DOWNTOWN RALEIGH
FAST FACTS

Downtown Raleigh
Alliance
<table>
<thead>
<tr>
<th>Category</th>
<th>Statistic</th>
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<tbody>
<tr>
<td><strong>OFFICE + EMPLOYEES</strong></td>
<td>Total Number of Employees: 48,000+</td>
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<tr>
<td></td>
<td>Office Occupancy: 96.2%</td>
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<td></td>
<td>Square Feet of Private Office Space: 7.4 million</td>
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<td><strong>ARTS, CULTURE + ENTERTAINMENT</strong></td>
<td>Arts and Cultural Institutions: 42</td>
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<td>Visitors to Top Attractions: 3.4 million</td>
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<td>Visitors to Outdoor Festivals: 1,049,200</td>
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<td><strong>RETAIL + DINING</strong></td>
<td>Retailers: 117</td>
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<td>Restaurants: 158</td>
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<td>James Beard Nominations Since 2010: 16</td>
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<td><strong>HOTEL</strong></td>
<td>Hotel Rooms: 1,266</td>
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<td></td>
<td>Hotel Occupancy: 74.9%</td>
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<td>Average Hotel Daily Room Rate: $156.03</td>
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<td><strong>TALENT + LIVING</strong></td>
<td>Percentage of Residents with Bachelor’s Degree or Higher: 50.8%</td>
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<td>Enrollment in Raleigh Universities: 41,251</td>
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<td>Housing Units: 6,889</td>
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<td>Population within one mile: 18,826</td>
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<td>Average Rent: $1,513</td>
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<td><strong>SUSTAINABILITY</strong></td>
<td>High Walk Score: 96</td>
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<td>Acres of Parks Near Downtown: 447</td>
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MORE DEVELOPMENT

$2.3B

current development pipeline

MORE RESIDENTS

| 4,966 | residential units recently delivered, under construction, or planned |
| 2,426 | units completed since start of 2015 |
| 10,877 | residents live in downtown |
| 39% | increase in residents since 2015 |
| 94.4% | occupancy rate for all multi-family properties in downtown⁴ |

MORE EMPLOYEES

Downtown Raleigh is the densest office market in the Triangle with more office space and employees per acre than any other Triangle submarket.

96.2%

OFFICE OCCUPANCY RATE, showing strong demand for office space¹

2.2 MILLION SQUARE FEET of Class A office space under construction or planned

193,600 SQUARE FEET of co-working space under construction or delivered since 2016

296% INCREASE in co-working space since 2016

50.8% OF RESIDENTS WITH BACHELOR’S degree or higher²

MORE CONNECTIVITY

96

High walk score in downtown, highest walk score in entire region—most walkable part of Triangle³

$111.4 million multi-modal center, Raleigh Union Station

322

acres of new park space being added in downtown area with Dix Park and Devereux Meadows

Bike Share: 30 Citrix Cycle stations and 300 bicycles

¹JLL ²US Census ³walkscore.com ⁴Integra Realty Resources
MORE RETAIL

• 49% growth in downtown’s retail base since 2011

• GROCERY: Downtown Raleigh will gain three new grocery stores with locally-owned Weaver Street Market in 2019 and national grocer Publix expected to open in 2020 with Saxapahaw General Store also planned to open in the future

• Downtown experienced a net gain of 40+ stores since 2014

• FOOD HALLS! Transfer Co. Food Hall and Morgan Street Food Hall both opened in 2018

MORE VALUE

39% increase in value for downtown property since 2008³

106% increase in land value for downtown from 2008-2016¹

MORE RESTAURANTS AND NIGHTLIFE

129% GROWTH in food and beverage sales since 2009 with 9.4% growth in sales in 2019 over 2018¹

$263 MILLION Food and beverage sales in downtown in 2019¹

20 Gold, Silver, and Best in Class restaurants in 2018, more than any other submarket of the Triangle²

3 James Beard Award nominations in 2019

MORE VISITORS

3.4M Visitors to downtown’s top 12 attractions³

47% INCREASE in visitors since 2007³

51% Growth in Revenue Per Hotel Room over 2013 to $116.88 per room⁴

23% GROWTH in hotel room occupancy since 2013 in downtown⁴

¹Wake County Tax Accessor  ²News & Observer  ³GRCVB  ⁴GRCVB, STR Research
Every district will see significant private and public investment.

Source: DRA

**DEVELOPMENT PIPELINE**

- **$640,000,000** Planned
- **$666,984,526** Under Construction
- **$1,005,110,332** Complete

**$2.3 BILLION DEVELOPMENT PIPELINE** of recently completed, under construction, or planned development

- **$1 billion** completed since 2015
- **$666 million** under construction
- **$640 million** planned
- Includes **$200 million** in public investment

Source: DRA
DOWNTOWN POPULATION

POPULATION GROWTH

An estimated 18,800 people live within one mile of the center of downtown, which is projected to grow to over 20,000 within the next four years.

Source: U.S. Census, ESRI Business Analyst

AGE | A YOUNG DOWNTOWN

39% of downtown residents are between the ages of 25-44 compared to 28% for the Raleigh metropolitan area and 26% nationally.

