

The same strategic location that led to Montrose Downtown becoming a hub for transportation and commerce at its founding, still serves as an asset today. Although much has changed since the City's founding in 1882, Montrose Downtown continues as a thriving gateway to the markets and natural wonders of western Colorado.

The Montrose Downtown Development Authority (DDA) serves alongside the business and property owners in the district to make downtown an attractive, vibrant place where people converge, businesses thrive, and values rise. The DDA works closely with the City of Montrose and other community partners on business retention, expansion, and attraction; marketing; redevelopment; and public safety.

Now is the time to invest in Montrose Downtown.

Prime Local Market

Montrose Downtown is in a convenient central location surrounded by walkable residential neighborhoods with quick access to the river corridor. Downtown is a hub of arts, entertainment, and specialized retail serving both locals and visitors. Demographic and consumer preference trends show that demand is rising for authentic shopping and living experiences in mixed-use neighborhoods such as the Montrose Downtown district.



2010 Demographic Profile

	1-Mile Radius	3-Mile Radius
Population	8,222	22,969
Households	3,574	9,349
Avg. Household Income	\$44,657	\$50,991
Median Home Value	\$168,674	\$199,066
Owner-Occupied	54%	64.5%
Median Age	39.2	40.6

2010 Consumer Expenditures

	1-Mile Radius	3-Mile Radius
Apparel	\$3.79M	\$11.11M
Computers & Accessories	\$503,700	\$1.49M
Entertainment & Recreation	\$7.67M	\$23.19M
Meals at Restaurants	\$7.44M	\$21.97M
Household Items	\$4.12M	\$12.45M
Retail Goods	\$57.07M	\$171.96M
TV & Sound Equipment	\$2.95M	\$8.69M
Travel	\$4.08M	\$12.40M
Vehicle Maintenance & Repair	\$2.23M	\$6.70M

Downtown District Map

Strong Business Mix

- Locally owned businesses, franchises, professional services
- Key niches: Fashion, Art & Design, Restaurants, Entertainment, Home & Garden
- Opportunities: Lodging, Neighborhood Restaurants, Financial Services, Arts & Creative Industries, Health Care, Housing

Business Support

- Enterprise Zone state tax credits
- Downtown Opportunity Fund loan program
- Access to Small Business Development Center assistance
- Supportive business owner networks

Transportation & Parking

- 15,323 vehicles/day on Main Street (2011)
- 24,846 vehicles/day on Townsend Ave (2011)
- Multiple bus routes through downtown and expanded Transfer Station planned for 2013
- Over 3,000 free parking spaces on street and in public lots

Who's Here Now

1. Ace Hardware
 2. City Market (Kroger Inc.)
 3. McDonald's
 4. H&R Block
 5. Dahlia Floral & Design
 6. Amelia's Hacienda
 7. Producer's Cooperative
 8. Horsefly Brewing Company
 9. The Coffee Trader
 10. Colorado Mesa University
 11. True Value Hardware
 12. Tri-River Appliances
 13. Colorado Workforce Center
 14. High Country Fitness
 15. Dalby, Wentland, & Co., P.C.
 16. Great Harvest Bread Co.
 17. Sushitini
 18. Kullman Ironworks
 19. Cascade Bicycles
- And many more!

More Information

- www.montrosedowntown.com
- www.cityofmontrose.org

