



# FOUNTAIN - COLORADO

*FRONT-RANGE POSITIONING  
TO SERVICE THE VALLEY*

## 103,539 POPULATION



**Best Places in CO for Young Families**  
*2014 Nerd Wallet*

**American City on the Rise**  
*2014 Nerd Wallet*

**All America City**  
*National Civic League*

**Millennium City**  
*New York Times*



**\$73,121 Average HH Income**

**32.9 Median Age**

**1.7% below Cost of Living national avg.**

**30,303 pop. Ft. Carson Base**

*(largest employer in the city/region/state)*



**City of Fountain**  
Office of the Economic Development  
116 South Main Street  
Fountain, CO 80817  
Voice (719) 322-2056  
Fax (719) 322-2002  
[kbailey@fountaincolorado.org](mailto:kbailey@fountaincolorado.org)

Greetings from Fountain! We represent the **second largest city** in El Paso County and serve as the “gateway” to the Pikes Peak region. Our market has continued to experienced yearly double digit growth and continually seeks to attract personal and lifestyle amenity services. Fountain offers “Pure Colorado” living at its finest with expansive vistas, quality housing developments, and k-12 education.

***What we need is your business services in Fountain!*** We offer four distinctive business corridor markets to establish your presence with **land sites available**. Currently, we are seeking the following placements in our growing community:

**South Academy Highlands (SAH)** – Destination Center across from Community College and Military Base

- **Urban setting along public transit access corridor**

**S Hwy US 85** – Mixed Use Towne Center development with healthcare and dining services

- **Offers daily traffic count of 24,500**

**Mesa Ridge** – Lifestyle center, sit down dining, home improvement, and personal services

- **Offers median HH Income of \$62,759**

**Olde Town** – Fresh Food Providers/ Medical Services/ Multi-Family developments

- **LMI and Food Dessert Community**

**Join the following new retailers in our market:**



2017 (SAH)



2017 (Mesa Ridge)



Fall 2020 Opening (SAH)



2019 (Mesa Ridge)



2016 (Mesa Ridge)



2019 (Mesa Ridge)

Additional information on the city’s business climate, marketplace statistics, Enterprise & Opportunity Zone, business incentives, and financing opportunities can be located online at [www.fountaincolorado.org](http://www.fountaincolorado.org).

**Let’s talk to arrange a site tour** in our prime market for retailer brands and new business developments!

My best,

Kimberly A. Bailey, Economic Development/ Urban Renewal Director












# Greater Fountain Valley

**COLORADO SPRINGS, CO**  
Population of 485,817  
10 Miles North of Fountain, CO

**PUEBLO, CO**  
Population of 113,679  
30 Miles South of Fountain, CO

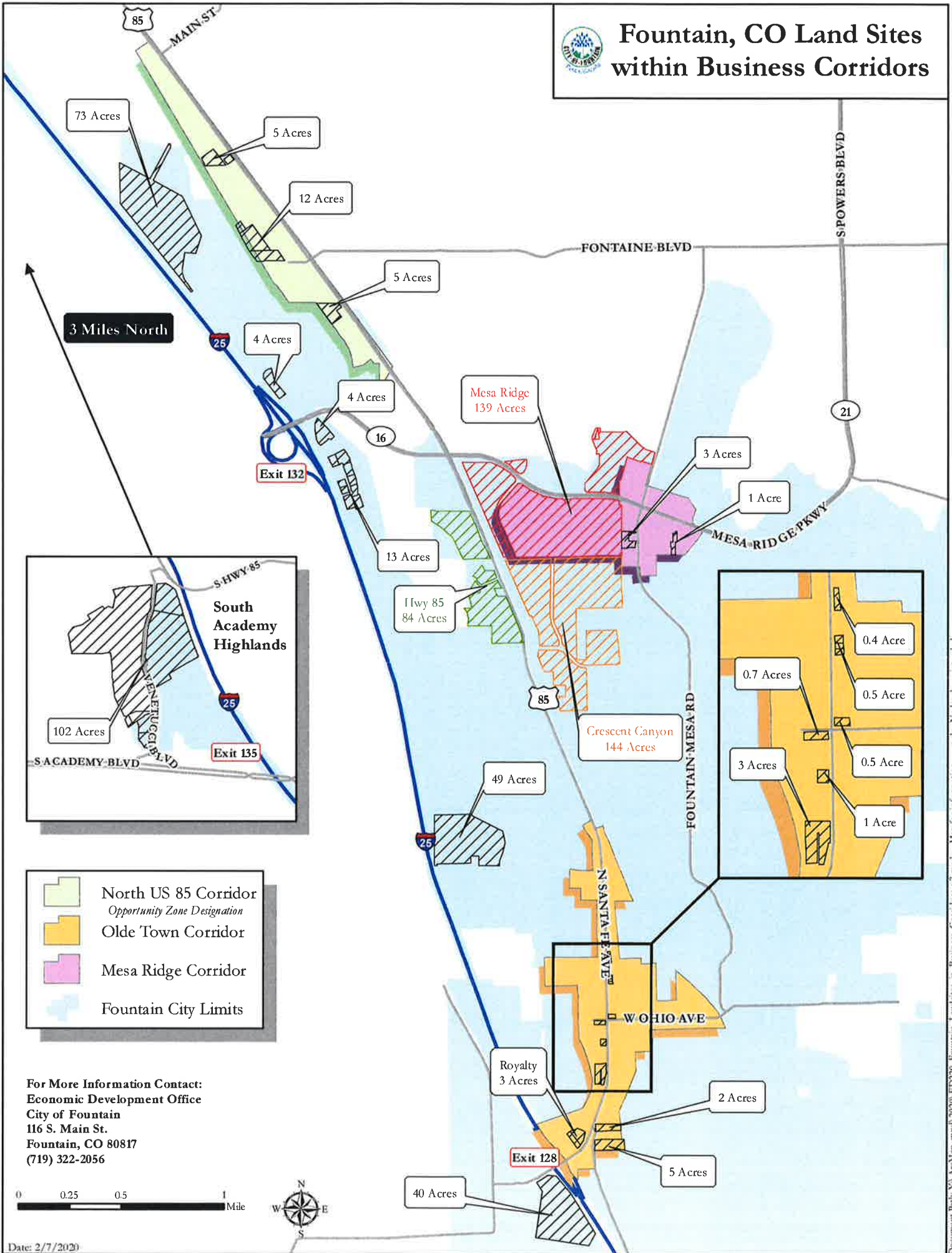
For More Information Contact:  
Economic Development Office  
City of Fountain  
116 S. Main St.  
Fountain, CO 80817  
(719) 322-2056

-  Fountain Epicenter
-  South Academy Highlands
-  North US 85
-  Olde Town
-  Mesa Ridge
-  Fountain City Limits
-  3 Mile Drive Radius Population = 55,570
-  5 Mile Drive Radius Population = 101,323
-  10 Mile Drive Radius Population = 259,997

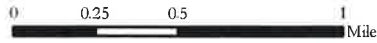




# Fountain, CO Land Sites within Business Corridors



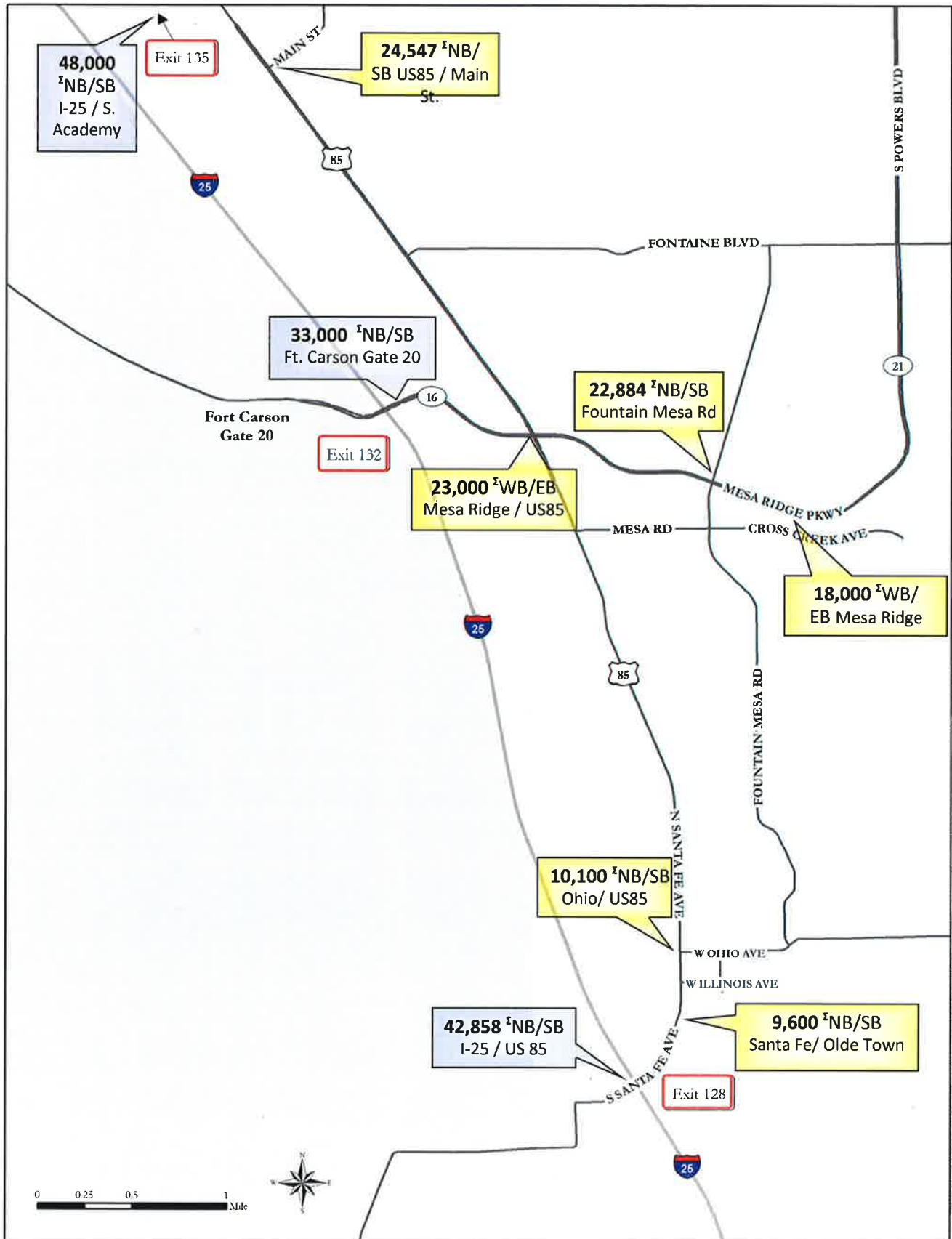
**For More Information Contact:**  
**Economic Development Office**  
 City of Fountain  
 116 S. Main St.  
 Fountain, CO 80817  
 (719) 322-2056



Date: 2/7/2020



# Fountain, CO 2019 Daily Traffic Counts



South  
Academy  
Highlands



# South Academy Highlands Business Corridor

City of Colorado Springs

102 Acres Total

- Available Land Sites
- Fountain City Limits
- Outside of Fountain City Limits
- South Academy Highlands



City of Fountain

**For More Information Contact:**  
**Economic Development Office**  
**City of Fountain**  
 116 S. Main St.  
 Fountain, CO 80817  
 (719) 322-2056



Document Path: V:\ArcMap\_mxd\2020\ED0221\_SouthAcademyHighland\_Corridor\_v3.mxd Map for information use only. No legal use intended.

Date: 2/19/2020

# Demographics

(est. 2012, estimated)

Population	Daytime Population	Households	HH Income
3 mile: 73,793	3 mile: 20,185	3 mile: 24,669	3 mile: \$56,380
5 mile: 162,438	5 mile: 60,556	5 mile: 59,898	5 mile: \$57,185
7 mile: 259,777	7 mile: 130,151	7 mile: 100,339	7 mile: \$56,224



# South Academy Highlands

FOUNTAIN, COLORADO

Colorado Springs Regional Shopping Center  
I-25 and South Academy Blvd.



UTW



**LEGEND**  
PARTNERS

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Denver, CO 80222  
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legendlp.com

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LEGEND  
PARTNERS

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**Great location!**

Super regional intersection at Interstate 25 and South Academy Boulevard.

Walmart and Sam's Club Now Open.

Now leasing Phase 2 Development Area: up to 125,000 sq. ft.

