

# Shopping and Dining

Experience the City

downtown  
CINCINNATI



## Highlights:

- More than 137,000 households within 3 miles of the center city
- More than 311,000 households within 5 miles of the center city
- Within a 15-minute drive for 80% of the Tristate population
- Regional hub to 8 million living within 90 minutes of the metro area
- 2005 retail vacancy rates at just over 7 percent, one of the lowest rates in the region



## Destination Downtown

Downtown Cincinnati has become a magnet for destination shopping and dining with more than 400 ways to shop, dine and play—virtually all within walking distance. From shopping at the region’s only Tiffany & Co., Brooks Brothers, and Saks Fifth Avenue to celebrating with friends over dinner and drinks at Palomino, McCormick & Schmick’s, JeanRo’s Bistro, or Jeff Ruby’s, downtown offers a sophisticated and vibrant range of national favorites and one-of-a-kind experiences.

The expanding Fountain Square District (with 213,000 square feet of new/renovated retail space) joins downtown’s bustling Backstage Entertainment District, historic Fourth Street District, Cincinnati’s Riverfront, Main Street Entertainment District and Findlay Market.

## You'll be in good company:

### 165+ Restaurants

Bella Cincinnati  
 Jeff Ruby’s Steakhouse  
 Jean-Robert at Pigall’s  
 McCormick & Schmick’s  
 Morton’s of Chicago  
 Montgomery Inn  
 Nicholson’s Tavern & Pub  
 Palomino  
 Redfish  
 Rock Bottom Brewery  
 Shanghai Mama’s

### 140+ Shops

Brooks Brothers  
 Jos. A. Bank  
 Macy’s  
 Saks Fifth Avenue  
 Tiffany & Co.  
 TJ Maxx  
 Tower Place Mall:  
 Ann Taylor, Bath & Body Works, Brentano’s, Express, Foot Locker, Limited, New York & Co., Nine West, Talbots, and Victoria’s Secret

### 45+ Bars & Nightclubs



Downtown Cincinnati Inc.

**3CDC**

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# Employment and Office

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## Highlights:

- Voted one of the Top 10 cities to work and live by FORTUNE magazine
- 6 of the region's 10 Fortune 500 firms are headquartered downtown
- Home to 77,000 downtown workers and 1,200+ businesses
- Leads the region in total office square footage and lowest vacancy rates
- 15 minutes from CVG, ranked the #2 U.S. airport by SkyTrax in 2005



## Downtown is Good for Business

Demand to be downtown is strong as indicated by the lowest office vacancy rates in the region (15.6% vacancy for all office classes in 2005). Downtown also outperformed regional markets such as Cleveland, Pittsburgh, St. Louis and Columbus based on vacancy rates in 2005.

The new \$62.5 million 303 Broadway at Queen City Square adds 180,000 square feet of Class A office space. Other major office renovations currently underway include: 580 Walnut, 525 Vine Street, and the Chemed Center. And the "Lily Pad" initiative is providing free wireless Internet throughout downtown's public spaces.

### Downtown Business Headlines:

- Procter & Gamble purchase of Gillette
- Federated acquisition of May Department Stores
- Chiquita purchase of Fresh Express

## Major Downtown Employers:

Hamilton County.....	6,094
Procter & Gamble Co.*.....	3,900
Fifth Third Bancorp*.....	3,000
Western & Southern Financial Group*.....	1,760
Duke Energy.....	1,600
Convergys*.....	1,460
Cincinnati Bell*.....	1,200
The Kroger Company*.....	1,190
U.S. Bank.....	780
Federated Department Stores*.....	760
American Financial Group*.....	750

\* corporate headquarters downtown



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# Major Center City Development Projects

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## Highlights:

- \$42.6 million redevelopment of Fountain Square Plaza and garage
- Nearly \$90 million in redevelopment of Fountain Square District properties, including 213,000 square feet of new/renovated retail space
- \$62.5 million new 303 Broadway Class A office tower
- \$160 million Cincinnati Convention Center expansion and renovation
- \$90 million in new center city residential development
- \$9.3 million redesign of Government Square transportation hub



## Downtown...anything but Square!

The new Fountain Square will enhance its standing as Cincinnati's civic hub and one of the premier public spaces in the nation featuring an open and accessible plaza, increased green space, inspiring water features, a 2-story plaza restaurant, valet parking, and state-of-the-art staging/sound technology including a large LED screen to support a diverse range of programming and robust calendar of events.

