

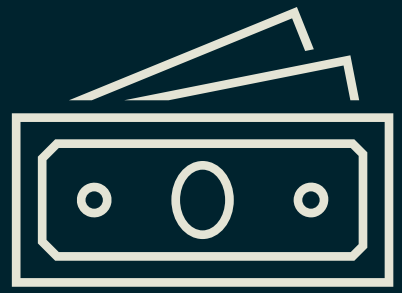
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IDA 2025 Downtown Achievement Award
Why Downtown Denver Website

The problem we needed to solve...



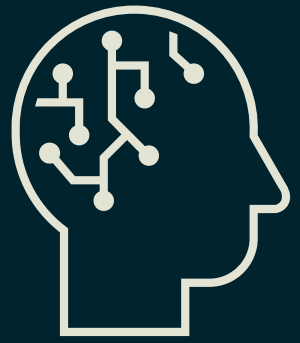
Fill vacancies...



...with more funding in the short-term than long-term...



...and reduce demands on staff time.

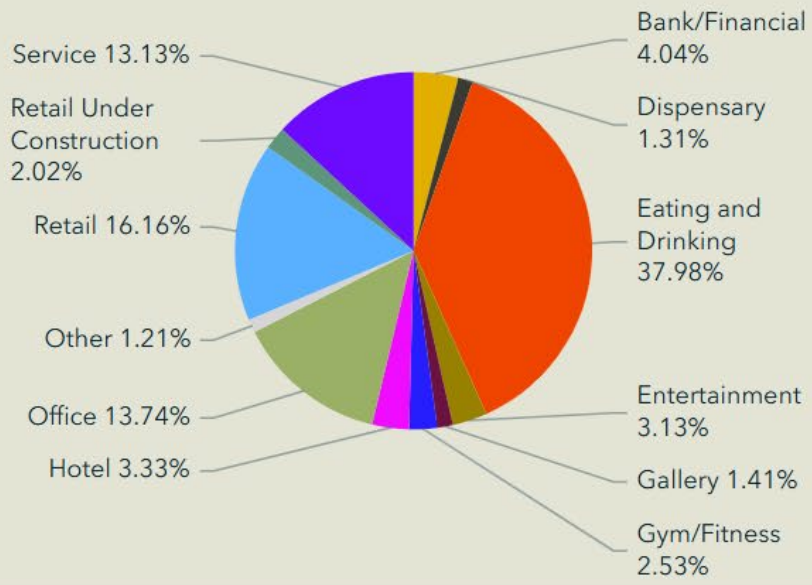


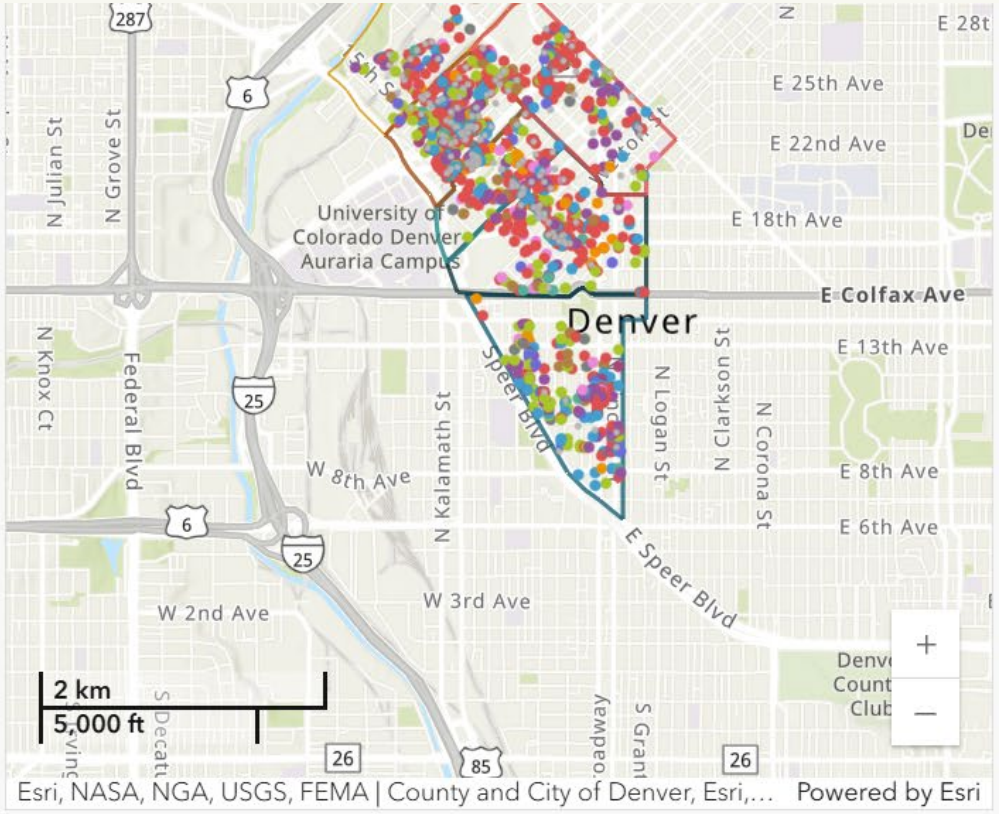
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Solution: build a GIS-based tenant recruitment website

