

# Creativity, Class & Commerce

Give your business an edge.  
Downtown Waterfront, Duluth, Minn.



## Creative energy, sophisticated class, and vibrant commercial activity make Duluth's Downtown Waterfront the perfect place for business.

The Downtown Waterfront in Duluth, Minn., is the perfect place for your business or real estate investment. Our vibrant commercial hub, located at the western tip of Lake Superior, has just the right mix of creative energy and sophisticated class—plus breathtaking views and boardwalk access to the world's largest freshwater lake. It is the ideal blend of old and new, with traditional services, emerging technologies, upscale condos, extraordinary dining and entertainment, dynamic retail, and unbeatable hospitality. The only thing missing is you.



**Did you know? MORE THAN \$300 MILLION HAVE BEEN INVESTED SINCE 2005.**

Development projects have been significant in recent years. From medical district expansions and hotels to theatres, condos, and building rehabilitations, the investment and reinvestment in our Downtown Waterfront has growing momentum.

## Creativity & Class

Duluth, Minn., is a bustling international seaport that serves businesses and draws visitors from around the world. We want to make a good impression, and we think you'll agree that we hit the mark, creating a Downtown Waterfront business district that is attractive, exciting and prosperous.

- » Charming bricked sidewalks and streets
- » Appealing storefronts and signage
- » Lakewalk (boardwalk and paved path) access to waterfront
- » Fully enclosed downtown Skywalk system, spanning 3.5 miles, for year-round comfort and convenience
- » Active arts community and music scene
- » Beautiful outdoor plazas and parks
- » Major annual events, including Grandma's Marathon, Bayfront Blues Festival, Duluth Homegrown Music Festival, Bentleyville Festival of Lights, and more

Our Downtown Waterfront draws an eclectic mix of young professionals, established business people, and individuals from all walks of life seeking exclusive items, tasteful dining, and stylish company.

- » Unique gourmet eateries for casual and formal dining
- » Fashionable clothiers and specialty boutiques
- » Art galleries and museums
- » Distinctive architecture and historic buildings
- » Symphony, ballet, community theatre, and touring performances
- » Upscale condos, apartments, hotels, and offices with million dollar views



Jeff Frey Photography



# Commerce

All of the creative flair and sophistication in the world mean nothing without healthy economic activity. Duluth is a strategic location for retailers, service providers, and businesses of all kinds. Just two hours north of Minneapolis-St. Paul and two hours south of the Canadian border, Duluth is Minnesota's fourth largest city and the region's commercial and cultural center. People travel across Northeast Minnesota, Northern Wisconsin, Michigan's Upper Peninsula, and parts of Canada to shop and enjoy all Duluth has to offer.

## POPULATION (2010)

City of Duluth—86,000

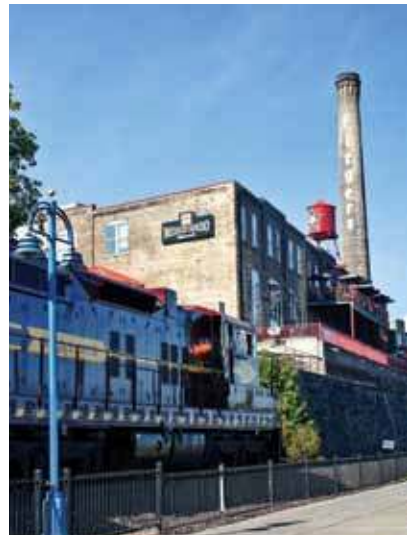
Duluth-Superior Metropolitan Statistical Area—275,000

Trade Area—333,000

## HIGH TRAFFIC VOLUME/PLENTIFUL PARKING

The annual average daily traffic volume on Interstate 35, which runs through Duluth, is 59,000 vehicles. Three freeway exits drive traffic into the Downtown Waterfront. Major traffic arteries from several directions (including U.S. Highways 2, 53, and 61) feed into the freeway near the Downtown Waterfront, enabling people from all over Duluth, the Iron Range, the North Shore of Lake Superior, and Northwest Wisconsin to reach your business. There also is plentiful parking. Nearly 15,000 parking spaces are located throughout the district in ramps, lots, and on the street.

(Map of trade area)



**SPENDING POTENTIAL**

**Growing population of higher income households**—A recent study of demographic characteristics and retail sales potential, prepared for the Greater Downtown Council by McComb Group, Ltd., confirmed what we already knew—Duluth’s Downtown Waterfront is a great place to do business and has potential to be even better.

