

When you build your business in *The District*, you're surrounded by success on all sides. A supportive business community, a unique spirit of excitement and vibrancy, and a city of 100,000+ savvy consumers eager to discover what you have to offer. Best of all, getting your business up and running is easier than you think.



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BusinessInTheDistrict.com



STARTING YOUR OWN BUSINESS IN *THE DISTRICT*
IS EASIER THAN YOU THINK.

CALL, CLICK OR COME BY TODAY.
BusinessInTheDistrict.com



THE DESTINATION

The District is a vital city center with a diverse population of professionals, visitors, students, researchers and professors. We have nearly 27,000 employees and 8,400 residents within a one-mile radius, all working, dining and shopping in *The District* on a daily basis. Three hospitals, two newspapers, city and county governments, two colleges and a major university all call *The District* home.

We are also home to hundreds of residents and in the next five to ten years are expecting significant growth in the residential population as more high-density, mixed-use projects are developed. With more and more people looking to live at the center of it all, we anticipate a growing population of young professionals, empty nesters and creative workers.

THE NUMBERS

Although it may not be the most exhilarating part of starting a business, facts, figures and number crunching are vital to your success. All the economic and demographic information you would ever want to see is available on our website, but here's a 9-piece sampler to give you a taste of how sweet life can be for your business in *The District*.

1. You'll find over one million square feet of commercial space and nearly 900,000 square feet of office space located in *The District*.
2. More than 14,000 employees shop, dine or work in *The District* on a daily basis.
3. Over 35,000 students and nearly 13,000 faculty and staff are within walking distance of our shops, offices, restaurants and entertainment venues.
4. We offer a vibrant retail and restaurant scene with 110 unique shops and over 70 bars and restaurants.
5. This is a thriving arts area with galleries, artist studios, museums and performance venues.
6. We are a growing center for creative companies in the fields of media, entertainment, advertising, architecture and film.
7. We employ a highly-talented workforce with nearly 41% of those age 25 and older holding a college degree and 8% holding an advanced degree.
8. Our visitors have access to over 5,900 parking spaces, 8,400 student parking spaces, four city garages and free parking on nights and Sundays. A fifth garage is currently being constructed as well.
9. Columbia was ranked the #1 best place in Missouri to open a business or restaurant in 2010. We're also ranked as the 8th best place in the nation for business and careers.

THE VIBE

The data and demographics look great on paper but you have to personally experience the charm and character of *The District* to see why it's such a special place. As the energetic hub of culture in mid-Missouri, we attract patrons who tend to shun the malls and lifestyle centers. The art, architecture and attitude of *The District* are a welcome respite for individuals who prefer original to mass-produced, fresh to pre-packaged and who value quality above quantity. If your business aims to attract this style of consumer, there is simply no better place to set up shop than *The District*.

THE NETWORK

Having once stood in your shoes, our network of business owners in *The District* offers an invaluable amount of insight, experience and support to burgeoning new businesses such as yours. No matter how successful they've become, they all started out just like you. They had an idea - a dream - and the fortitude to make it come alive. Along with our resources here at *The District* office, we're all riding shotgun with you on the road to success. We can offer a helping hand with pretty much anything, like selecting a location, marketing effectively, even things like finding additional staff when the crowds come rolling in.

THE FIRST STEP

We've compiled virtually all the information and resources you'll need to make your business dream a reality, and we're eager to share them with you. Whether you have a bullet-proof business plan or you've simply been kicking an idea around in the coffee shop, we encourage you to give us a call, visit our website or simply stop by our business development office today. We want you to join us in *The District*. Let us show you how we can help.