



BOULDER, CO

MARKET PROFILE 2022

MAJOR RETAILERS Altar'd State, Anthropologie, Apple, Arhaus, Bonobos, Drybar, lululemon, Madewell, Nike by Boulder, Nordstrom Rack, Sephora, Sur La Table, The Home Depot, Trader Joe's, Vuori, Warby Parker, West Elm

RESTAURANTS & ENTERTAINMENT Birdcall, BJ's Restaurant & Brewhouse, Chipotle, Motomaki, Shake Shack, Century Boulder Theatres, Wonder Wonder

WELLNESS Colorado Athletic Club, CYL Sauna Studio, F45 Training, Orangetheory Fitness, Pure Barre, Stretch Zone

OFFICE TENANTS Juwi, Zayo

PROPERTY TYPE Outdoor Mixed-use Lifestyle Center | **TOTAL SQUARE FEET** 703,000 | **BUILT** 2006

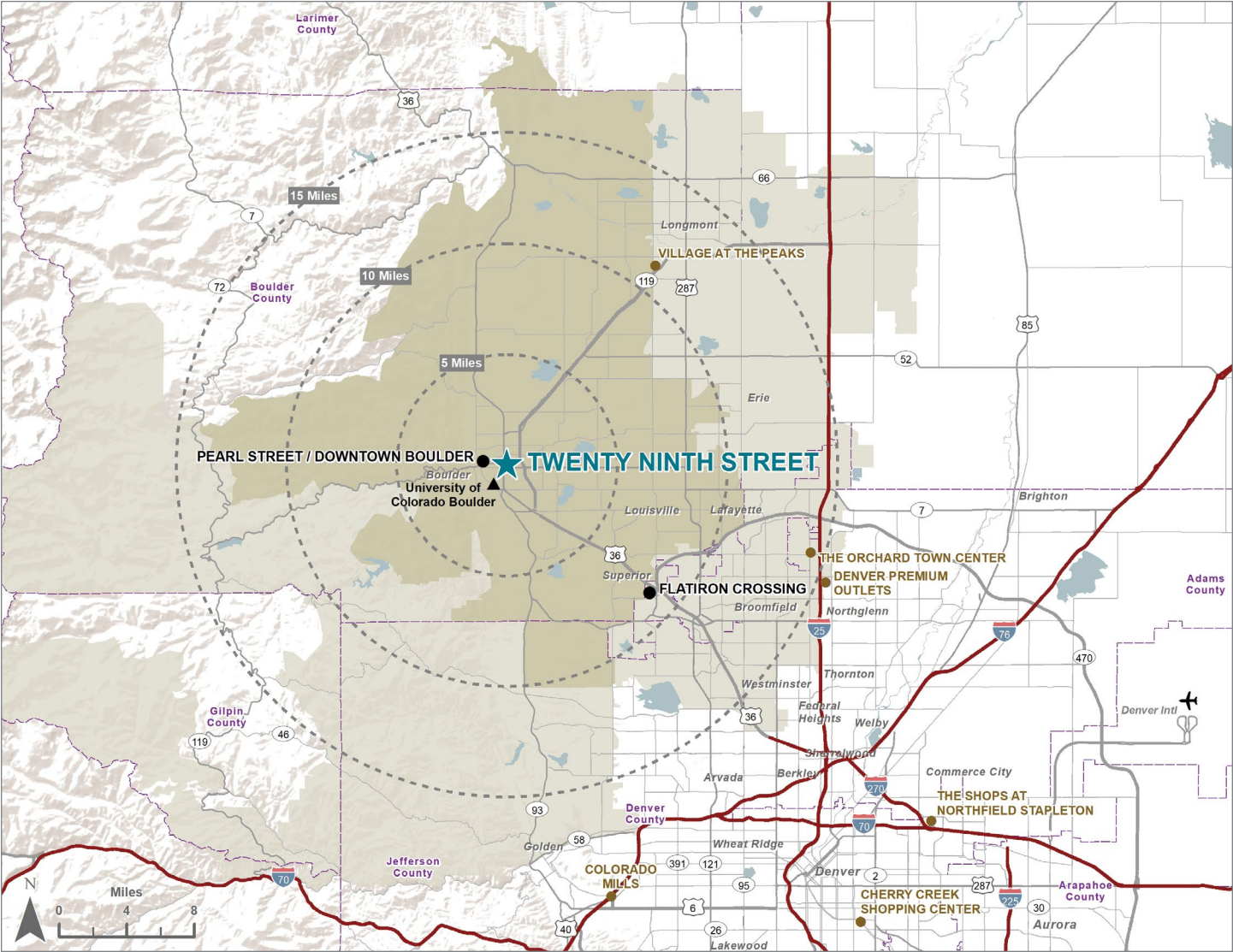
FOR MORE INFORMATION 720-887-9900 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		BOULDER, CO [MSA]	
2021 Total Population		233,415		605,146		331,966	
2026 Total Population		245,518		649,533		350,347	
2021-2026 Population Growth		5.2%		7.3%		5.5%	
HOUSEHOLDS							
2021 Total Households		95,766		236,857		133,206	
2026 Total Households		100,926		254,435		140,814	
2021-2026 Household Growth		5.4%		7.4%		5.7%	
INCOME							
Average Household Income		\$129,209		\$125,810		\$122,941	