Why Downtown Denver

Leased Ground Floor Space, by Type





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Execution:

- Hire and train an **intern** to use a mobile GIS app to create an inventory of all downtown storefronts (10hrs/week)

- Select **consultant** to conduct perception study, focus groups, and collect market/demographic data to establish submarkets

- Engage **web designer** to build a GIS-based platform for sharing data and matching prospects to available spaces

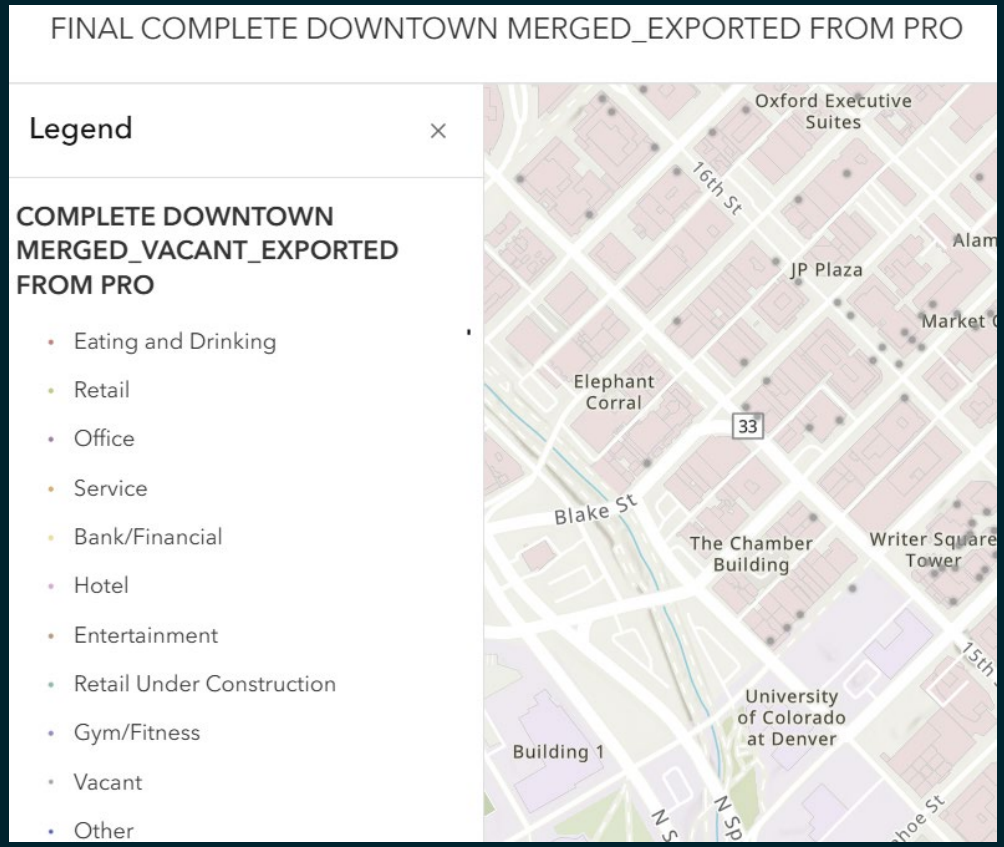


Awkward photo to commemorate the moment our project team completed integrating GIS into the Why Downtown Denver website design

