



BOULDER, CO

MARKET PROFILE 2023

MAJOR RETAILERS Anthropologie, Apple, Arhaus, Bonobos, Drybar, EVEREVE, lululemon, Madewell, Nike by Boulder, Nordstrom Rack, Parachute Home, Roark, Sephora, The Home Depot, The Shade Store, Trader Joe's, Vuori, Warby Parker, West Elm

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

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** 692,000 | **BUILT** 2006

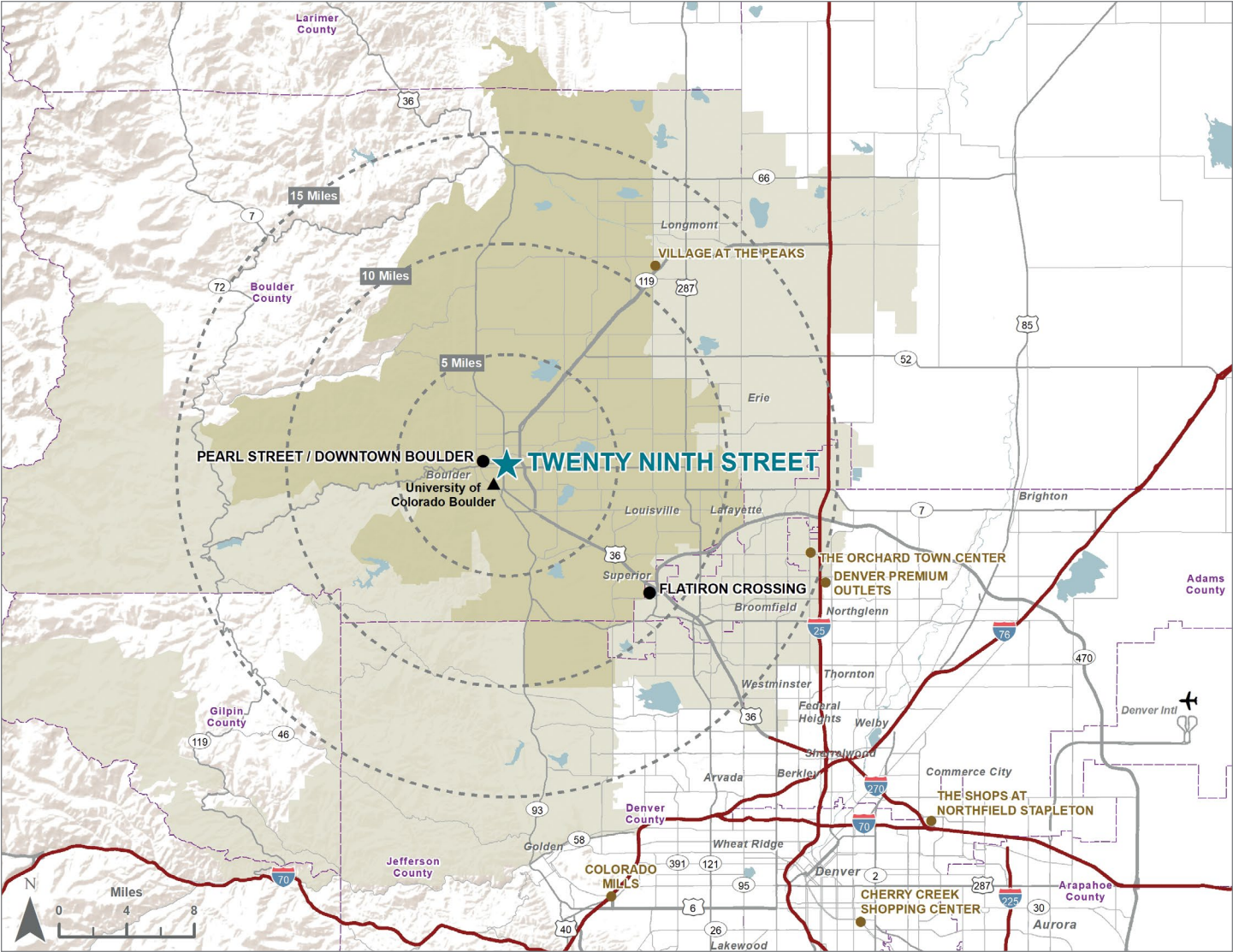
FOR MORE INFORMATION 720-887-9900 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		BOULDER, CO [MSA]	
2022 Total Population		234,380		616,253		334,776	
2027 Total Population		235,643		631,606		336,953	
2022-2027 Population Growth		0.5%		2.5%		0.7%	
HOUSEHOLDS							
2022 Total Households		94,665		241,995		134,178	
2027 Total Households		95,135		248,032		134,996	
2022-2027 Household Growth		0.5%		2.5%		0.6%	
INCOME							
Average Household Income		\$148,376		\$144,146		\$141,242	
Median Household Income		\$100,297		\$104,296		\$96,805	
Per Capita Income		\$60,199		\$56,654		\$56,783	
HOUSEHOLD INCOME RANGES							
\$50,000 +		71,431	75.5%	192,176	79.4%	101,656	75.8%
\$75,000 +		59,460	62.8%	159,257	65.8%	83,240	62.0%
\$100,000 +		47,474	50.1%	127,072	52.5%	65,273	48.6%
\$150,000 +		31,527	33.3%	79,247	32.7%	41,558	31.0%
AGE							
Median Age		36.0		37.7		36.9	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		111,414	74.8%	244,489	60.1%	146,079	67.6%
White Collar		95,432	66.7%	227,733	62.5%	127,533	62.7%
RACE/ETHNICITY							
White		184,565	78.7%	468,212	76.0%	257,089	76.8%
Black/African American		2,541	1.1%	6,941	1.1%	3,467	1.0%
American Indian		1,430	0.6%	4,977	0.8%	2,567	0.8%
Asian		13,804	5.9%	32,215	5.2%	17,015	5.1%
Pacific Islander		219	0.1%	532	0.1%	282	0.1%
Other Race		31,822	13.6%	103,377	16.8%	54,356	16.2%
Hispanic or Latino		25,858	11.0%	97,465	15.8%	49,227	14.7%
Not Hispanic or Latino		208,523	89.0%	518,789	84.2%	285,549	85.3%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		2,388		7,180		8,346	
Total Employees		36,393		99,439		114,565	
Daytime Population		40,955		149,708		173,553	