Median Household Income		\$89,589		\$94,144		\$86,935	
Per Capita Income		\$53,102		\$49,211		\$49,420	
HOUSEHOLD INCOME RANGES							
\$50,000 +		68,581	71.6%	179,172	75.6%	95,560	71.7%
\$75,000 +		55,707	58.2%	144,348	60.9%	76,307	57.3%
\$100,000 +		43,600	45.5%	112,364	47.4%	58,541	43.9%
\$150,000 +		27,750	29.0%	66,764	28.2%	35,594	26.7%
AGE							
Median Age		36.4		37.8		37.2	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		110,754	71.9%	237,207	57.9%	143,269	64.7%
White Collar		105,381	80.2%	249,636	75.2%	140,891	76.4%
RACE / ETHNICITY							
White		201,180	86.2%	511,818	84.6%	283,740	85.5%
Black		2,566	1.1%	7,356	1.2%	3,620	1.1%
American Indian		1,162	0.5%	4,173	0.7%	2,109	0.6%
Asian		13,403	5.7%	31,661	5.2%	16,396	4.9%
Pacific Islander		136	0.1%	442	0.1%	173	0.1%
Other Race		14,968	6.4%	49,695	8.2%	25,928	7.8%
Hispanic or Latino		22,953	9.8%	88,630	14.6%	45,684	13.8%
Not Hispanic or Latino		210,462	90.2%	516,516	85.4%	286,282	86.2%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		2,434		6,989		8,074	
Total Employees		42,253		104,509		118,833	
Daytime Population		41,626		129,914		153,432	