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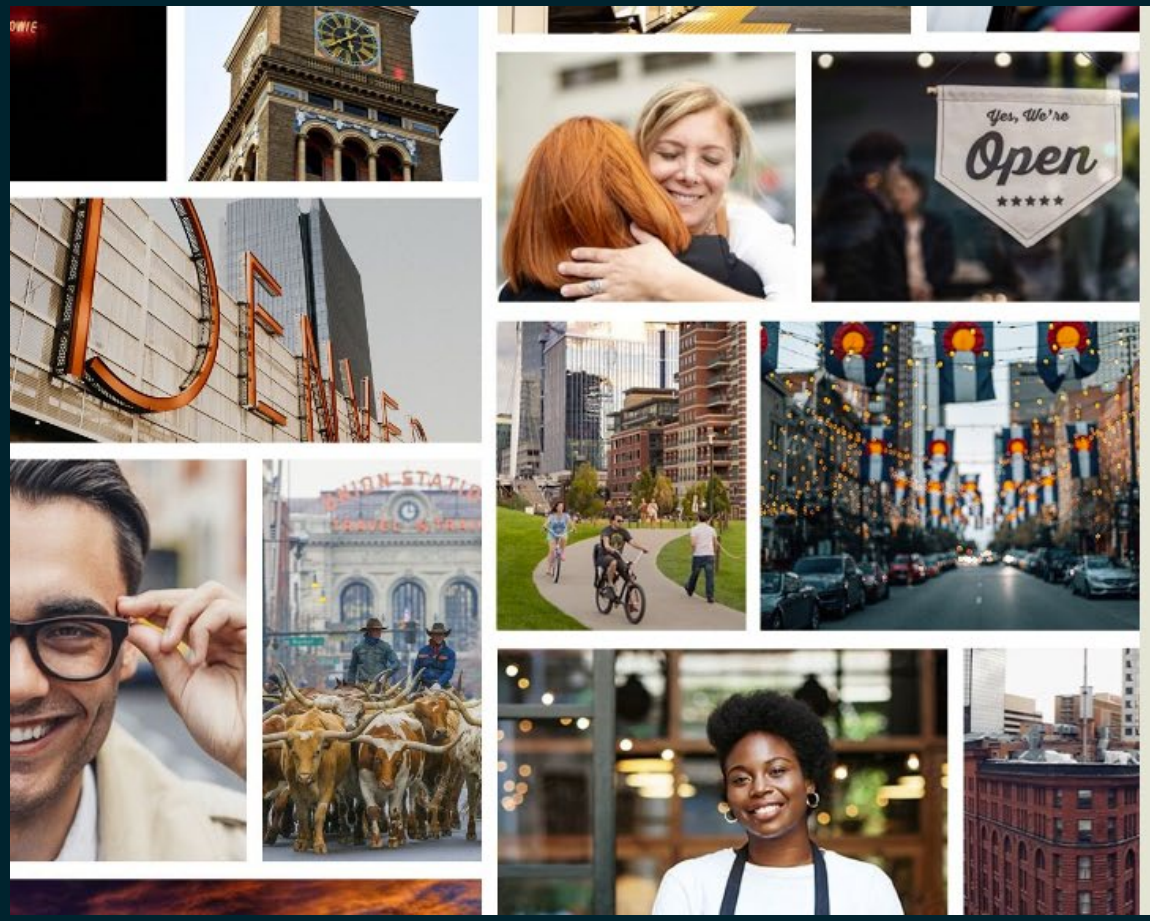
Benefits of GIS platform:

- Low-cost maintenance: up-front investment requires minimal effort to maintain in long-run
- Benchmarking: GIS-based database enables tracking progress with filling vacancies and other goals
- Reduced labor: virtual tenant prospect intake form on website reduces demands on staff



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Every visitor to the site is invited to complete the virtual intake form...