For leasing information, contact:

Blake Skinner  
720.529.2993  
bskinner@legendlp.com  
Christopher Burton  
720.529.2995  
cburton@legendlp.com

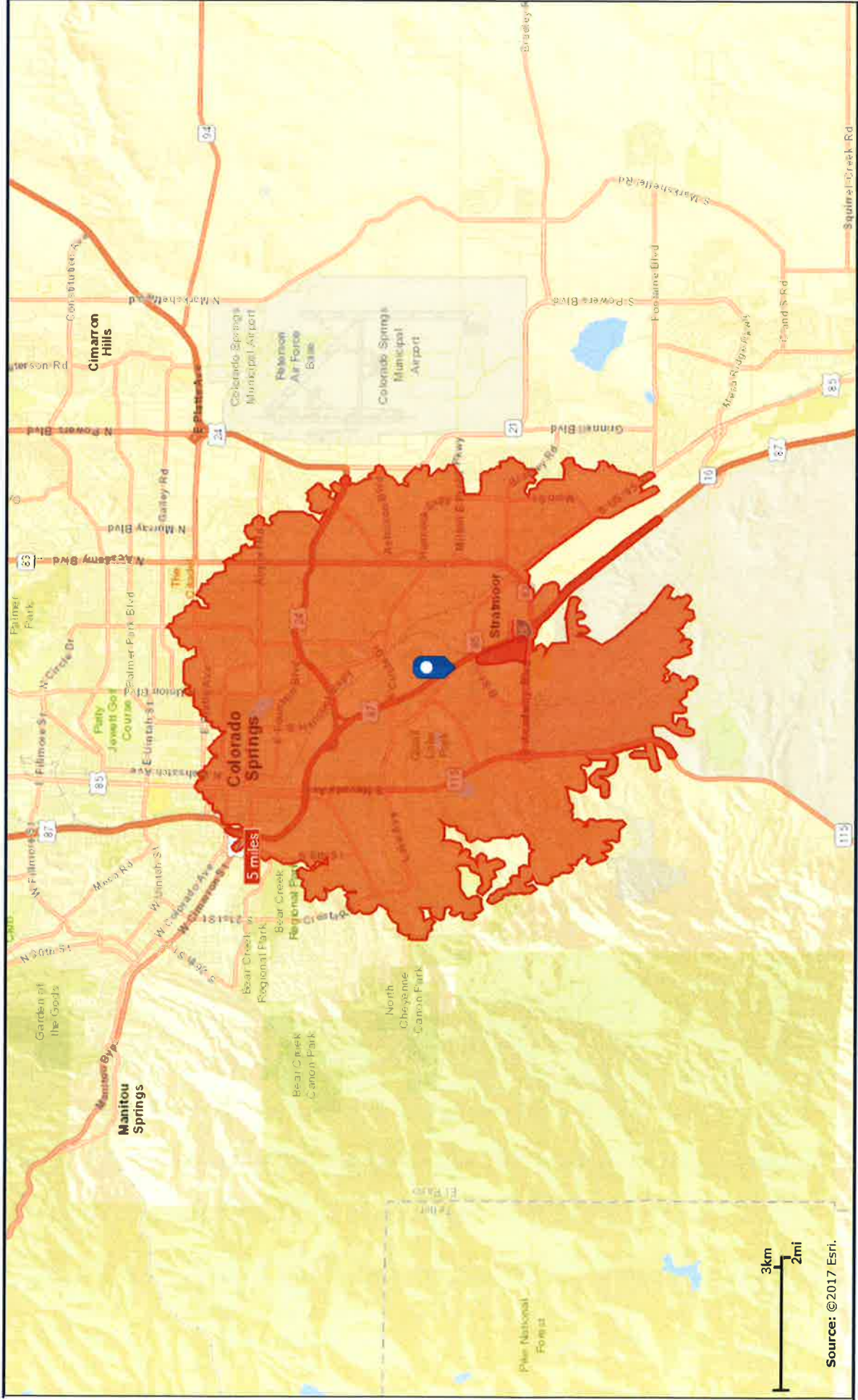


**Legend Partners**  
5150 E. Yale Cir., Suite 400  
Denver, CO 80222  
720.529.2999  
legendlp.com





# South Academy Highlands 5 Mile Radius





# Executive Summary

Venetucci Blvd, Colorado Springs, Colorado, 80906  
Rings: 5 mile radii

Prepared by Esri  
Latitude: 38.77033  
Longitude: -104.78516

	5 miles
<b>Population</b>	
2000 Population	153,237
2010 Population	163,195
2020 Population	177,598
2025 Population	186,174
2000-2010 Annual Rate	0.63%
2010-2020 Annual Rate	0.83%
2020-2025 Annual Rate	0.95%
2020 Male Population	50.7%
2020 Female Population	49.3%
2020 Median Age	32.2

In the identified area, the current year population is 177,598. In 2010, the Census count in the area was 163,195. The rate of change since 2010 was 0.83% annually. The five-year projection for the population in the area is 186,174 representing a change of 0.95% annually from 2020 to 2025. Currently, the population is 50.7% male and 49.3% female.

### Median Age

The median age in this area is 32.2, compared to U.S. median age of 38.5.

### Race and Ethnicity

2020 White Alone	66.3%
2020 Black Alone	11.4%
2020 American Indian/Alaska Native Alone	1.3%
2020 Asian Alone	2.8%
2020 Pacific Islander Alone	0.6%
2020 Other Race	10.4%
2020 Two or More Races	7.2%
2020 Hispanic Origin (Any Race)	27.4%

Persons of Hispanic origin represent 27.4% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 72.7 in the identified area, compared to 65.1 for the U.S. as a whole.

### Households

2020 Wealth Index	66
2000 Households	55,981
2010 Households	61,274
2020 Total Households	67,031
2025 Total Households	70,610
2000-2010 Annual Rate	0.91%
2010-2020 Annual Rate	0.88%
2020-2025 Annual Rate	1.05%
2020 Average Household Size	2.50

The household count in this area has changed from 61,274 in 2010 to 67,031 in the current year, a change of 0.88% annually. The five-year projection of households is 70,610, a change of 1.05% annually from the current year total. Average household size is currently 2.50, compared to 2.51 in the year 2010. The number of families in the current year is 41,895 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

Venetucci Blvd, Colorado Springs, Colorado, 80906  
Rings: 5 mile radii

Prepared by Esri  
Latitude: 38.77033  
Longitude: -104.78516

5 miles

### Mortgage Income

2020 Percent of Income for Mortgage 19.0%

### Median Household Income

2020 Median Household Income \$50,627

2025 Median Household Income \$53,357

2020-2025 Annual Rate 1.06%

### Average Household Income

2020 Average Household Income \$68,336

2025 Average Household Income \$74,368

2020-2025 Annual Rate 1.71%

### Per Capita Income

2020 Per Capita Income \$26,671

2025 Per Capita Income \$29,048

2020-2025 Annual Rate 1.72%

### Households by Income

Current median household income is \$50,627 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$53,357 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$68,336 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$74,368 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$26,671 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$29,048 in five years, compared to \$37,691 for all U.S. households

### Housing

2020 Housing Affordability Index 134

2000 Total Housing Units 59,335

2000 Owner Occupied Housing Units 30,531

2000 Renter Occupied Housing Units 25,450

2000 Vacant Housing Units 3,354

2010 Total Housing Units 66,796

2010 Owner Occupied Housing Units 31,950

2010 Renter Occupied Housing Units 29,324

2010 Vacant Housing Units 5,522

2020 Total Housing Units 70,777

2020 Owner Occupied Housing Units 35,508

2020 Renter Occupied Housing Units 31,522

2020 Vacant Housing Units 3,746

2025 Total Housing Units 74,354

2025 Owner Occupied Housing Units 37,476

2025 Renter Occupied Housing Units 33,135

2025 Vacant Housing Units 3,744

Currently, 50.2% of the 70,777 housing units in the area are owner occupied; 44.5%, renter occupied; and 5.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 66,796 housing units in the area - 47.8% owner occupied, 43.9% renter occupied, and 8.3% vacant. The annual rate of change in housing units since 2010 is 2.61%. Median home value in the area is \$230,240, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 5.04% annually to \$294,408.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



# Retail Goods and Services Expenditures

Venetucci Blvd, Colorado Springs, Colorado, 80906  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.77033  
 Longitude: -104.78516

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Metro Fusion (11C)	11.6%	Population	177,598	186,174
Front Porches (8E)	9.8%	Households	67,031	70,610
Young and Restless (11B)	9.3%	Families	41,895	43,729
Old and Newcomers (8F)	6.8%	Median Age	32.2	32.6
American Dreamers (7C)	6.6%	Median Household Income	\$50,627	\$53,357
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		79	\$1,699.07	\$113,890,051
Men's		79	\$331.92	\$22,249,142
Women's		77	\$581.59	\$38,984,436
Children's		82	\$261.47	\$17,526,546
Footwear		82	\$393.23	\$26,358,421
Watches & Jewelry		76	\$88.05	\$5,901,955
Apparel Products and Services (1)		74	\$42.81	\$2,869,551
<b>Computer</b>				
Computers and Hardware for Home Use		80	\$130.30	\$8,734,404
Portable Memory		80	\$3.10	\$207,477
Computer Software		82	\$7.94	\$531,905
Computer Accessories		79	\$13.90	\$931,626
<b>Entertainment &amp; Recreation</b>		75	\$2,433.92	\$163,147,974
<b>Fees and Admissions</b>		75	\$539.65	\$36,172,986
Membership Fees for Clubs (2)		75	\$178.98	\$11,996,953
Fees for Participant Sports, excl. Trips		77	\$75.29	\$5,046,664
Tickets to Theatre/Operas/Concerts		74	\$60.16	\$4,032,675
Tickets to Movies		84	\$48.06	\$3,221,216
Tickets to Parks or Museums		77	\$25.37	\$1,700,886
Admission to Sporting Events, excl. Trips		71	\$44.58	\$2,988,329
Fees for Recreational Lessons		73	\$106.50	\$7,138,899
Dating Services		88	\$0.71	\$47,363
<b>TV/Video/Audio</b>		77	\$901.73	\$60,443,554
Cable and Satellite Television Services		75	\$607.01	\$40,688,665
Televisions		81	\$87.53	\$5,867,338
Satellite Dishes		79	\$0.93	\$62,273
VCRs, Video Cameras, and DVD Players		81	\$4.24	\$283,940
Miscellaneous Video Equipment		77	\$19.11	\$1,280,891
Video Cassettes and DVDs		82	\$8.20	\$549,565
Video Game Hardware/Accessories		89	\$25.16	\$1,686,710
Video Game Software		89	\$14.72	\$986,429
Rental/Streaming/Downloaded Video		87	\$47.16	\$3,161,440
Installation of Televisions		71	\$0.77	\$51,291
Audio (3)		80	\$84.82	\$5,685,696
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.08	\$139,316
<b>Pets</b>		72	\$498.04	\$33,384,025
Toys/Games/Crafts/Hobbies (4)		80	\$97.58	\$6,540,953
Recreational Vehicles and Fees (5)		60	\$93.20	\$6,247,437
Sports/Recreation/Exercise Equipment (6)		78	\$159.11	\$10,665,351
Photo Equipment and Supplies (7)		80	\$40.94	\$2,744,185
Reading (8)		76	\$81.25	\$5,446,515
Catered Affairs (9)		75	\$22.42	\$1,502,969
<b>Food</b>		78	\$7,144.25	\$478,885,913
<b>Food at Home</b>		78	\$4,167.18	\$279,330,233
Bakery and Cereal Products		77	\$537.51	\$36,030,042
Meats, Poultry, Fish, and Eggs		78	\$910.29	\$61,017,913
Dairy Products		77	\$424.17	\$28,432,408
Fruits and Vegetables		78	\$816.80	\$54,750,816
Snacks and Other Food at Home (10)		79	\$1,478.41	\$99,099,052
<b>Food Away from Home</b>		79	\$2,977.07	\$199,555,680
Alcoholic Beverages		77	\$476.03	\$31,908,786

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

Venetucci Blvd, Colorado Springs, Colorado, 80906  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.77033  
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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	72	\$17,533.84	\$1,175,311,047
Value of Retirement Plans	68	\$64,989.02	\$4,356,278,902
Value of Other Financial Assets	68	\$5,551.02	\$372,090,329
Vehicle Loan Amount excluding Interest	81	\$2,364.35	\$158,485,053
Value of Credit Card Debt	76	\$1,983.23	\$132,937,680
<b>Health</b>			
Nonprescription Drugs	75	\$111.92	\$7,501,894
Prescription Drugs	73	\$255.18	\$17,104,686
Eyeglasses and Contact Lenses	72	\$67.72	\$4,539,340
<b>Home</b>			
Mortgage Payment and Basics (11)	67	\$7,025.96	\$470,957,213
Maintenance and Remodeling Services	67	\$1,719.54	\$115,262,474
Maintenance and Remodeling Materials (12)	64	\$354.95	\$23,792,869
Utilities, Fuel, and Public Services	77	\$3,773.05	\$252,911,219
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	79	\$79.91	\$5,356,511
Furniture	78	\$498.71	\$33,428,716
Rugs	71	\$25.00	\$1,675,480
Major Appliances (14)	73	\$261.97	\$17,560,197
Housewares (15)	77	\$74.21	\$4,974,262
Small Appliances	80	\$39.74	\$2,663,640
Luggage	82	\$11.97	\$802,585
Telephones and Accessories	77	\$68.04	\$4,560,999
<b>Household Operations</b>			
Child Care	78	\$400.43	\$26,841,235
Lawn and Garden (16)	68	\$330.11	\$22,127,867
Moving/Storage/Freight Express	90	\$54.38	\$3,645,147
Housekeeping Supplies (17)	78	\$601.85	\$40,342,741
<b>Insurance</b>			
Owners and Renters Insurance	69	\$414.13	\$27,759,585
Vehicle Insurance	80	\$1,447.94	\$97,056,982
Life/Other Insurance	69	\$375.63	\$25,178,747
Health Insurance	75	\$2,767.41	\$185,502,349
Personal Care Products (18)	80	\$397.84	\$26,667,882
School Books and Supplies (19)	82	\$120.99	\$8,110,365
Smoking Products	79	\$319.52	\$21,417,924
<b>Transportation</b>			
Payments on Vehicles excluding Leases	77	\$1,990.32	\$133,413,093
Gasoline and Motor Oil	79	\$1,869.75	\$125,331,072
Vehicle Maintenance and Repairs	79	\$920.78	\$61,720,555
<b>Travel</b>			
Airline Fares	75	\$449.75	\$30,147,350
Lodging on Trips	71	\$463.35	\$31,058,507
Auto/Truck Rental on Trips	76	\$22.00	\$1,474,821
Food and Drink on Trips	74	\$426.48	\$28,587,448