TRADE AREA MAP

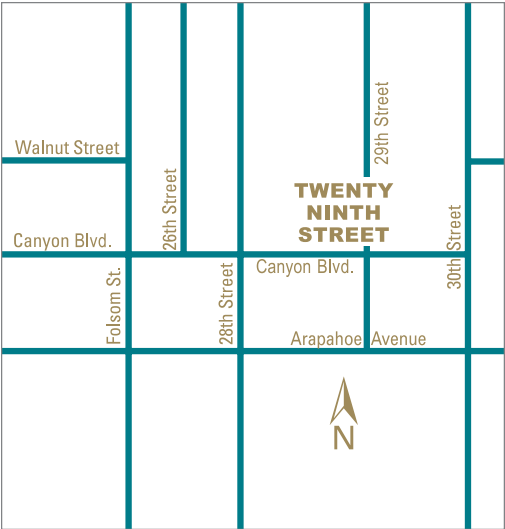


LEGEND

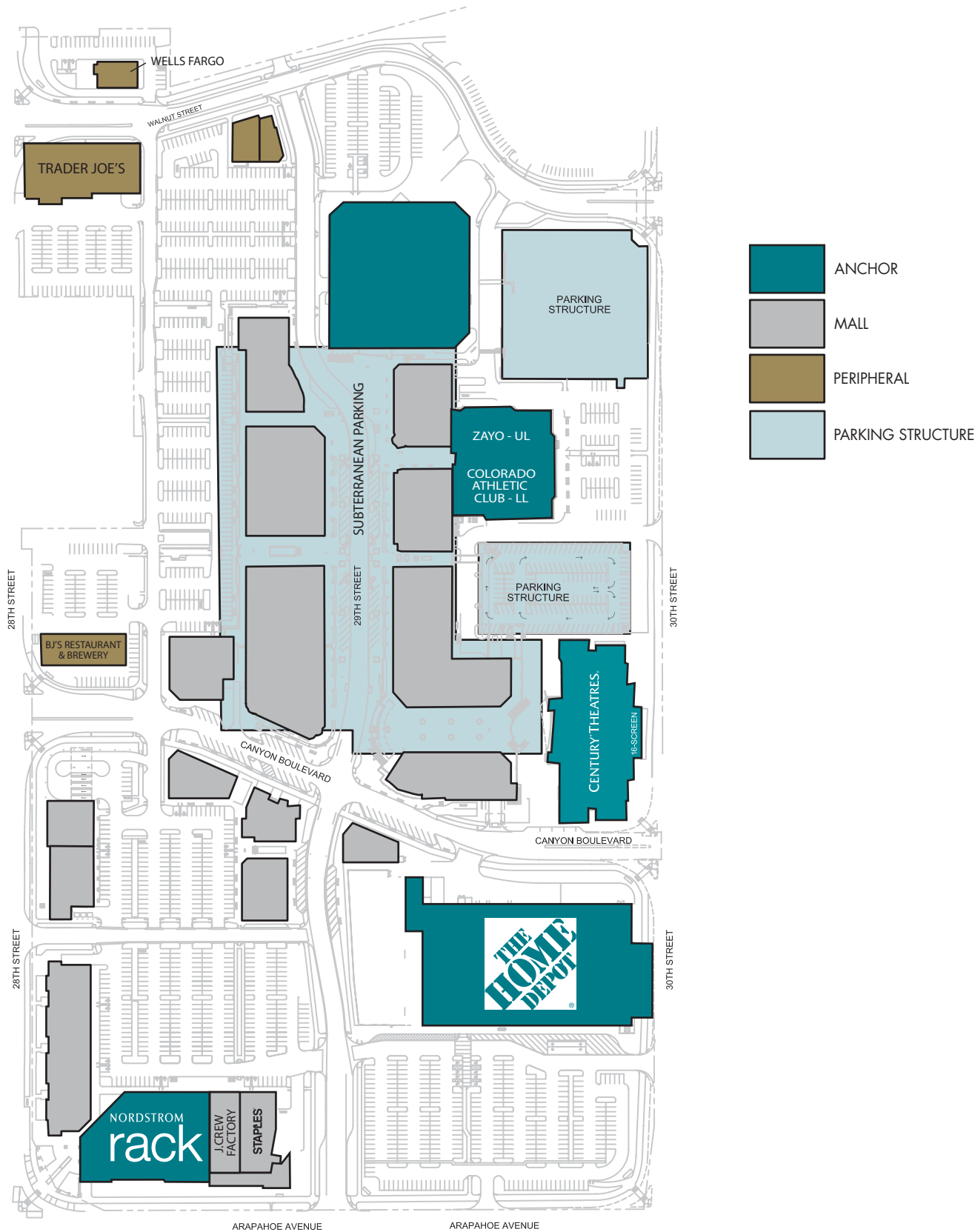
- ★ TWENTY NINTH STREET
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

\$1.55 MILLION
MEDIAN HOME SALE
PRICE IN BOULDER
VALLEY (2021)

2,000 HOTEL ROOMS
WITHIN 1.5 MILES OF
TWENTY NINTH STREET

BOULDER IS HOME TO 12 OF
THE 50 COMPANIES NAMED
“**BEST PLACES TO WORK**”
BY *OUTSIDE MAGAZINE*,
COLORADO HAD A TOTAL
OF 25 OUT OF THE 50 FOR 2021

\$129,000 AVERAGE
HOUSEHOLD INCOME
IN THE PRIMARY TRADE AREA

#1 BEST PLACE
TO LIVE IN THE U.S.
(U.S. NEWS & WORLD REPORT, 2021)

