

# RETAIL QUICK FACTS SHEET

As the fastest growing Downtown in the Midwest, Downtown Indy offers an authentically-urban lifestyle



- With a daytime population of more than **150,000**, including 27,000 residents, Downtown Indy is the one area in the state that contains every type of shopper imaginable.
- More than **26 million** people travel to Indy annually. Each visitor spends an average of \$169 per day. Tourism generates more than **\$4.4 billion** in economic impact for Central Indiana.
- Our student population grows larger each year. In 2015, Downtown Indy was home to more than **63,755 higher-education students** studying at IUPUI, University of Indianapolis, Ivy Tech, Marian University and Harrison College. To accommodate these urban millennials, another 1,000 furnished apartments are currently under construction and will be ready for the fall semester of 2017.
- Downtown Indy was ranked one of the **top three best downtowns** in the nation by Livability.com for a third year in a row.
- The Downtown development momentum continues with **\$2.8 billion of investments** planned through 2022.
- More than **1.2 million square-feet** of commercial space will be renovated or added to the vibrancy of Downtown by 2018 as absorption of existing commercial space continues to rise. This includes new **boutique hotels, state-of-the-art office space and street level retail opportunities**.
- Diverse shopping options exist in our distinct cultural districts - we have the space to fit your brand.
- Downtown Indy is safe! in 2014, only 4% of citywide crime occurred Downtown



111 Monument Circle, Suite 1900  
Indianapolis, IN 46204  
(317) 237-2222  
[www.DowntownIndy.org](http://www.DowntownIndy.org)

## Notable Retail Co-Tenants: Feel the Energy

**Circle Centre Mall**, managed by Simon Property Group, is the mainstay of Downtown's retail market. New high-density, mixed-use developments anchored by retail space are creating exciting opportunities for local and national retailers and restaurateurs. Downtown is home to **300 eating and drinking establishments** and more than **200 retail businesses**.

- **Carson's, H&M, Forever 21, Banana Republic and Finish Line** are just a few of Circle Centre's **national retailers**.
- Cultural Districts **Mass Ave** and **Fountain Square** are booming with new retail shops and restaurants, a majority independently-owned.
- 360 Market Square will feature a new **Whole Foods Market** opening in 2017.
- The new **\$40 million Cummins Global Distribution Business Headquarters** will open in the Market East district in 2016.
- Boutique and National Hotel chains are building in Downtown Indy.
- Downtown chefs have been recognized by the James Beard Foundation and *Food and Wine Magazine*. **Black Market, Bluebeard** and **Milktooth** are all award-winning restaurants.
- With **13 breweries, two wineries** and **three distilleries**, Downtown Indy has more options than ever before for craft beverage enthusiasts and newcomers alike.

## Households and Rooftops

- Downtown Indy is currently tracking more than **\$653 million of investment in residential living**. All 3,942 units are scheduled to be completed by 2018, for a total of 11,657 housing units. In 2016, the For Sale inventory will grow by more than 150 single family homes, condominiums and townhomes in up-and-coming Downtown neighborhoods. These units will range from \$150,000 to more than \$1.5 million.
- Downtown led the state in rental growth in 2015 with a **2.4 percent increase** over 2014.
- In the 2014 Downtown Indy Developers Survey Data, **36 percent** of the residents analyzed who are moving into Downtown were doing so from **outside of Indiana**. An additional 27 percent were moving Downtown from within the state but new to Marion County.
- These new Downtown residents have an **average household income of \$90,807**.



## Everything You Could Need

- The \$22 million **YMCA at CityWay** opened late 2015 and is a game changer. This facility has two indoor pools, three gymnasiums and an elevated running track.
- The new \$19.5 million **Downtown Transit Center**, along with IndyGo's new routing plans, will shift the entire transit dynamics of Downtown.
- The **Pacers Bikeshare** offers 250 bikes at 25 stations for short trips. **BlueIndy** electric car sharing debuted in Indy in 2015.
- Downtown Indianapolis boasts the **best entertainment, shopping and celebration options** in the state.

"I find an ease of entrepreneurship in Indianapolis. This city is affordable, diverse and aesthetically pleasing. I chose to open my business Downtown over other areas of Indy 10 years ago because of the depth of Downtown culture and the architecture of my 1800s building. Watching the city grow and change over the last 10 years has fueled my desire to grow and cultivate my business."



Amy Peddycord, owner,  
Invoke Studio