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Explore Your Urban Opportunities: *ExperienceDowntownDenver* Web Site Brings Retail Development into New Era

Imagine this scenario...

A national clothing retailer is considering opening a store in Downtown Denver. They must research where the existing competition is, what space is available to rent/buy (and broker information), where the nearest parking or transit options are and the location of nearby developments to target in a direct marketing campaign.. So where do they begin? They begin with ***ExperienceDowntownDenver.com***.

As a comprehensive, interactive retail, amenity and development map, *ExperienceDowntownDenver* is a unique economic development tool. The primary function of the website will be to assist developers and prospective businesses. The second target audience is Downtown Denver's visitors, workers and residents.

“[This is] a cutting edge tool and, to my knowledge, unique in the country,” said **John Simon**, national retail expert, developer of Cherry Creek Shopping Center, and CEO of Simon Development, LLC. “It presents detailed information about Downtown in a manner easy to discern and extremely useful to a wide variety of different audiences, ranging from brokers to shoppers. More importantly, it conveys to the world that Downtown Denver is organized as a regional commercial hub and open for business.”

A Resource for Developers and Prospective Businesses

For developers, brokers and prospective retailers, *ExperienceDowntownDenver* includes:

- proposed developments
- developments under construction
- available space and broker information

“This site allows potential investors to gain an understanding of retail patterns and opportunities in Downtown Denver,” said Jim Kirchheimer, Economic Development Director for the Downtown Denver Partnership. “In the end, this enables them to create informed and strategic plans for investing here.”

A Resource for the General Public

ExperienceDowntownDenver also allows users to choose from a variety of categories pertaining to Downtown Denver, including:

- restaurants & bars (by category)
- shopping (by category)
- financial services
- parks
- interactive parking guide (including rates, payment accepted, number of spaces, lot owner information, etc.)
- ATM locations
- cultural attractions
- transit stops
- hotels
- places of worship
- housing
- schools

ExperienceDowntownDenver was created by the Downtown Denver Partnership and Business Improvement District with input from [The LoDo District, Inc.](#) The online architecture and implementation of the website was created by [The Design Mine, Inc.](#) Ultimately the success of the site will be measured several ways. “Accuracy is very important here, which is why we are partnering with our members in the real estate and retail communities to keep it up to date,” said Jenna Berman, Research Coordinator for the Downtown Denver Partnership. “We also created an optional log in for those interested in the development portion of the site, allowing us to track users and use of the site.”

ExperienceDowntownDenver Endorsements:

“ExperienceDowntownDenver illustrates the breadth and depth of commercial and entertainment choices available Downtown. It’s an excellent resource to have in place as Downtown begins a new era of growth and intensification.”

- **Ken Schroepel**, urban planner with Matrix Design Group and creator of the [DenverInfill.com](#) website.

“The brokerage community can really take advantage of this free economic development tool. It could help tip the scales for prospective tenants.”

- **Sherman Miller**, Executive Managing Director of Cushman & Wakefield of Colorado and Chair Elect of the Partnership’s Economic Development Council

“Anytime you add a new Economic Development tool like this to the chest, the entire region will benefit.”

- **Tom Clark**, Executive Vice President of the Metro Denver Economic Development Corporation

*The **Downtown Denver Partnership, Inc.** is a non-profit business organization that creatively plans, manages and develops Downtown Denver as the unique, diverse, vibrant and economically healthy urban core of the Rocky Mountain region. For more information, visit www.downtowndenver.com.*

*The **Downtown Denver Business Improvement District (BID)** is a public organization funded by private commercial property owners. It strives to provide a clean, safe and vibrant Downtown environment for workers, residents and visitors. The BID is an independent organization that contracts with the Downtown Denver Partnership to manage its work program.*