TRADE AREA MAP

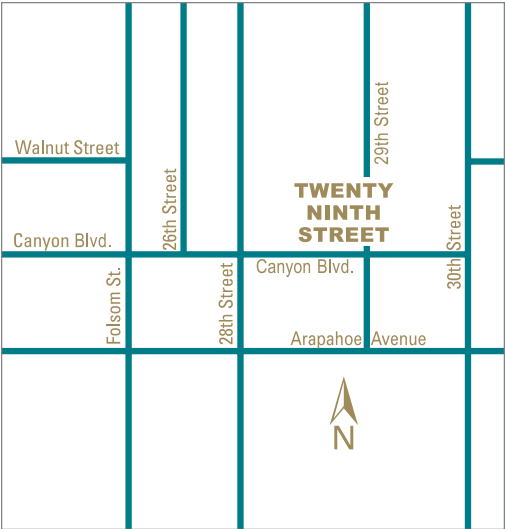


LEGEND

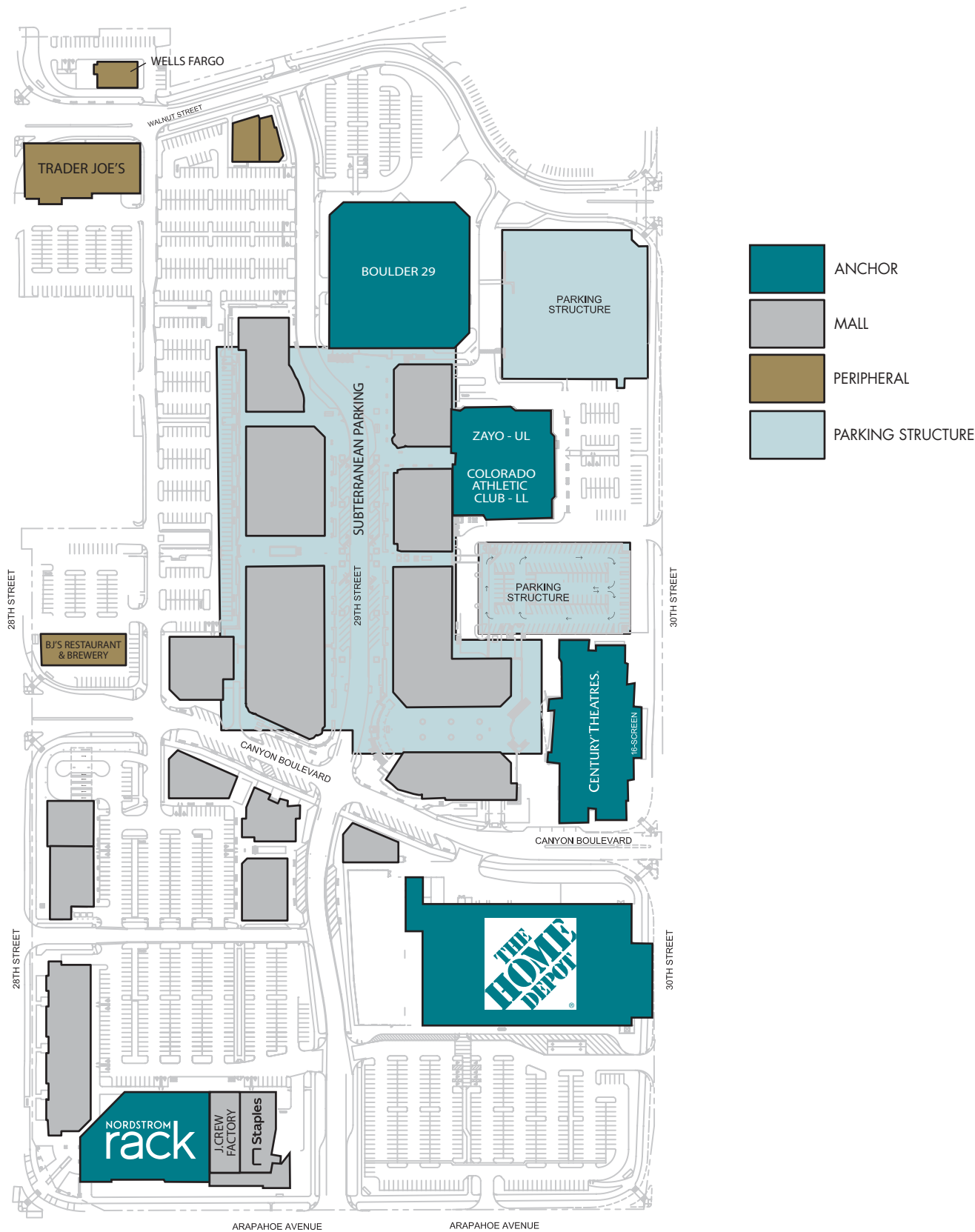
- ★ TWENTY NINTH STREET
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