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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US 85 Hwy

(opportunity zone)



# US Hwy 85 Business Corridor

**River Bend Crossing**  
97,000 Lifestyle Retail + 247 Residential  
Fall 2021

9.92 Acres  
City  
34.04 Acres  
County

MART PLZ  
3.58 Acres  
0.77 Acres

47.51 Acres

72.71 Acres

**Southmoor Village Apts**  
240 Units (tentative)

6.5 Acres

4.59 Acres

17.26 Acres

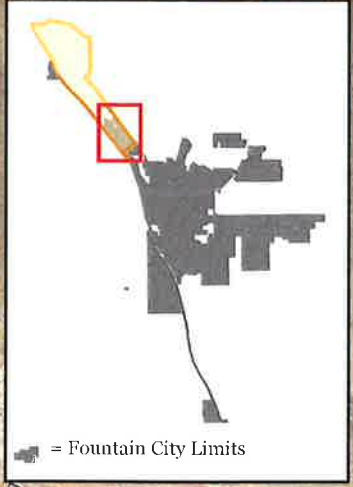
4.96 Acres

6.63 Acres

**Retail Services**  
10,000 SF (tentative)

3.86 Acres

0.93 Acres



For More Information Contact:  
Economic Development Office  
City of Fountain  
116 S. Main St.  
Fountain, CO 80817  
(719) 322-2056



- Opportunity Zone
- Available Sites for Development
- Active Projects
- Tentative Projects
- North US 85 Corridor
- Long-Range Transportation Connection



Map for informational purpose only. No legal use intended.





# Executive Summary

US Hwy 85 Business Corridor  
Area: 14.29 square miles

Prepared by Esri

### Mortgage Income

2020 Percent of Income for Mortgage 14.9%

### Median Household Income

2020 Median Household Income \$65,212

2025 Median Household Income \$70,919

2020-2025 Annual Rate 1.69%

### Average Household Income

2020 Average Household Income \$78,092

2025 Average Household Income \$86,592

2020-2025 Annual Rate 2.09%

### Per Capita Income

2020 Per Capita Income \$26,860

2025 Per Capita Income \$29,780

2020-2025 Annual Rate 2.09%

### Households by Income

Current median household income is \$65,212 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$70,919 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$78,092 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$86,592 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$26,860 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$29,780 in five years, compared to \$37,691 for all U.S. households

### Housing

2020 Housing Affordability Index 168

2000 Total Housing Units 9,862

2000 Owner Occupied Housing Units 8,029

2000 Renter Occupied Housing Units 1,647

2000 Vacant Housing Units 186

2010 Total Housing Units 11,937

2010 Owner Occupied Housing Units 9,150

2010 Renter Occupied Housing Units 2,279

2010 Vacant Housing Units 508

2020 Total Housing Units 13,586

2020 Owner Occupied Housing Units 10,990

2020 Renter Occupied Housing Units 2,358

2020 Vacant Housing Units 238

2025 Total Housing Units 14,557

2025 Owner Occupied Housing Units 11,918

2025 Renter Occupied Housing Units 2,429

2025 Vacant Housing Units 210

Currently, 80.9% of the 13,586 housing units in the area are owner occupied; 17.4%, renter occupied; and 1.8% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 11,937 housing units in the area - 76.7% owner occupied, 19.1% renter occupied, and 4.3% vacant. The annual rate of change in housing units since 2010 is 5.92%. Median home value in the area is \$232,648, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 4.86% annually to \$294,914.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



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2025 Total Housing Units	14,557
2025 Owner Occupied Housing Units	11,918
2025 Renter Occupied Housing Units	2,429
2025 Vacant Housing Units	210

Currently, 80.9% of the 13,586 housing units in the area are owner occupied; 17.4% are renter occupied; and 1.8% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 11,937 housing units in the area - 76.7% owner occupied, 19.1% renter occupied, and 4.3% vacant. The annual rate of change in housing units since 2010 is 5.92%. Median home value in the area is \$232,648, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 4.86% annually to \$294,914.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



# Retail Goods and Services Expenditures

US Hwy 85 Business Corridor  
Area: 14.29 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Home Improvement (4B)	21.3%	Population	38,752	41,652
Soccer Moms (4A)	18.3%	Households	13,348	14,347
Up and Coming Families (7A)	15.7%	Families	10,392	11,131
Rustbelt Traditions (5D)	10.6%	Median Age	35.7	36.1
Middleburg (4C)	8.1%	Median Household Income	\$65,212	\$70,919
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		87	\$1,865.59	\$24,901,877
Men's		86	\$360.37	\$4,810,240
Women's		86	\$650.61	\$8,684,394
Children's		92	\$292.68	\$3,906,709
Footwear		86	\$414.38	\$5,531,088
Watches & Jewelry		86	\$100.22	\$1,337,765
Apparel Products and Services (1)		82	\$47.32	\$631,680
<b>Computer</b>				
Computers and Hardware for Home Use		86	\$140.69	\$1,877,923
Portable Memory		84	\$3.27	\$43,708
Computer Software		85	\$8.23	\$109,912
Computer Accessories		93	\$16.42	\$219,236
<b>Entertainment &amp; Recreation</b>		87	\$2,821.63	\$37,663,061
Fees and Admissions		90	\$642.37	\$8,574,379
Membership Fees for Clubs (2)		87	\$209.59	\$2,797,605
Fees for Participant Sports, excl. Trips		96	\$94.58	\$1,262,473
Tickets to Theatre/Operas/Concerts		86	\$69.26	\$924,437
Tickets to Movies		92	\$52.64	\$702,658
Tickets to Parks or Museums		87	\$28.51	\$380,515
Admission to Sporting Events, excl. Trips		89	\$56.17	\$749,732
Fees for Recreational Lessons		90	\$130.95	\$1,747,871
Dating Services		84	\$0.68	\$9,087
TV/Video/Audio		86	\$1,007.12	\$13,443,079
Cable and Satellite Television Services		84	\$683.12	\$9,118,239
Televisions		90	\$97.48	\$1,301,185
Satellite Dishes		101	\$1.18	\$15,719
VCRs, Video Cameras, and DVD Players		93	\$4.84	\$64,660
Miscellaneous Video Equipment		92	\$22.97	\$306,629
Video Cassettes and DVDs		92	\$9.18	\$122,569
Video Game Hardware/Accessories		89	\$25.20	\$336,413
Video Game Software		91	\$14.95	\$199,492
Rental/Streaming/Downloaded Video		92	\$49.47	\$660,282
Installation of Televisions		95	\$1.03	\$13,701
Audio (3)		90	\$95.81	\$1,278,848
Rental and Repair of TV/Radio/Sound Equipment		78	\$1.90	\$25,343
Pets		83	\$578.15	\$7,717,204
Toys/Games/Crafts/Hobbies (4)		90	\$109.82	\$1,465,933
Recreational Vehicles and Fees (5)		81	\$126.28	\$1,685,644
Sports/Recreation/Exercise Equipment (6)		96	\$193.92	\$2,588,437
Photo Equipment and Supplies (7)		89	\$45.28	\$604,363
Reading (8)		87	\$93.42	\$1,246,910
Catered Affairs (9)		84	\$25.26	\$337,111
<b>Food</b>		86	\$7,795.49	\$104,054,135
Food at Home		85	\$4,547.00	\$60,693,386
Bakery and Cereal Products		85	\$591.94	\$7,901,150
Meats, Poultry, Fish, and Eggs		84	\$986.35	\$13,165,857
Dairy Products		85	\$466.29	\$6,224,019
Fruits and Vegetables		85	\$889.73	\$11,876,053
Snacks and Other Food at Home (10)		86	\$1,612.70	\$21,526,308
Food Away from Home		86	\$3,248.48	\$43,360,749
Alcoholic Beverages		87	\$539.34	\$7,199,062

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

US Hwy 85 Business Corridor  
Area: 14.29 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	93	\$22,753.89	\$303,718,979
Value of Retirement Plans	93	\$88,356.38	\$1,179,380,958
Value of Other Financial Assets	87	\$7,130.77	\$95,181,500
Vehicle Loan Amount excluding Interest	92	\$2,680.80	\$35,783,264
Value of Credit Card Debt	89	\$2,306.52	\$30,787,442
<b>Health</b>			
Nonprescription Drugs	85	\$125.52	\$1,675,399
Prescription Drugs	87	\$306.04	\$4,085,032
Eyeglasses and Contact Lenses	86	\$80.74	\$1,077,704
<b>Home</b>			
Mortgage Payment and Basics (11)	93	\$9,781.12	\$130,558,369
Maintenance and Remodeling Services	91	\$2,329.88	\$31,099,288
Maintenance and Remodeling Materials (12)	88	\$482.48	\$6,440,094
Utilities, Fuel, and Public Services	86	\$4,211.50	\$56,215,109
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	88	\$88.76	\$1,184,722
Furniture	90	\$578.05	\$7,715,837
Rugs	96	\$33.63	\$448,878
Major Appliances (14)	91	\$327.82	\$4,375,719
Housewares (15)	88	\$84.88	\$1,132,941
Small Appliances	86	\$42.45	\$566,610
Luggage	90	\$13.18	\$175,982
Telephones and Accessories	87	\$77.12	\$1,029,407
<b>Household Operations</b>			
Child Care	92	\$474.46	\$6,333,123
Lawn and Garden (16)	88	\$428.15	\$5,714,923
Moving/Storage/Freight Express	83	\$50.12	\$669,012
Housekeeping Supplies (17)	87	\$676.75	\$9,033,317
<b>Insurance</b>			
Owners and Renters Insurance	92	\$551.65	\$7,363,459
Vehicle Insurance	87	\$1,559.30	\$20,813,493
Life/Other Insurance	89	\$484.28	\$6,464,108
Health Insurance	88	\$3,275.74	\$43,724,540
Personal Care Products (18)	88	\$437.45	\$5,839,119
School Books and Supplies (19)	86	\$127.40	\$1,700,469
Smoking Products	78	\$312.50	\$4,171,279
<b>Transportation</b>			
Payments on Vehicles excluding Leases	91	\$2,335.40	\$31,172,978
Gasoline and Motor Oil	86	\$2,036.71	\$27,186,021
Vehicle Maintenance and Repairs	87	\$1,011.68	\$13,503,867
<b>Travel</b>			
Airline Fares	87	\$520.34	\$6,945,452
Lodging on Trips	88	\$569.13	\$7,596,709
Auto/Truck Rental on Trips	88	\$25.45	\$339,653
Food and Drink on Trips	88	\$504.71	\$6,736,822

