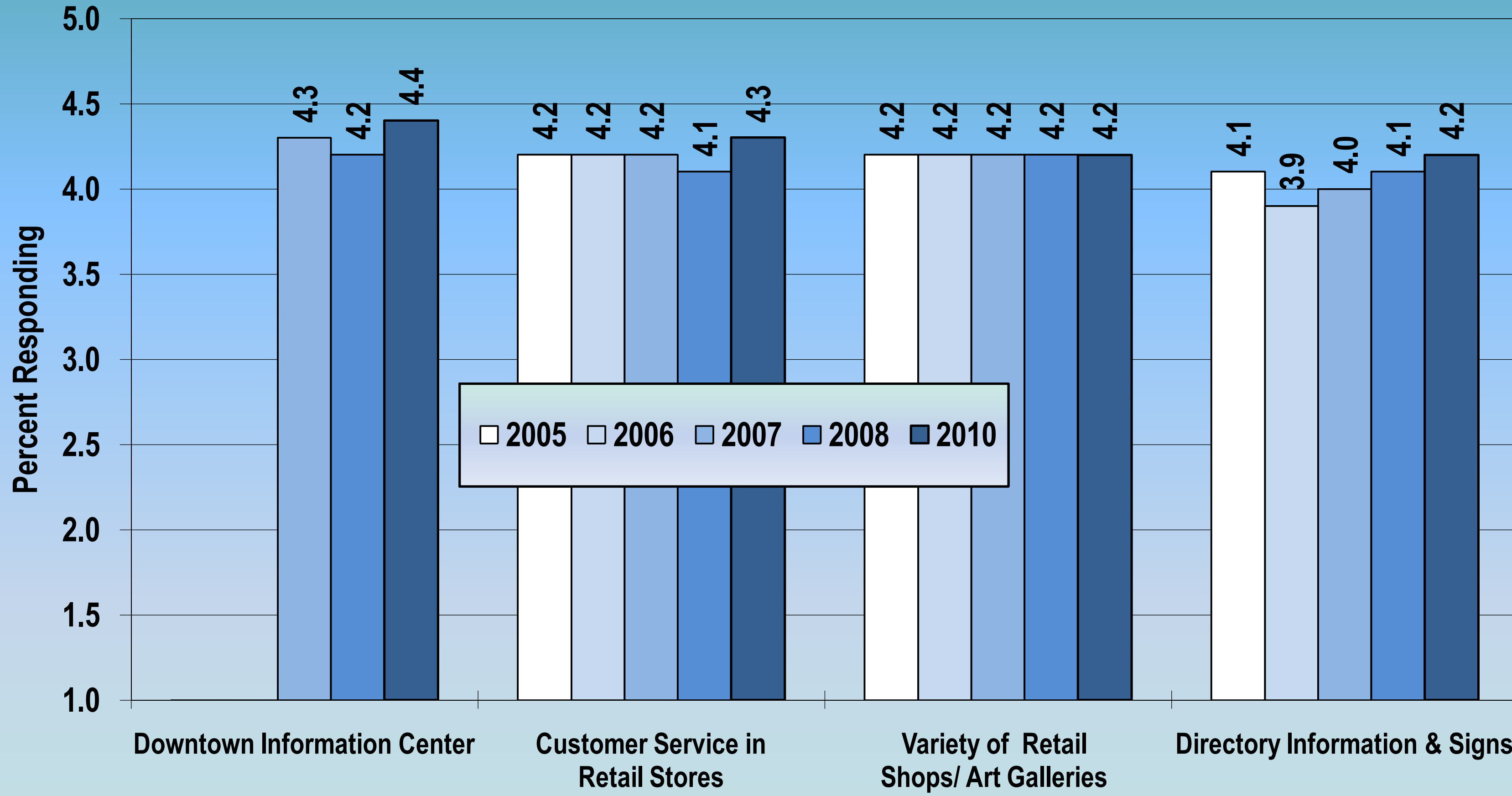
Satisfaction Ratings of Downtown Experience (1 of 2)



Satisfaction Ratings of Downtown Experience (2 of 2)



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Parking Patterns and Satisfaction