The revitalized Square will anchor a bustling Fountain Square District featuring unique dining, entertainment and retail. Major projects to date include:

- Fifth Third Center low building facade improvements and retail expansion/renovation
- Westin Hotel renovation, including *McCormick & Schmick's* and *Ingredients* restaurants
- 580 Building facade and new retail expansion
- 525 Vine facade, new lobby and retail space
- Macy's at Fountain Place store enhancements

## The excitement is building in downtown Cincinnati.

Downtown development continues to evolve at every level—from our skyline to our sidewalks. In 2005 alone, more than 50 groundbreaking projects representing more than \$600 million in public/private investment continued to drive the dramatic transformation of Cincinnati's center city. Local/regional residents and visitors will celebrate the grand openings of the significant milestone projects highlighted above in 2006.



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# Conventions and Hotels

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## Highlights:

- \$160 million expanded convention center to be completed June 2006
- The Center hosted 189 conventions and 228,282 attendees in 2005
- The Center also hosts meetings/shows attracting 300,000 annually
- Nearly 3,000 rooms in 7 hotels are all within walking distance to Fountain Square, the convention center, and the Riverfront



## Downtown Hotels Lead the Region

Already home to three AAA Four Diamond hotels, significant renovations are planned at virtually all of downtown Cincinnati's hotels as a result of incremental investments to the expanded convention center (Duke Energy Center) and new Fountain Square (total hotel investment estimated at \$16.5 million in 05-06).

In 2005, downtown hotels led the region with an average occupancy of 59.6% and an average room rate of \$110.92.

<i>Downtown Cincinnati Hotels</i>	<i># Rooms</i>
Millennium Hotel Cincinnati	872
Hilton Cincinnati Netherland Plaza	561
Hyatt Regency Cincinnati	488
Westin Hotel Cincinnati	456
Terrace Hotel	250
Garfield Suites Hotel	152
The Cincinnati Hotel	146
<i>Total</i>	<i>2,925</i>

## The Duke Energy Center

When completed in June 2006, the expanded and renovated Duke Energy Center will:

- Accommodate 75% of the existing U.S. convention, conference and meeting market
- Generate an incremental increase of \$122 million annually in economic impact
- Boast more than 300,000 square feet of meeting and exhibit space, including the largest ballroom in the Midwest outside of Chicago's McCormick Place



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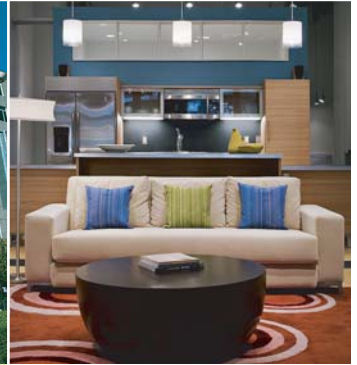


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# City Living

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## Highlights:

- Major 2005 condo projects totaled \$90 million and 266 units
- 2005 average sale price for new condos downtown was \$282,000
- More than 8,000 center city residential units exist or are currently under construction/development
- Apartment demand leads region with 94.5% average occupancy rate

## Living Well Downtown

Young professionals, empty nesters and families are choosing to take advantage of downtown's walkable access to riverfront parks, Findlay Market, vibrant arts and entertainment offerings, and unique dining, retail and night life.