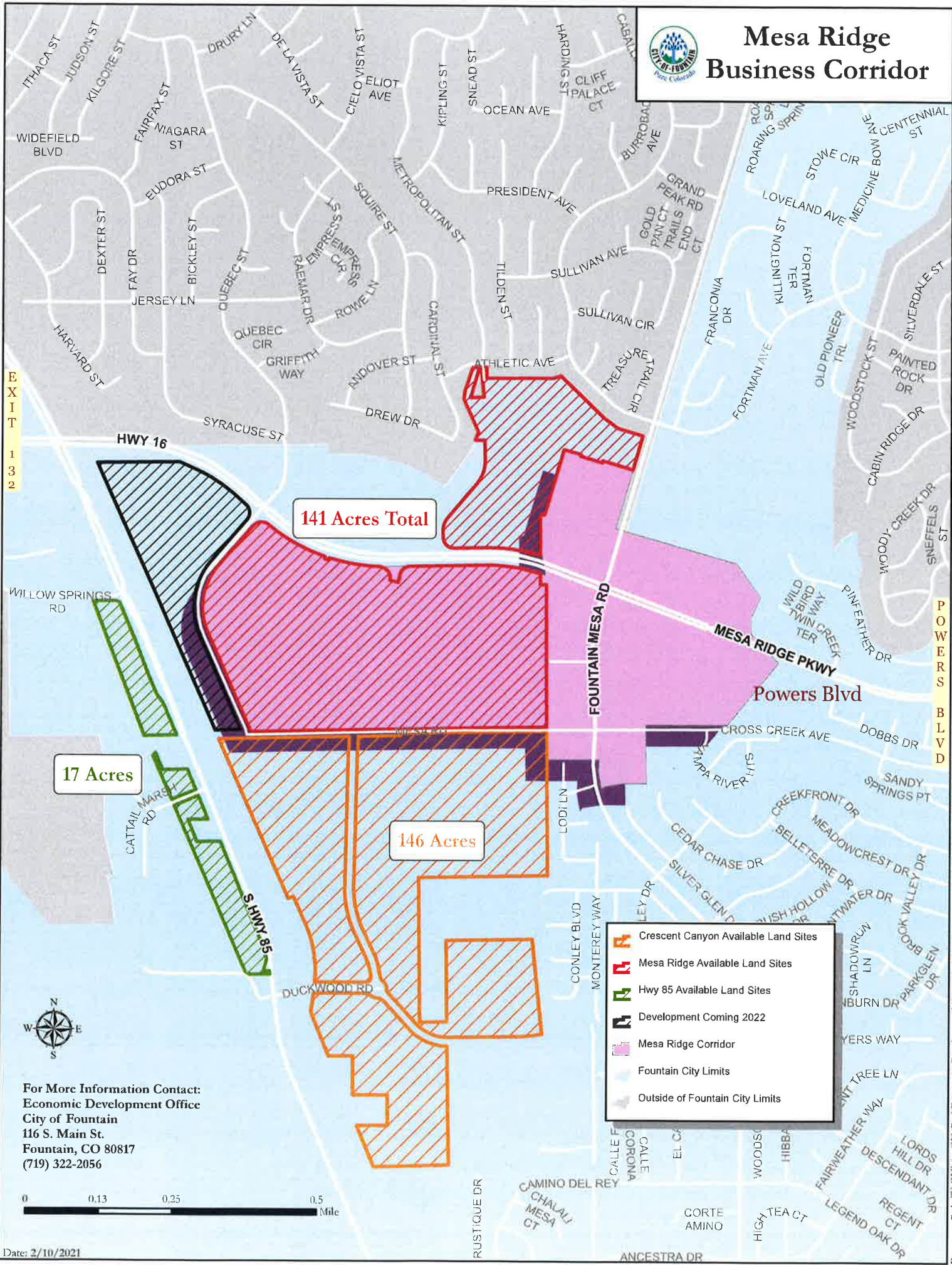
**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Mesa Ridge



# Mesa Ridge Business Corridor



141 Acres Total

17 Acres

146 Acres

- Crescent Canyon Available Land Sites
- Mesa Ridge Available Land Sites
- Hwy 85 Available Land Sites
- Development Coming 2022
- Mesa Ridge Corridor
- Fountain City Limits
- Outside of Fountain City Limits



For More Information Contact:  
 Economic Development Office  
 City of Fountain  
 116 S. Main St.  
 Fountain, CO 80817  
 (719) 322-2056



Date: 2/10/2021



# Executive Summary

Mesa Ridge Corridor 4.65sqmiles  
Area: 4.65 square miles

Prepared by Esri

## Population

2000 Population	7,469
2010 Population	15,847
2020 Population	19,904
2025 Population	22,678
2000-2010 Annual Rate	7.81%
2010-2020 Annual Rate	2.25%
2020-2025 Annual Rate	2.64%
2020 Male Population	49.1%
2020 Female Population	50.9%
2020 Median Age	30.9

In the identified area, the current year population is 19,904. In 2010, the Census count in the area was 15,847. The rate of change since 2010 was 2.25% annually. The five-year projection for the population in the area is 22,678 representing a change of 2.64% annually from 2020 to 2025. Currently, the population is 49.1% male and 50.9% female.

## Median Age

The median age in this area is 30.9, compared to U.S. median age of 38.5.

## Race and Ethnicity

2020 White Alone	67.1%
2020 Black Alone	11.9%
2020 American Indian/Alaska Native Alone	1.6%
2020 Asian Alone	3.0%
2020 Pacific Islander Alone	0.7%
2020 Other Race	7.0%
2020 Two or More Races	8.7%
2020 Hispanic Origin (Any Race)	22.2%

Persons of Hispanic origin represent 22.2% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 69.5 in the identified area, compared to 65.1 for the U.S. as a whole.

## Households

2020 Wealth Index	74
2000 Households	2,320
2010 Households	5,111
2020 Total Households	6,533
2025 Total Households	7,450
2000-2010 Annual Rate	8.22%
2010-2020 Annual Rate	2.42%
2020-2025 Annual Rate	2.66%
2020 Average Household Size	3.05

The household count in this area has changed from 5,111 in 2010 to 6,533 in the current year, a change of 2.42% annually. The five-year projection of households is 7,450, a change of 2.66% annually from the current year total. Average household size is currently 3.05, compared to 3.10 in the year 2010. The number of families in the current year is 5,385 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

Mesa Ridge Corridor 4.65sqmiles  
Area: 4.65 square miles

Prepared by Esri

### Mortgage Income

2020 Percent of Income for Mortgage 15.9%

### Median Household Income

2020 Median Household Income \$75,590

2025 Median Household Income \$81,078

2020-2025 Annual Rate 1.41%

### Average Household Income

2020 Average Household Income \$86,108

2025 Average Household Income \$96,547

2020-2025 Annual Rate 2.31%

### Per Capita Income

2020 Per Capita Income \$27,923

2025 Per Capita Income \$31,357

2020-2025 Annual Rate 2.35%

### Households by Income

Current median household income is \$75,590 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$81,078 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$86,108 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$96,547 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$27,923 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$31,357 in five years, compared to \$37,691 for all U.S. households

### Housing

2020 Housing Affordability Index 157

2000 Total Housing Units 2,383

2000 Owner Occupied Housing Units 1,870

2000 Renter Occupied Housing Units 451

2000 Vacant Housing Units 62

2010 Total Housing Units 5,390

2010 Owner Occupied Housing Units 3,904

2010 Renter Occupied Housing Units 1,207

2010 Vacant Housing Units 279

2020 Total Housing Units 6,602

2020 Owner Occupied Housing Units 5,125

2020 Renter Occupied Housing Units 1,408

2020 Vacant Housing Units 69

2025 Total Housing Units 7,507

2025 Owner Occupied Housing Units 5,941

2025 Renter Occupied Housing Units 1,509

2025 Vacant Housing Units 57

Currently, 77.6% of the 6,602 housing units in the area are owner occupied; 21.3%, renter occupied; and 1.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 5,390 housing units in the area - 72.4% owner occupied, 22.4% renter occupied, and 5.2% vacant. The annual rate of change in housing units since 2010 is 9.43%. Median home value in the area is \$287,230, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 4.29% annually to \$354,403.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.





# Retail Goods and Services Expenditures

Mesa Ridge Corridor 4.65sqmiles  
Area: 4.65 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Up and Coming Families (7A)	75.9%	Population	19,904	22,678
Middleburg (4C)	14.7%	Households	6,533	7,450
Comfortable Empty Nesters (5A)	5.3%	Families	5,385	6,125
Home Improvement (4B)	4.0%	Median Age	30.9	30.5
	0.0%	Median Household Income	\$75,590	\$81,078
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		100	\$2,137.91	\$13,966,953
Men's		98	\$411.25	\$2,686,693
Women's		94	\$710.54	\$4,641,965
Children's		119	\$377.62	\$2,466,983
Footwear		100	\$477.17	\$3,117,331
Watches & Jewelry		97	\$112.50	\$734,989
Apparel Products and Services (1)		84	\$48.83	\$318,991
<b>Computer</b>				
Computers and Hardware for Home Use		100	\$163.03	\$1,065,067
Portable Memory		98	\$3.81	\$24,871
Computer Software		97	\$9.43	\$61,614
Computer Accessories		104	\$18.39	\$120,123
<b>Entertainment &amp; Recreation</b>		96	\$3,108.16	\$20,305,614
Fees and Admissions		100	\$714.09	\$4,665,137
Membership Fees for Clubs (2)		92	\$219.62	\$1,434,810
Fees for Participant Sports, excl. Trips		112	\$110.14	\$719,576
Tickets to Theatre/Operas/Concerts		86	\$69.76	\$455,720
Tickets to Movies		117	\$66.87	\$436,869
Tickets to Parks or Museums		102	\$33.67	\$219,976
Admission to Sporting Events, excl. Trips		96	\$60.47	\$395,070
Fees for Recreational Lessons		105	\$152.91	\$998,929
Dating Services		79	\$0.64	\$4,186
TV/Video/Audio		95	\$1,108.04	\$7,238,834
Cable and Satellite Television Services		89	\$722.01	\$4,716,888
Televisions		108	\$116.49	\$761,039
Satellite Dishes		122	\$1.43	\$9,368
VCRs, Video Cameras, and DVD Players		115	\$5.98	\$39,076
Miscellaneous Video Equipment		102	\$25.50	\$166,582
Video Cassettes and DVDs		110	\$11.01	\$71,914
Video Game Hardware/Accessories		111	\$31.54	\$206,082
Video Game Software		114	\$18.73	\$122,349
Rental/Streaming/Downloaded Video		113	\$60.87	\$397,639
Installation of Televisions		106	\$1.14	\$7,449
Audio (3)		105	\$111.43	\$727,974
Rental and Repair of TV/Radio/Sound Equipment		79	\$1.91	\$12,475
Pets		89	\$620.18	\$4,051,631
Toys/Games/Crafts/Hobbies (4)		107	\$130.33	\$851,477
Recreational Vehicles and Fees (5)		76	\$118.57	\$774,590
Sports/Recreation/Exercise Equipment (6)		119	\$242.11	\$1,581,719
Photo Equipment and Supplies (7)		100	\$50.97	\$333,003
Reading (8)		91	\$97.92	\$639,684
Catered Affairs (9)		87	\$25.95	\$169,540
<b>Food</b>		96	\$8,785.21	\$57,393,805
Food at Home		95	\$5,083.57	\$33,210,946
Bakery and Cereal Products		95	\$662.08	\$4,325,392
Meats, Poultry, Fish, and Eggs		94	\$1,099.89	\$7,185,588
Dairy Products		93	\$513.70	\$3,355,974
Fruits and Vegetables		95	\$992.61	\$6,484,749
Snacks and Other Food at Home (10)		96	\$1,815.28	\$11,859,242
Food Away from Home		98	\$3,701.65	\$24,182,859
Alcoholic Beverages		94	\$582.66	\$3,806,498

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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# Retail Goods and Services Expenditures

Mesa Ridge Corridor 4.65sqmiles  
Area: 4.65 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	93	\$22,706.25	\$148,339,948
Value of Retirement Plans	91	\$86,413.91	\$564,542,094
Value of Other Financial Assets	82	\$6,669.40	\$43,571,164
Vehicle Loan Amount excluding Interest	111	\$3,239.96	\$21,166,662
Value of Credit Card Debt	98	\$2,537.00	\$16,574,199
<b>Health</b>			
Nonprescription Drugs	90	\$133.43	\$871,714
Prescription Drugs	93	\$324.08	\$2,117,233
Eyeglasses and Contact Lenses	89	\$83.60	\$546,180
<b>Home</b>			
Mortgage Payment and Basics (11)	102	\$10,666.46	\$69,683,972
Maintenance and Remodeling Services	95	\$2,437.69	\$15,925,432
Maintenance and Remodeling Materials (12)	92	\$507.64	\$3,316,406
Utilities, Fuel, and Public Services	96	\$4,698.23	\$30,693,545
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	97	\$98.63	\$644,369
Furniture	103	\$658.79	\$4,303,889
Rugs	98	\$34.57	\$225,857
Major Appliances (14)	104	\$373.49	\$2,439,991
Housewares (15)	99	\$96.39	\$629,744
Small Appliances	96	\$47.55	\$310,627
Luggage	102	\$14.92	\$97,440
Telephones and Accessories	90	\$79.50	\$519,405
<b>Household Operations</b>			
Child Care	112	\$575.69	\$3,760,989
Lawn and Garden (16)	91	\$445.60	\$2,911,084
Moving/Storage/Freight Express	97	\$58.08	\$379,414
Housekeeping Supplies (17)	100	\$774.08	\$5,057,053
<b>Insurance</b>			
Owners and Renters Insurance	102	\$608.96	\$3,978,367
Vehicle Insurance	101	\$1,813.44	\$11,847,183
Life/Other Insurance	93	\$502.80	\$3,284,764
Health Insurance	96	\$3,568.47	\$23,312,831
Personal Care Products (18)	100	\$500.08	\$3,267,037
School Books and Supplies (19)	102	\$149.90	\$979,291
Smoking Products	80	\$322.66	\$2,107,949
<b>Transportation</b>			
Payments on Vehicles excluding Leases	108	\$2,785.56	\$18,198,031
Gasoline and Motor Oil	100	\$2,361.65	\$15,428,644
Vehicle Maintenance and Repairs	97	\$1,123.56	\$7,340,198
<b>Travel</b>			
Airline Fares	94	\$562.44	\$3,674,388
Lodging on Trips	92	\$597.38	\$3,902,672
Auto/Truck Rental on Trips	97	\$27.84	\$181,874
Food and Drink on Trips	96	\$550.45	\$3,596,067