- 71% got downtown by car, 14% walked, 8% rode a bike, 6% took the bus
- Only half of City of Boulder residents drove
- 45% parked on-street (pay station), 28% parked in structures, 17% on-street (free)
- Satisfaction with parking generally very good; noticeably higher for out-of-county users

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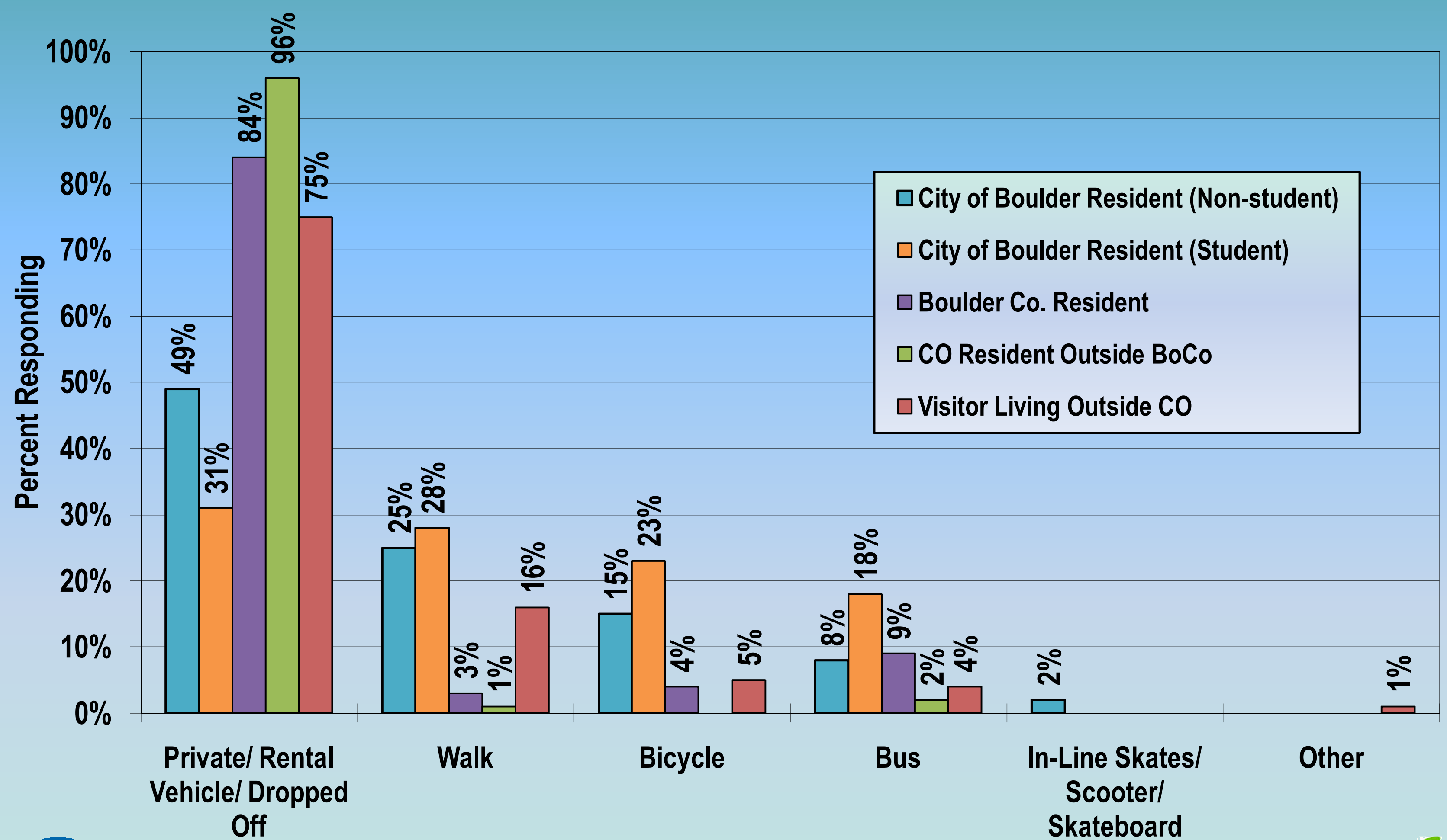
Mode of Transportation