**Demographics-Downtown Waterfront Trade Area**

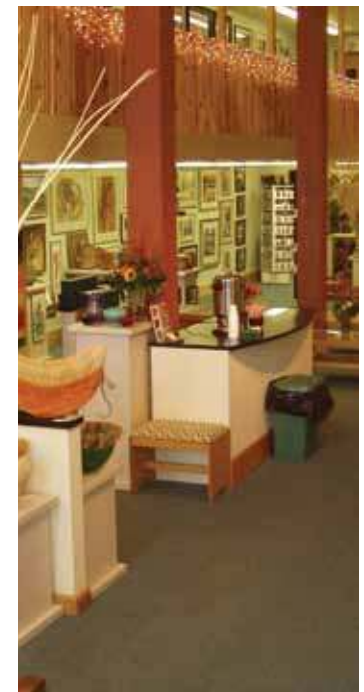
	2010	2015 (Projected)
Population	333,005	338,169
Total Households	135,302	146,935
Households w/Incomes +\$75,000	33,867	39,474 (+17%)
Households w/Incomes +\$100,000	16,433	19,861 (+21%)
Households w/Incomes +\$150,000	4,429	5,454 (+23%)
Residents w/Postsecondary Degrees	80,352	92,450 (+15%)

**Built in customer base**—More than 18,000 workers converge on Duluth’s Downtown Waterfront every day, making this center a hub of activity with a built-in customer base. The McComb group found that 2010 spending potential by employees was \$123 million. On top of that, the lure of Lake Superior brings millions of visitors (and their pocketbooks) to town, annually.

**Visitor Spending Potential**

*(3.7 million visitors in 2010 + 2% annual increase)*

	2010	2015 (Projected)
Shopping	\$198 million	\$239 million
Food	\$204 million	\$246 million
Liquor	\$51 million	\$62 million
Lodging	\$123 million	\$149 million
Ground Transportation	97 million	116 million
Recreation	\$151 million	183 million
<b>TOTAL</b>	<b>\$824 million</b>	<b>\$995 million</b>



## Did you know?

### **WE ARE COMMITTED TO CLEAN & SAFE.**

In 2005, property owners united to support a fee for enhanced services in our Downtown Waterfront. This fee is paid into a Special Service District, and the most recognizable service is that of its Clean & Safe Team. From picking up litter and debris to providing hospitality services and horticultural maintenance, this team is on the street daily and has set a high standard for the quality of life in our district. The Special Service District is managed by the Greater Downtown Council.

### **25,000 COLLEGE STUDENTS ENERGIZE OUR COMMUNITY AND LABOR POOL.**

You'll find five colleges and universities within a few miles of Duluth's Downtown Waterfront, boasting a combined annual enrollment of nearly 25,000 students. For businesses, having a well educated, competent, and motivated workforce means higher productivity and a stronger bottom line!

#### **Post-Secondary Total Enrollment\***

» University of Minnesota Duluth	11,729
» College of St. Scholastica	3,898
» Lake Superior College	4,343
» University of Wisconsin Superior	2,867
» Wisconsin Indianhead Technical College (Superior)	1,743

Sources: School websites and northlandconnection.com (2010-2011)

### **DULUTH IS HOME TO WORLD-CLASS HEALTH CARE.**

Duluth's two largest employers—Essentia Health and St. Luke's Hospital—employ more than 7,000 healthcare professionals, serve tens of thousands of inpatients, and draw more than 750,000 visitors from outside the region each year. The medical district is connected to the Downtown Waterfront by Skywalk, and additional links are being developed. Duluth also has been rated first in the United States for quality healthcare in communities of its size.





## Did you know? **TOURISTS MEAN BIG BUSINESS.**

More than 3.7 million tourists visit Duluth, Minn., each year, providing an annual economic impact of \$780 million. The Downtown Waterfront has 12 hotels, more than 50 restaurants, and popular attractions, including the Lake Superior Maritime Museum, Great Lakes Aquarium, S.S. William A. Irvin, The Depot/Lake Superior Railroad Museum, Duluth Entertainment Convention Center (DECC)/Amsoil Arena, and Bayfront Festival Park. The DECC draws more than 1 million visitors a year to its conventions and events, while the Maritime Museum topped 500,000 visitors in 2010.

## We would love to show you around Duluth's Downtown Waterfront.

The Greater Downtown Council (GDC) is a private, nonprofit corporation that exists to promote and support the development of a clean, safe, and vibrant Downtown.

We serve as a catalyst for enhancing Duluth's Downtown Waterfront business climate by bringing together business, community, and government leaders to focus on issues and opportunities. Learn more at [www.downtownduluth.com](http://www.downtownduluth.com).

### **Greater Downtown Council**

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