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Olde Town

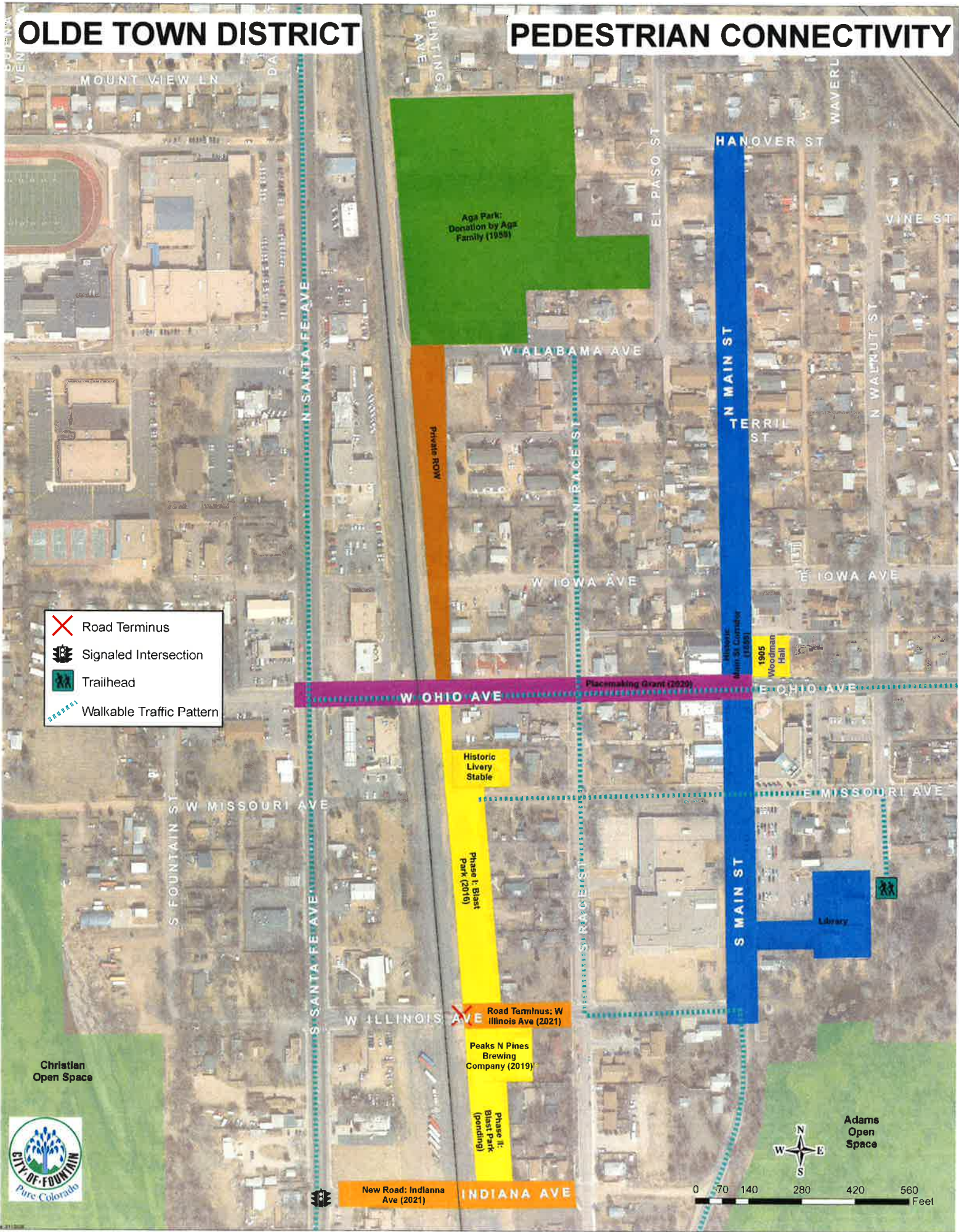
(historic district)



Context Aerial

# OLDE TOWN DISTRICT

# PEDESTRIAN CONNECTIVITY



	Road Terminus
	Signaled Intersection
	Trailhead
	Walkable Traffic Pattern

Agri Park  
Donation by Agri Family (1959)

Private ROW

Historic Livery Stable

Phase I: Blast Park (2016)

Peaks N Pines Brewing Company (2019)

Phase II: Blast Park (pending)

New Road: Indiana Ave (2021)

Missouri Main St Corridor (2020)

Placemaking Grant (2020)

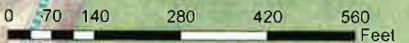
1905 Woodman Hall

Library

Christian Open Space



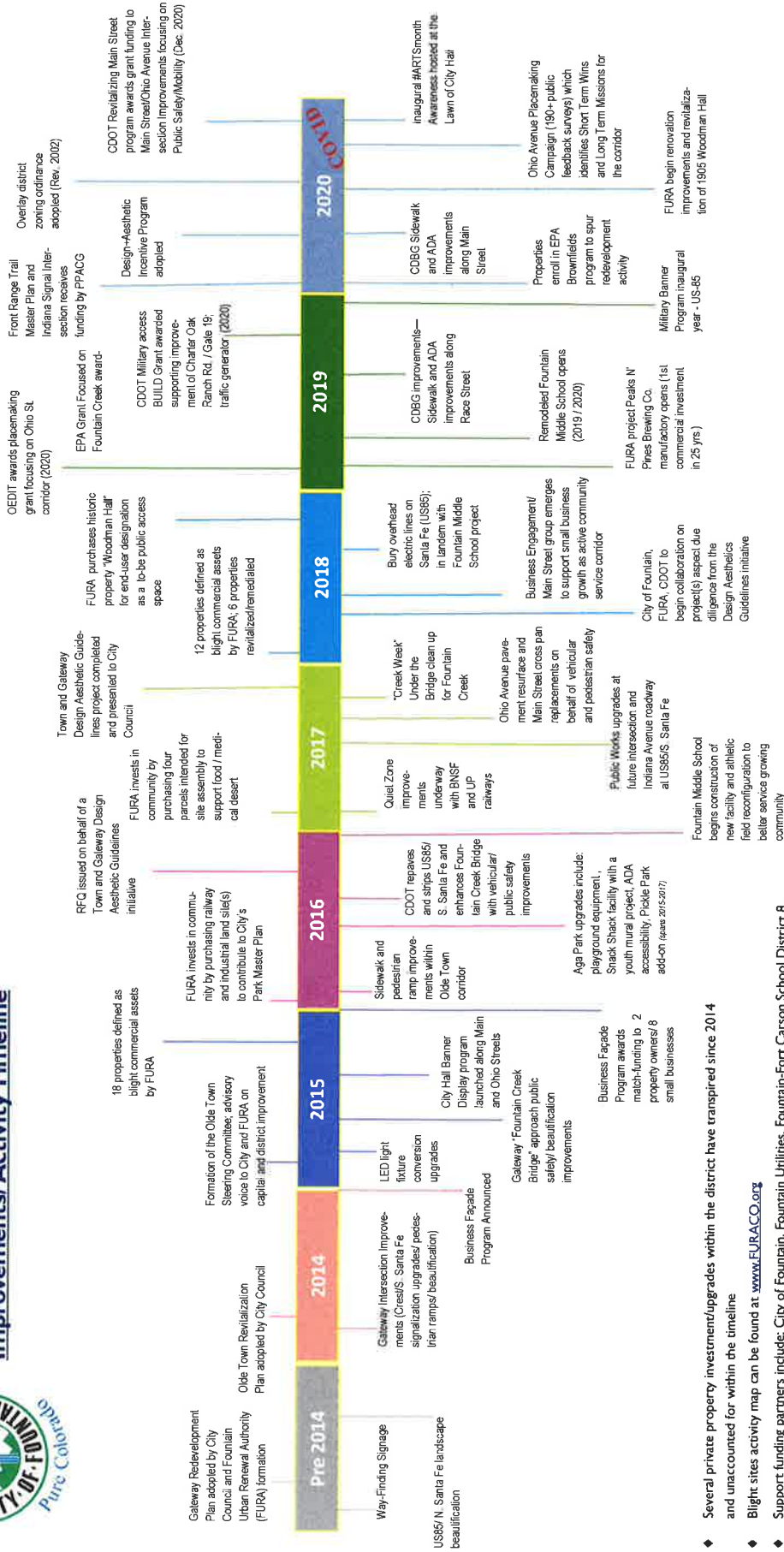
Adams Open Space





# Olde Town & Gateway

## Improvements/Activity Timeline



**Total area investment value = ~\$80.12M**

- ◆ Several private property investment/upgrades within the district have transpired since 2014 and unaccounted for within the timeline
- ◆ Blight sites activity map can be found at [www.EURACO.org](http://www.EURACO.org)
- ◆ Support funding partners include: City of Fountain, Fountain Utilities, Fountain-Fort Carson School District 8, Downtown Events Association, Fountain Urban Renewal Authority, CDOT, El Paso County CDBG, State of CO OEDT RTAP, Cultural Arts Office of Pikes Peak, CDOT Revitalizing Main Streets, Pikes Peak Area Council of Governments



# Executive Summary

Olde Town 5.26sqmiles  
Area: 5.26 square miles

Prepared by Esri

## Population

2000 Population	5,597
2010 Population	8,156
2020 Population	9,671
2025 Population	10,448
2000-2010 Annual Rate	3.84%
2010-2020 Annual Rate	1.68%
2020-2025 Annual Rate	1.56%
2020 Male Population	48.5%
2020 Female Population	51.5%
2020 Median Age	32.5

In the identified area, the current year population is 9,671. In 2010, the Census count in the area was 8,156. The rate of change since 2010 was 1.68% annually. The five-year projection for the population in the area is 10,448 representing a change of 1.56% annually from 2020 to 2025. Currently, the population is 48.5% male and 51.5% female.

## Median Age

The median age in this area is 32.5, compared to U.S. median age of 38.5.

## Race and Ethnicity

2020 White Alone	73.2%
2020 Black Alone	8.4%
2020 American Indian/Alaska Native Alone	1.9%
2020 Asian Alone	2.0%
2020 Pacific Islander Alone	0.6%
2020 Other Race	6.0%
2020 Two or More Races	7.9%
2020 Hispanic Origin (Any Race)	21.2%

Persons of Hispanic origin represent 21.2% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 63.7 in the identified area, compared to 65.1 for the U.S. as a whole.

## Households

2020 Wealth Index	66
2000 Households	1,885
2010 Households	2,846
2020 Total Households	3,415
2025 Total Households	3,693
2000-2010 Annual Rate	4.21%
2010-2020 Annual Rate	1.79%
2020-2025 Annual Rate	1.58%
2020 Average Household Size	2.83

The household count in this area has changed from 2,846 in 2010 to 3,415 in the current year, a change of 1.79% annually. The five-year projection of households is 3,693, a change of 1.58% annually from the current year total. Average household size is currently 2.83, compared to 2.87 in the year 2010. The number of families in the current year is 2,597 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

Olde Town 5.26sqmiles  
Area: 5.26 square miles

Prepared by Esri

### Mortgage Income

2020 Percent of Income for Mortgage 18.0%

### Median Household Income

2020 Median Household Income \$62,494

2025 Median Household Income \$69,962

2020-2025 Annual Rate 2.28%

### Average Household Income

2020 Average Household Income \$75,558

2025 Average Household Income \$84,309

2020-2025 Annual Rate 2.22%

### Per Capita Income

2020 Per Capita Income \$26,589

2025 Per Capita Income \$29,677

2020-2025 Annual Rate 2.22%

### Households by Income

Current median household income is \$62,494 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$69,962 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$75,558 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$84,309 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$26,589 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$29,677 in five years, compared to \$37,691 for all U.S. households

### Housing

2020 Housing Affordability Index 142

2000 Total Housing Units 1,934

2000 Owner Occupied Housing Units 1,432

2000 Renter Occupied Housing Units 453

2000 Vacant Housing Units 49

2010 Total Housing Units 3,069

2010 Owner Occupied Housing Units 2,097

2010 Renter Occupied Housing Units 749

2010 Vacant Housing Units 223

2020 Total Housing Units 3,484

2020 Owner Occupied Housing Units 2,623

2020 Renter Occupied Housing Units 791

2020 Vacant Housing Units 69

2025 Total Housing Units 3,758

2025 Owner Occupied Housing Units 2,834

2025 Renter Occupied Housing Units 860

2025 Vacant Housing Units 65

Currently, 75.3% of the 3,484 housing units in the area are owner occupied; 22.7%, renter occupied; and 2.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 3,069 housing units in the area - 68.3% owner occupied, 24.4% renter occupied, and 7.3% vacant. The annual rate of change in housing units since 2010 is 5.80%. Median home value in the area is \$269,303, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 6.71% annually to \$372,645.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.