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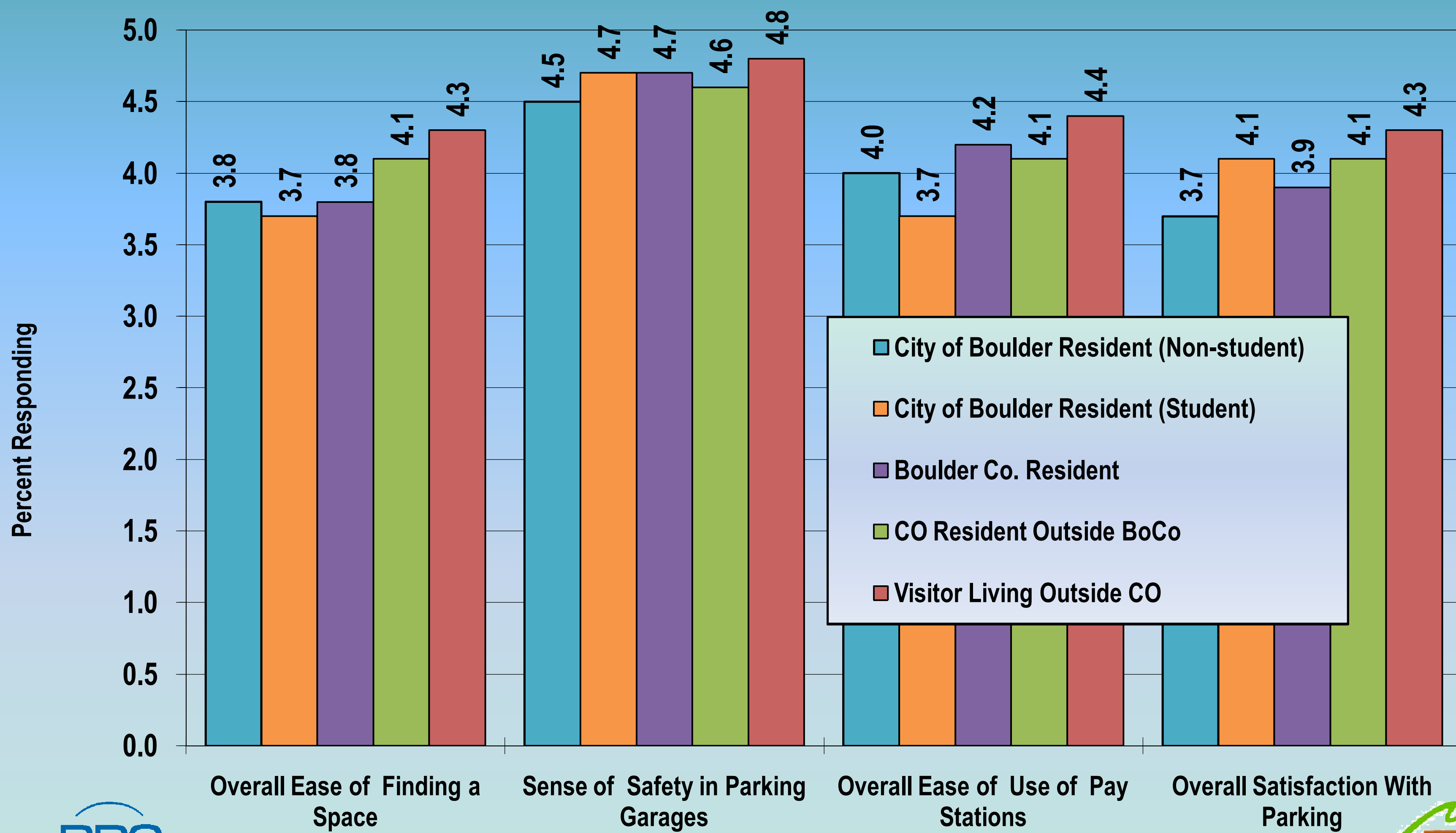
Ratings of Parking Experience



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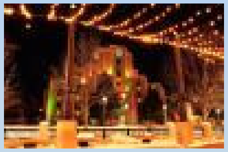
Special Events

