

# A CITY

## IN ITS OWN RIGHT

A compact ½ square mile with 400,000 SF of retail, 10M SF of office, and 13,000 residents

Unparalleled opportunity to capture robust retail expenditures from three distinct customer groups: professional employees, affluent residents and visitors

Untapped retail potential in the midst of a thriving economic environment

Your next retail opportunity is here in Rosslyn



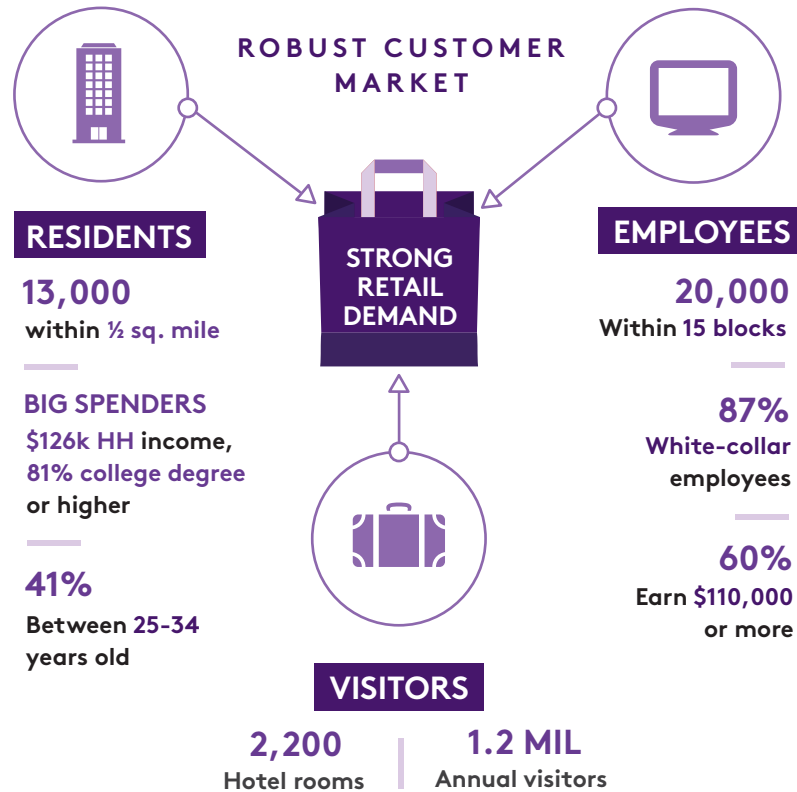
RETAIL

# ROSSLYN

THE WASHINGTON, DC REGION'S PREMIER URBAN CENTER

## CUSTOMER DENSITY

Rosslyn is home to dense concentrations of three critical key customer types, all with significant spending potential: employees, residents and visitors.



## ROSSLYN DEMOGRAPHICS

	ROSSLYN	1 MILE	3 MILES	5 MILES
<b>POPULATION</b>	13,000	37,000	307,000	733,000
<b>HOUSEHOLDS</b>	7,600	17,600	159,200	343,200
<b>BACHELOR'S DEGREE OR HIGHER</b>	81%	83%	76%	66%
<b>AVERAGE HH INCOME</b>	\$126,000	\$124,800	\$127,600	\$121,900
<b>MEDIAN AGE</b>	33	30	33	34
<b>MARKET EXPENDITURES</b>				
<b>FOOD &amp; DRINK AWAY FROM HOME</b>	\$38 MIL	\$97 MIL	\$885 MIL	\$1.8 BIL
<b>RETAIL</b>	\$305 MIL	\$789 MIL	\$7.3 BIL	\$14.9 BIL

Source: ESRI 2015

ROSSLYN BID: ROSSLYNVA.ORG @ROSSLYNVA ROSSLYNVA 703.522.6628

# ROSSLYN BID PARTNERSHIP OPPORTUNITIES

The Rosslyn BID is an active business partner. At no cost, you can benefit from innovative marketing and promotional partnerships, as well as connections that help your business thrive.