Take the Downtown Denver District Quiz

Tell us about your business, and we'll match you with the Downtown Denver district where we think you'll fit best!

Start press **Enter** ↵

Takes 3 minutes

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...in which a set of questions helps capture their site location criteria...

1 → What type of space do you need for your business? *

Scroll down to see all five categories or enter your own space requirement.



A Retail



B Bar/coffee shop



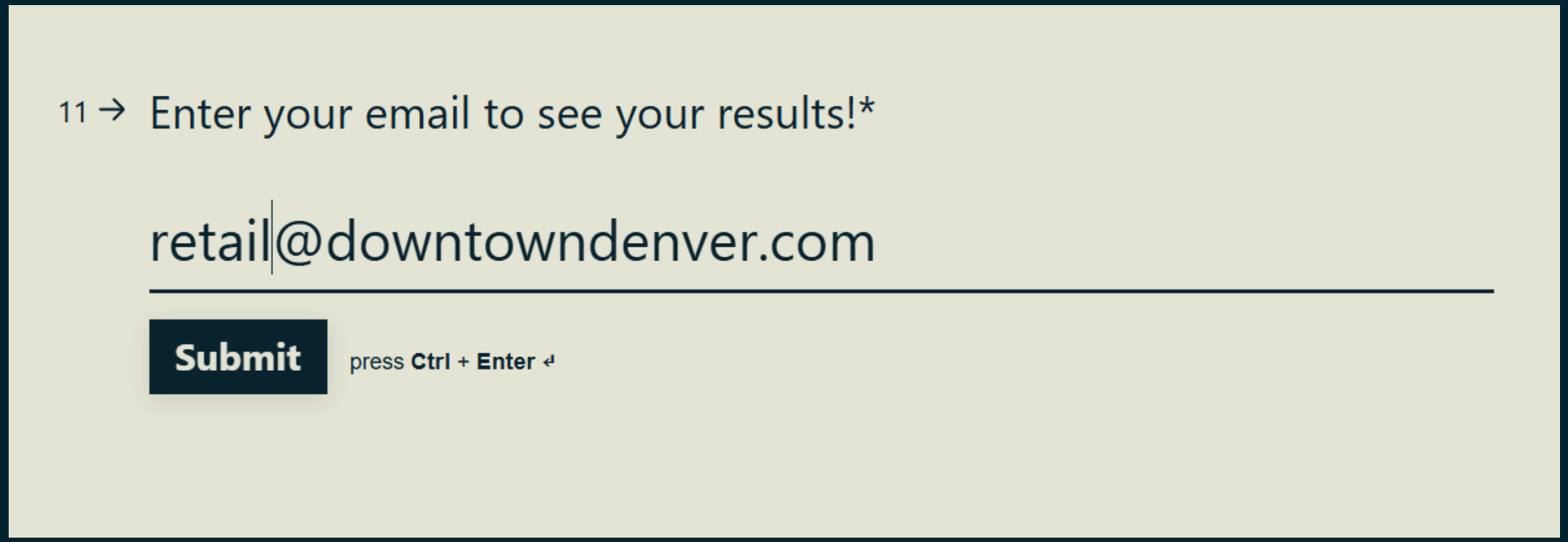
C Cafe/restaurant



D Office

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...and an email is required to deliver the results so we can follow up...



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...to talk further about their suggested submarket...

Based on your responses, we think Ballpark will be a great place to start your search for your new business location!