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 24 OUT OF THE 50 FOR 2022

\$148,000 AVERAGE
HOUSEHOLD INCOME
IN THE PRIMARY TRADE AREA

#4 BEST PLACE
TO LIVE IN THE U.S.

(U.S. NEWS & WORLD REPORT, 2022)

#2 BEST PLACE TO LIVE FOR
QUALITY OF LIFE

(U.S. NEWS & WORLD REPORT, 2022)

1,049 NEW MULTI-FAMILY
UNITS IN BOULDER (Q2 2022)

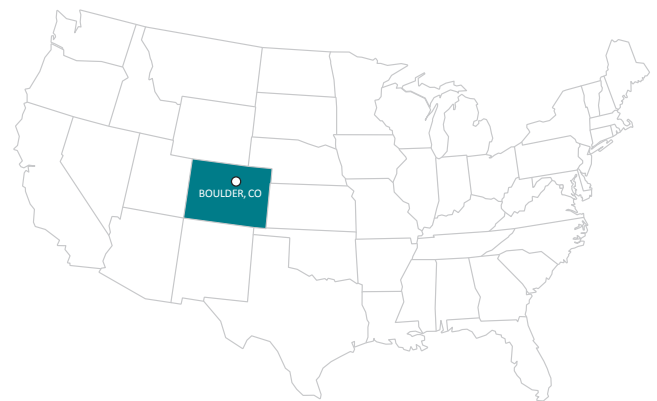
GOOGLE’S
330,000-SQUARE-FOOT
CAMPUS LOCATED
ADJACENT TO TWENTY NINTH
STREET EMPLOYS 1,500 PEOPLE

#1 OF THE 50
BEST COLLEGE TOWNS
IN AMERICA
(BEST COLLEGE REVIEWS, 2022)

\$690.6 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.**
81% OF POPULATION HAS A BACHELOR'S DEGREE OR HIGHER, MORE THAN DOUBLE
THE U.S. AVERAGE OF 36% (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 **37,000 STUDENTS** AND NAROPA UNIVERSITY HAS
ANOTHER 1,100 STUDENTS

YEARLY SALES

JAN	7.91%	MAY	8.20%	SEP	8.95%
FEB	7.32%	JUN	8.24%	OCT	8.19%
MAR	8.18%	JUL	8.48%	NOV	7.64%
APR	8.72%	AUG	9.14%	DEC	9.04%



TWENTY
NINTH
STREET

MAJOR RETAILERS INCLUDE:

CENTURY THEATRES	TRADER JOE'S	BJ'S RESTAURANT & BREWHOUSE	NIKE BY BOULDER	SHAKE SHACK
COLORADO ATHLETIC CLUB	ANTHROPOLOGIE	EVEREVE	PARACHUTE HOME	VUORI
THE HOME DEPOT	APPLE	LULULEMON	ROARK	WARBY PARKER
NORDSTROM RACK	ARHAUS	MADEWELL	SEPHORA	WEST ELM



NORTH



UNIVERSITY OF COLORADO BOULDER

FOLSOM FIELD

MILLENNIUM HARVEST HOUSE

RESIDENCE INN

BOULDER MARRIOTT

EMBASSY SUITES

HILTON GARDEN INN

NOVATION
rack

TRADER JOE'S

Culinary Athletic Club

CENTURY THEATRES

TWO NINE NORTH

GOOGLE

30TH STREET

WALNUT STREET

28TH STREET

HYATT PLACE