

# 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, not just for college students, but for young professionals 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 choose from convenient on-street parking or covered parking in one of our four parking garages.
- ***The District is about 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 18,600 employees and 7100 residents work, dine, and shop ***The District*** every day. Three hospitals, two newspapers, city and county governments, two colleges and a major university also call ***The District*** home.
- ***The District is host to the most popular events in town.*** The Twilight Festivals, the True/False Film Festival, the Jazz, Wine and Beer Pub Crawl, The Gallery Crawl, 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.
- ***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.
- ***The District is a popular tourist destination.*** Not only is ***The District*** full of shopping, dining, and entertainment opportunities for visitors, it's also a stone's throw from the MKT/KATY Trail. The new Providence underpass into Flatbranch Park brings trail riders right into ***The District***.



***The District***

11 S. Tenth St.  
573-442-6816  
[www.discoverthedistrict.com](http://www.discoverthedistrict.com)

# Market Facts

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**Employees with in 1 mile of The District:** 18,677

**Residences:**

299 in-District  
7,128 including the colleges  
2,880 new college dorms currently under construction

**Parking spaces:** 5,918

On-Street: 1,220  
Off-Street: 617  
Permit: 4,081

**Retail Locations:** 110

**Restaurants & Bars:** 75

**Festivals:** 16

**Pedestrian Counts:**

*All taken on the corner of Ninth & Broadway.*  
Saturday, 10:00-10:05 am: 195  
Saturday, 8:00-8:05 pm: 274  
Monday, 12:00-12:05 pm: 150

**Traffic Counts:**

*24-hr weekday counts, 2003.*  
Broadway, east of 4<sup>th</sup> : 17,804  
Broadway, east of 8<sup>th</sup> : 15,982

**Twilight Festival Facts**

**Attendance:** 9,000 each week, 72,000 total for the year.

**New attendees:** 20%, 17% of all attendees from outside Columbia.

**Demographics:** The largest age group is individuals between 31 and 45 years old. All age groups are well-represented.

**Purchasing:** 86% of attendees spend an average of \$31 in downtown restaurants and 41% spend an average of \$60 in downtown shops. The festival brings an estimated \$2.9 million into the local economy.

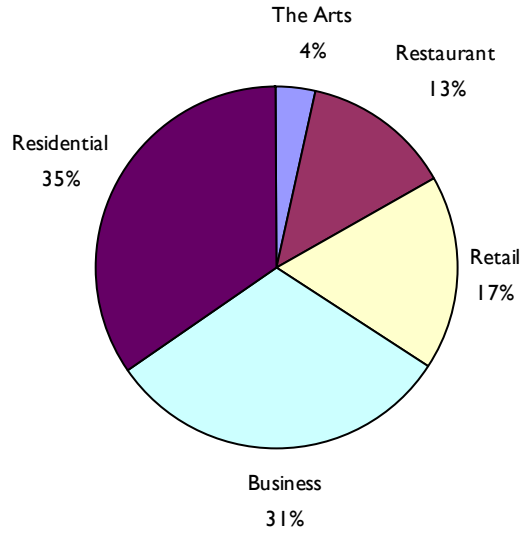
**Recognition:** Voted Columbia's "Most Popular Festival."  
Found to be Columbia's "Biggest Money-Maker" Festival.  
"Best Statewide Special Event" – 2002 MO Dept. Economic Dev. Award



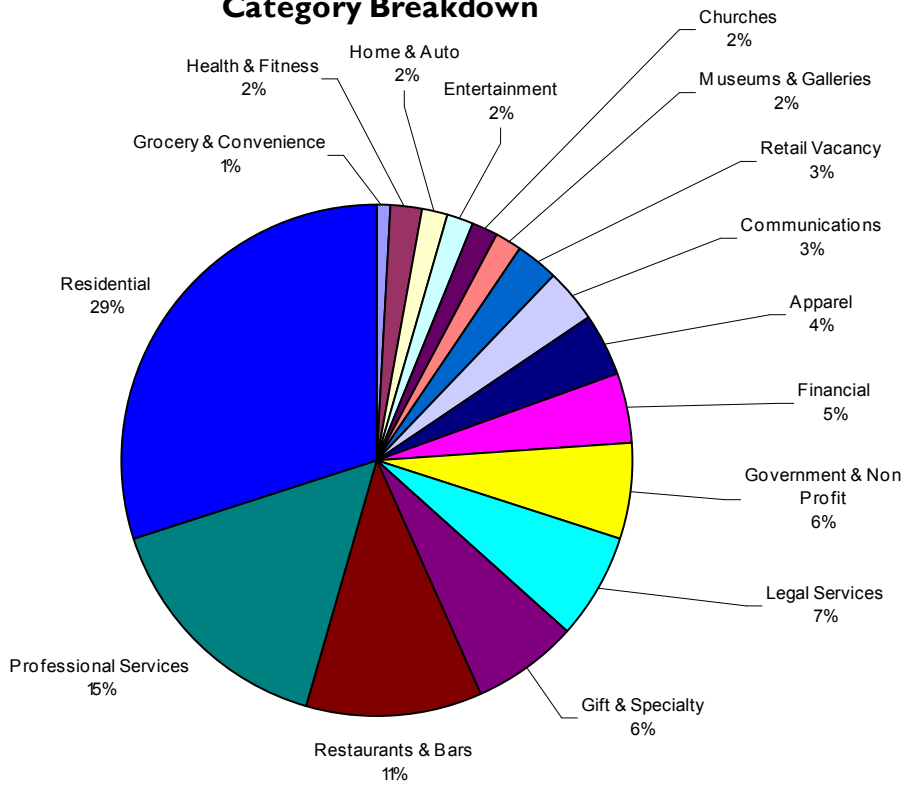
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## District Overview



## Category Breakdown



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