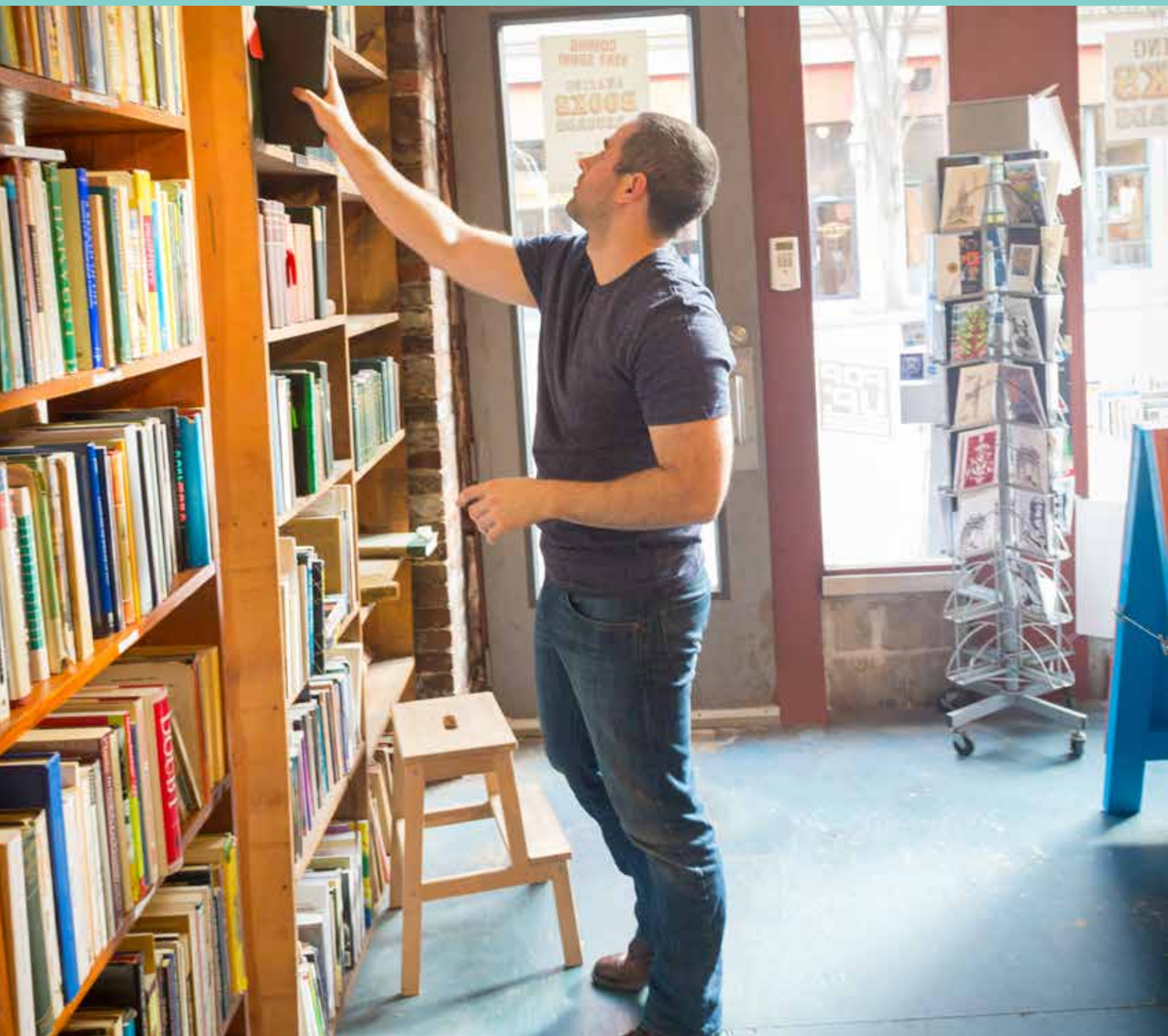


DOWNTOWN PITTSBURGH RETAIL SNAPSHOT

The region's center for people, transit, and activities



The Downtown Pittsburgh Trade Area is Home to...

31K

RESIDENTS

131K

EMPLOYEES

22K

COLLEGE STUDENTS

11M

ANNUAL VISITORS

6K

HOTEL ROOMS

\$160M

ANNUAL SPENDING

YOUNG SPENDERS

Millennials comprise **40%** of the trade area population

AWARD WINNING RESTAURANTS

Best in class recognized by James Beard Foundation, Zagat, USA Today, and Open Table

GROWING CONSUMER DEMAND

6,000 pipeline housing units & **1,400** pipeline hotel rooms

CREATIVE AND PROFESSIONAL

The regional employment epicenter attracting Fortune 500 companies and the growing tech sector

INTERNATIONAL DESTINATION

Named in the **top-five** best places to travel in the world in 2017 by Harpers Bazaar

REGIONAL TRANSIT HUB

Unparalleled access opening Downtown to new markets



UNMET DEMAND IS YOUR OPPORTUNITY

Downtown Pittsburgh's walkability, accessibility, and growth lend to a distinctively vibrant retail environment. Join the **31,000 residents, 130,000 workers**, millions of annual visitors, and capture their combined **\$160 million** in annual spending power in Downtown Pittsburgh.



"Boutique La Passarelle has been growing since I purchased it in 2013 thanks to a solid base of loyal clients and an increasing population of residents and visitors attracted to the city. The changing retail landscape has been beneficial for my small business and even sparked a wave of new clients looking for quality women's clothing and accessories."

Adele Morelli,
Boutique La Passarelle, Owner

Downtown residents and pedestrians seek greater access to retail and groceries. Downtown offers over 200,000 square feet of retail potential within the urban core to support unmet Downtown demand...

Furniture **Specialty Foods** **Hardware** **Groceries** **Boutiques** **Women's Fashion**
Shoes **Sporting Goods** **Local Makers** **Home Accessories**
Athletic Apparel **Cosmetics**
Clothing & Accessories

"We loved the idea of coming into Downtown Pittsburgh. It was always our goal to build an authentic clothing store that represents the uniqueness of the City of Pittsburgh. Our mission for the store was to become a destination for tourists and locals alike to stop by and purchase a comfy tee, hat, or pennant. It made perfect sense for us to open our first brick and mortar retail location in the heart of the city, on historic Smithfield Street."

Brandon Grbach,
Steel City CEO & Creative Director



IN THE LAST 10 YEARS...

Downtown Pittsburgh surpassed
\$4.5 BILLION in investment creating



3,000 HOUSING UNITS



2,000 HOTEL ROOMS



1M SQUARE FEET OF NEW OFFICE



60 NEW DINING DESTINATIONS



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www.downtownpittsburgh.com

f DowntownPitt
@DowntownPitt

CONTACT

Brian Kurtz

412-385-0154

bkurtz@downtownpittsburgh.com