- Opinion evenly split about the motivational role of special events in Downtown Boulder
- 24% said special events are "very important motivators; without them, I would come downtown less often"
- 24% said they have "little or no influence on my decisions"
- About half said they would "occasionally come downtown for a special event, but I usually come for other reasons"



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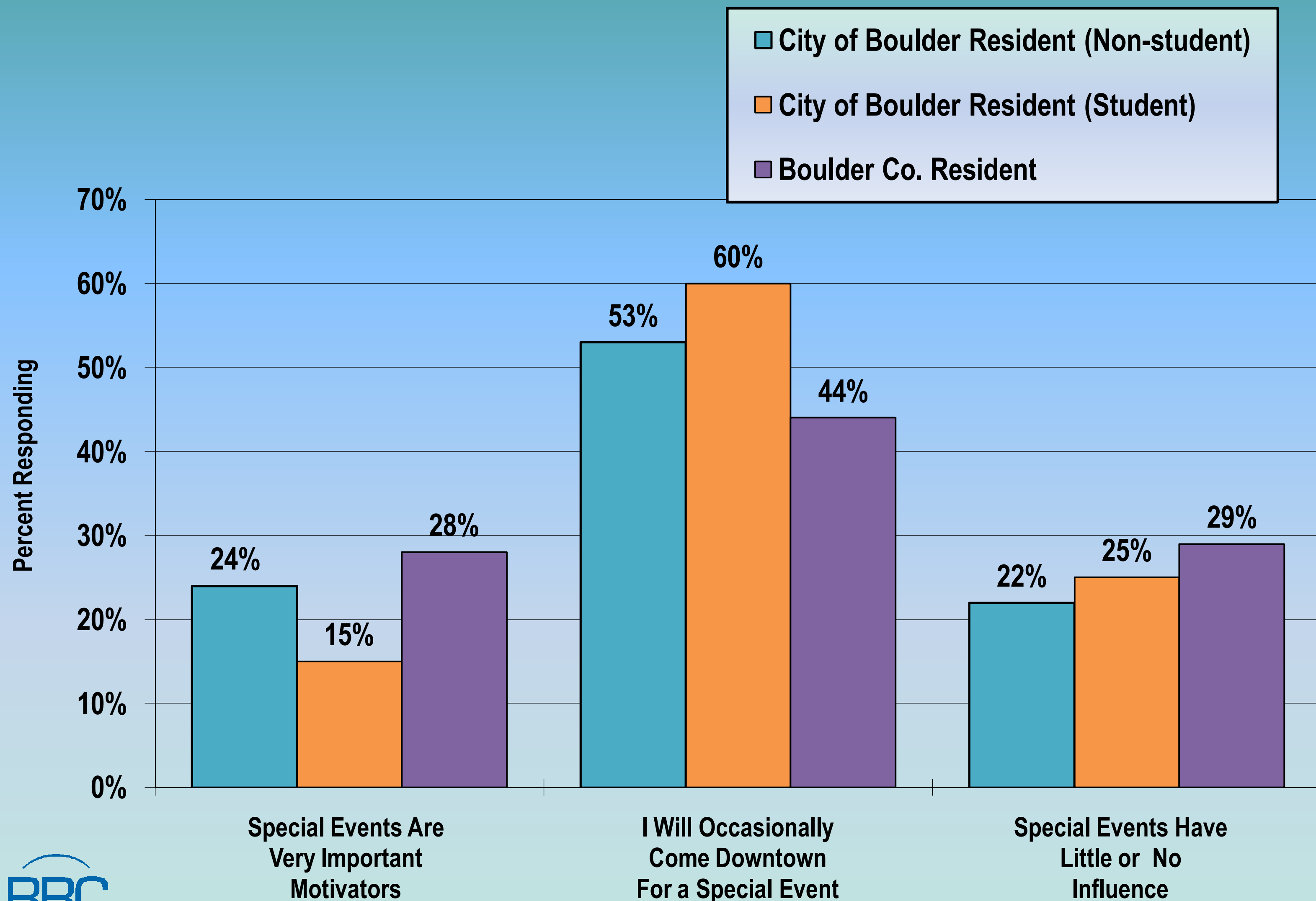
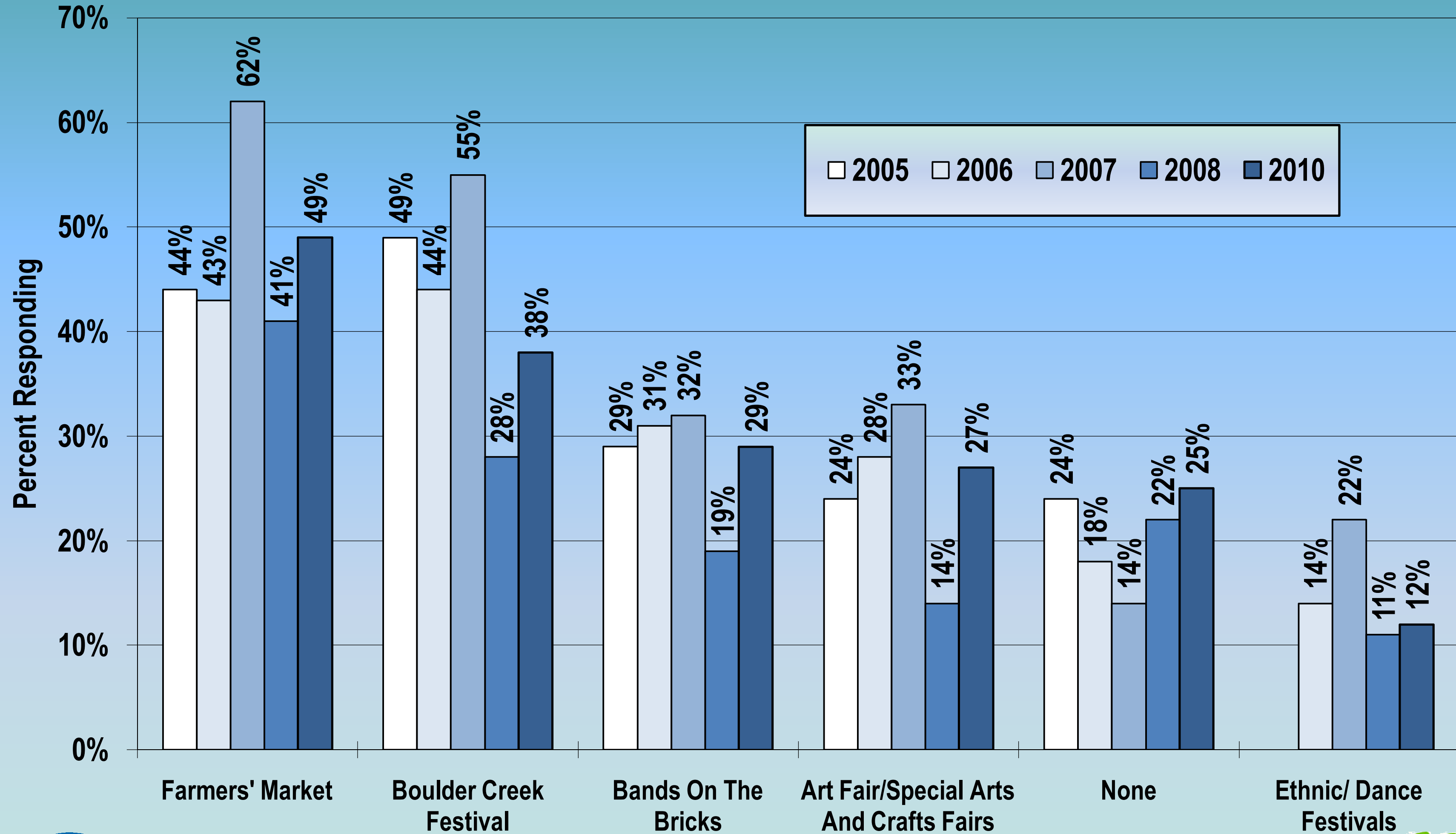
Role of Special Events