Click the Ballpark badge below to learn more about the consumer base, amenities, and available properties



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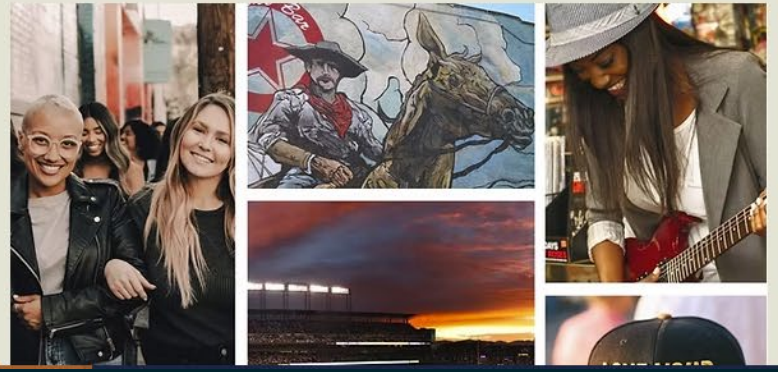
...and about what makes it special as a location for business...

Broker Toolkit ↘

From Baseball to Brews: Our Social Scene's a Hit

BALLPARK
DENVER, CO

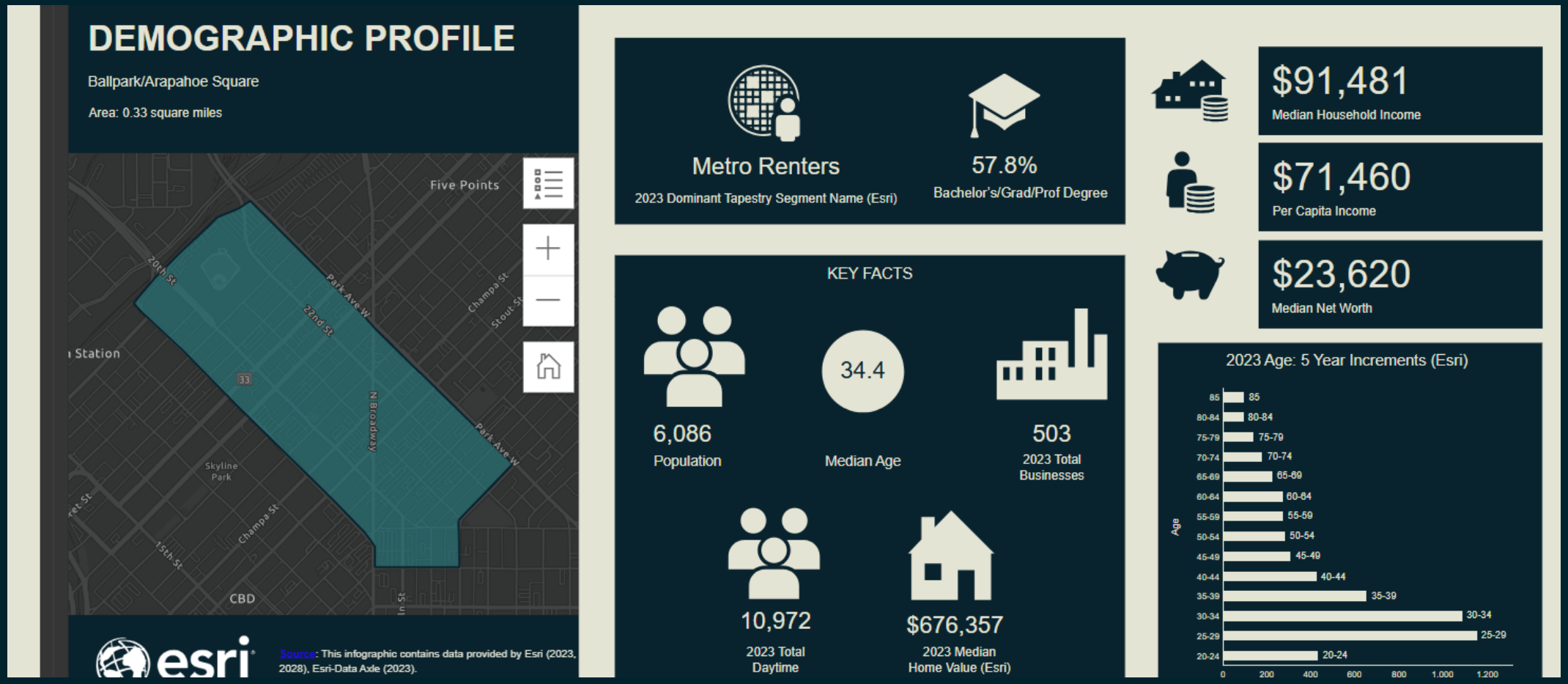






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...and a little bit about the submarket demographics...