# Retail Goods and Services Expenditures

Olde Town 5.26sqmiles  
Area: 5.26 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Up and Coming Families (7A)	59.3%	Population	9,671	10,448
Front Porches (8E)	25.1%	Households	3,415	3,693
Southern Satellites (10A)	8.6%	Families	2,597	2,801
Comfortable Empty Nesters (5A)	7.0%	Median Age	32.5	32.3
	0.0%	Median Household Income	\$62,494	\$69,962
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		87	\$1,859.26	\$6,349,372
Men's		86	\$360.74	\$1,231,913
Women's		83	\$624.93	\$2,134,142
Children's		98	\$312.40	\$1,066,841
Footwear		88	\$420.29	\$1,435,274
Watches & Jewelry		83	\$96.72	\$330,293
Apparel Products and Services (1)		76	\$44.19	\$150,909
<b>Computer</b>				
Computers and Hardware for Home Use		87	\$142.33	\$486,060
Portable Memory		87	\$3.35	\$11,436
Computer Software		86	\$8.33	\$28,443
Computer Accessories		89	\$15.70	\$53,624
<b>Entertainment &amp; Recreation</b>		84	\$2,724.06	\$9,302,667
Fees and Admissions		86	\$619.67	\$2,116,182
Membership Fees for Clubs (2)		81	\$194.30	\$663,541
Fees for Participant Sports, excl. Trips		93	\$91.20	\$311,462
Tickets to Theatre/Operas/Concerts		78	\$63.23	\$215,925
Tickets to Movies		98	\$56.12	\$191,646
Tickets to Parks or Museums		89	\$29.34	\$100,185
Admission to Sporting Events, excl. Trips		83	\$52.11	\$177,947
Fees for Recreational Lessons		92	\$132.77	\$453,416
Dating Services		74	\$0.60	\$2,059
TV/Video/Audio		84	\$980.84	\$3,349,574
Cable and Satellite Television Services		81	\$653.27	\$2,230,917
Televisions		91	\$98.61	\$336,742
Satellite Dishes		100	\$1.17	\$3,987
VCRs, Video Cameras, and DVD Players		96	\$5.01	\$17,099
Miscellaneous Video Equipment		86	\$21.49	\$73,381
Video Cassettes and DVDs		94	\$9.35	\$31,946
Video Game Hardware/Accessories		94	\$26.74	\$91,321
Video Game Software		96	\$15.88	\$54,234
Rental/Streaming/Downloaded Video		95	\$51.27	\$175,077
Installation of Televisions		86	\$0.93	\$3,179
Audio (3)		90	\$95.39	\$325,762
Rental and Repair of TV/Radio/Sound Equipment		71	\$1.74	\$5,928
Pets		80	\$553.57	\$1,890,437
Toys/Games/Crafts/Hobbies (4)		91	\$110.81	\$378,408
Recreational Vehicles and Fees (5)		69	\$107.14	\$365,876
Sports/Recreation/Exercise Equipment (6)		97	\$197.45	\$674,299
Photo Equipment and Supplies (7)		86	\$43.77	\$149,472
Reading (8)		81	\$87.08	\$297,390
Catered Affairs (9)		79	\$23.73	\$81,030
<b>Food</b>		85	\$7,749.92	\$26,465,989
Food at Home		85	\$4,513.12	\$15,412,318
Bakery and Cereal Products		85	\$588.24	\$2,008,826
Meats, Poultry, Fish, and Eggs		84	\$979.75	\$3,345,840
Dairy Products		83	\$457.79	\$1,563,346
Fruits and Vegetables		85	\$883.84	\$3,018,310
Snacks and Other Food at Home (10)		85	\$1,603.51	\$5,475,996
Food Away from Home		86	\$3,236.80	\$11,053,670
Alcoholic Beverages		82	\$511.07	\$1,745,310

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

Olde Town 5.26sqmiles  
Area: 5.26 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	79	\$19,360.76	\$66,116,995
Value of Retirement Plans	79	\$74,855.86	\$255,632,756
Value of Other Financial Assets	71	\$5,839.30	\$19,941,223
Vehicle Loan Amount excluding Interest	94	\$2,731.70	\$9,328,762
Value of Credit Card Debt	86	\$2,227.60	\$7,607,249
<b>Health</b>			
Nonprescription Drugs	80	\$119.12	\$406,802
Prescription Drugs	82	\$286.80	\$979,424
Eyeglasses and Contact Lenses	79	\$73.79	\$251,979
<b>Home</b>			
Mortgage Payment and Basics (11)	86	\$9,040.00	\$30,871,607
Maintenance and Remodeling Services	82	\$2,117.15	\$7,230,066
Maintenance and Remodeling Materials (12)	79	\$437.83	\$1,495,186
Utilities, Fuel, and Public Services	85	\$4,149.45	\$14,170,359
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	86	\$86.60	\$295,732
Furniture	89	\$567.23	\$1,937,106
Rugs	82	\$28.87	\$98,589
Major Appliances (14)	89	\$320.20	\$1,093,469
Housewares (15)	85	\$82.52	\$281,790
Small Appliances	85	\$42.12	\$143,836
Luggage	88	\$12.97	\$44,295
Telephones and Accessories	78	\$69.17	\$236,226
<b>Household Operations</b>			
Child Care	93	\$480.04	\$1,639,351
Lawn and Garden (16)	80	\$392.34	\$1,339,836
Moving/Storage/Freight Express	86	\$51.85	\$177,075
Housekeeping Supplies (17)	87	\$674.24	\$2,302,518
<b>Insurance</b>			
Owners and Renters Insurance	86	\$516.16	\$1,762,701
Vehicle Insurance	88	\$1,589.76	\$5,429,038
Life/Other Insurance	81	\$438.57	\$1,497,714
Health Insurance	84	\$3,115.22	\$10,638,486
Personal Care Products (18)	87	\$432.31	\$1,476,352
School Books and Supplies (19)	88	\$130.10	\$444,287
Smoking Products	77	\$309.21	\$1,055,964
<b>Transportation</b>			
Payments on Vehicles excluding Leases	91	\$2,357.08	\$8,049,421
Gasoline and Motor Oil	87	\$2,063.34	\$7,046,321
Vehicle Maintenance and Repairs	85	\$981.29	\$3,351,097
<b>Travel</b>			
Airline Fares	82	\$494.44	\$1,688,503
Lodging on Trips	81	\$525.30	\$1,793,913
Auto/Truck Rental on Trips	84	\$24.24	\$82,769
Food and Drink on Trips	84	\$480.56	\$1,641,120

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Greater  
Fountain  
Valley



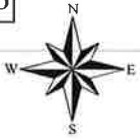
# Greater Fountain Valley

**COLORADO SPRINGS, CO**  
Population of 485,817  
10 Miles North of Fountain, CO

**PUEBLO, CO**  
Population of 113,679  
30 Miles South of Fountain, CO

For More Information Contact:  
Economic Development Office  
City of Fountain  
116 S. Main St.  
Fountain, CO 80817  
(719) 322-2056

- Fountain Epicenter
- Olde Town
- 3 Mile Drive Radius Population = 55,570
- South Academy Highlands
- Mesa Ridge
- 5 Mile Drive Radius Population = 101,323
- North US 85
- Fountain City Limits
- 10 Mile Drive Radius Population = 259,997





# Executive Summary

Greater Valley  
Area: 315.28 square miles

Prepared by Esri

## Mortgage Income

2020 Percent of Income for Mortgage 17.0%

## Median Household Income

2020 Median Household Income \$62,433

2025 Median Household Income \$68,052

2020-2025 Annual Rate 1.74%

## Average Household Income

2020 Average Household Income \$75,721

2025 Average Household Income \$84,469

2020-2025 Annual Rate 2.21%

## Per Capita Income

2020 Per Capita Income \$25,152

2025 Per Capita Income \$27,958

2020-2025 Annual Rate 2.14%

## Households by Income

Current median household income is \$62,433 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$68,052 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$75,721 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$84,469 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$25,152 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$27,958 in five years, compared to \$37,691 for all U.S. households

## Housing

2020 Housing Affordability Index 148

2000 Total Housing Units 20,831

2000 Owner Occupied Housing Units 14,355

2000 Renter Occupied Housing Units 5,773

2000 Vacant Housing Units 703

2010 Total Housing Units 28,544

2010 Owner Occupied Housing Units 18,321

2010 Renter Occupied Housing Units 8,555

2010 Vacant Housing Units 1,668

2020 Total Housing Units 34,140

2020 Owner Occupied Housing Units 23,966

2020 Renter Occupied Housing Units 9,396

2020 Vacant Housing Units 778

2025 Total Housing Units 37,185

2025 Owner Occupied Housing Units 26,540

2025 Renter Occupied Housing Units 9,904

2025 Vacant Housing Units 741

Currently, 70.2% of the 34,140 housing units in the area are owner occupied; 27.5%, renter occupied; and 2.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 28,544 housing units in the area - 64.2% owner occupied, 30.0% renter occupied, and 5.8% vacant. The annual rate of change in housing units since 2010 is 8.28%. Median home value in the area is \$254,343, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 5.23% annually to \$328,214.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

January 21, 2021



# Executive Summary

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January 21, 2021



# Retail Goods and Services Expenditures

Greater Valley  
Area: 315.28 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Up and Coming Families (7A)	29.3%	Population	105,802	114,946
Middleburg (4C)	11.8%	Households	33,362	36,444
Home Improvement (4B)	9.5%	Families	26,492	28,862
Military Proximity (14A)	9.4%	Median Age	30.0	30.7
Soccer Moms (4A)	7.3%	Median Household Income	\$62,433	\$68,052
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		86	\$1,855.11	\$61,890,086
Men's		85	\$357.53	\$11,927,829
Women's		84	\$631.36	\$21,063,584
Children's		96	\$305.81	\$10,202,467
Footwear		87	\$417.37	\$13,924,173
Watches & Jewelry		84	\$98.17	\$3,275,234
Apparel Products and Services (1)		77	\$44.87	\$1,496,801
<b>Computer</b>				
Computers and Hardware for Home Use		86	\$140.44	\$4,685,384
Portable Memory		85	\$3.30	\$110,193
Computer Software		85	\$8.29	\$276,519
Computer Accessories		89	\$15.70	\$523,758
<b>Entertainment &amp; Recreation</b>		84	\$2,721.81	\$90,805,085
<b>Fees and Admissions</b>		86	\$616.89	\$20,580,657
Membership Fees for Clubs (2)		83	\$198.61	\$6,625,886
Fees for Participant Sports, excl. Trips		92	\$90.90	\$3,032,720
Tickets to Theatre/Operas/Concerts		80	\$64.53	\$2,152,929
Tickets to Movies		94	\$54.03	\$1,802,599
Tickets to Parks or Museums		88	\$28.89	\$963,824
Admission to Sporting Events, excl. Trips		84	\$52.65	\$1,756,660
Fees for Recreational Lessons		87	\$126.62	\$4,224,307
Dating Services		80	\$0.65	\$21,733
<b>TV/Video/Audio</b>		84	\$981.01	\$32,728,583
<b>Cable and Satellite Television Services</b>		81	\$654.98	\$21,851,348
Televisions		90	\$97.61	\$3,256,308
Satellite Dishes		97	\$1.14	\$38,014
VCRs, Video Cameras, and DVD Players		93	\$4.88	\$162,682
Miscellaneous Video Equipment		88	\$21.92	\$731,447
Video Cassettes and DVDs		92	\$9.17	\$306,052
Video Game Hardware/Accessories		94	\$26.78	\$893,335
Video Game Software		96	\$15.84	\$528,379
Rental/Streaming/Downloaded Video		95	\$51.16	\$1,706,739
Installation of Televisions		86	\$0.93	\$31,109
Audio (3)		89	\$94.74	\$3,160,638
Rental and Repair of TV/Radio/Sound Equipment		77	\$1.87	\$62,531
<b>Pets</b>		80	\$554.73	\$18,506,973
<b>Toys/Games/Crafts/Hobbies (4)</b>		91	\$110.49	\$3,686,307
<b>Recreational Vehicles and Fees (5)</b>		71	\$110.52	\$3,687,125
<b>Sports/Recreation/Exercise Equipment (6)</b>		95	\$192.11	\$6,409,267
<b>Photo Equipment and Supplies (7)</b>		87	\$44.55	\$1,486,441
<b>Reading (8)</b>		81	\$87.70	\$2,925,926
<b>Catered Affairs (9)</b>		80	\$23.79	\$793,806
<b>Food</b>		85	\$7,743.49	\$258,338,197
<b>Food at Home</b>		84	\$4,495.08	\$149,964,780
Bakery and Cereal Products		84	\$583.98	\$19,482,808
Meats, Poultry, Fish, and Eggs		84	\$976.12	\$32,565,157
Dairy Products		83	\$457.11	\$15,250,171
Fruits and Vegetables		84	\$878.61	\$29,312,293
Snacks and Other Food at Home (10)		85	\$1,599.26	\$53,354,352
<b>Food Away from Home</b>		86	\$3,248.41	\$108,373,417
<b>Alcoholic Beverages</b>		83	\$519.20	\$17,321,490

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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# Retail Goods and Services Expenditures