Events Attended in Past Year



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Transient Behavior

- Most respondents (65%) indicated that transient activities/behaviors have “no impact” on their experience downtown
- Overall, 25% said transient behavior has a negative impact, 10% said it has a positive impact
- City residents are most likely to say transient activities have a negative impact (40%)
- Users from outside Boulder County more likely to say there is “no impact” (74% to 75%)

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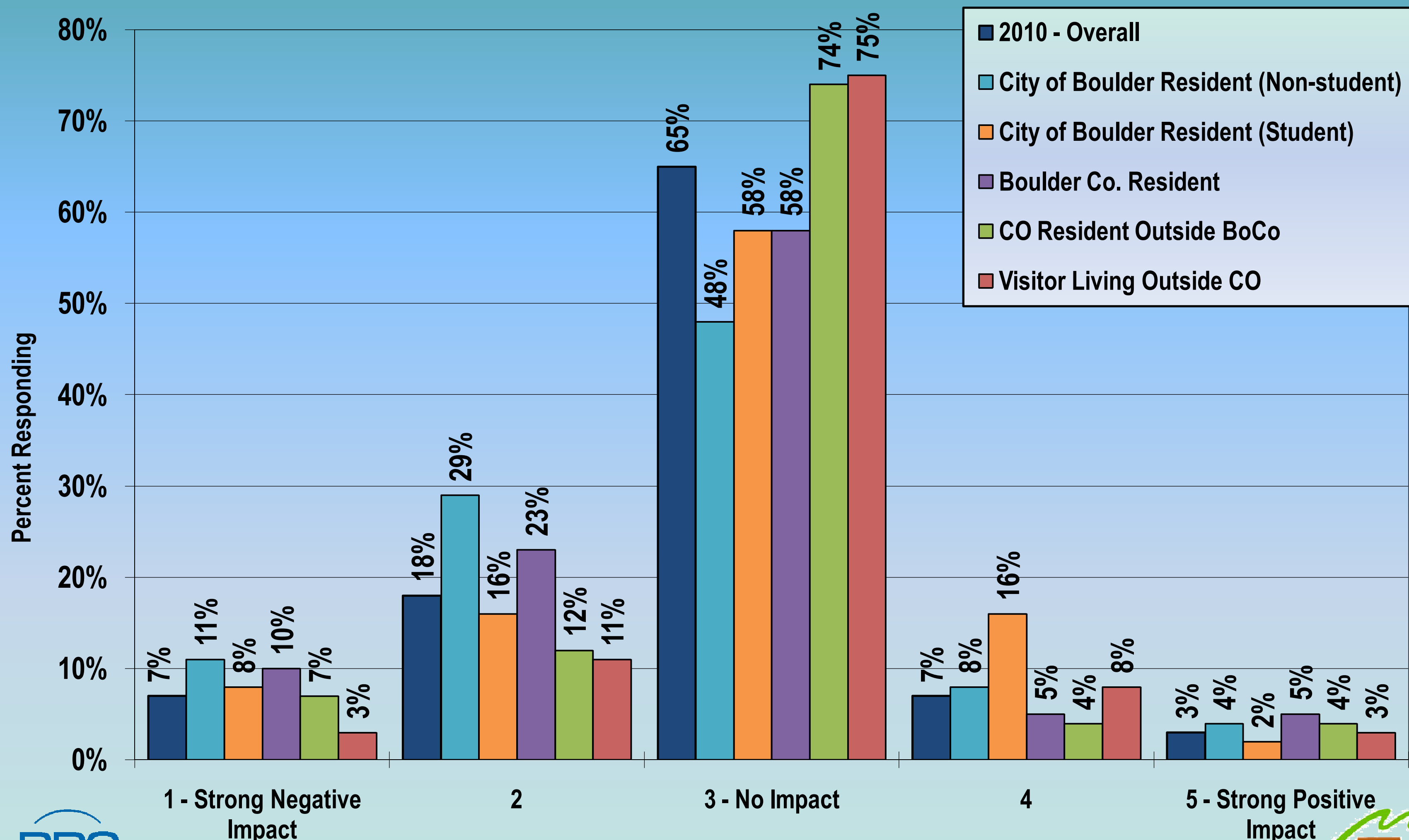
Do Panhandlers Impact Your Enjoyment?