Cincinnati's center city population has doubled since 2000. In 2005, more than 500 new residents joined downtown's neighborhoods, bringing the population to 7,000. 700 units will be under construction in 2006, welcoming nearly 1,000 additional residents in the coming year. More than 12,000 residents are projected by 2010.

In addition, there are more than 5,000 historic units in Over-the-Rhine (home to the largest stock of Italianate architecture in the U.S.) that are the focus of 3CDC's Washington Park and Vine Street redevelopment projects. 86 additional units will be added in Over-the-Rhine in 2006-2007 as part of the Gateway I & II Projects.

## Important Developments:

Major 2005 residential construction projects represented a total investment of more than \$90 million and 266 units:

Park Place at Lytle.....	113 units
The McAlpin.....	64 units
18 East Fourth.....	21 Units
The American Building.....	37 Units
The Lofts at Graydon Place.....	29 Units
Parker Flats.....	55 Units
RiverCrossing.....	140 units



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# Arts, Culture & Entertainment

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## Highlights:

- More than 10 million attend events in downtown Cincinnati each year
- Voted the #5 "Arts Destination" in the U.S. by AMERICAN STYLE MAGAZINE
- Cincinnati has the #1 United Arts Fund in the nation
- Riverfront stadiums, US Bank Arena, and the Main Public Library draw 4.8 million over 200+ event nights each year
- Downtown hosts a minimum of two major arts events per night



## Performing Arts & Museums

1.3 million attend performances at downtown's 10+ theatres each year. Broadway in Cincinnati leads the nation in tour subscriptions. The Playhouse won a Tony for best regional theatre. The Cincinnati Symphony Orchestra is one of the top 10 in the U.S. Cincinnati Opera features Met-level artists every summer. Cincinnati Ballet just expanded its studio and Ensemble Theatre, Cincinnati Shakespeare Festival, and Know Theatre Tribe are part of a growing cast of companies that make up our thriving theatre scene.

Downtown's seven museums and 19 art galleries attract more than 1.7 million visitors each year. Since 2003, \$300 million+ has been invested in new facilities and/or major renovations at the National Underground Railroad Freedom Center, Taft Museum of Art, Cincinnati Art Museum, and Contemporary Arts Center. The Cincinnati Museum Center is one of the top cultural attractions in the Midwest and the Art Academy of Cincinnati recently relocated to an impressive new campus in Over-the-Rhine.

## Major League Sports & Festivals

3 million fans come downtown each year to cheer on the Reds and Bengals. Baseball's first professional franchise is proud to call the Great American Ball Park home, featuring the new Reds Hall of Fame. Playing at the new 65,535-seat Paul Brown Stadium, the Bengals capped off their winning season as the 2005 AFC North Division Champions.

The expanded Main Public Library draws 1.2 million visitors each year. And more than 1.3 million pack downtown's hotels, streets, and sidewalks to celebrate signature annual events such as the Flying Pig Marathon, Oktoberfest Zinzinnati, Taste of Cincinnati, Black Family Reunion, MidPoint Music Festival, Cincy Latino Festival, Tall Stacks and many more!