**9,000**

Promotion to our active and growing social media audience of 9,000

**40,000**

Coverage in printed bulletins delivered to 40,000 residents and workers



Listing, description and feature articles on [RosslynVA.org](http://RosslynVA.org)

**75,000+**

Opportunity for exposure to 75,000+ attendees at 100+ events yearly



Direct access to companies, employees and residents



Assistance and collaborative connections with Arlington County

## UNPARALLELED ACCESS

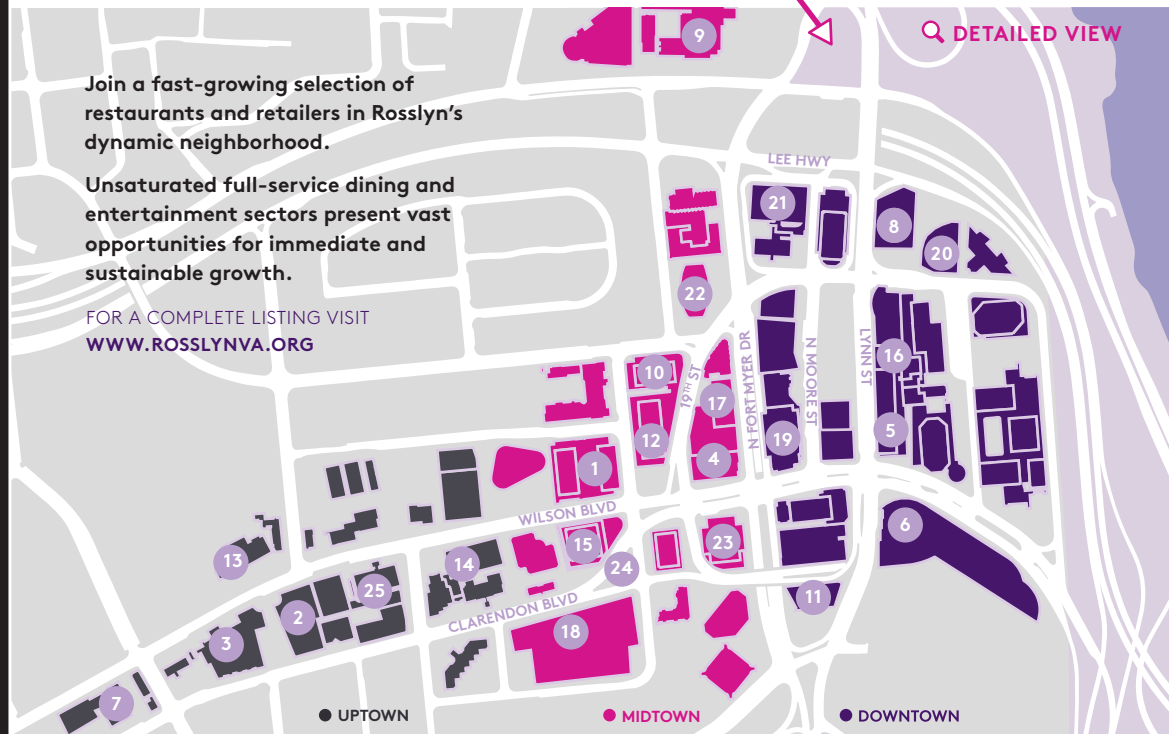
Rosslyn is a transportation hub and a prime location to capture local retail, food and drink expenditures while also tapping into the larger markets of Northern Virginia and the DC region

● ● ● 3 Metro lines and 5 major road networks **30,000+** Daily Metro trips **22,000** Parking spaces

## ROSSLYN: A CITY UNTO ITSELF AND A GATEWAY TO THE REGION



## RETAIL HIGHLIGHTS



Join a fast-growing selection of restaurants and retailers in Rosslyn's dynamic neighborhood.

Unsaturated full-service dining and entertainment sectors present vast opportunities for immediate and sustainable growth.

FOR A COMPLETE LISTING VISIT [WWW.ROSSLYNVA.ORG](http://WWW.ROSSLYNVA.ORG)

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|--|---|---|--|
| <ol style="list-style-type: none"> <li>1. Heavy Seas Alehouse</li> <li>2. Pier 1 Imports</li> <li>3. Bistro360</li> <li>4. Cityhouse (Hyatt)</li> <li>5. Chipotle Mexican Grill</li> </ol> | <ol style="list-style-type: none"> <li>6. Allure Salon</li> <li>7. Il Radicchio of Arlington</li> <li>8. Caffe Aficionado</li> <li>9. Revival (Key Bridge Marriott)</li> <li>10. Gold's Gym</li> <li>11. Manhattan Cafe</li> <li>12. Kanpai Japanese Cuisine</li> </ol> | <ol style="list-style-type: none"> <li>13. Mele Bistro</li> <li>14. Piola</li> <li>15. Target</li> <li>16. Chop't Creative Salad</li> </ol> | <ol style="list-style-type: none"> <li>17. Culinare Restaurant</li> <li>18. Jimmy John's Gourmet Sandwiches</li> <li>19. Panera Bread</li> <li>20. Amuse (Le Meridien)</li> <li>21. Continental Pool Lounge</li> <li>22. Pancho Villa</li> <li>23. Ruby Tuesday</li> <li>24. Starbucks Coffee</li> <li>25. Barley Mac</li> </ol> |
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