



FIRST FLOOR BY THE NUMBERS



97,000+
square
feet

**Vacant first floor
space filled
since 2010**

26
Pop-up
Shops

**Filling over 21,000
SF of space and
creating 41 jobs**

21%
increase

**Increase in first
floor occupancy
across downtown**

70+
Start-ups
since 2010

**Start-up businesses
launched on the
first floor**



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First Floor Occupancy Analysis

Area	Occupied SF (2010)	Occupied SF (2018)	Total SF	Occupancy (2018)
CBD	287,054	348,335 (+21.3%)	509,154	68.4%
E. Third St. Area	33,460	45,420 (+35.7%)	48,420	93.8%
Oregon District	137,430	161,572 (+17.6%)	177,938	90.8%
Total	457,944	555,327 (+21.3%)	735,512	75.5%