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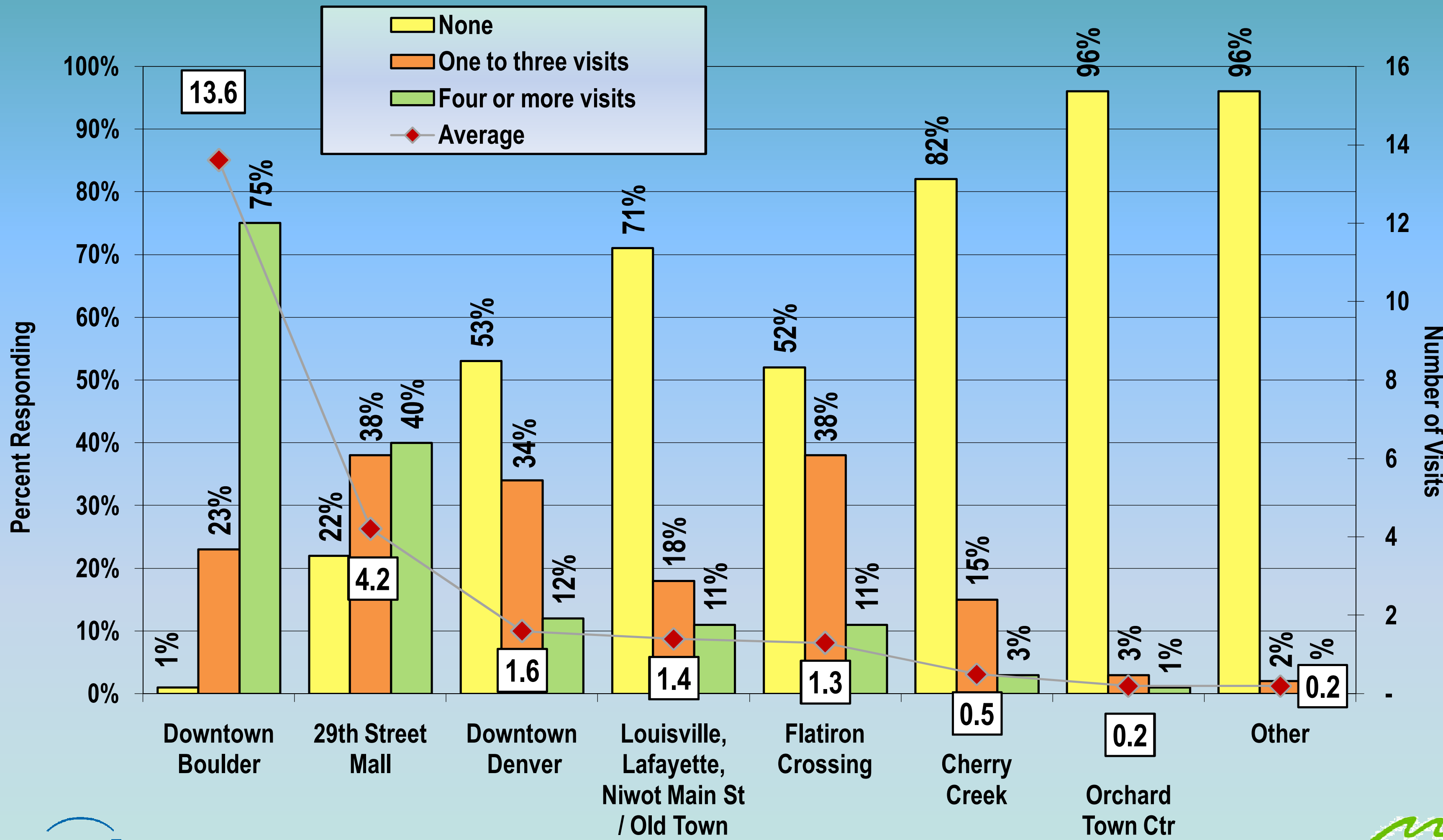
Advertising/Marketing