Source: U.S. Census, ESRI Business Analyst
OFFICE MARKET

YEAR END + CURRENT OCCUPANCY SINCE 2001

![Bar chart showing office market occupancy from 2001 to 2019. Occupancy percentages range from 80% to 98%.]

Sources: JLL, DRA

3.01 MILLION SQUARE FEET of Class A space recently delivered, renovated, under construction, or planned

2.2 MILLION SQUARE FEET Class A office space under construction or planned

AVERAGE EMPLOYEES PER ACRE

![Bar chart showing average employees per acre for different areas.]

Source: US Census Bureau
Downtown Raleigh has a higher share of residents with bachelor’s and graduate degrees than the state and national proportions. 50.8% of Downtown Raleigh residents 25 years and older have a bachelor’s degree or higher, compared to 30% of North Carolinians, and 31% of Americans.

EDUCATIONAL ATTAINMENT FOR POPULATION 25+ YEARS

![Educational Attainment Chart]

Source: U.S. Census

¹National Science Foundation
Downtown Raleigh has become a major food destination regionally and nationally with over 150 dining establishments providing a broad range of cuisines and experiences.

50+ bars, breweries, music venues, and nightclubs in Downtown Raleigh

6 craft breweries including Brewery Bhavana, Clouds Brewing, Crank Arm Brewing, Little City Brewing + Provisions Co., Burial Beer Co., and Trophy Brewing Co.

Guinness World Record for most beers on draft at Raleigh Beer Garden

16 JAMES BEARD AWARD NOMINATIONS SINCE 2010, INCLUDING
3 JAMES BEARD AWARD NOMINATIONS IN 2019

DOWNTOWN RALEIGH FOOD AND BEVERAGE SALES IN MILLIONS: 2009-2019

Source: Wake County Tax Assessor
Downtown Raleigh is a center of creativity, arts, museums, events, and a diverse range of experiences.

- Artsplosure
- Wide Open Bluegrass
- SPARKcon
- Raleigh Christmas Parade By Shop Local Raleigh
- First Night Raleigh
- BugFest
- Brewgaloo
- Out! Raleigh
- La Fiesta del Pueblo
- First Friday (monthly)
- Raleigh St. Patrick’s Day Parade
- Downtown Raleigh Food Truck Rodeo Series
- Hopscotch Music Festival
- African American Cultural Festival
- Capital City BikeFest

VISITORS to downtown’s top 12 attractions in 2018¹

ATTENDEES at outdoor events in downtown in 2018¹

GROWTH in hotel room occupancy since 2013²

OUTDOOR EVENTS in downtown in 2018¹

NEW HOTEL ROOMS planned or under construction³

OCCUPANCY for downtown hotels in 2018⁴

ART GALLERIES and institutions, entertainment venues, and performance groups based in downtown³

1,726

74.9%

50+

3.4 M

1 M

23%

180

LARGE DOWNTOWN EVENTS

- Artsplosure
- Wide Open Bluegrass
- SPARKcon
- Raleigh Christmas Parade By Shop Local Raleigh
- First Night Raleigh
- BugFest
- Brewgaloo
- Out! Raleigh
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HOSPITALITY & TOURISM

ON THE MAP: MAJOR ATTRACTION ATTENDANCE + HOTELS

Source: Greater Raleigh Convention and Visitors Bureau and DRA
Downtown Raleigh hotels consistently outperform county, state, and national averages, demonstrating a growing visitor base and increasing demand for hotels in Raleigh’s CBD.

**2018 HOTEL MARKET PERFORMANCE**

![Bar chart showing hotel market performance](chart.png)

- **Average Daily Rate**: Downtown, Wake County, North Carolina, U.S.
- **Revenue Per Room**: Downtown, Wake County, North Carolina, U.S.
- **Occupancy Rate**: Downtown, Wake County, North Carolina, U.S.

**Note**: Applies to five hotels: Marriott, Sheraton, Holiday Inn, Hampton Inn, and Residence Inn which comprise 1,258 rooms in the downtown market.

Source: STR Global and Greater Raleigh Convention and Visitors Bureau

**GROWTH IN HOTEL PERFORMANCE SINCE 2013: DOWNTOWN RALEIGH, WAKE COUNTY, AND THE U.S.**

![Bar chart showing growth in hotel performance](chart2.png)

- **Hotel Room Occupancy**
- **Average Daily Room Rate**
- **Revenue Per Room**

Source: STR Global and Greater Raleigh Convention and Visitors Bureau

1. **1,266 hotel rooms in downtown with 175 rooms added in 2017**¹
2. **1,266 hotel rooms in downtown with 175 rooms added in 2017**¹
3. **HOTEL ROOM OCCUPANCY: 74.9%¹**
4. **$156.03 Average daily room rate, up 22.5% over 2013¹**
5. **23% growth in hotel occupancy since 2013 with a 51% growth in revenue/room to $116.88 in that time¹**
6. **330 rooms under construction or renovation²**

¹STR Global and Greater Raleigh Convention and Visitors Bureau ²DRA