Greater Valley  
Area: 315.28 square miles

Prepared by Esri

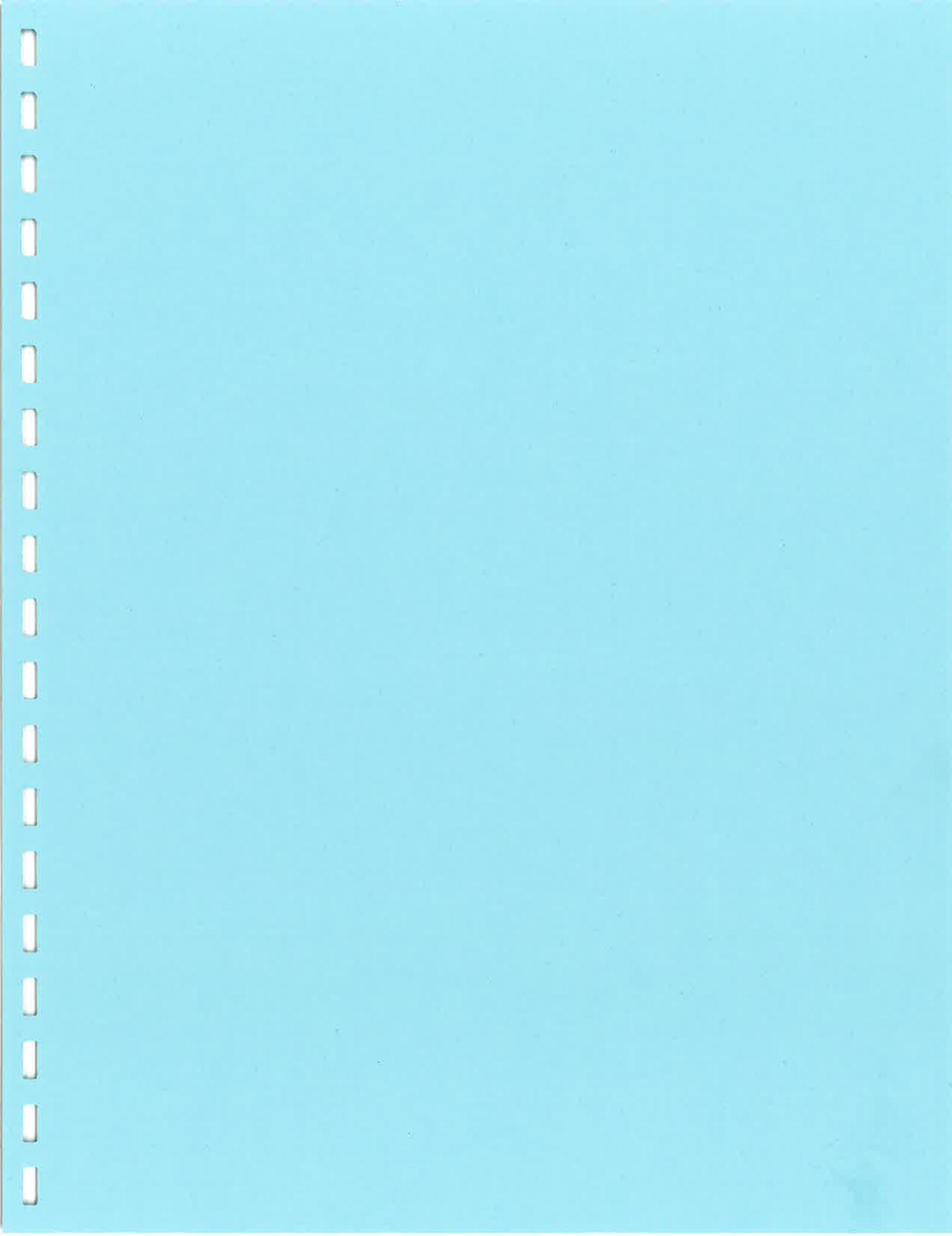
	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	82	\$19,963.25	\$666,013,951
Value of Retirement Plans	81	\$76,933.33	\$2,566,649,658
Value of Other Financial Assets	75	\$6,097.00	\$203,408,091
Vehicle Loan Amount excluding Interest	93	\$2,730.34	\$91,089,676
Value of Credit Card Debt	86	\$2,224.84	\$74,225,191
<b>Health</b>			
Nonprescription Drugs	81	\$120.42	\$4,017,326
Prescription Drugs	82	\$286.71	\$9,565,285
Eyeglasses and Contact Lenses	80	\$75.06	\$2,504,259
<b>Home</b>			
Mortgage Payment and Basics (11)	85	\$8,907.79	\$297,181,547
Maintenance and Remodeling Services	82	\$2,093.43	\$69,841,092
Maintenance and Remodeling Materials (12)	79	\$437.58	\$14,598,409
Utilities, Fuel, and Public Services	85	\$4,135.17	\$137,957,607
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	85	\$86.51	\$2,886,069
Furniture	88	\$561.93	\$18,747,084
Rugs	85	\$29.97	\$999,849
Major Appliances (14)	88	\$313.84	\$10,470,377
Housewares (15)	85	\$82.91	\$2,766,162
Small Appliances	85	\$42.21	\$1,408,303
Luggage	88	\$12.99	\$433,455
Telephones and Accessories	82	\$72.31	\$2,412,378
<b>Household Operations</b>			
Child Care	94	\$483.99	\$16,146,801
Lawn and Garden (16)	80	\$389.93	\$13,008,886
Moving/Storage/Freight Express	87	\$52.15	\$1,739,723
Housekeeping Supplies (17)	86	\$664.36	\$22,164,246
<b>Insurance</b>			
Owners and Renters Insurance	85	\$511.38	\$17,060,723
Vehicle Insurance	87	\$1,574.84	\$52,539,947
Life/Other Insurance	82	\$444.77	\$14,838,417
Health Insurance	84	\$3,127.70	\$104,346,364
Personal Care Products (18)	87	\$433.63	\$14,466,880
School Books and Supplies (19)	88	\$130.30	\$4,347,197
Smoking Products	78	\$313.54	\$10,460,190
<b>Transportation</b>			
Payments on Vehicles excluding Leases	91	\$2,339.37	\$78,045,898
Gasoline and Motor Oil	87	\$2,060.77	\$68,751,500
Vehicle Maintenance and Repairs	85	\$985.70	\$32,884,958
<b>Travel</b>			
Airline Fares	83	\$497.77	\$16,606,653
Lodging on Trips	82	\$530.87	\$17,710,948
Auto/Truck Rental on Trips	84	\$24.33	\$811,597
Food and Drink on Trips	84	\$482.56	\$16,099,308

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 21, 2021







## ABOUT US

*Fountain is the gateway to the Pikes Peak region, offering access to affordable lifestyle in a pure Colorado setting; variety of activities, local fare, and entertainment abound.*

*2nd largest City within El Paso County*

### DEMOGRAPHICS

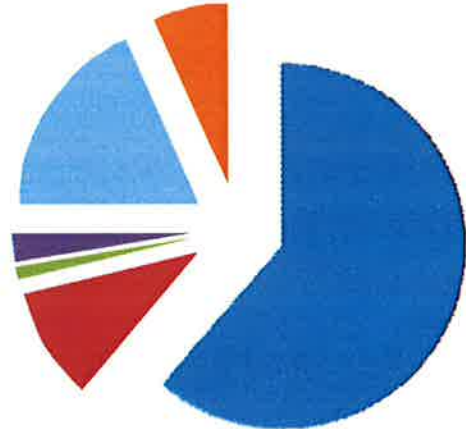
	City	Valley	Metro
<b>Population</b>	29,148	96,276	675,509
<b>Median Age</b>	32.9	29.3	34.4
<b>Median Income</b>	\$62,409	\$56,679	\$54,228
<b>Single Family Home</b> <i>(median Sales price)</i>	\$195,319	\$183,286	\$239,979
<b>Total Households</b>	10,315		
<b>New Housing</b> <i>(7 yr. development que)</i>	3,257		

Source: ESRI; SpryMedia



### POPULATION DIVERSITY

White	69.6%
Black	11.3%
American Indian	1.3%
Asian	2.9%
Hispanic	20.7%
Two or More Races	7.6%



- White
- Black
- American Indian
- Asian
- Hispanic
- Two or More Races

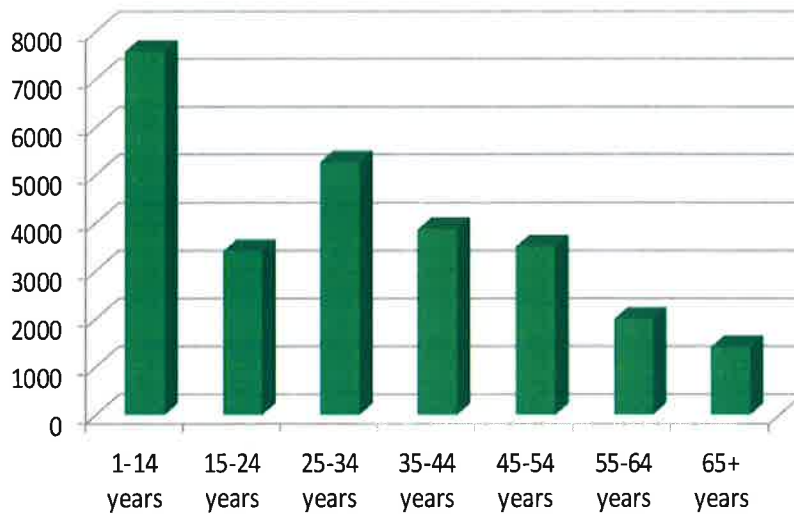
Source: ESRI

### SEGMENTATION

Male	48.7%
Female	51.3%
Avg HH Size	2.93



## AGE % OF POPULATION



0-14 years	7586
15-24 years	3414
25-34 years	5274
35-44 years	3868
45-54 years	3509
55-64 years	1998
65+ years	1415

*54% Growth in Population since 2000*

Source: ESRI



**Avg HH Income \$73,121**

(U.S. National \$77,008)

**Median HH Income \$62,409**

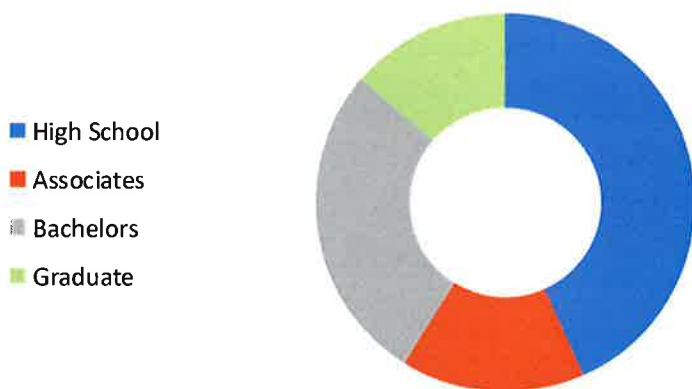
(U.S. National \$54,149)

**Per Capita Income (PCI) \$24,913**

(U.S. National \$29,472)

*1 of 4 Fastest Growing Counties in Colorado*

## EDUCATION



High School Graduate (or GED) 4,066

Associate's Degree 1,467

Bachelor's Degree 2,569

Graduate Degree 1,284

*\*\* #2 Most-Educated State in U.S.*

*86.5% k-12 Graduation Rate*

*32% Higher Education attainment*

Source: ESRI; Yahoo

## TOP EMPLOYMENT INDUSTRIES

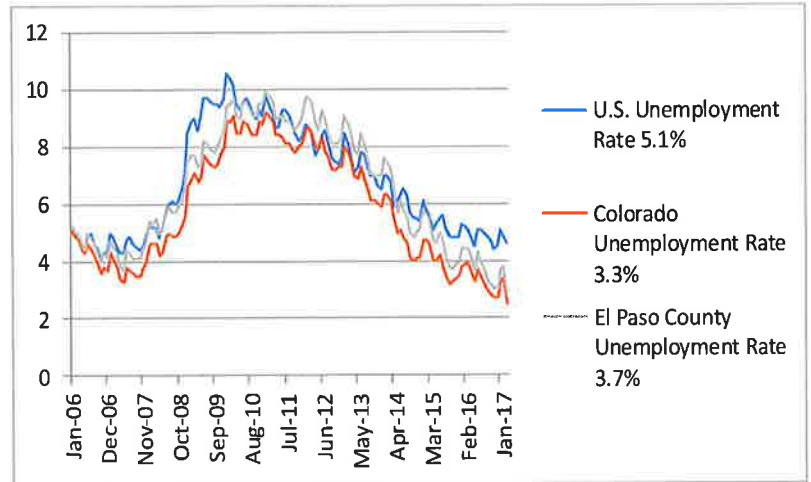
362 businesses with 23,510 EE

- ◆ Homeland Security
- ◆ Trade & Transportation Logistics
- ◆ Specialized Manufacturing
- ◆ Creative Industries
- ◆ Retail Trade