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# Downtown Map

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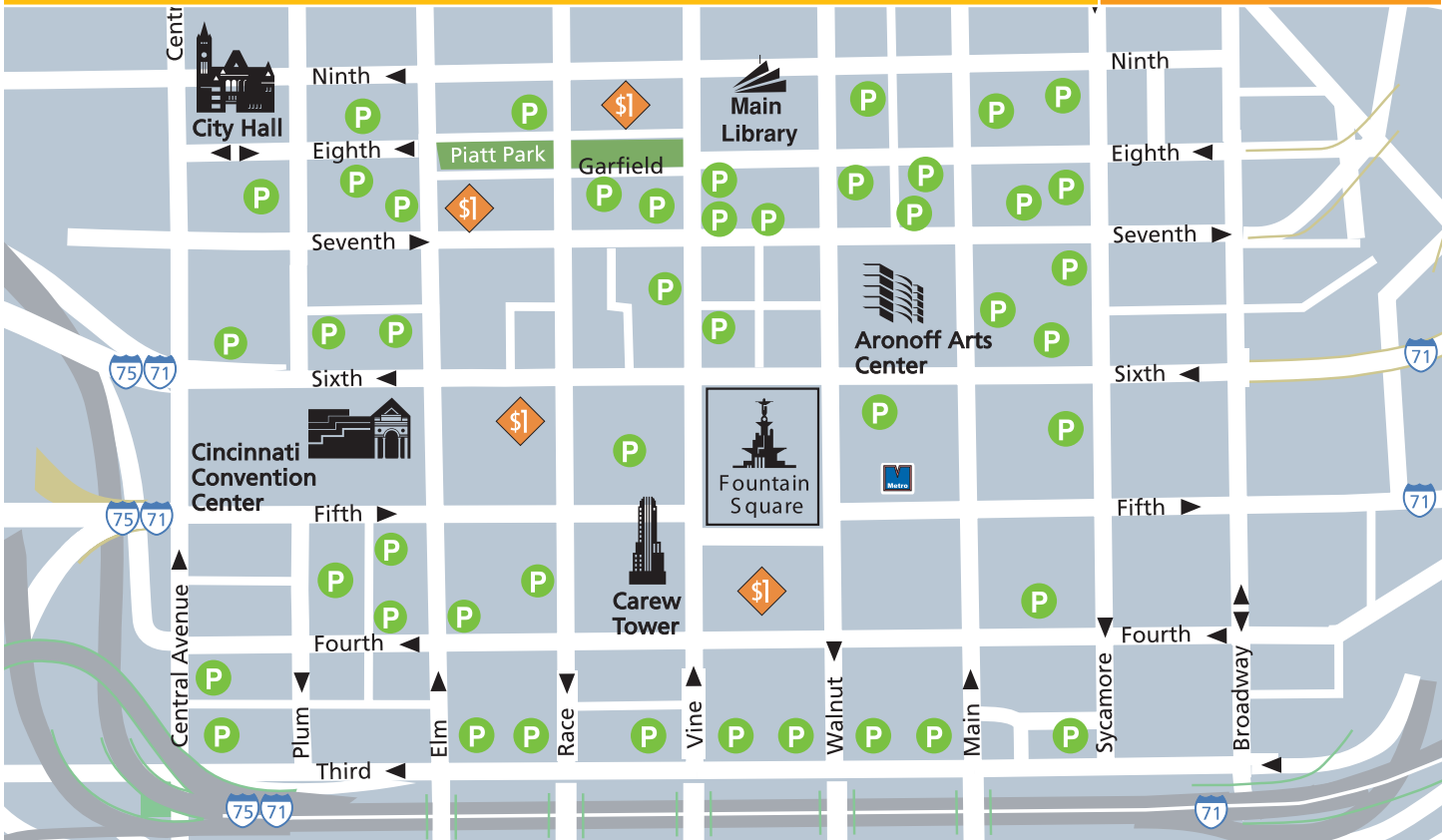
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# Access and Parking

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## Highlights:

Downtown has more than 35,000 parking spaces. Nearly 10,000 are within 3 blocks of Fountain Square.

Four city lots offer \$1 for 2 hour options on weekdays, and \$1 for evenings/weekends.

TANK provides shuttle service to and from the hotel, retail and entertainment districts in downtown Cincinnati and Newport/Covington, Kentucky.

The center city is accessible from the I-71, I-75, and I-471 Corridors. Three bridges provide access between downtown Cincinnati and Northern Kentucky.

Newport and downtown Cincinnati are connected by the popular Purple People Pedestrian Bridge, which will unveil a new "bridge climb" attraction this summer, the first of its kind in North America.



Government Square is Metro's primary transit hub, with 1,000 buses and 15-20,000 passenger trips each day. The \$9.3 million renovation will be completed in July.



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