- Overall 15% were aware of ads or information prior to their visit; 25% of City/County residents were aware
- Top ad sources were newspaper (41%), brochure (14%), boulderdowntown.com (11%), and radio (10%)
- Frequent websites include Google, NY Times, Facebook, Yahoo, ESPN, Denver Post, Hotmail, and others

Competition

- Average visits to Downtown Boulder in past two months = 13.6 times
- 29th Street mall next most popular, at 4.2 times
- Downtown Denver averages 1.6 visits
- Other shopping areas queried were less popular, including Louisville, Lafayette, FlatIron Crossing, Cherry Creek, and Orchard Town Center

Visits to Downtown Boulder and Other Shopping Areas in Past 2 Months



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Additional Stores Desired

- *Apple store*
- *Convenience store*
- *Forever 21*
- *The Gap*
- *Walgreens, hardware store*
- *REI*
- *More midlevel retailers*
- *More bookstores*
- *Like local stuff, Ten Thousand Villages.*
- *More designer clothes*

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Additional Restaurants Desired

- *Zolo, Laudisio*
- *The Orchid Pavilion, Indian food*
- *Real Mexican food*
- *Restaurants are already a strength*
- *Noodles and Company*
- *In & Out Burger*
- *Already a good variety*
- *Chinese food*
- *Favorite places already here*
- *Pretty much already covered*
- *PF Chang's*

Additional Comments from Residents

- *Better bathrooms - cleaner*
- *Better parking, don't like new parking meter*
- *Can be frustrating to park*
- *Would shop here if there were more local shops*
- *More variety of shops*
- *More police presence/ security, parking limits constrict people*
- *Better street signs*
- *Less penal approach to parking; encouragement, support of buskers*
- *Indoor playground for winter*
- *Good as is*
- *Easier for alternative stores to rent*
- *Cheaper rent and parking*
- *Bring down rent - get more local stores*

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Additional Comments from Visitors

- *Should keep bathrooms clean, but love music*
- *On signs, clearly include bus routes*
- *Pretty great, super clean*
- *More trash cans/recycle; keep doing what you are doing*
- *More shade/trees*
- *Great area*
- *Appreciate police and the job they do*
- *Better mix of restaurant class low to high*
- *Cheaper parking, more public restrooms*
- *Crack down on dogs, too many bums around courthouse*
- *Hard to make it better*
- *Keep stores as local as possible*
- *Lovely the way it is*
- *More directories and restrooms*
- *Make meters take dollars*

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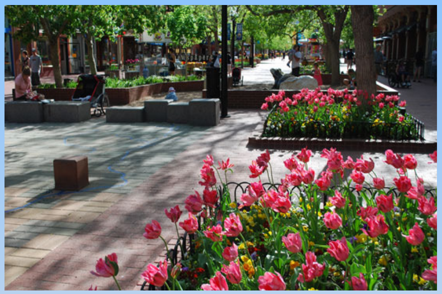
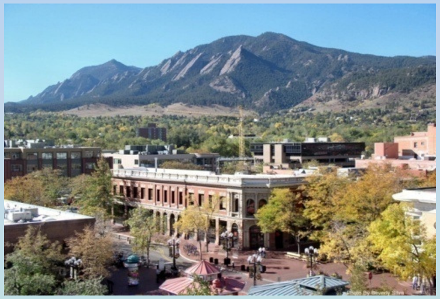
Observations/Conclusions

- Satisfaction remains high
- Higher share of out-of-state visitors
- Downtown attracts a variety of users for a variety of reasons
- Special events are a motivator to most, either moderately or strongly
- Transient behavior generally has little impact on experience
- Average spending is down





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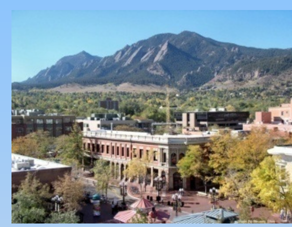
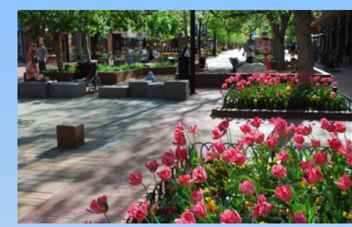
THANK YOU!





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BOULDER colorado usa

CITY OF BOULDER