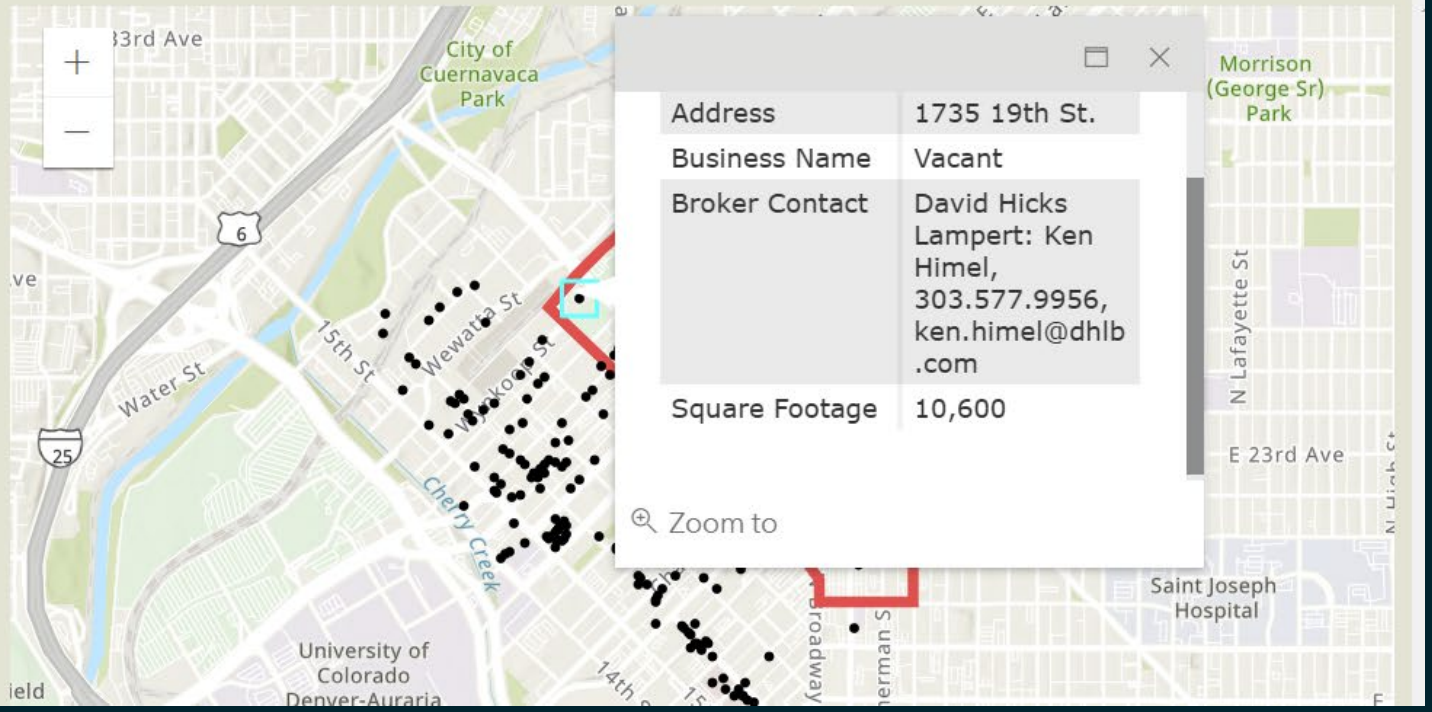
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...to explore spaces that suit their needs and contact brokers directly.

Available Spaces for Lease

Click on an available listing to view broker contact information, square footage and details about each property.

Want free representation in your space search and lease negotiation? In most cases, tenant rep brokers are paid by the landlord of the listed space. Brokers have in-depth knowledge of the local commercial real estate market, which helps tenants secure the best possible terms for their lease.



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