671 NEW MULTI-FAMILY UNITS
WITHIN 5 MILES OF
TWENTY NINTH STREET (Q3 2020)

#7 OF 100 BEST SMALL CITIES
(BESTCITIES.ORG 2021)

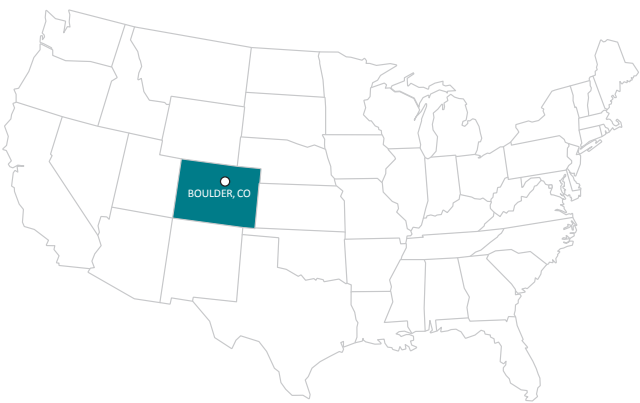
GOOGLE’S
330,000-SQUARE-FOOT
CAMPUS LOCATED ADJACENT TO
TWENTY NINTH STREET PLANS
TO GROW TO 1,500 EMPLOYEES

#1 OF THE 50
BEST COLLEGE TOWNS
IN AMERICA
(BEST COLLEGE REVIEWS 2021)

\$618.3 MILLION
TOURISM ECONOMIC
IMPACT

155 MILES
OF HIKING/
BIKING TRAILS

#7 HEALTHIEST CITY
IN AMERICA (NICHE 2021)



PRIMARY INDUSTRIES

- PROFESSIONAL, SCIENTIFIC
& TECHNICAL SERVICES
- MANUFACTURING
- HEALTH CARE & SOCIAL ASSISTANCE
- ACCOMMODATION & FOOD SERVICES
 - RETAIL TRADE
 - INFORMATION

BOULDER IS RANKED AS ONE OF THE **MOST HIGHLY EDUCATED MSA’S IN THE U.S.**
77% OF POPULATION HAS A BACHELOR’S DEGREE OR HIGHER, MORE THAN DOUBLE
THE U.S. AVERAGE OF 33% (WITHIN 5 MILES OF THE CENTER)

UNIVERSITY OF COLORADO, LESS THAN 2 MILES FROM TWENTY NINTH STREET,
ATTRACTS **592,000** VISITORS ANNUALLY FOR CULTURAL EVENTS AND PROGRAMS

UNIVERSITY OF COLORADO HAS **36,000 STUDENTS** AND NAROPA UNIVERSITY HAS
ANOTHER 900 STUDENTS

YEARLY SALES

JAN	7.0%	MAY	7.9%	SEP	9.3%
FEB	5.8%	JUN	8.6%	OCT	9.8%
MAR	7.0%	JUL	8.8%	NOV	8.9%
APR	7.8%	AUG	9.0%	DEC	10.2%



TWENTY
NINTH
STREET

MAJOR RETAILERS INCLUDE:

CENTURY THEATRES	TRADER JOE'S	ARHAUS	MADEWELL	SHAKE SHACK
COLORADO ATHLETIC CLUB	ALTAR'D STATE	BIRDCALL	NIKE BY BOULDER	VUORI
THE HOME DEPOT	ANTHROPOLOGIE	BJ'S RESTAURANT & BREWHOUSE	ORANGETHEORY FITNESS	WARBY PARKER
NORDSTROM RACK	APPLE	LULULEMON	SEPHORA	WEST ELM



NORTH



UNIVERSITY OF COLORADO BOULDER

FOLSOM FIELD

MILLENNIUM HARVEST HOUSE

ARAPAHOE AVE

RESIDENCE INN
BOULDER MARRIOTT

EMBASSY SUITES
HILTON GARDEN INN

CANYON BLVD

MODISTOM
rack

THE HOME DEPOT

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COLUMBIA ATHLETIC CLUB

CENTURY THEATRES

TRADER JOE'S

TWO NINE NORTH

GOOGLE

28TH STREET

WALNUT STREET

30TH STREET

HYATT PLACE