### Military Veterans' Skill-sets

- ◆ Welding
- ◆ CDL-A
- ◆ Management
- ◆ CyberSecurity/ IT
- ◆ Construction

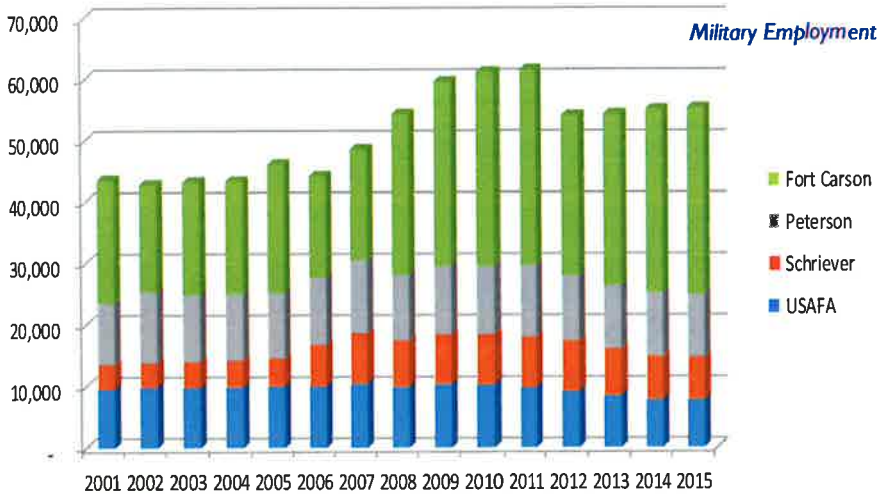
## UNEMPLOYMENT RATE



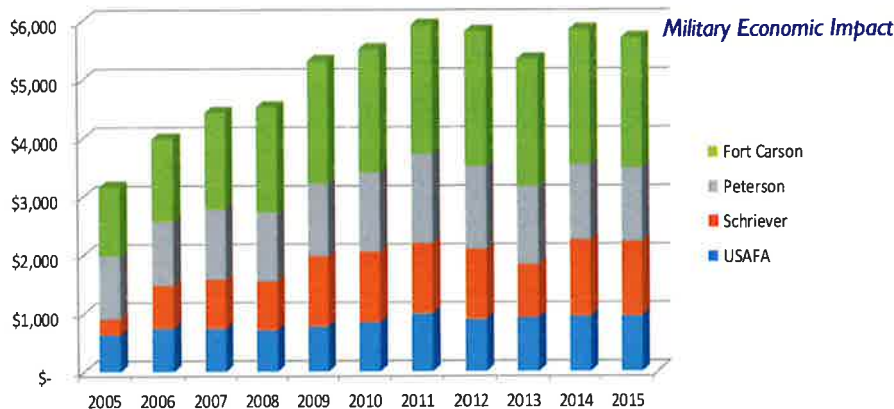
Source: UCCS College of Business

*500 Veterans exit Ft. Carson Army Base monthly*

## MILITARY BASES in REGION



30,303 Ft. Carson Army Base population;  
largest State employer



\$2,022m Ft. Carson Army Base  
Economic Impact Value

*\$5,704m Economic Impact Value of Four  
Military bases in the Region*

Source: UCCS College of Business

## CITY ACCOLADES

- ◆ **Best Places in CO for Young Families** (*Nerd Wallet*)
- ◆ **American City on the Rise** (*Nerd Wallet*)
- ◆ **All-American City** (*National Civic League*)
- ◆ **Millennium City** (*New York Times*)



*29.8% Reduction in Waste tonnage for Metro; Renewable Mission*



## LIFESTYLE AMMENITIES

- ◆ 50 miles of Trails and Bike paths
- ◆ 1000+ acres of Open Space Parks
- ◆ Summer Farmer's Market
- ◆ 8+ Cultural/Equestrian/Naturalist Centers
- ◆ 13+ Community Events and Festivals annually
- ◆ 18+ City Sponsored Youth Sport/Rec Programs

*Cost-of-Living 3.9% below the National Average*

## ACCESSIBILITY

10 minutes/ 7mi Colorado Springs Airport [www.flycos.com](http://www.flycos.com)

15 minutes/ 12 mi Downtown Colorado Springs

25 minutes/ 27 mi City of Pueblo (south)

1.25 hours/ 75 mi City of Denver (north)

1.50 hours/ 95 mi Denver International Airport [www.flydenver.com](http://www.flydenver.com)

*\*denotes military bases*

*23.4 mins average Workforce Commute*





retailstrategies.com

retail strategies

# FOUNTAIN, COLORADO

Market Guide



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Economic Development & Urban Renewal  
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116 S. Main Street  
Fountain, CO 80916  
719.322.2056 office  
719.322.2056 cell

## City Contact Information

## Focus Properties



Fountain, Colorado is an expanding community with a 5-year projected growth rate of 13.7%. Serving the greater Fountain Valley population of 97,653, Fountain is in need of community services to support their growing, consumer base.

Retail Strategies has a catalog of commercial retail real estate properties currently available in this market.

For more information, please contact:

**Kimberly Bailey, Economic Development & Urban Renewal**  
kbailey@fountaincolorado.org

## Demographics



Population: **55,945**

Average Age: **34.5**

Household Income (Median): **\$60,500**

Growth Rate: **11.64%**

Number of Households: **18,454**

Household Income (Average): **\$70,817**

## Peer Analysis

The Peer Analysis, built by Retail Strategies along with our clients partner (Intact), identifies analogous retail nodes within a similar demographic and retail mix. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail centers throughout the country. The variables used are population, income, and household income. The variables are grouped based on the retail mix and retail mixable mix score.

### Peer Trade Areas

Lubbock, TX	243,110
Woodland, CA	177,000
Arvada, CO	166,600
Overland Park, KS	147,000
Murphyville, IL	121,000
Highland, CO	100,000



## Focus Categories

The top categories for fastest growth in the municipality are Filled from a combination of lease-up projects, peer analysis, retail trends and local market conditions. Although these are the categories, Retail Strategies' efforts are not limited beyond the defined list. Let us know how we can help you find a site!



Full-Service & Limited-Service Restaurants



Health & Wellness



Clothing



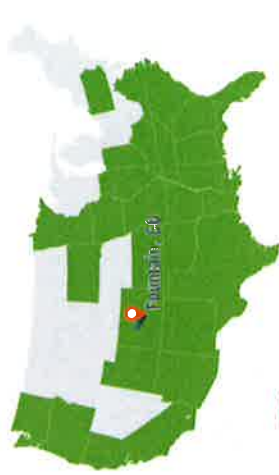
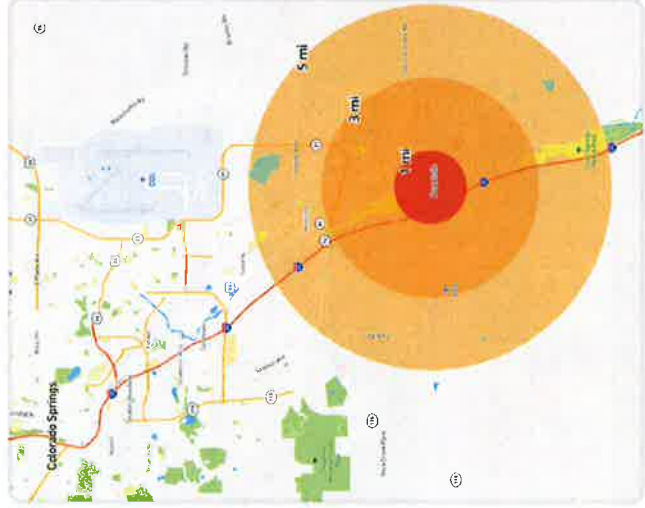
Sporting Goods



DEMOGRAPHIC PROFILE		1 Mile Radius	3 Mile Radius	5 Mile Radius
2018 Estimated Population		7,785	30,118	55,945
Daytime Population		19,289	32,286	48,528
Median HH Income		\$49,961	\$61,939	\$68,000
Number of Households		2,949	10,131	18,454

DEMOGRAPHIC PROFILE		3 Minute DT	5 Minute DT	10 Minute DT
2018 Estimated Population		5,400	12,902	54,619
Daytime Population		10,867	21,927	68,710
Median HH Income		\$39,835	\$56,079	\$58,970
Number of Households		2,131	4,592	18,343



**Kimberly A. Bailey**  
Economic Development & Urban Renewal  
kbailey@fountaincolorado.org  
719.322.2056 office



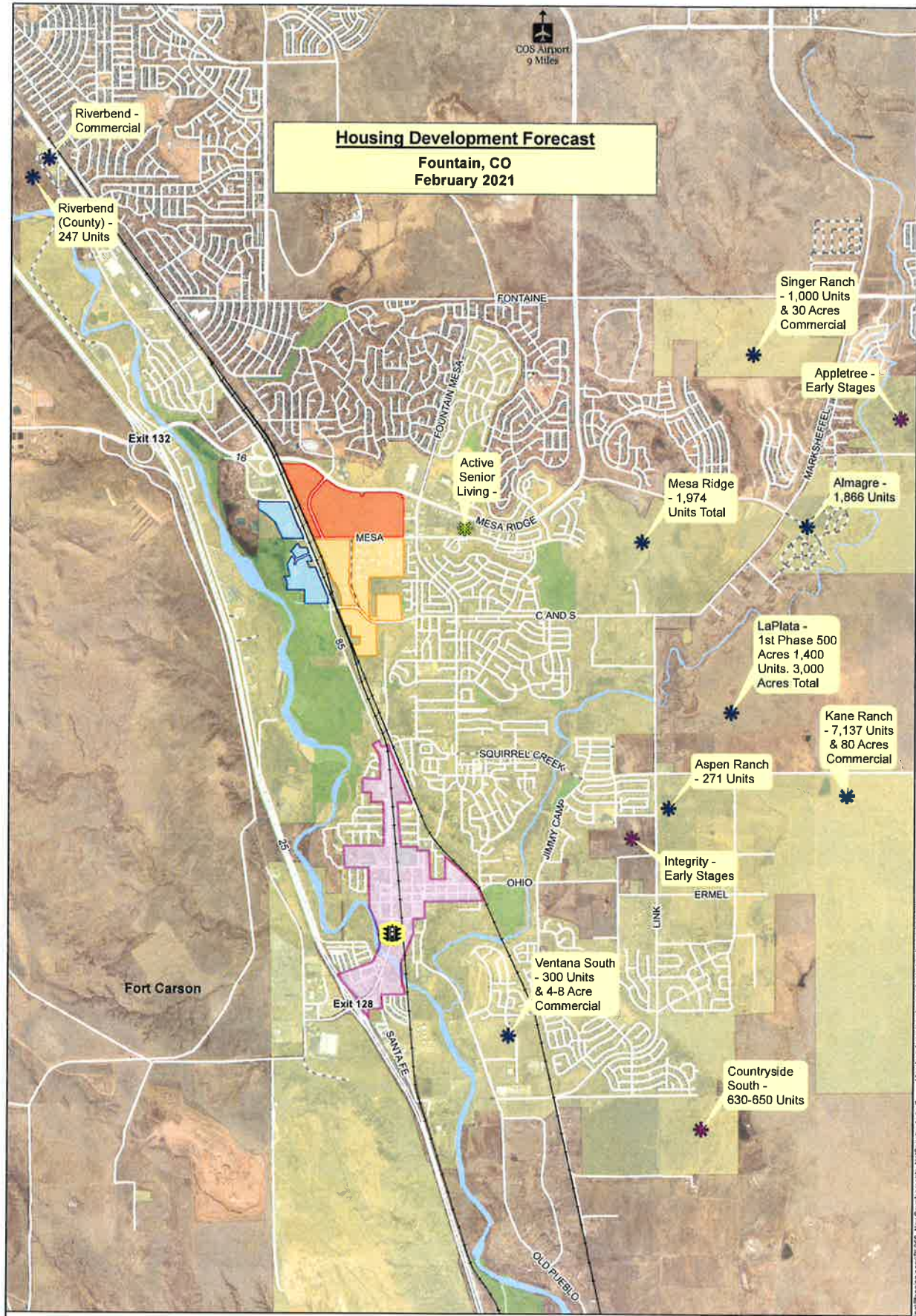
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### Housing Development Forecast **Fountain, CO** **February 2021**



<p><b>Stage</b></p> <ul style="list-style-type: none"> <li>🌸 Conceptual</li> <li>🌸 Submitted</li> <li>🌸 Under Construction</li> </ul>	<p><b>INPILL: Mixed-Use Commercial</b></p> <ul style="list-style-type: none"> <li>🏠 Crescent Canyon: 144 Acres</li> <li>🏠 Hwy 85: 84 Acres</li> <li>🏠 Mesa Ridge: 136 Acres</li> </ul>	<ul style="list-style-type: none"> <li>🚧 Long-Range Transportation Connection</li> <li>🚦 Indiana Signaled Intersection</li> <li>🏡 Olde Town / Downtown</li> <li>🏛️ City of Fountain</li> </ul>
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Scale: 0, 0.5, 1, 2 Mile



Document Path: T:\GIS\Projects\Planning\GIS\Map\_Series\NewDevelopment\_MapSeries.aprx\_12  
 Date: 2/18/2021